NOW No. 1 IN THE NATION!

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  Multiple-Tv Bill
  Page 58

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THE NEWSWEEKLY OF RADIO AND TV

23 year

BROADCASTING TELEVISION

NOW No. 1 IN THE NATION!

The latest Nielsen* study shows 89% of Rhode Island families own TV sets ... the highest in the nation ... 31% above the national average!

Southern New Englanders don't buy TV sets simply because they're for sale ... they must like our live-local programs ... 17 per day Monday through Friday! Proof of our performance!

"1,098,189 sets in our area"

NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives — WEED TELEVISION

*Report courtesy of CBS TV Research Dept.
WTVR — Channel 6
RICHMOND, VIRGINIA

providing
STATEWIDE COVERAGE

with
MAXIMUM POWER - 100,000 WATTS

at
MAXIMUM HEIGHT - 1049 FT.

SERVICE FROM ALL FOUR NETWORKS

Represented Nationally by Blair Tv, Inc.
A service of
HAVENS & MARTIN, INC.
3301 W. Broad Street
Richmond, Virginia

New WTVR Tower—1049 Feet
... Telepulse Report for the Wilkes-Barre-Scranton TV Market

Reveals
that WBRE-TV has
15 of the Top 15 Night-time Shows!

that WBRE-TV has
21 of the Top 25 Night-time Shows!

that WBRE-TV
During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 121 periods!

that WBRE-TV
During 16 daily daytime quarter hour periods leads in 14 periods!

Audience . . . ! Audience . . . ! Audience! . . . that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pennsylvania market.

The revealing facts of the current Telepulse Report proves what WBRE-TV has been saying about its Colossal Coverage . . . its Stupendous Set Count . . . its Superior Quality Picture . . . its full line-up of N. B. C. shows . . . its highly-rated local shows . . . plus engineering know-how . . . and now first in COLOR-TV in N. E. Pennsylvania.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

National Representative The Headley-Reed Co.
to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience yours on WLEV-TV, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, and the Golden Gloves. Each event has four segments, at $125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity.

Of equal importance is the WLEV-TV complete local sports programming, filmed by mobile units and processed in the station's own modern laboratories. Cash in on the WLEV-TV sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley, Buy WLEV-TV.

Represented by

MEEKER TV, Incorporated
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Steinman Station
TELEVISION-MINDED advertising managers, long accustomed to long convention debates about high costs of video campaigns, will hear entirely different message from one of key speakers when Assn. of National Advertisers meets at Hot Springs, Va., this week. Top agency executive will offer this practical tip: Take new look at radio, utilize its powerful selling potential, and then fit into balanced all-media program.

**PROONENTS** of Rosel H. Hyde for reappointment as chairman of FCC (his initial one-year tenure expires April 18) contend Administration shouldn't change horses in midstream when such prodigious progress has been made and with at least another year of grueling work ahead before big tv-hearing job can be completed. There's no active opposition candidate, but inside Administration quarters that "new broom" thesis is still being nurtured. But licensee support, both broadcasting and common carrier, is almost unanimously for Hyde reappointment.

**MEMBERS** of Station Representatives Assn. inviting group of tv station owners and managers to confer in New York late in March to discuss long-range promotion of spot tv advertising.

**ABC-TV** has more than passing interest in Walt Disney's plans to construct $10 million miniature World's Fair in Southern California to open early in 1956. Disney eventually will have tv show, and, when he does, it's understood ABC will figure. Assumption is that 160-acre "Disneyland," bearing theme of "The World of Yesterday, World of Tomorrow and World of Fantasy," will provide locale for program.

**THOSE UHF success stories, even in vhf penetrated markets, are beginning to appear. There's case of WCAN-TV Milwaukee (ch. 25). Now on CBS, after six months of operation, it's doing better than $100,000 per month gross and still moving up, according to Lou Poller, president and general manager.**

**SUSPENSION of one FCC employee as loyalty risk was revealed in testimony of Rosel Hyde, FCC chairman, at FCC appropriation hearing in House, released last Thursday. While no details are given, it's understood that employee held miscellaneous jobs in field, rather than at Washington headquarters, and following his suspension, resigned from government service. This reportedly is only instance of loyalty risk in past year among FCC's 1,100 employees.**

**INCENSED OVER failure of manufacturers to build all-wave tv receivers, some uhf stations are talking up project for announce ment campaigns over both their radio and tv stations urging public not to buy tv sets unless they have uhf band.**

BUY $100 worth of time on radio and you get $100 in time on tv free. That's why it's being done in Butte, Mont., on KXLB and KXLF-TV, operated by Ed Cranev. But it's limited to local advertisers only, to educate them and to stimulate good tv programming (advertiser pays everything except time charge). Mr. Cranev, who operates Pacific Northwest Broadcasters, initiated two-in-one plan Jan. 1 and guarantees it for all of 1954. About 70 local accounts are now using it.

**PLAN to expand vhf tv band is being expanded by one top Washington engineering consultant. He would add three channels above ch. 6 (82-88 mc), reducing fm to 2 mc band (10 channels). By cutting fm deviation from 200 kc to 25 kc, same as tv in fm sideband, it's contended 2-mc fm band could support 40 channels with comparable service. Alternative suggested is adding one new vhf channel below ch. 7 (174-180 mc) and another above ch. 13 (210-216 mc), shifting displaced services to uhf, "ideal for vehicular communications." Filling gap between vhf chs. 4 (66-72 mc) and 5 (76-82 mc) also is suggested.**

**AMERICAN Tobacco Co. and S. C. Johnson & Sons, co-sponsors of Robert Montgomery Presents, have signed 52-week renewal contract of the program in the same time period (NBC-TV, Mon., 9:30-10:30 p.m.), effective July 3. BBDO, New York, represents American Tobacco, and Needham, Lewis & Broby, Chicago, services Johnson Wax.**

**SENATE Communications Subcommittee Chairman Charles E. Potter (R-Mich.) is taking hold of radio-tv problems. Now underway is preparation for trip of five-man subcommittee to RCA Labs at Princeton, N. J., and visit of NBC and CBS facilities in New York. Date will be set soon as all Senators concerned agree on suitable time.**

**WHAT may be most important Congressional study in radio since McFarland Act was in works is upcoming on Potter Subcommittee's agenda. Uhf study will come soon after license fee consideration tomorrow (Tuesday). Sen. Potter sees in this area one of greatest problems facing broadcast industry today, wants Congress to help if it can.**

**FUTILITY of Big Ten regional football tv plan being accepted by NCAA tv committee at Kansas City meeting March 20-21 is pointed up by this fact: H. O. (Fritz) Crisler will go into session wearing "two hats"—one as Big Ten member and other as NCAA Dist. 4 representative. Nevertheless, Mr. Crisler has been asked to "press" for adoption of regional controls.**

**LEAD STORY**


**ADVERTISERS & AGENCIES**

Nestle Co. signs big contract on WNEW New York. Page 34.

**FILM**

General Teleradio planning major film licensing project. Page 35.

**FACTS & FIGURES**

ABC report shows punch of daytime radio. Page 38.

**TRADE ASSOCIATIONS**


**PROGRAM SERVICES**

Annual round of BMI clinics opens with sessions in seven cities. Page 48.

**GOVERNMENT**


**FEATURES**


**STATIONS**

Eight new television stations make their debut. Page 86.

**PERSONNEL RELATIONS**

WOR-AM-TV New York without musicians for second week. Page 95.

**NETWORKS**

Jacob Evans heads NBC centralized national advertising. Page 96.

**MANUFACTURING**

RCA ready to start color tv set production three months ahead of schedule. Page 59. Ten factories making plans to produce color tv receivers. Page 100.

**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 grants. Page 125. March 15, 1954 • Page 5
Many times during the week (33 quarter hours to be exact), KOWH has more audience than all other Omaha stations combined!

Yes, over 50% of the available audience means your message on KOWH reaches more people than if you bought the same time on all other stations heard in Omaha!

Represented Nationally by the BOLLING COMPANY.

Only six months ago, WTIX had the smallest audience of any station in New Orleans. New ownership and management have made a difference.

Each month both audience and advertising have increased. Now, WTIX ranks first, both morning and afternoon, among all independent stations in New Orleans!

Represented Nationally by ADAM J. YOUNG, JR.
CBS' Murrow Rebutts McCarthy's 'Red' Inferences

CBS COMMENTATOR Edward R. Murrow devoted most of his 7:45-8 p.m. CBS Radio program Friday to rebuttal of communist inferences drawn by Sen. Joseph R. McCarthy (R-Wis.) in interview on MBS Fulton Lewis Jr. show next morning (see story page 31).

Mr. Murrow detailed history of his participation in advisory council of Institute of International Education. He read long list of distinguished educators who took part in 1935 exchange of professors and students with foreign countries. Among them: John Foster Dulles, Thomas W. Lamont.

The succeeding reply to Sen. McCarthy's contention that American Civil Liberties Union was listed as subversive front organization (Senator had quoted California source), CBS newsmen said he had specifically mentioned in Tuesday (see TV News) newscast that ACLU had never been listed by Attorney General, FBI or other government agency as a communist front organization. He used recorded excerpts of this statement and Sen. McCarthy's comment, dramatically presenting opposite viewpoints. He conceded he might come under Sen. McCarthy's "bleeding heart" label but as to "extreme left wing" charge he said he merely was somewhat "left of Sen. McCarthy's position and that of Louis XIV."

LAMB AGAIN DENIES COMMUNIST CHARGES AS FCC PROPOSES HEARING ON RENEWAL

LONG-DORMANT charges of purported communist association made against Edward O. Lamb, operator of Lamb radio-television station group, broke into open this Friday as:

1. FCC sent Mr. Lamb letter giving him chance to show Commission why it should not hold hearing on application for license renewal of his WICU (TV) Erie, Pa.

2. Mr. Lamb's attorney in quickly filed petition asking more information and source of communist charges.

3. Mr. Lamb and J. Howard McGrath, executive vice president and general counsel of Edward Lamb Enterprises, and former U. S. Attorney General, denied charges.

Commission's letter, written under Sec. 309(b) of Act, cites sworn testimony by Mr. Lamb in 1948 that he has never been member of Communist Party and then adds:

"The Commission, however, is now in possession of information containing charges which raise questions concerning the correctness of averments made in your sworn testimony and your sworn statement and petition to the FCC containing charges that for a period of years, particularly the period 1944-48, you were a member of the Communist Party.

According to these charges, and particularly during the period 1944-48, your name was included, at the direction of the then Lucas County Communist (Toledo) Communist Party, upon the lists of members of the Communist Party to be solicited for financial contributions and, on the basis of these lists, you were actively solicited by officials of the Lucas County Communist Party and in response to such solicitation contributed money for the support of said party. Further, the charge has been made that, during the period 1944-48 you closely associated with members of the Communist Party.

In view of the foregoing, the Commission is unable, at this time, to accept the statement that your earlier statements referred to above accurately and truly reflected the facts and to make the required statutory finding that the public interest would be served by a grant of the application for renewal of license of WICU.

Mr. Lamb has 30 days to reply to the FCC letter, after which Commission will decide whether to go ahead with hearing. Petition for more information filed late Friday on behalf of Mr. Lamb by F. Fly, Shuebruk, Blume & Gagnon. Other Lamb stations include WIKK Erie, WTD, WRT (FM) Toledo; WHOO-AM FM Orlando, Fl.; WMAC-AM Massillon, Ohio (CP); WTVQ (TV) Pittsburgh (application-filed, March 9 in Orlando, ch. 11 in Toledo and am in Columbus are pending. Mr. Lamb is author of book The Planned Economy of Soviet Russia, and also member of all-important media group called subversive by U. S. Attorney General, FCC says.

Mr. Lamb's statement:

"I welcome any chance to testify that I am not now and I never was associated or identified with the Communist Party and any political, labor, labor or American, and an anti-Communist and I don't intend to have any framed-up testimony after the fact. I am pleased to have the opportunity to vindicate my reputation and my good Americanism. I will hold anyone responsible for any smear or falsehood, uttered in derogation of my character."

GILLETTE PAID DEFICIT

GILLETTE Co. considers its guarantee of full house at Madison Square Garden fight between Bob de Marco and Jimmy Carter on March 5 as part of telecasting rights fee, spokesman for the company told Bet, despite fact that gate receipts paid back only portion of this guarantee. Guaranteeing Garden receipts by Gillette assured telecasting of fight in New York.

New 'Today' Participations


Justice's Ruling May Mean Fewer Injunctions, Says AFM

IN DENYING motion of WOR-AM-TV for injunction against picketing by Local 802, American Federation of Musicians (see page 95), it was revealed Friday that New York Supreme Court Justice Ernest E. Hamer had ruled that state courts have no power to issue such an injunction when employers claim, as did stations, that picketing was contrary to existing federal laws.

Decision was hailed by Local 802 as "first one of its kind in New York State" and one that will result in "fewer injunctions against labor unions in New York State and other states as well." Counsel said ruling means that where no interstate commerce or federal law is involved and "an employer 'locks out' his musicians because he intends to use only 'canned music' union has right to picket, to issue leaflets and to carry on similar activities.

Officials of WOR-AM-TV could not be reached for comment on decision and on Local 802's interpretation of it.

Daytime Stations to Meet

SERIES of meetings to be held in Carolinas and Virginia this week under auspices of Daytime Broadcasters Assn., following BMI station clinics, Harry J. Daly, DBA Washington counsel, to preside at sessions in Columbia, S. C., Monday; Winston-Salem, N. C., Wednesday, and Richmond, Va., Friday. Effect of FCC's proposed daytime ruling (see page 52) will be reviewed.

March 15, 1954 • Page 7
KWTV SHARE OF AUDIENCE
OKLAHOMA CITY

FOR OUR 3rd, 4th, 5th WEEKS ON THE AIR!

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday Through Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 A.M.-12:00 NOON</td>
<td>ON THE AIR 22*</td>
<td>NOT ON AIR 58</td>
<td>NOT ON AIR 19*</td>
</tr>
<tr>
<td>12:00 NOON-6:00 P.M.</td>
<td>56</td>
<td>34*</td>
<td>39*</td>
</tr>
<tr>
<td>6:00 P.M.-12:00 MIDNIGHT</td>
<td>41</td>
<td></td>
<td></td>
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*KWTV not on air for complete period and share of audience is unadjusted for this situation.

We invite you to
CHECK KWTV RATINGS
OKLAHOMA CITY TELEPULSE, JANUARY 1954
WE'RE PROUD OF THEM!
WTIK Sold for $110,000; Other Actions by FCC

WTIK Durham, N. C., sold to Chanticleer Broadcasting Co. (WCTC New Brunswick, N. J.), for $110,000. Letter of WTIK and WDNC Durham to form applicant for new Durham tv station. Selling price was $110,000, with transaction handled by Blackburn-Hamilton Co., station brokers.

Chanticleer bought 255 of 500 shares; Robert L. Williams, WCTC manager, 200 shares; Mrs. Gertrude R. Midlen, wife of John H. Midlen, Washington radio attorney, 45 shares. James L. Howe, Chanticleer president (who also has interests in WTIE Vero Beach and WIBA Fort Pierce, Fla.), is president-treasurer of purchaser, with Mr. Williams vice president-secretary. Floyd Fletcher and Harmon Duncan in charge of Durham Broadcasting Enterprises, selling firm.

First Grant Made in Vermont

FINAL decision, granting ch. 3 Montpelier, Vt., to WCAX Broadcasting Corp. issued by FCC Friday, 26, when application was made Sept. 30, Oct.-Nov. 18. This is first grant in Vermont. WCAX is Burlington, Vt., station.

Sale of WOCN (TV) Atlantic City

SALE of WOCN (TV) Atlantic City, N. J., on uHF ch. 32, from Mata Enterprises to David E. McGuire, a Virginia radio and real estate operator, was made known Friday when application for FCC approval of sale was filed. Station received grant of Nov. 25, last year, is not on air.

Application in WNEW Sale

APPLICATION for FCC approval of sale of WNEW New York from present owners to former Blair Co. president Richard D. Buckley, Washington attorney Horace L. Lohnes and Florida banker Harry R. Playford and associates (B-T, March 8), filed Friday, showed New York independent as at $1,858,908. Balance sheet for as of Jan. 31 showed total current assets as $338,800 and share capital as $1,512,398, much of which was capital put up by owners and other stockholders. Current operating expenses of $1,504,304 for three months to end of January 1954.

Application for Chattanooga Merger

APPLICATION to effectuate merger agreement in Chattanooga area between WBBB (TV) Chattanooga and WTVK (TV) Knoxville, Tenn., was filed Friday. Both stations are affiliated with NBC network. The merged station will be called WTVK-TV.

Western Union Revenues

GROSS OPERATING revenues of Western Union in 1953, highest in company's history, were $3,984,899,037, an increase of $160,000,000, or 4.2%, over 1952, according to annual report being issued today (Mon.). Income from current operations (before federal income tax) in 1953 amounted to $15,534,736, largest in over 20 years.

UPCOMING

March 16: Hearing on Johnson Bill on license fees, Senate Interstate & Foreign Commerce subcommittee, U. S. Capitol, Room G-16, 10 a.m., open.


March 18: Hearing on S 5 Res 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company, Senate Anti-Trust & Monopoly subcommittee, Senate Office Bldg., Room 424, 9:30 a.m., open.

March 19-20: Vitepix Corp., board of directors and executive committee, Washington, D. C.

For Upcoming see page 114.

PEOPLE

H. S. (SID) WARD, vice president, Young & Rubicam, N. Y., and copy director since 1939, will retire April 1. He plans to leave for visit to Europe and then expects to spend some time at his Dutchess County, N. Y., farm.

LOUIS B. AMES, program manager of WPIX (TV) New York, has resigned, effective today (Mon.). His future plans not announced, nor has station announced successor.

GEORGE M. MILLAR, vice president in charge of sales, named vice president and marketing director of WKMH Jackson, Mich., according to Frederick A. Knorr, owner of WKMH and WMKF Flint. JOHN CARROLL of WKMH sales staff promoted to assistant sales manager, and ROBIN SEYMOUR advanced to program director.

WIFE (TV) Dayton to Go Dark

WIFE (TV) Dayton, Ohio, broadcasting on uHF ch. 22 since last October, was due to suspend operations Saturday to President-General Manager Ronald B. Woodyard in notice to FCC Friday. Reason for move, Mr. Woodyard said, was financial loss incurred since station went on air. Station's construction permit and STA both expire Aug. 4, and Mr. Woodyard said it was hoped that WIFE could resume telecasting before then following evaluation of finances and program plans. Licensee Skyland Broadcasting Corp. also owns WONE Dayton, 5 kw on 980 kc.

Mr. Woodyard said, according to newspaper reports in Dayton, that station operating expenses amounted to more than $160,000 since it began, plus $125,000 for its first year, and that plant investment is between $60,000 and $700,000. He is reported to have criticized refusal of major networks to provide program service.

Extend Daylight Time

MASSACHUSETTS bill to extend daylight time period from traditional last Sunday in September to last Sunday in October, passed by legislature [CLOSED CIRCUIT, March 8], reported signed into law by governor, while similar bill has been introduced in Rhode Island legislature and assigned to committee for study. Network affiliates in Massachusetts said they were hoping to get new bill passed to postpone extension for year, though prospects described as bleak. Affiliates in Rhode Island getting set to oppose bill pending there. Where such extensions are made, affiliates during October will get their network programs one hour later (by their local clocks) than affiliates in standard time areas.

Bills to White House

SENATE Friday passed House-approved trio of FCC-requested bills (HR 4457, 4458 and 4459) and sent them to White House. Respectively, they allow Commission to waive construction permit requirements for government, mobile and other non-broadcast transmitters; extend the time FCC has to act on protest from 15 to 30 days, and reduces penalty provision for violating Communications Act from felony to misdemeanor. These are bills blocked in past by Sen. McCarran (D-Nev.). Measures were taken off calendar and passed with consent of Senate.
There’s a moss on the pencils and mold on the books at Harvard — the only homework anyone looks at is Channel 8.

Some of the habits of the American male have not been charted (page Dr. K.) but we hear tell that at Harvard the favorite habit, for male and female, is WHEN. We mean, Harvard, N. Y., of course — just one of 250 similar communities in Central N. Y. who imbibe laughter and learning in palatable doses, via the ivy-covered walls of you-know-what. Want a cum laude in selling? Take a course on Channel 8. For information about matriculation fees...

SEE YOUR NEAREST KATZ AGENCY

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Broadcasting * Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
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Sol Taishoff, Editor and Publisher

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CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
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HOLLYWOOD
David Glickman, West Coast Manager; Leo Kovner, Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION
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*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.
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.

---

FIG. 22

G-E 85-PAGE TV ANTENNA MANUAL

today!

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 General Electric Company, Section X234-15, Electronics Park, Syracuse, New York
Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.

The Inspired New Series That Outshines Them All for Drama, Action, Realism!

Every action scene is authentic, staged in real honest-to-goodness locations... inside a real crime laboratory, a real detective bureau, a real communications center, a real interrogation room, a real courtroom, even real fire ruins when the script demands.

With Mr. D. A. you get superior entertainment... superior selling power. Every attention-arresting half-hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

Ready Now In Ziv-Color Brilliant, Compatible!
TV SELLING POWER!

ZIV'S Behind-The-Scenes Drama of Our Law Enforcers in Action!

"Mr. DISTRICT ATTORNEY"

Each Half-Hour a Complete Story

TECHNICAL SUPERVISION THROUGH THE OPERATION OF THE LOS ANGELES LAW ENFORCEMENT AGENCIES

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

HE LOOKS, HE ACTS, HE IS MR. D. A.
Ah Spring!

Just when we get our hands on a nice juicy TV statistic, calculated to woo friends and influence sales, we look up and it's Spring.

That makes our as-of-Nov. 1 set-count almost five months tired.

It's the best we can do at the moment, however:

There are 194,280 TV sets within our 0.1 nV area. Taking out counties contiguous to other stations, we come up with 100,050. (The last 51 make our sales department very happy.)

Thanks to super power, we think we can justly claim effective Eastern Iowa coverage.

WMT-TV  Channel 2  100,000 watts
CBS for Eastern Iowa
Mail address: Cedar Rapids  National Reps: The Katz Agency
TELEVISION'S newest network panel-quiz entry, "It's About Time," has bolted the Louis G. Cowan stable with something less than flying colors for Bergen Evans, the erudite Northwestern U. English professor, and ABC-TV, as well as for the packager.

The panel consisted of Robert Pollak, investment broker and former Chicago drama critic; Ruth Duskin, an NU student and one-time Quiz Kid; Vin Gottschalk, radio-tv announcer, and Shirl Stern, a Chicago housewife.

It should be made clear that the title does not suggest a lack of punctuality, but merely the fact the show is about time and events of historical significance. The format works this way:

Viewers suggest events which have transpired within the past 50 years or so. Moderator Evans furnishes the clue, known only to himself and the audience. The panelists get 60 seconds to ask questions and then must identify the event and give the year it happened. A sum of $25 rides for the viewer on each of the two questions.

On this program the suggestions were a cardboard ad with the words, "Blow Some My Way," a scene from an old movie (Birth of a Nation), an Evans witch at about a "calendar" event (referring to the birth of the Dionne quintuplets), another old movie (Ah, Wilderness!, and a filmed pantomime of Bing Crosby in 1928).

In the first instance, all panelists missed the cigarette brand (Chesterfield in 1926), though all were aware it was an ad for tobacco. By the time the sequence ended, virtually every tobacco firm had received a free plug.

A highlight of the panel program is the offer of a Happiness trip for two to Mexico to the viewer who correctly identifies Dr. Evans' VIP or "very important person." Though face to face with him and without blindfolds, the panel was unable to furnish his name.

The film clips were easily the most rewarding part of the show.

"It's About Time" is neither as spritely as Down You Go nor as complicated and cumbersome as Super Ghost, with which Dr. Evans has been associated. It seems to lie, quite unobtrusively, somewhere in between.

PETER LIND HAYES SHOW

Network: CBS Radio
Time: Sat., 1:30-2 p.m. EST
Star: Peter Lind Hayes
Producer: Al Singer
Director: Frank Musillo
Announcer: George Bryan
Music: Norman Leyden orchestra with Teddy Wilson, pianist

NEW comedy-variety show, starring Peter Lind Hayes, was added to CBS Radio's Saturday afternoon schedule last month. In some circles, Mr. Hayes is regarded as one of the most talented and versatile performers in show business. Few of his capabilities are evident in the Peter Lind Hayes Show. In his role as m.c., Mr. Hayes displays only a minimum of the tricks of his theatrical trade that have merited him a comfortable status in other branches of the entertainment business.

The show gives every indication that CBS was desperate to fill a half hour of program time so this show was tossed together and given a program label. Mr. Hayes attempts to make jokes a good bit of the time. His material is anything but top notch, killing off even his best efforts before the show ever goes on the air. In between the meaningless chatter, Mary Healy, Mr. Hayes' wife and co-performer, sings some songs. The extra added attraction every week is a "little Godfrey" guest chosen from the ranks of Arthur Godfrey's gifted proteges. Each renders a sample of the talent which caught Mr. Godfrey's discerning eye. An occasional clasp from the live studio audience serves to remind the home listeners that this, in spite of its convincing disguise, is a lively radio broadcast.

The first thing the Peter Lind Hayes Show needs is a script. Mr. Hayes, given the proper material and direction, could be as capable an m.c. as radio could find. But the tools with which he must work in this case are in need of repair.

If any thought was given to the series, the decision was probably to make this a light informal little show. Informality in programming has proven highly effective on a number of broadcasts but it has never yet been an adequate substitute for planning.
here's NEWS... you
Local TV newscasts are just about the most consistently listened to programs in any market.

They rate right up there with the best of the network programs. But what gets them their audience... and holds that audience... is not only the national and international news, important as it is. It's the news of the fire on South Street... the fact that little Mary Jones has been found in MacComb's swamp after being missing for five hours... the human interest items that happen right in the listener's own back yard.

There's no better way of selling a product than by the sponsorship of a local newscast. It has a regular audience day in and day out. It's a receptive audience... and it's a buying audience.

*In operation on or about April 15*
Home Delivery
EDITOR:
   ...I find office hours far too busy to read publications satisfactorily and am wondering if you could send my copies of your publication to my home where I can read it at leisure.
   Harry W. Bennett
   Vice President
   Sherman & Marquette
   New York

Pleased Readers
EDITOR:
   JUST HAD THE PLEASURE OF READING YOUR EDITORIAL "AND THE SETS WERE SILENT." I WISH MORE PEOPLE IN THE INDUSTRY HAD AS CLEAR AN INSIGHT INTO THIS BUSINESS OF BROADCASTING AND TELECASTING AS YOU AND YOUR PINE STAFF. CONGRATULATIONS.
   THOMAS P. CHISMAN
   PRESIDENT
   WVEC-TV HAMPTON (NORFOLK), VA.

EDITOR:
   Your editorial in this week's B&T, "And the Sets Were Silent", is one of the best things I have ever read in B&T. It points up the real value of radio. Radio has become such a habit with the American public that they do not realize its real significance until such an editorial as yours comes along.
   Yours for more and better appreciation of radio.
   C. H. Topmiller
   Exec. Vice Prés.
   WCKY Cincinnati

EDITOR:
   To bestow your magazine praise, other than "Amen," regarding the editorial, "And the Sets Were Silent," [B&T, March 8, 1954], would be superfluous.
   Jack K. Holt
   News Director
   WCNT Centralia, Ill.

Conclusions on Montana
EDITOR:
   After reading your editorial in the March 1 issue of B&T entitled "Mousetrap in Montana" one might draw several conclusions.

1. That you did not have all the facts in the case before you voiced your opinions. (Or perhaps the informant who sent you the course outline and other limited materials did not want you to have all the facts.)
2. That you discredit Mr. Siepmann's book because he was connected with something with which you disagree.
3. That you condemn all the collateral material in the course because it comes from the appendix of Mr. Siepmann's book. (How about Justin Miller's discussion of the Blue Book published by the NAB, Merton's Mass Persuasion, or even the NAB Standards of Practice?)
   Admittedly, there are perhaps many references to books that are not in accord with your personal views.
4. That it is all right for you to be subjective in your analysis of Mr. Siepmann's "non-objective" book.
5. That Montana is the only group of misguided souls who are guilty of such unfortunate decisions. (How about a congressional investigation?)
6. That the manner of presentation and the tone of the editorial is not characteristic of...
cut costs...boost profits!

Build profitable top-quality programs with the new combined* Studio Telescription Library

Stop spending high prices for talent! Now, for an unbelievably low monthly rate, you can have the nation's leading musical personalities featured on your programs...winning audiences and sponsors alike.

The Studio Telescription Library is complete with handy index files, sample scripts, program ideas and background material for your program department. It takes only minutes to build any number of star-studded shows, sparkling with lavish production settings, but with none of the usual high production expenses.

To help you quickly line up new advertisers, you get special audition reels, sales brochures, publicity material and other sales aids. Find out today how the Studio Telescription Library can increase your profits through higher ratings, more sponsors and lower program costs.

*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
New RCA 12.5-KW UHF Transmitter

This IS the high-power UHF transmitter you've waited for. A transmitter as simple, as reliable, and as easy to operate as your standard broadcast transmitter. A transmitter with no trick tubes, no trick circuits, no cumbersome dollies. A transmitter which requires no modification to meet FCC color specifications (or superior monochrome quality standards).

This new RCA 12.5-kw UHF Transmitter uses conventional-type tubes throughout, including the new small-size RCA-6448's in the aural and visual output stages. These are the kind of tubes your engineer knows and understands, and they are used in the kind of circuits he is used to working with. Not only are these tubes better than complicated types, but you can get them from any RCA tube distributor.

This new RCA 12.5-kw UHF Transmitter is the result of several years of intensive development work. Actually, RCA could have shipped high-power UHF transmitters sooner if the engineers had been content to meet ordinary performance standards. But RCA engineers insisted on performance which would provide both superior monochrome pictures and excellent color performance. This turned out to be much harder than expected. Obtaining wide-band response, straight-line linearity and constant phase shift necessary for color is difficult. However, one by one the necessary circuits were worked out until finally the design was perfected.

Now we have it. A transmitter that is designed for color. With this trans-
power UHF
Type Tubes

mitter, when color comes to your station, you will have no extra cost for transmitter conversion.

Those who have waited for this transmitter will be happy they did. Those who have not ordered yet, may now do so with assurance. Those who still have doubts may see it in operation at Camden. See your RCA Representative to arrange an inspection trip.

ASK FOR BULLETIN ... For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.

Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.

RCA 6448 Power Tetrode—
heart of the TTU-12A, 12.5-kw UHF Transmitter.

It is a standard type—can be obtained from your local RCA Tube Distributor.

It saves power and tube costs (up to $34,000 over a ten-year period).

One type covers the entire UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
"of the people, by the people, for the people"

From 9 to 10 P.M. every Sunday for the past 118 weeks WIBC and the Indianapolis Junior Chamber of Commerce have aired "Indianapolis Forum," a public service debate on subjects of local, national and international importance.

"The Forum" is not only an outstanding public service feature of WIBC, but like so many other WIBC programs, it draws more listeners than any other Indianapolis station at the same time and hour. As a matter of fact, WIBC programs are first in Indianapolis and the surrounding 31 county trading area 64% of the time.* For more sales, your best buy in Indianapolis is WIBC!

* Area Pulse Report November-December 1953

—OPEN MIKE—

BET's unusually fine magazine.
I hope that you did not intend for your readers to draw these conclusions. I do not have all the facts, Mr. Editor, nor is this a brief for Montana or Mr. Stepman's book. (It is not the book I would use either.) Incidentally, which text do you suggest for the course in question?
Ansel H. Resler
2142 Maple Avenue
Evanston, Ill.

[EDITOR'S NOTE: We stand on our comments, having seen the study course itself. Mr. Stepman, an ex-BET program executive, is fundamentally opposed to our system of free competitive broadcasting. Even Britain, in TV, has seen the light, and is now effectuating a modified "American Plan" of commercial telecasting, in competition with the BBC state monopoly.]

Wife Liked It, Too

EDITOR:
I feel very thrilled and proud over the wonderful writeup accorded my television report in your latest issue of Broadcasting - Telecasting, . . .
I do not see how an article could have been written which the points in the report more completely and accurately than yours did. My wife even went so far as to say the article was better than the report! Please express my thanks to everyone concerned . . .

Jerry N. Jordan
N. W. Ayer & Son Inc.
Philadelphia

Lexington Coverage

EDITOR:
Another footnote to Mr. Gilmore Nunn's statement that "Lexington . . . gets some intermittent vhf signals from . . . Louisville."

Purcell's, a leading Lexington department store, sponsored half of the Kentucky-L. S. U. play-off game televised by WHAS-TV. It wanted the entire game, but earlier commitments left only half available. Purcell's must be getting more than an "intermittent" signal from WHAS-TV.

Bill Loader
Promotion Manager
WHAS Louisville, Ky.

WTRF-TV Ownership Explained

EDITOR:
In your Feb. 22 issue on page 22, you carried the story that the News Publishing Co. controls WTRF-TV in Wheeling, W. Va.

For the record, you should know that the News Publishing Co. owns 34% of the stock of WTRF-TV and took this opportunity so that the people of Wheeling and the Ohio Valley Region would not have to wait at least two more years for local television. They also have a plan where they could bring their own- ership down to 24%. Their investment in WTRF-TV has aided an already healthy situation and even increased competitiveness, since 30% of WTRF-TV's stock is owned by one very active newspaper competitor in the News Publishing Co. The competitive situation, mass media-wise, in this area is extremely active and vigorous and, after nearly 14 years here, I feel qualified to say that there is no concentration of power or control. Tri-City Broadcasting Co. owns and operates one am-fm-tv property and has no other expansion ambitions, other than to provide the people of this region with the finest possible service on these three facilities.

Robert W. Ferguson
Executive Vice President
Tri-City Broadcasting Co.
Wheeling, W. Va.
Der gross successful
Man, his car
Iss nix MG,
Nix Jaquar:
Und even should
You heard him tell it,
You couldn't said,
Or even spell it.
He drives this kind
Of car 'cause he:
Used
NHC-AM-TV

*Gelauzedup English

WNHC
NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English
WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

VHF
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service
STUDIO CITY TV PRODUCTIONS, INC.

Presents
NEW EXCITING ENTERTAINMENT!

MATT CLARK
Railroad Detective
played by JIM DAVIS
One of America's Most Popular Screen Stars

NOW COMPLETED!
QUANTRILL and his RAIDERS
starring
JIM DAVIS - MARY CASTLE
BRUCE BENNETT
LYLE TALBOT - RIC ROMAN

NOW COMPLETED!
The DALTON GANG
starring
JIM DAVIS - MARY CASTLE
MYRON HEALEY
JESS PARKER - ROBERT DRAKE

NOW COMPLETED!
GERONIMO
starring
JIM DAVIS - MARY CASTLE
CHIEF PONYLASH
ROBERT SHANE - PAT HODGAN

NOW COMPLETED!
The YOUNGER BROTHERS
starring
JIM DAVIS - MARY CASTLE
GEORGE WALLACE - GREGORY WALCOTT
LOUISE REEVERS

NOW COMPLETED!
BELLE STARR
starring
JIM DAVIS - MARY CASTLE
MARI WINDSOR - VIC ROMAN
STUART RANDELL

NOW COMPLETED!
SAM BASS
starring
JIM DAVIS - MARY CASTLE
DON HAGGERTY - JAMES ANDERSON
DENVER PYLE

NOW COMPLETED!
DOC HOLLIDAY
starring
JIM DAVIS - MARY CASTLE
KIM SPALDING - FRANK RICHARDS
JAMES CRAVEN

BETWEEN OFFICIAL NEWSPAPER FILES AND RECORDS

STUDIO CITY TV in Production Every Week at the
52 THRILLING TV STORIES of the Century
½ Hour Subjects Produced Expressly For TV AUDIENCES!

NOW COMPLETED!

BILLY the KID
starring
JIM DAVIS - MARY CASTLE
RICHARD JACKEL - RICHARD TRAVIS
RICHARD "BUZZ" WINK

NOW COMPLETED!

CATTLE KATE
starring
JIM DAVIS - MARY CASTLE
JEAN PARKER - JAMES SEAY
FRANCIS MCDONALD

NOW COMPLETED!

JOAQUIN MURIETTA
starring
JIM DAVIS - MARY CASTLE
RICK JASON - CHARLITA
BOB ANDERSON

NOW COMPLETED!

FRANK and JESSE JAMES
starring
JIM DAVIS - MARY CASTLE
KANE, LEE VAN - TERRY MOONEY

NOW COMPLETED!

JOHNNY RINGO
starring
JIM DAVIS - MARY CASTLE
DONALD CURTIS - EMILE DAVIES
LEE ROBERTS

NOW COMPLETED!

JOHN WESLEY HARDIN
starring
JIM DAVIS - MARY CASTLE
RICHARD WIBB - NORWA

FRANKIE ADAMS
Matt's Undercover Agent
played by
MARY CASTLE

Exclusive
SALES AGENTS
HOLLYWOOD TELEVISION SERVICE, Inc.
32 BRANCH OFFICES
HOME OFFICE:
4020 Carpenter Avenue, North Hollywood, Calif.
Telephone SUNset 3-8807

World-Famous Republic Studios in Hollywood, California
Performance in a Big way!

Yes, sir! Big-Top performance.

BIG! You bet. KSL-TV's mountain-top signal reaches into 39 counties in four western states.

TOP! Sure. The highest ratings and the largest audiences belong to KSL-TV programs, local and network. For even bigger sales results in the Intermountain Market, use KSL-TV.

KSL-TV
Salt Lake City

serving thirty-nine counties in four western states

Represented by CBS Television
Spot Sales

Affiliated with CBS, ABC and Dumont networks

ALFRED DAVID LEVINE

on all accounts

"A MAN is not selling mere footage of film—he is selling what a property can do for a client by merchandising and promotion to enable him to grow with the medium."

This is the working philosophy of Al LeVine, newly-appointed midwest sales manager of Consolidated Television Sales, film distribution firm. Mr. LeVine is well grounded in various phases of advertising and selling for his present capacity, the outgrowth of experience with TV production and distribution firms since 1950.

A native of Cleveland, Ohio, where he was born on Oct. 1, 1916, young Al attended Western Reserve U. and Ohio State law school. But before that, he displayed an avid interest in entertainment. Mr. LeVine attended the Tucker School of Expression and appeared on amateur talent shows up to and through high school. At Western he was a member of the debating team and was campus representative for the local newspaper.

The youth started his business career as a newspaperman—a cub reporter for the suburban Cleveland Heights Press and in the advertising department of the Cleveland News. He worked on editorial and promotion for the News.

In June 1942, Mr. LeVine enlisted in the Army Air Force at Patterson Field, Dayton, and went to officers' candidate school in Miami Beach, emerging with a second lieutenant's commission in April 1943.

He became a combat and intelligence officer assigned to the 456th Bomb Group, and was awarded the Bronze Star and other decorations. Lt. LeVine spent 21 months in Europe—from January 1944 to August 1945.

Without any previous comparable experience, Mr. LeVine was appointed advertising manager for Cunningham Drug Stores, headquartered in Detroit. He then went to Chicago and joined Goldblatt's Dept. Store as sales promotion and merchandising coordinator, handling displays, budgets and other matters.

Early in 1950 Mr. LeVine joined Snader Telescriptions in Chicago, covering Illinois, Indiana and Wisconsin. As he put it, he wanted to combine selling with merchandising, and TV seemed the best way. When Snader dissolved, he came to United Television programs in the fall of 1952. Last June he joined Consolidated Television Sales, and handles such properties as Time for Beatty (it also has a "Station Starter Plan") in 10-state coverage.

Mr. LeVine married the former Frances Lee in January 1948. He belongs to Zeta Beta Tau fraternity. Hobbies: good music and drama.

Page 26  March 15, 1954
The signs of Charlotte are signs of a market infinitely more important than its city size suggests. Speculate, for example, on the number of New York Stock Exchange member brokerage houses in Charlotte.

Nine such firms have invested in Charlotte branches. Only Dallas and Memphis among southern cities have as many. Forty-five cities larger than Charlotte and fifteen whole states have fewer SEM brokerage houses. And the growth of Charlotte as a market for securities is underlined by the fact that 4 of the 9 have been established since 1946.

Charlotte's out-size prominence as a market for securities proves once more that you sell the city short if you ignore the rich and prosperous area it serves—dependent upon it for air transportation, distribution, and many specialized forms of business and cultural activity, particularly—

—radio and television. Jefferson Standard Broadcasting Company's great area stations 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, like Charlotte brokerage houses, help integrate many prosperous communities into one massive market for anything you have to sell.
BEN DONALDSON, advertising and sales promotion manager of Ford Motor Co., who used to be an announcer himself, likely has forgotten the above nine-syllabled version of his name.

It'll be a long time, though, before he forgets St. Patrick's Day, 1954 version. For March 17 will mark the 35th anniversary of his Ford career. Recognize this significant date in Mr. Donaldson's history—and Ford's too—the company has a fine gold watch suitably engraved for official presentation.

This show can't go on until next Monday, however. That's another important event, scheduled March 17—formal opening of the Assn. of National Advertiser's 45th spring meeting at Hot Springs, Va. As chairman of the ANA board Mr. Donaldson will go to this meeting at three days of business meetings, directing workshop sessions for advertising directors responsible for a billion dollars worth of time and space per year. ANA's convention will wind up Friday afternoon and its chairman will be back in Dearborn, Mich., Monday for the delayed ceremony.

A lot of things have happened at Ford Motor Co. since Ben Donaldson was hired in 1919 to solve what had become an insoluble problem. The problem centered around Henry Ford's provocative Dearborn Independent, which had a mailing of 200,000 copies that weekly inundated the village's third-class post office. Picked for the trouble-shooting assignment was the young civil service clerk in the mail service.

The 26-year-old Ben Donaldson quickly worked out a mailing procedure with the terminal and his Ford career was launched. Fred Black, business manager of the Ford publication, decided the youth was "a good man no matter what the job," and moved him to the editorial side. The reputation was inspired by a blend of persistence, good humor and energy. It led next to the editorship of all the company's publications.

An extra bit of routine in the early 20s came when the company started what it calls the "second commercial broadcasting station." WWI Dearborn went into business May 10, 1922. From the second floor of the tractor plant Mr. Donaldson directed the one-hour-a-week WWI operation, serving as manager, program director and announcer plus assorted technical chores.

The WWI license was allowed to lapse Jan. 20, 1926. Soon Mr. Donaldson was in charge of tractor advertising, and then export and truck advertising.

During World War II he was placed in charge of a major Ford project, a 500,000-word history of the company's war activities. Early in 1945 he was named director of advertising of Ford Motor Co. An outstanding feat in his direction of the company's vast advertising and sales promotion operations was the 50th anniversary television show—a 1953 program that will long be recognized as one of the great achievements in media history.

Michigan has been the site of the entire Donaldson career. Born on a farm near Sunfield, Mich., July 18, 1893, he completed his formal education at Western Michigan College of Education. He taught three years at a country school, where some of the pupils were older than the teacher.

Any executive who becomes one of the nation's outstanding advertising men is certain to have some definite, and worth-reading ideas on the subject. Based on three decades of experience in this highly competitive field, Ben Donaldson's views were succinctly summarized in his annual opening address a few years ago: "No advertising compromiser, he insists that good advertising informs the consumer, tells the truth, conforms to good taste and achieves a balance between potential economic gain and social responsibility."

While still a busy man, he finds time for his camera hobby and makes his own Christmas cards. Another pastime is woodworking—the Donaldson home has many pieces from his workshop. The hobby that gives him the most satisfaction is his collection of old Bibles, the envy of every specialist in this field. Included are such rarities as a Latin Vulgate manuscript Bible of 1225 A.D., and a copy of the Altkén Bible, the first English Bible printed in America. Only 32 known copies of this American relic are known to exist.

In the outdoors field Ben Donaldson indulges an annual urge—a round of golf. Some day he hopes to step up this schedule to two rounds a year but that's a long-range project. His other outdoor interest, similarly neglected much of the time, is the family cottage on Cavanough Lake, about 50 miles northwest of Dearborn. Whenever possible he and Mrs. Donaldson, the former Louise Sackett of Sunfield, Mich., go to the hideaway for a few hours or days of relaxation.

Now and then a family reunion brightens the Donaldson home, or cottage, when the two sons come for a visit. Wilbur M. is a Ford dealer in Bryan, Ohio, and Davis is a physician at Massachusetts General Hospital, Boston.

Mr. Donaldson's business activities have included ANA since 1944, when he was appointed Ford delegate to the association. He was made a member of the ANA board in 1948 and elected chairman last October. He is a past president of the Adcraft Club of Detroit and currently is treasurer of Advertising Foundation of America as well as a member of Advertising Research Foundation and U. S. Chamber of Commerce committees, Dearborn Country Club and Detroit Athletic Club.
HIGH...

is the total income (and buying ability)
of the million families who live and work in our
industrial heart of America. They spend over
two and a half billion dollars yearly for
things they want (and can increasingly afford)!

WIDE...

is the reach of WSAZ-TV, the only television
station serving this whole area of 114 counties
in five different states—a vast coverage
with 100 kilowatts of effective radiated power
on Channel 3.

and

Handsome...

is the word for WSAZ-TV's influence upon
buying habits of TV families throughout its
prosperous market...and handsome, too,
are the results enjoyed by so many leading
advertisers who have found how well it pays
to place their messages on

Marietta, Ohio, is another of the busy industrial communi-cities within WSAZ-TV's area—site of The R. F.
Goodrich Company's modern plastics plant. KORoseal polyvinyl materials, films, coated textiles, upholstery,
floor coverings and other items originate here, produced
by hundreds of skilled, well-paid workers.
KWKH is heard by 22.3% more families than all other Shreveport stations combined!

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations put together—yet costs 44.2% less. Result: KWKH delivers 119.1% more listeners-per-dollar than Shreveport's four other stations combined!

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

Ask your Branham man for the whole 50,000-watt KWKH story.

KWKH
A Shreveport Times Station

50,000 Watts • CBS Radio •
RADIO, TV TAKE THE STAGE IN NEW McCARTHY TEMPEST

Networks' refusal to grant free time to the Wisconsin Senator set off a running battle which brought in the President, the Vice President, other Senators, an FCC Commissioner, major commentators, a number of stations and the interest of the whole nation.

AS NEVER BEFORE, an unrehearsed and spontaneous American political drama broke last week on the national scene through the eyes and ears of the broadcast media.

Backing up the aural and visual media was the nation's press, whose headlines on the McCarthy issue served as a chorus of press agents for the broadcast industry.

The McCarthy story, which initially got its momentum via radio and tv and was still rolling as B+T went to press, actually had two parts, each dependent upon the other.

One was the political fight waged by the Senator.

The other, of immediate interest to the broadcast industry, was the "free time issue" and in the public interest.

- Possibly the most spectacular development in the week's merry-go-round was provided by a commercial program: CBS' Ed Murrow's See It Now, sponsored by the Aluminum Co. of America (also see comments, page 33).

- A McCarthy announcement Thursday that he has a lawyer—he refused to divulge the attorney's name—and may hire another to prepare a petition to FCC seeking an order to the two networks to give him the free time he demanded.

- A threat that he may seek legislative action if the petition is rejected.

- A WGN Chicago offer granting Sen. McCarthy time to answer Mr. Stevenson and acceptance by the Senator of this offer and others given voluntarily by some radio stations.

- An attack on Edward R. Murrow, which Sen. McCarthy delivered when interviewed on Fulton Lewis Jr.'s MBS news program Thursday night. He said Mr. Murrow was once described as an adviser to a "communist propaganda school."

Stations Scheduled

Sen. McCarthy will appear on radio stations March 19 when he makes an address in Milwaukee. According to the Senator he has accepted offers for a half-hour from these stations: WGN Chicago, WIMJ Philadelphia, WTJN Trenton, WNMP Evanston, Ill., and WPAC Patchogue, N. Y. He said WILM Wilmington, Del., offered him a two-hour free time period between 10:15 and 12:15 p.m. EST at an early date.

But William G. Long, general manager of WTJN, was quoted later as denying that any "authorized agent" of the station had offered the Senator time. He said the station discovered that a disc jockey, identified as Gene Asto, had sent a telegram inviting Sen. McCarthy "free one-half hour radio time" to reply to Mr. Stevenson.

This, according to Mr. Long, was a statement issued on Mr. Asto's own volition and not as a representative of the station. "I understand it is Mr. Asto's intention to obtain time on WTJN which he will probably pay for," Mr. Long said. The station agreed to the paid broadcast if time was found available.

WGN, the Chicago Tribune outlet, said it also offered to make the McCarthy broadcast available to other stations.

Frank P. Schreiber, manager of WGN Inc. (WGN-AM-TV) wired the Senator as follows: "Understand NBC and CBS have refused to grant you time to reply to attacks made upon you in recent broadcasts over their facilities.

Pursuant to WGN's long standing policy of presenting both sides of all public issues we offer you free of charge broadcasting time to present your side of this controversy to the American public and we will consent to allow any other radio station to simulcast or rebroadcast the program without restriction."

CBS' Murrow devoted last Tuesday night's See It Now telecast, which is sponsored by Aluminum Co. of America, to what amounted to an indictment of Sen. McCarthy, for the most part using the voice and scenes of the Senator himself as taped and filmed. Mr. Murrow announced on the program that See It Now facilities would be made available to Sen. McCarthy for reply, if he "desires to answer himself."

Sen. McCarthy, who was reported not to have seen the show, did not indicate immediately what his response would be.

The telecast, however, touched off an audience response described as one of the heaviest in CBS history. It also inspired widespread newspaper coverage which included, along with some brickbats, high tributes to the commentator, the network, and the sponsor and, linked with the NBC and CBS rejection of Sen. McCarthy's demands for free time to answer
The Wisconsin Senator.

His displeasure with the networks’ stand was reflected in his refusal, at a Tuesday news conference in New York, to pose for CBS or NBC cameras or to talk to newsmen for those networks.

This refusal prompted an immediate protest by the Radio, Newsreel, Television Working Press Assn. of New York. In a telegram to the Senator, Arnold Lerner of Warner-Pathé News, president of the association, protested “emphatically against your discriminatory attitude . . . by barring newsmen crews of CBS and NBC from coverage of an open press conference, you have deprived a substantial seg-

ment of the public of its right to obtain news through an important news medium. . . .

“We earnestly feel that your personal quarrels with television networks must not be permitted to interfere with the free and un-

fettered flow of news to the American public.

“I need hardly point out that once a practice of barring ‘unfavorable’ news agencies is adopted, it might conceivably develop to the point where only ‘favorable’ agencies would be admitted, making a travesty of the very institu-
tion of the press conference.”

Films made at the news conference included those of UP-Moviestone News, which serves WPIX (TV) and WABD (TV) in the New York area, and INS News of the Day.

A part of the exchange with Sen. McCarthy (paraphrased) quoted the Senator as saying, in effect, “It’s a question whether CBS and NBC can deny time to answer somebody like Stevenson. I asked for time to answer the vicious charges he made against me. They re-
fused. Just what I’m going to do, I don’t know, but I intend to go after it in detail.”

At another point, when a reporter noted that NBC had made a tape recording of his remarks and asked whether Sen. McCarthy in-
tended to take steps to prevent its use, Mr. McCarthy was quoted as saying he “wouldn’t do anything that would affect an enterprising young man.”

Com. Lee said Tuesday:

“Section 315 of the Communications Act of 1934 requires that a station provide to legally qualified candidates equal time when time is given to or sold to one of the other candidates.

“In the current controversy none of the participants are candidates in the sense of the act. Consequently, the action of the networks in giving time to the Republican Party to an-
swer Gov. Stevenson has been in the nature of a policy, and I think very fair and in the public interest. . . .”

Vice President Nixon’s reply to Mr. Steven-
son, who spoke on CBS Radio, CBS-TV, and

NBC Radio on Saturday night (March 6), was to be made Tuesday night on the same networks, 10:30-11 p.m.

In a statement on its decision to grant time to the GOP National Committee, which named the Vice President as spokesman, CBS said that “Mr. Stevenson’s address was carried by the CBS Radio and Television Networks as a public service in time granted to the Demo-

cratic National Committee under whose aus-

cipes the address was made. It is logical and equitable therefore to provide equal time for reply to the Republican National Committee rather than to any individual.

Fills Legal Requirements

“CBS is confident that its action completely fulfills both the spirit and the letter of the law and the FCC requirements.”

In his first appearance following the Stevenson speech, Sen. McCarthy told commentator Lewis Thursday (MBS, 7:7-15 p.m.) that Mr. Murrow was an American adviser to the Moscow U. summer session in 1935. He said he was associated with the Institute of International Education which advocated vio-

lent overthrow of the traditional social order. Sen. McCarthy ascribed these charges to the Pittsburgh Sun-Telegraph, Feb. 18, 1935.

“This may explain why Edward R. Murrow week after week feels he must smear Mc-
Carthy,” the Senator asked. “Maybe Murrow is worried about exposure of some of his friends. I don’t know.”

The Senator accused Mr. Murrow with what he termed the “extreme left wing bleeding heart elements of television and radio.”

Mr. Lewis interviewed the Senator on his weekend TV series, specifically asking if the Senator had been given any evidence of government funds in Alaska.

In reply to the MBS broadcast Mr. Murrow charged “reckless handling of the truth.”

He said in 1935. He said in 1935 his role: a student-professor exchange project that was cancelled by Russia before it began, with the college group spending the summer travel-
ing in the Soviet Union, “an activity which was not then and is not now illegal.”

Answering a McCarthy charge that Mr. Murrow had not told the truth in claiming American Civil Liberties Union had not been listed as a subversive group, Mr. Murrow said the Attorney General and FBI do not list ACLU as subversive nor does any other gov-
ernment agency. He added that ACLU has

letters of commendation from Presidents Eisen-

Sen. McCarthy said at a news conference that if his petition to FCC is rejected, he will then sponsor legislation to assure that in the future, anyone attacked in a free-time political broadcast or telecast can have equal time to reply. Such a bill, he said, “most likely won’t affect this situation,” but would set up rules for future similar cases. (See box on Sec. 315 of Communications Act.)

He said he also plans to press for adoption of a bill (S 2125) to require radio and TV stations, including the amateurs, to record all programs.

According to some intelligence agencies,” Sen. McCarthy said, “the hams are a tremen-
dous potential for passing out improper information for espionage and so forth.”

This purpose of the McCarthy bill was made known to BTV by the Senator last year when the bill was first introduced (BTV, June 22, 1953).

FCC’s Position

FCC has commented on the bill but has taken neither a positive nor a negative stand. Its comments to the Senate Interstate & Foreign Commerce Committee, where the McCarthy legislation pends, were more of a questioning nature underlining the many problems which would come from such a demand on stations (BTV, Dec. 12, 1953).

A sidelight to the McCarthy-Stevenson-net-
work battle on radio-tv was a charge by Sen. Ralph Flanders (R-Vt.) that the greatest danger from communism is external and that Sen. McCarthy will lose the GOP. Sen. Flanders’ fiery, anti-McCarthy speech, delivered on the floor of the Senate, later was repeated in part in radio-tv.

Ike Backs Networks in Giving Time to GOP Only

PRESIDENT Eisenhower bolstered the CBS and NBC network positions in the contro-

Eight points of the President’s remarks on the McCarthy case, made at the Wednesday morning news conference, were fed to networks Wednesday afternoon via the Washington sound loop. Included were:

Q—Do you think that the big networks have been fair in giving time to the Re-

publican National Committee to answer

Governor Stevenson rather than to Senator McCa

ratty? McCarthy feels that the net-

works have not followed the letter of the FCC makes. The President—‘I am not going to make the decisions as to whether the FCC makes the net-

works give time to candidates for the next election, and that the networks make on their own responsibility. Personally, I think that the networks have not the responsibility of being impartial when they gave to the Republican National Committee the right to answer the speech of the Senator.

You know, if you would take in any speech— suppose any one of you would make a

speech, whatever party you belong to, and mention 20 names on the other side: now, does the network have to give 20 different people the right to get up and answer, or is it a party thing?

Q—If there must be equal time to this sort of thing, and I believe as long as they give to the Republican National Committee the right to answer the speeches of the networks, is it fair to the President—Yes.

Q—Mr. President, do you not regard the Stevenson speech as a part of the Demo-
crate campaign, that is, the part of the organiza-
tional party—that is, the organization part of the party, the chairman, the right to determine this is his duty?...

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The Law Reads...

REFERENCE in the Communications Act to political broadcasts is contained in Sec. 315, reprinted here in full:

(a) If upon application of any person who is a legally qualified candidate for any public office to use a broadcast-
ing station, he shall afford equal opportunities to all other such candidates for office in the use of such broad-
casting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall not be required to carry such broadcasts over the material broadcast under the provisions of this section.

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

Broadcasting • Teletcasting
MURROW WINS THE NATION'S APPLAUSE

CBS commentator's program on Sen. McCarthy draws journalistic honor for itself and for the broadcast industry.

COMMENTS on last week's Edward R. Murrow See It Now show on CBS Television, which was devoted to a documentary-type look at Sen. McCarthy, were heard in Congress and in the nation's press.

Some of these comments and other editorial opinion on the “free time” McCarthy issue are summarized below:

Rep. Melvin Price (D-Ill.) told the House Ways and Means: “It is the rare instance when a TV network will stick its neck out by initiating or permitting to go out over its facilities a hard-hitting, honest, unvarnished report on a highly charged, completely controversial issue.

“We have learned to expect television to pull its punches in a situation like that in order not to offend any articulate section of the population, or the sponsor, or some network vice president with a bad case of timidity.

“Last night, however, the Aluminum Co. of America again sponsored and CBS again carried over its facilities the kind of objective analysis of a hot—really hot—issue which redeems television journalism and puts it into the journalistic bigtime.”

Rep. Price said of the Edward R. Murrow program, “It was a devastatingly effect-ive program.” He expressed “thanks—as a newspaperman—by occupation, as one who learned professionally to seek out the truth and be satisfied with nothing less than the truth itself.”

It was an outstanding example of honest, courageous reporting.

In an editorial, the New York Herald Tribune said: “Doubling the . . . See It Now program, in which Edward R. Murrow paraded the Senate's record on television, will provoke Mr. McCarthy even further. The half-hour show was a sober and realistic appraisal of McCarthyism and the climate in which it flourishes. Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. Apparently the audience response was overwhelmingly in favor of Mr. Murrow and against Mr. McCarthy, but even if the returns were reversed, the network still would have fulfilled its functions as an organ of expression and public service.

“Mr. McCarthy's ability to insult and humiliate those who oppose or criticize him is well known. By refusing to be bullied the broadcasters will assure their own future and help to guarantee America's.”

John Crosby of the New York Herald Tribune said, “Right there television came of age. At least I can now say another time when a network—and Ed Murrow is a director as well as one of the chief spokesmen for the Columbia Broadcasting System—has told its listeners to straighten up and act like free men with the clear implication that they are not now doing so.”

There was at least one printed charge, by radio-television columnist Jack O'Brien of the New York Times Journal-American, that before the Murrow telecast, CBS Board Chairman William S. Paley had “personally ordered the pompous portrayer to take a more middle ground” but that “Murrow refused” and “backstage explosions kept detonating until TV time with threats from both sides of firings and resignations.”

A CBS spokesman branded such charges “completely and totally false.”

Mr. O'Brien also said: “Madison Ave.'s hottest rumor in the wake of Ed Murrow’s McCarthy smear” is that “Murrow will resign from CBS’ board of directors. As it stands, any Murrow utterance must be accepted as authoritative, just as a cabinet member's public speeches are accepted as reflections of the Eisenhower Administration’s.”

CBS spokesman said this report was also “completely false.” Other CBS sources pointed out that at a CBS board meeting Wednesday there was no talk of any resignation.

It was reported that Mr. Murrow's analysis of Sen. McCarthy's record had been on the agenda of See It Now producers Mr. Murrow and Fred W. Friendly, for many months. A news account said Mr. Murrow told a reporter early last October that he and Mr. Friendly were at work on such a documentary report and would broadcast the material at the first opportunity moment.

Last Tuesday apparently was the opportune time in their opinion. Mr. Friendly was quoted: “Another for Murrow

EDWARD R. MURROW, CBS commentator, who holds five honorary college degrees, will receive his sixth, Doctor of Humane Letters, from Hamilton College, Clinton, N. Y., on June 6. He will be honored for "the intellect of Mr. Murrow and clarity with which he has been broadcasting the news since 1938 and for the programs with which he has made history a living and personal thing."

"Next week might have been too late."

The National American Newspaper Alliance reported that no pressure was brought to bear upon Mr. Murrow or Mr. Friendly by top executives at CBS to abandon the program or to modify the position taken. NANA said CBS Board Chairman William Paley did not interfere in any way with customary preparation.

Jack Gould, radio-television editor of the New York Times, called the Murrow show "provocative, or some admiration of high responsibility and genuine courage," saying it "was not often plagued by timidity and hesitation, the program was a milestone that redefined enlightened citizenship on the part of the CBS and, particularly, the Aluminum Company of America, who paid the bill to make it possible. No voice is braver than those who enable it to be heard."

A pungent remark on the editorial page of The Washington Post said: "The Washington Post staff, entitled "Who Speaks for the GOP?" said: "No doubt Mr. McCarthy will use every weapon at his command to frighten his Republican colleagues and the radio networks into backing down on their position—if not this time, then next time. He is right in believing that this is a test. But, try as hard as he will to twist the issue, this is not a test of free speech. Mr. McCarthy has that. It is a test of the control of the Republican Party. Mr. McCarthy hasn't that—yet. And it is up to President Eisenhower and his advisors to prevent him from getting it."

The Washington Post said: "If Sen. McCarthy were given free time on the air whenever anyone spoke of him disrespectfully, he would be talking incessantly—which sometimes seems to be the case anyhow. For the Senator has succeeded in making himself a symbol of slander and political irresponsibility."

David Lawrence, in his syndicated news column, attacked the position of CBS and NBC in denying time to Sen. McCarthy, saying they had "a serious moral job to do and their denial works against the stand by radio-television that they should have equal access to the news as the press. He said it was "a bad precedent . . . which will plague them forever—if not this time, then some other time—unless they reverse their . . . decision."

Acknowledging the networks are legally within rights, Mr. Lawrence questioned the policy. If a man is attacked publicly in the press, he has an opportunity to print an answer himself. Not so on the broadcast media, he said.

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NESTLE BUYS LARGE CAMPAIGN ON WNEW

THE NESTLE Co. (Nescafe), New York, signed with WNEW New York last week for what was described as the largest single radio station announcement program advertising schedules, said to represent about $6,000 weekly. The campaign will be launched April 5 with round-the-clock coverage to run until Jan. 1, 1955. Nescafe's saturation spot announcement and program sponsorship extends through WNEW's 24-hour-a-day broadcasts, seven days a week, and represents participation in all WNEW personalities shows.

A major aspect of the Nescafe-WNEW project was held at the station, at which time all the facts of the contract were outlined to 75 Nescafe salesmen and distributors.

The negotiations were handled by Donald Cady, vice president in charge of general advertising and merchandising for Nestle; John Grandall, media director of Sherman & Marquette, and John Geddes, WNEW.

General Foods Plans Anniversary Show on TV

GENERAL FOODS, New York, to celebrate its quarter-century anniversary will sponsor Richard Rodgers and Oscar Hammerstein II in their first formal venture into television, a 90-minute, star-studded musical cavalcade to be presented on both CBS-TV and NBC-TV, 8-9:30 p.m. Sunday, March 28. The cost of the program is said to be about $300,000.

The cavalcade will include musical excerpts from Rodgers' and Hammerstein's "Oklahoma," "South Pacific," "The King and I," "Carousel," "Allegro," and "Mame and Juliet." The stars of the respective productions on Broadway will in many cases appear on the program in renditions of portions of their respective roles.

Young & Rubicam, New York, is the agency handling the television extravaganza.

Geyer Inc. Names Ballard To Nash Account, Board

SAM M. BALLARD, vice president, Geyer Inc., New York, has been elected to the agency's board of directors, B. B. Geyer, president and chairman, announced last week.

Mr. Ballard also was named supervising executive on the Nash Motors account, and will head the agency group on the account in the New York and Detroit offices.

He has been with Geyer since August 1953, when he resigned as chairman of the management committee and board member of Gardner Adv., St. Louis and New York. Prior to that Mr. Ballard handled the Hudson Motor Car account for Compton Adv. and for Brooke, Smith, French & Dorrance.

Y&R's Dyke to New Post

KEN R. DYKE, vice president and assistant to the president, Young & Rubicam, New York, has been appointed director of branch office operations in the U. S., it was announced by S. S. Larmon, president of the agency. Y&R's domestic branch offices are located in Chicago, Detroit, Los Angeles and San Francisco.

"Mr. Dyke," Mr. Larmon said, "will continue his responsibilities as vice president in charge of publicity and public relations. The International Division, which includes London, Mexico City, Toronto and Montreal, will remain under the direction of Lorimer B. Slocum, vice president."

Bishop Names Jay, Burr

NORMAN JAY has been elected president and Donald Burr vice president of Hazel Bishop Inc., New York, it was announced last week by Raymond Spector, chairman of the board.

Mr. Spector also revealed that the company's sales for the fiscal period ended Oct. 31, 1953, were over $10 million. The net profit was $2,022,848 and after taxes $601,111. The company's sales are running approximately 50% ahead of last year and the advertising budget for current fiscal year is $554 million.

SPOt—NEW BUSINESS

Rad Products (bleach, cleaner and furniture polish) to start six-month radio and tv spot campaign, beginning in New York March 18 and becoming national as distribution warrants. Agency: Duane Jones Co., N. Y.

Old Dutch Coffee has started radio spot announcement campaign on WBNC, WOR and WMCA New York, to launch a point of sale merchandising promotion featuring an Easter hat contest for women. Prizes of "hats by John Frederick," the famous milliner, will be awarded for best letters on their preference for Old Dutch regular or instant coffee.

Riggio Tobacco Co. (cigarettes), N. Y., planning heavy campaign, but media plans are undetermined. Radio and tv will be used to coincide with distribution. Agency: Badger & Browning & Hershey, N. Y.


AGENCY APPOINTMENTS

Pro-Fesh Products Co., East Orange, N. J. (Pro-fesh, new gurn-spray diet and tan), names Lewin, Williams, & Saylor, N. Y., to handle its advertising. Television spots and newspapers will be used.

Hamiton Textile Mills, New York, names Peck Adv. to handle its new line of Hamilton House nylon tricot knit sweaters. All media will be used in introductory campaign, to be launched April 1.

Cligot Club Co., Millis, Mass. (soft drinks), appoints Cunningham & Walsh, N. Y., to handle advertising. Media plans are undetermined.
GEN. TELERADIO TO MAKE FEATURE FILM BUY

Bank of America would permit handling of 30 films of 1946-49 vintage, with name stars.

AN AGREEMENT with Bank of America naming General Teleradio or one of its affiliated companies as exclusive licensing agent in the U. S. and Canada for a group of 30 feature films was reported near the signing stage last week.

General Teleradio said it was "in the process of completing a formal arrangement" to that end in negotiations with the bank, which holds the filming rights in 35mm originals of the films.

Cost to General Teleradio was estimated unofficially at about $1.25 million. The films, described in the announcement as never having been shown on tv and as "generally considered to be the highest quality of any films yet released for television," were understood to represent a $17 million bank investment.

There was no indication when General Teleradio—taking its third major step in the tv film field—would begin distribution of its latest acquisitions. "Greatest Dramas," a series produced in cooperation with 20th Century-Fox, currently is in syndication. General Teleradio, which controls Mutual and owns the Don Lee and Yankee networks and WOR-AM-TV New York, also has acquired the Philips H. Lord properties, and filming of at least one of these, the Gangbusters series, is planned for 1949-50.

The features to which General Teleradio is getting licensing rights from Bank of America were released for theatrical showing between 1946 and 1947, and include "Body and Soul" featuring John Garfield; "One Touch of Venus," with Ava Gardner; "Carnab," with Tony Martin and Yvonne De Carlo; "Dorsey Dorse," with Tommy and Jimmy Dorsey; "Double Life," with Ronald Reagan; "Dark Mirror," with Olivia DeHavilland; "March of the Dead," with Orson Welles; "Countess Montezuma," "Private Affairs of Bel Ami," "North by Northwest," "Magnificent Doll," and "The Senator was Indiscreet," among others.

KTTV (TV) Buys 4-State Control of Film Package

KTTV (TV) Hollywood, which claims to be the first independent station to acquire a tv film package on a regional basis, has signed a contract, in excess of a quarter of a million dollars, with Hollywood Television Service Inc., whereby KTTV will control Stories of the Century, new half-hour series filmed by Studio City Television Productions Inc., in California, Oregon, Washington and Arizona.

KTTV's new policy was described by Richard A. Moore, station president-general manager, as the only way to assure sponsors of a top program they can place in more than one market.

"More important," he continued, "the spon-

UPT Executives to Plan $250,000 Sales Campaign

ADVERTISING and sales promotion campaigns in excess of $250,000 will be launched for current and new products, when United Television Programs Inc. holds its first sales convention and clinic at the Conrad Hilton Hotel in Chicago March 26-28.

Scheduled to address the meeting of 60 executives and account executives are Charles B. Brown, vice president in charge of sales, Bing Crosby Enterprises; David Cloud, Chicago office head, Schmidt Lithographing Co.; Lee Sandy, executive vice president, Noel Rubloff, UTP sales promotion manager, and Wynn Nathan, UTP national sales manager, who will be in charge of the convention.

16mm originals look better than films taken as well as printed on 16mm stock.

SHOWING of some 45 minutes of color films, transmitted by closed circuit through the RCA compatible color tv system last Wednesday in New York by NBC, demonstrated what the NBC color executives said many times before: If the quality is in the film we can reproduce it in tv; if it's not there, tv won't add it.

Eastman, Ansco and Technicolor films were included in the demonstration, which was held primarily for representatives of New York producers of films for tv and included a number of film sequences provided by those companies as well as a collection of films and slides assembled for demonstration purposes by NBC.

All films were reproduced from 16mm prints and to a B & T reporter it verified another NBC statement that 16mm prints reduced from 35mm originals look better on color tv than films taken as well as printed on 16mm stock.

In a question period following the demonstration, the film makers asked the same kind of questions that lay viewers would:

Question: Why was the red of the watermelon so washed out on one of the slides?
Answer: Because it was that way on the slide and approved out watermelon to begin with.

Question: Aren't colors in colorcasts more harsh than a year ago?
Answer: No. Probably that idea comes from the way sets were tuned; colors can be eliminated altogether, or tuned in with pastel shades, or brilliant or overemphasized to the point of harshness. It's all a matter of taste and each viewer can set his receiver to suit himself.

Robert Shelby, NBC director of color tv systems development, explained that at present NBC is telecasting color films with a rapid pulldown projectors and a flying spot scanner. Within the next few months, he said, they expect to start testing types of color palettes used by producers now in the laboratory. Stan Parlan, NBC color film consultant, answered questions about the films used in the demonstration and Barry Wood, executive producer in charge of color coordination for NBC, presided.

FILM

FILM SALES

Ziv Television Programs Inc. announces the sale of its new Mr. District Attorney half-hour tv film series in an additional 25 markets. Carter Products (Rise and Arise) and Summertime Luggage have contracted for the series in 40 markets. Key city tour to promote the series in advance is being made by actor David Brian, who plays the title role. The film is distributed by syndicated shows, according to John Sian, Ziv president, generally confine their promotion to brochures sent to station managers and sponsors.

Erberto Landi, head of Landi Adv. Co., N. Y., and package owner of Italian Feature Film Theatre (WABC-TV New York, 2:30-4 p.m.), announces reopening of his show over WBKB (TV) Chicago, Saturdays, 2 p.m., titled Film Classics. Same series is scheduled to open on WBKB-TV Rochester, N. Y., in April, WTVY-4, TV Steubenville, Ohio, has reportedly accepted Italian Feature Film Theatre.

FILM DISTRIBUTION

Interstate Television Corp., Hollywood, according to President Ralph Branon, has concluded negotiations with H. Alexander Mac- Donald, president of Dougfair Corp., to distribute on a syndication basis the new group of 20 half-hour films in Dougfair Fairbanks Pres- ents. Production on 20 films has been completed with the remaining 19 scheduled for completion by May 1. Film's sales staff has been augmented. Those operating under the direction of Lloyd Land, New York vice presi- dent and general sales manager, include Robert M. Newgard, West Coast sales manager; Jay Rubin, Des Moines; Rex Gay, Chicago; Robert C. Miller, Cleveland; Terry O'Neill, New Eng- land.

Negotiations are also underway, Mr. Bran-
OKLAHOMA CITY...

"A SINGLE STATION IN A FOUR-

"PULSE" PROVES IT!

TV Audience Survey by Pulse, Inc., released in February, reports that

WKY-TV HAS ALL THE TOP 15 TV PROGRAMS in 29 Oklahoma Counties!

Pulse, Inc., after a 3-week, 29-county survey of Oklahoma TV preferences, has reported that... in addition to having ALL of the TOP 15 major once-a-week shows... WKY-TV originates the TOP 10 multi-weekly shows and has a WEEK ROUND 70% SHARE OF AUDIENCE... during those periods when other stations are on the air... plus, an exclusive audience during some 20 hours a week of bonus morning programming!

29 Oklahoma Counties in TV Audience Survey by Pulse, Inc.

In the television industry, ratings tell the story of TV viewer preference!

In Oklahoma City, ratings tell the story of WKY-TV's leadership!
Check these survey figures carefully! They show that WKY-TV, Channel 4 . . . FIRST in Oklahoma Television . . . continues to hold the audience in spite of the opening of three other Oklahoma City TV stations in the past six months!

"HOOPER" PROVES IT!

Hooper's TV Audience Measurement, released in February, reports that

WKY-TV HAS 14 OF THE TOP 15 TV PROGRAMS in the Oklahoma City Metropolitan Area!

Reporting from its January survey, C. E. Hooper, Inc. announces that . . . from sign-on to sign-off . . . WKY-TV has a larger average percentage of viewers than the other three Oklahoma City Stations combined! A week-round average of 63% of ALL Oklahoma City metropolitan area TV set-owners tune WKY-TV! WKY-TV has the TOP PROGRAM in this area, "DRAGNET" . . . and 14 of the TOP 15 PROGRAMS!

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| AVERAGE for WEEK | 64% | 33%       | 4%        | 2%    

"HOOPRATING" AUDIENCE INDEX for January "peaks" indicated between 6:00 P.M. to 12:00 A.M.

WKY-TV OKLAHOMA CITY Represented by THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN • WKY RADIO
Power of Re-Runs

BROCHURES pointing out the power of television films on their re-runs and the effectiveness of television as a sales medium for super markets were issued last week by ABC Film Syndication. Entitled “Lightning Strikes Twice” and “TV, a New Super Sales Force for Super Markets,” they are the first presentations of the new client service department of ABC Film Syndication. The new department, according to George T. Shupert, ABC vice president in charge of ABC Film Syndication, is designed to supply advertisers with pertinent facts about tv and tv films and was created primarily for new advertisers and the stations that service them.

FILM PRODUCTION

Guild Films Inc., Hollywood, has started six more half-hour films in color for its syndicated Librace series. First three films are built around Cuba, Mexico and Latin America with Luisa Triana, Flamenco dancer, appearing in the Mexican film. Duke Goldstone is producer-director.

Screen Gems Inc., Hollywood, is completing “The Broken Door” for NBC-TV Ford Theatre with cast headed by Diana Lynn, Fay Bainter and Phil Carey. Former dialogue director Joyce Lindsay is directing the film, ten by Mel Dinelli from an original Mary Roberts Rinehart story.

Robert Maxwell Assoc., Hollywood, plans May 15th production on the remaining 24 half-hour films in Lastie tv series, to be completed in five months, which Television Programs of America will distribute. The two films in color have already been shot in U. S. and Canada, starting the canine personality and Tommy Rettig, Ruby Abel, formerly associate producer with Screen Televideo Productions, has joined Mr. Maxwell in that capacity.

Kling Studios Inc., Hollywood, has started shooting half-hour institutional film for Martinetta Concrete Corp., Marietta, Ohio (silos), under the supervision of O. Gail Paineitus. Film, being shot in Eastman Commercial Kodachrome, is utilizing location in 25 industrial areas in U. S. and Canada. Completed is “Public Relations—Its Story,” new color industrial film for Aluminum Co. of America to be used as part of Alcoa’s training program for sales personnel.

RANDOM SHOTS

Television Programs of America is set to syndicate the half-hour tv film version of Halls of Ivy. Producer Edward Small is readying production plans with ABC Film and Benita Colman, who will re-create their former radio roles. Shooting is scheduled to start in April for a fall release of the series.

Consolidated Television Sales, Hollywood, recently bought by Shull Bousall, investment and real estate broker, has worked out an arrangement with George Bagnall & Benita Colman, Beverly Hills, to handle world-wide distribution of nine Jerry Fairbanks Productions’ tv film properties and new product to be added.

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Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America—seven days a week—the year around?

KCMO, Kansas City’s only 50,000 watt station. The 1953 composite Conlan “Study of Listening Habits” in Mid-America rates KCMO over all other Kansas City stations. In fact, KCMO serves a larger Mid-America audience than any other station heard in the area.* Simple sales arithmetic shows that KCMO is your best buy in the rich, expanding Mid-America market.

*There’s a good reason, too. For information on how KCMO’s bright, fresh programming commands the loyalty of Mid-America’s largest audience, contact KCMO or the Katz agency.

50,000 Watts at 810 Kc.
125 E. 31st St., Kansas City, Mo., or THE KATZ AGENCY

“It’s a Meredith Station!”
WCCO Minneapolis-St. Paul, WAPI Birmingham, WMBR Jacksonville, WBTW Charlotte and WQAM Richmond.

"The increase in radio homes, Mr. Flynn said, "automatically adds 25% to a rating point when translated into terms of audience." He said that an advertising buying time in these markets this year reached 2,348,000 additional metropolitan area radio families today which were not there in 1947, adding that families there own almost 10½ million more radio sets today than in 1947.

The presentation showed that New York registered the largest numerical increase since 1947 with 841,530 additional radio homes, and Charlotte the largest jump percentage-wise with 43.5% over 1947.

January TV Sales Up

RETAIL sales of television sets reached 731,917 units in January compared to 640,073 sets in January 1951 and only 5.5% below the 774,856 figure in December, according to Radio-Electronics-Television Mfrs. Assn. Retail sales of radios (not including auto sets) totaled 307,815 in January compared to 1,456,828 in the previous holiday month and 414,721 in January 1953. Output of auto sets in January totaled 394,442 units.

Factory sales of cathode ray tubes totaled 554,414 units foods 1,847,950 to 644,287 in December. Receiving tube sales totaled 22,133,347 in January compared to 23,404,026 in December.

Petry Study Emphasizes Radio's Rural Penetration

THE case for spot radio news and farm programs as means through which advertisers may reach farmers—"and everybody else too"—effectively and at low cost is outlined in a presentation prepared by the radio division of Edward Petry & Co., radio and tv station representatives.

The study points out the universal nature of radio and the farmer’s dependence upon it particularly. People in rural areas, the presentation notes, spend "38% more time with radio" than people in metropolitan centers—and "twice as much time with radio as with all other advertising media combined."

Asserting that "the most efficient and effective means of reaching the nation's vital farm and rural market is through spot radio news and farm programs," the study says: "Farmers and rural dwellers must at all times keep abreast of weather reports, the latest crop and market information, as well as national and international conditions. The reason is obvious: A farmer's livelihood depends on knowing the latest facts about these conditions."

But, the presentation continues, "you reach both rural and urban audiences with news and farm programs," which are "among the most popular shows on at the time in many metropolitan centers" as well as in rural areas. Several spot radio success stories are singled out in the booklet, including those of Reynolds Metals, Sears-Roebuck, Hercules Powder Co., and the feed div. of International Elevator Co.

MATTHEWS SPEAKS ON RADIO-TV BUYS

MOST complex problem facing the advertiser today is how to combine tv and radio with maximum effectiveness for per-dollar expenditure, Joseph R. Matthews, vice president of A. C. Nielsen Co., told Hollywood Advertising Club members last Monday.

This is particularly true "today, when tv has grown to a stage at which the advertiser feels he dare not pass it up. At the same time he recognizes the fact that tv has not attained a high enough level of coverage to make it a safe bet as the sole means of reaching the market--most important," Mr. Matthews said.

Difficulty in measuring radio and tv results have made them the most speculative of major tools available to move goods, he stated, observing that within each medium costs may vary up to a 4-to-1 ratio on the cost of reaching 1,000 homes, although the networks offer time and talent at a standard rate. The differences between high and low cost to the individual advertiser "arise primarily from differences in size of buying and applying radio-tv time and talent," according to Mr. Matthews.

He then delved into survey problems, indicating difficulties in gathering accurate figures to indicate more profitable use of advertising funds. The Nielsen Mailable Audimeter, an automatic device attached to either radio or tv receiver, or both, is the survey firm's answer in gathering accurate figures, he stated.

Use of the Audimeter has given the Nielsen Co. reliable figures on the relative strength of radio and tv according to listeners, the distribution of these volumes by seasons, or by hours of the day, the survey firm executive asserted.

Having reached a maximum audience for

THE CURRENT NATIONAL TV RATINGS:

Nielsen: 'Lucy'

The CBS-TV show I Love Lucy and NBC-TV's Dragnet continued in the No. 1 and 2 spots, respectively, of the National Nielsen Ratings for evening, once-a-week television networks in total number and percentage of homes reached for the two weeks ending Feb. 13. The ratings:

**PER CENT OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>64.6</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>51.7</td>
</tr>
<tr>
<td>3</td>
<td>Jackie Gleason Show (CBS)</td>
<td>51.6</td>
</tr>
<tr>
<td>4</td>
<td>Button-Button (NBC)</td>
<td>49.3</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>48.6</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey's Show (CBS)</td>
<td>48.6</td>
</tr>
<tr>
<td>7</td>
<td>Ford Theatre (NBC)</td>
<td>43.2</td>
</tr>
<tr>
<td>8</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>42.2</td>
</tr>
<tr>
<td>9</td>
<td>Fibber McGee &amp; Friends (NBC)</td>
<td>41.9</td>
</tr>
<tr>
<td>10</td>
<td>Ford Theatre (NBC)</td>
<td>40.7</td>
</tr>
</tbody>
</table>

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>17,681</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>16,322</td>
</tr>
<tr>
<td>3</td>
<td>Jackie Gleason Show (NBC)</td>
<td>13,469</td>
</tr>
<tr>
<td>4</td>
<td>You Bet Your Life (NBC)</td>
<td>13,240</td>
</tr>
<tr>
<td>5</td>
<td>Ford Theatre (CBS)</td>
<td>12,775</td>
</tr>
<tr>
<td>6</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>12,548</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey's Scouting Show (CBS)</td>
<td>12,121</td>
</tr>
<tr>
<td>8</td>
<td>Goodyear TV Playhouse (NBC)</td>
<td>11,975</td>
</tr>
<tr>
<td>9</td>
<td>Phil Silvers Show (CBS)</td>
<td>11,145</td>
</tr>
<tr>
<td>10</td>
<td>Ford Theatre (NBC)</td>
<td>10,799</td>
</tr>
</tbody>
</table>

Video dex: 'Dragnet'

FOR the second straight month, NBC-TV's Dragnet outranked CBS-TV's I Love Lucy for first place in the Videodex rating of the top network programs covering the Feb. 1-7 period. Complete listing is as follows:

**NAME OF TV SHOWS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Viewers (Add 000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>45,200</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>43,000</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>40,200</td>
</tr>
<tr>
<td>4</td>
<td>Jackie Gleason Show (CBS)</td>
<td>35,600</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey's Show (CBS)</td>
<td>32,040</td>
</tr>
<tr>
<td>6</td>
<td>Toast of the Town (CBS)</td>
<td>24,600</td>
</tr>
<tr>
<td>7</td>
<td>Jack Benny (CBS)</td>
<td>20,180</td>
</tr>
<tr>
<td>8</td>
<td>Colgate Comedy Hour (CBS)</td>
<td>20,000</td>
</tr>
<tr>
<td>9</td>
<td>I Love Lucy (CBS)</td>
<td>18,000</td>
</tr>
<tr>
<td>10</td>
<td>Toast of the Town (CBS)</td>
<td>11,145</td>
</tr>
</tbody>
</table>

**VIDEODEX' FILM RATINGS ARE TOPPED BY ZIV'S 'I LED THREE LIVES' SERIES**

ZIV's film series, I Led Three Lives, took top position in the Videodex Inc. ratings of leading film shows for the first week of February. The listing, along with the percentage of tv homes reached, number of homes and number of cities, follows:

**NAME OF TV SHOWS**

<table>
<thead>
<tr>
<th>Program &amp; Distributor</th>
<th>% of H. C. of TV H. R.</th>
<th>No. of TV H. C.</th>
<th>No. of Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIV, YouShown</td>
<td>46.3%</td>
<td>2,337,000</td>
<td>233</td>
</tr>
<tr>
<td>ZIV, YouShown</td>
<td>42.9%</td>
<td>2,200,000</td>
<td>220</td>
</tr>
<tr>
<td>ZIV, YouShown</td>
<td>41.7%</td>
<td>1,960,000</td>
<td>196</td>
</tr>
<tr>
<td>ZIV, YouShown</td>
<td>39.8%</td>
<td>1,700,000</td>
<td>170</td>
</tr>
<tr>
<td>ZIV, YouShown</td>
<td>37.9%</td>
<td>1,450,000</td>
<td>145</td>
</tr>
</tbody>
</table>

**PROFESIONAL NOTES**

Nielsen, Hollywood Advertising Club, Los Angeles, Calif.

Copyright 1954 by A. C. Nielsen Co.
A Phone for Every 2 Persons — That's Louisville's Average

Louisvillians must like to talk to each other.

The city has 172,267 telephones in service. That's almost one phone to every two Louisvillians.

There are more than 49,000 rural phones in Kentucky, a gain of some 300 per cent since 1946.

R. S. Watson, district manager for Southern Bell Telephone & Telegraph Company, reported figures yesterday that showed increased telephone use. The average American had 0.56 telephones in 1945. By 1954, the average was up to 0.72 telephones per person.

Kentucky has 491,395 phones, or about one for every six persons. Of these, 374,050 are operated by Southern Bell and the rest by 102 independent telephone companies.

Watson said that since 1945 telephone use has increased more than doubled, reflecting a great surge of business, industrial, and agricultural activity.

— The United States has one telephone for every three persons, while the average for the rest of the world is one for every 65 persons.

— Kentucky has 491,395 phones, or about one for every six persons. Of these, 374,050 are operated by Southern Bell and the rest by 102 independent telephone companies.

— Watson said that since 1945 telephone use has increased more than doubled, reflecting a great surge of business, industrial, and agricultural activity.

— Hygiene Conference Opens

— Pittsburgh, Nov. 18 (AP) — Some 600 management executives, physicians, engineers, toxicologists, lawyers, and industrial hygiene experts met today the 10th annual Industrial Hygiene Foundation of America meeting.

CROSSWORD PUZZLE

ASK NBC SPOT SALES, FOR THE REST OF THE DATA!

WAVE TV

IN LOUISVILLE
dollar expenditure, Audimeter figures also enab-
le radio-tv advertisers to achieve maximum
sales to the audience by (1) selecting proper
programs to reach the best prospects for the
product, (2) indicating what coverage of the
market is adequate, (3) spotting commercials at
the right time, and (4) and dis-
tributing commercials skillfully throughout the
program to reach all listeners at least once, Mr.
Matthews said.

He said information in future Nielsen reports
would be given in houses, not percentages.

**Tv Market Potential**

$10 per Set—Doherty

TV STATIONS may estimate the composite
television market revenue potential for all sta-
tions in their market at about $10.25 per set,
Richard P. Doherty, management consultant and
former NARTB vice president, said Wednes-
day in an address in the New England Radio &
Television Executives Club in Boston. The
average market revenue per set tends to in-
crease with the advent of a second, third or
fourth station, he said.

Mr. Doherty, in discussing the profile of the
average television station, said the total annual
vhf station revenue runs at over 100% of total
capital investment, whereas uhf stations as a
group show appreciably below that.

There is a wide divergence in station dimen-
sions, with more than 360 on the air, he noted,
calling his profiles "common prevalence rather
than a mathematical norm."

Mr. Doherty added these typical traits of tv
stations: Average staff ranges from 55 to 65;
largest staff area is technical, about 40%, with
programming a third though programming ac-
counts for more than one-third of total payroll;
employee compensation (exclusive of talent
costs) absorbs 41% of total operating costs;
staff payroll, average close to $5,000 per em-
ployee per year for older stations, $4,500 for
newer stations.

The typical station operating at a profit
makes between 27% and 30% margin of profit
(based on total station revenue), he said. Fixed
capital throughout the industry is being deprec-
ated over a six-year period at the composite rate
of about 16% with this deprecia-
tion item varying from 9% to 15% of total oper-
ating costs.

About a fourth of station income comes from
network payments, he said, with a third from
national spot and local sales, and the balance
from production and other services. Locally
originated film programs, filling 27-30% of net-
work affiliate station schedule and 60% of non-
network outlet, absorb about 10% of the affil-
iate's operating cost, he said.

**ANA AIMS FOR ATTENDANCE RECORD AS SPRING MEET OPENS WEDNESDAY**

Asn. of National Advertisers expects 500 delegates at Hot Springs, Va., sessions. Tv will attract less attention from delegates.

ANNUAL spring meeting of the Asn. of
National Advertisers, opening Wednesday at
The Homestead, Hot Springs, Va., will run
near the 500 mark, possibly setting an all-time
record, it was learned Friday at ANA's New
York headquarters.

For the first time in several years the asso-
ciation's program will not place heavy emphasis
on the high cost of television as well as

techniques of using the visual medium. The
program schedule puts tv on the same plane as
other advertising media, with the ANA
members less inclined to treat it as a spec-
tacular device.

Minor change in the ANA program [BPT, March 8] is placing of a film, "Changing American Markets," on the Friday schedule.

It will be shown at a breakfast session under sponsorship of Fortune magazine.

Principal television talk will be delivered by
Robert L. Doherty, vice president in charge of
tv, whose subject is "Tv Commer-

cials Which Sell and Also Appeal to the

Viewers' Intelligence."

ANA's meetings will be in charge of Ben
R. Donaldson, director of advertising and
sales promotion, Ford Motor Co. and ANA
board chairman (see our RESPECTS sketch
of Mr. Donaldson, page 28). Handling conven-
tion arrangements for ANA are Paul B. West,
associate advertising manager; J. C. McElroy,
vice president; Peter W. Allport, secretary,
and John Balch, press relations director.

Opening Session Speakers

Speakers at the opening session Wednesday on
advertising management and planning in-
clude George B. Park, advertising and sales
promotion manager, Marketing Services Div.,
General Electric Co., as chairman and key-
noter; Walter C. Ayers, executive vice presi-
dent, Brooke, Smith, French & Dorrance, on
advertising's place in a shifting economy; Frank
W. Mabry, advertising manager, Sylvania Elec-
tric Products, on ad budgeting for profit;
S. J. Caracher, advertising controls man-
ger, E. I. du Pont de Nemours & Co., on cost
control; Alfred Politz, president, Politz Research,
on ways to increase advert-
ising's sales power.

Effective ways of using advertising in cam-
paign planning will be discussed by E. G. Ger-
bic, vice president, Johnson & Johnson; Robert
E. Heal, vice president, McCann-Erickson, and
Ralph Winslow, public relations director of
Koppers Co.

Ford Motor Co. will show its Cinemascop-
e dealer presentation, first commercial use of the
widescreen technique, to open the Thursday
program. Speakers at sessions based on exe-
cution and follow-through of advertising plans,
will be Russell G. Partridge, advertising man-
ger, United Fruit Co., and George J. Abrams,
advertising manager, Block Drug Co. Esther
Foley, home service director, True Story mag-
azine, and David P. Crane, director of media
coordination, Benton & Bowles. Mr. Bowles
will discuss media selection in the light of the
changing market conditions.

Thursday afternoon speakers include R. Rich-
ard Carlier, director of advertising and sales
promotion, Bigelow-Sanford Carpet Co.; Arthur
Diamond, advertising manager, H. J. Heinz Co.,
and Arthur L. Scaife, sales planning manager,
General Electric Co. Mr. Abrams will be
chairman for a consumer durable products dis-
cussion; Mr. Winslow, for industrial and tech-
nical products, and Lauren K. Hagaman, direc-
tor of advertising and sales promotion, Con-
goelium Nairn, for consumers durable goods.

Special group meetings will be held Friday,
with Mr. Donaldson presiding at a session on
publishing evidence. Mr. Donaldson will
speak at this session along with David
Ogilvy, president of Hewitt, Ogilvy, Benson &
Mather.

Gordon Kinney, Advertising Council direc-
tor of tv and radio, will speak at a session on
"The Future of America." His topic will be,
"Stop Wasting Your Time—A New Approach
To Your Public Service Copy," William G. Power,
advertising manager of Chevrolet Motor Div. of
General Motors, and director of the Chev-
rolet's sales techniques. Dr. Gabriel Hauge, ad-
ministrative assistant to President Eisenhower,
will discuss the Administration's tax program at
the Friday luncheon. Special group meetings
on chemical, oil and export advertising will be
held Friday afternoon.

**Animated Commercials Economic—Bemillers**

ANIMATED tv commercials, when pro-rated
over their period of use, have proven them-
selves the most economical method of tv ad-
vertising, Richard T., Robert H. and Ted C.
Bemiller, partners in Bemiller Productions,
Hollywood film production firm, told the first
convention of the National Federation of Ad-
vancing Agencies in Los Angeles March 9.

Aside economy, the Bemiller brothers cited
tv animation as the most effective way to gain
and hold consumer interest. Recent NBC-TV
surveys reveal viewers enjoyed such commer-
cials most and purchase products most readily
when advertised, they said.

As an added advantage, filmed commercials
were not liable to embarrassing slip-ups before
the viewing public. Such spots can be open on live
tv when products or machines fail.

Bemiller Productions has developed a new
technique to reduce animation costs up to 25%,
details of which were not revealed to NFAA
delgates because of pending patents.

**NARTB Membership Drive Gets Underway**

NARTB membership campaign got underway
in the field last week with of B. Clay, CHEV
Shreveport, La., Dist. 6 director and chairman
of the Membership Committee, announced ap-
pointment of 134 committee members who will
personally contact stations in their areas.

Committees in the 17 NARTB districts
were named by district directors. They will
report to William K. Treynor, NARTB Station
Relations Dept. manager. The campaign, run-
ing to May 8, was approved by the associa-
tion's board at its January meeting.

Members of the permanent NARTB Mem-
bership Committee, besides Chairman Clay, are
Harley R. Crow, John B. Clay, KWKH-
WEDNESDAY, LA., W. W. J. Fogg, WCL
- T, Lancaster, Pa.; Ward L. Quall, WKBW-
WTV, Cincinnati, and Jack Todd, DATE
Wichita, Kan.

**Facts & Figures**

**TRADE ASSNS.**

Population: 161,100,000

POPULATION of U. S. (including armed
forces overseas) increased from 151,132-
000 in April 1950 to 161,100,000 on Jan.
1, 1954, according to Census Bureau
estimates. This represents a gain of
9,968,000, or 6.6% in four years. Pop-
ulation growth in 1953 was estimated at
2.7 million, or 1.7% increase. The
gain has been steady for several years,
ranging between 2.5 and 2.7 million, or
an annual rate of around 1.7%. The year
1953 was the seventh in succession in
which births exceeded 3.5 million. Mor-
tality was 6.6 deaths per 1,000 population, with 1.5
million deaths in 1953.
Care to say a few words?

At a loss for words? Many people are when confronted by a microphone. But don’t let it throw you. The audience waiting for your voice has been listening to WGY for 32 years. They’ve grown up with WGY and have come to look on us as their neighbor. They’re not overly critical. They’re friends. But what an audience! They’re the families of the factory workers and executives of Northeastern New York and Western New England’s teeming industrial areas. They’re the suburbanites and farmers of the rolling countryside through 53 counties of four states. They’re the people at home, in their cars, vacationing throughout one of the most influential markets in the country—a market with a buying power greater than that of 31 states in the Union. They’re 878,130 radio families who turn regularly to WGY. But don’t let it throw you. We’re all neighbors. They’re waiting to hear your message. So . . .

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Company
NEW YORK—BOSTON—CHICAGO—DETROIT—SAN FRANCISCO
Make money with
The Melachrino Musicale...

THREE WAYS TO SELL IT!

1. As a BIG-NAME SHOW for a single sponsor*
   The Melachrino Musicale with its smooth strings and
   restful, full bodied orchestrations really appeals to hard-
   to-please sponsors. Tremendously popular, Melachrino's
   famous music makes The Melachrino Musicale easy to
   sell. And here's an important extra—The Melachrino
   Musicale brings to your audience performances they have
   never heard before!

2. For PARTICIPATING Sponsorship*
   Get premium rates for preferred announcement positions
   when you sell The Melachrino Musicale to participat-
   ing sponsors. Specially tailored scripts provide for as many
   as 4 sponsors per quarter-hour segment.

3. For ADDITIONAL sponsor time sales
   A Thesaurus first! Sample scripted commercials, covering
   many local sponsor categories, provide the means to sell
   additional sponsor time. They show how the distinctive
   flavor and relaxed atmosphere of Melachrino's music
   can be associated with sponsors' commercials. This helps
   sell more time!

Any way you sell it, you get:
Voice tracks by George Melachrino, the host of your show.
He opens and closes the show, makes lead-in, pre-broad-
cast and on-the-air audience promotion breaks.

*IMPORTANT—Weekly scripts for single or participating
sponsorship, plus special audition disk that enables you
to present it to a single sponsor or as a participating
sponsorship show.

SELL ANY OF THESE THESAURUS SHOWS
AND YOUR LIBRARY PAYS ITS OWN WAY!
Phil Spitalny's "Hour of
Charm"
"Date In Hollywood"
(Eddie Fisher and
Gloria De Haven)
"Music Hall Varieties" (Joe E.
Howard and Beatrice Kay)
"Hank Snow and his
Rainbow Ranch Boys"
"The Sammy Kaye Show"
"The Freddy Martin Show"
"Music by Roth"
"The Wayne King Serenade"

And many more—complete with sponsor-selling brochure,
audience-building promotion kit, sales-clinching audition disk.

Write, wire, phone today: Department B-3

RCA Victor Division

Broadcasting • Telecasting
COMMISSIONER BARTLEY STRESSES BROADCASTERS' DUTIES

Commissioner Bartley tells Oklahoma radio-television conference he is concerned over investors who want to make money from broadcasting without assuming responsibilities.

FCC COMMENTS. Robert T. Bartley told members of the twelfth annual radio-television conference at the U. of Oklahoma that he is concerned about an increasing tendency of investors trying to make money from broadcasting without assuming its responsibilities.

Speaking March 5 at a dinner which climaxized the three-day meeting, Mr. Bartley reminded the group of broadcasters, educators and students that "a license is not being granted to them for the sole purpose of financial gain," but that they "obligate themselves primarily to render a service to the public."

The Commissioner delivered a comprehensive review of the roles of Congress, the FCC and the broadcaster in the American system of broadcasting. He rejected the notion that the Commission is merely a "traffic cop" preventing interference. Mr. Bartley referred to a Supreme Court decision which stated that the Communications Act does not restrict FCC to supervision of the traffic, but also requires the Commission to determine the composition of that traffic.

"No Objection to Profits"—he made it clear he had no objection to profit making. Indeed, without the profit motive to bring about this public service, the very freedom we enjoy would be demolished through government subsidy and control, a form of monopoly essential to totalitarianism," he commented.

Comr. Bartley said he is a strong advocate of integration of ownership, day-to-day station operation, and local ownership. He believes FCC should prevent multiple ownership and duopoly rules as serving "effective bars to widespread infiltration of broadcasting by professional investor groups."

Comr. Bartley was one of two conference guests from the Nation's Capital, the other being Robert K. Richards, NARTB administrative vice president. He pointed out the importance of radio in television areas, and asserted that broadcasters should not presume what kinds of programs people want, but should actually find out from them. [DIALOGUE, March 8.]

TRADE ASSNS.

The two Washington speakers were among a group of over thirty commercial and educational broadcast leaders from the southwest who held sessions on career opportunities, announcing, programming, public service, adult education, station operation, time selling, commercial copy writing, radio-television advertising, and television art.

Frank S. Laster, KRMG Tulsa, cited statistics indicating there is still room for radio and television. He said radio is here to stay largely because it doesn't require the concentration that TV does. Mr. Lane said it is up to broadcasters to give radio listeners what they can't get on television.

Everyone who really goes for sales can have a profitable year in 1954, according to D. C. S Nerre, Oklahoma Tire and Supply Co, advertising director. He named "media merchandising" as the missing link in today's radio-TV advertising. He recommended that media follow through each account with publicity, research and increased knowledge of the advertiser's business in order to see if the advertiser is getting his money's worth.

The U. of Oklahoma, host school for the conference, shared honors with Louisiana Polytechnic Institute and John Brown U., Arkansas, in the demonstrations of school broadcasting.

Dr. Sherman P. Lawton, Oklahoma U., coordinator of broadcasting instruction, presented ratings of "excellent" and "merit" for original plays, adaptations, discussion, sportscasting, news and commercial copy writing, and announcing.

Dr. Harry M. Lyle was in charge of this year's conference.

NCAA Plans K. C. Meet To Discuss Fall Grid TV

NATIONAL Collegiate Athletic Assn. plans to meet in Kansas City later this month, possibly this week, to formulate a plan which will govern telecasting of member college football games next fall.

Asa S. Bushnell, NCAA TV director, told B&T in New York last Thursday a definite date for a meeting has not been set but certain committee members are being canvassed to select a date convenient to all. At that time, he said, the committee will consider all proposals made at hearings on March 24.

Mr. Bushnell said the recommendation of the Big Ten athletic conference, which favors telecasting of games on a regional basis, will be considered along with other proposals.

Speakers for this conference on March 5 had released to the news wire services a telegram sent to Mr. Bushnell espousing its proposal and hinting at an "or else" attitude. The next day Commissioner Kenneth L. (Tug) Wilson wired Mr. Bushnell that no such interpretation was intended in the Big Ten's earlier statement.

In contrast to the NCAA policy for one nationally televised football contest each Saturday, the Big Ten proposed a regional plan under which (1) a game could be telecast by stations in the game's actual playing area, with a limitation of one home and one road team appearance on each team or (2) games before the last weekend in September and in September and the week preceding Thanksgiving Day could be televised by stations in and out of the actual playing area of the teams, with a limitation of one appearance per team.

The effect of this proposal would be that certain major games would replace one network pickup each Saturday during the nine-week period in each designated geographical region and limit national tv to early September and after Thanksgiving.

Schools could line up their own tv sponsors within their respective conferences, with advertisers designating or passing approval on games to be carried. The NCAA itself is divided geographically into eight districts, with directors sitting in for eastern and western small colleges.

The NCAA TV Committee already has decided itself, within the framework of the new NCAA resolution for tv control, to spreading its national football telecasts to as many member schools as possible but with an eye on the desires of any advertiser who might pick up the network rights [B&T, Feb. 15].

JUDICATURE GROUP MAY TRY EASING COURT MEDIA BANS

JOINT effort by the courts and news media to ease court bans on coverage of trials, including radio and tv, is being considered by the American Judicature Society following its March 6 meeting in Atlanta.

The idea was proposed by Judge Philbrick McCoy, Superior Court of California, in a discussion with N. R. Howard, editor of the Cleveland News. The society would work with American Society of Newspaper Editors, under his proposal. Carl Rix, of Milwaukee, former president of American Bar Assn., suggested the problem go to the law research center being set up by ABA.

Mr. Howard criticized the power of a judge to be master over contempt actions in his court, serving as both complainant and arbiter, and cited abuses of this power. He said television scientists soon may have equipment that can operate unnoticed through an aperture in a wall or ceiling. He added that many court rules and statutes fail to "allow for the enormity of scientific invention."

Judge McCoy emphasized trials must be conducted for the benefit of society, with rights of individuals protected. He said judicial proceedings require the undivided attention of all participants and this attention should not be divided by attention to a broadcast audience.

At issue in the discussion was the trial of Margaret Case, which had no tv coverage, and photographs of court proceedings as degrading and liable to create misconceptions.

Popular Prizewinner

ELIZABETH (BETSY) EVANS' reading of her Voice of Democracy prize-winning essay during the March simulcast of Voice of America Day on NBC AM-TV drew more than the 100,000 requests for copies of the essay, "I Speak for Democracy," and led the network to schedule a repeat performance by the 16-year-old Arkansan within the March 29 program, NBC said last week. The 100,000-plus requests for copies came within five days after the March 1 simulcast, NBC reported, adding that many radio broadcasters and advertisers wishing to use the text in their classes, others from judges wishing to quote it in their dealings with juvenile delinquents, and one from a man who said hearing the essay had led him to abandon suicide plans. Miss Evans was one of four national winners in the Voice of Democracy contest, sponsored by NARTB, RETMA, and the Junior Chamber of Commerce.

TRADE ASSNS.
Reno likes the wheel that's set for a sure pay-off. Day in, day out Linn Sheldon, "The Money Man", spins WFAA-TV's wheel-of-fortune—and starts telephone and cash register bells ringing.

There’s fun for all and money for many on the Money Man show. Between 'phone calls, the sing-song team of Ted Stanford and Claire Stewart rack up "top stake" music with the Ray Plagens Cold Cash Quintet. Popularity of the Money Man is well known to the mail man—he recently delivered 1200 cards and letters in one day!

In DALLAS-Fort Worth you parlay your advertising dollar into quite a pay-off—when you play the wheel of the Money Man. Ask a Petry man to place your blue chips on Channel Number 8.

*Always bigger and better, Texas has two Renos—one in Parker County, one in Lamar County—both in the WFAA-TV picture.

Today's crowd: 320,500 TV Homes
NARTB's Fellows Urges Faith in Advertising

THE NATION is experiencing a shortage of advertising despite 2,500 am radio stations, 380 tv stations and 11,468 newspapers, NARTB Fellows said Friday in an address to the Seattle Chamber of Commerce.

Speaking on the topic "Tomorrow, Sell It Today," Mr. Fellows said advertising expenditure totaled nearly $8 billion last year. Pointing to the growth and potential, he warned that the "greatest peril to free media is not the loss of popular faith in them, but the loss of popular faith in the advertising which supports them. As businessmen and media men we have a responsibility to contribute to such loss of faith in advertising by taking the tack that the competition is no good, which immediately arouses suspicion about our own innate worth; or by juggling prices at the lifting of an eyebrow which immediately conjures hopes of just how far one might go under duress.

"We can contribute to loss of faith in advertising by using bad taste in advertising, by blatancy, suggestiveness, endless repetition, and by other innumerable methods which insult the intelligence of consumers."

To strengthen advertising, Mr. Fellows said, broadcast programs should be conducted on a high plane, inspiring confidence.

In an address to the San Francisco Ad Club Wednesday he said the American buying public must have its attention redirected to the value of good merchandise backed by a good name. He cited results of the Politz study showing the impact of radio on the public.

Overseas Press Club Names Awards Nominees

NAMES of nominees for 1953-54 awards of the Overseas Press Club were announced last week. Presentation of awards will be made at the club's 15th annual dinner at the Waldorf-Astoria Hotel in New York on March 29. The awards committee announced that no nomination was made this year for the George Polk Memorial Award because of "the lack of suitable candidates." Other classifications and nominees were as follows:

Best content radio report from abroad - Frank Burgholzer, NBC; John Rich, NBC; David Schoenbrun, CBS, and Howard K. Smith, CBS; Best consistent television presentation of foreign affairs - John Daly, ABC; Douglas Edwards, CBS; Edward R. Murrow, CBS, and John Cameron Swayze, NBC; Best radio interpretation of foreign affairs - Martin Agronsky, ABC; Erwin D. Canham, ABC; Esther Davis, ABC; Pauline Frederick, NBC; H. V. Kaltenborn, NBC, and Eric Sevareid, CBS; Best photographic reporting from abroad on foreign affairs - Gary Stinnett, NBC; David Cicero, INS, Michael Rougier and Howard Socburek, Life.

Practices Committee Appointed by FCBA

APPOINTMENT of members of the Committee on Practices & Procedures of the Federal Communications Bar Assn. was announced last week by Vincent B. Welch, president. William A. Koplovitz is chairman of the broadcast subcommittee and Donald C. Beck is chairman of the non-broadcast subcommittee. Both are co-chairmen of the full committee.

Serving with Mr. Koplovitz on the broadcast subcommittee are: Thad H. Brown, Stanley Cohen, Ben P. Cotsone, Thomas N. Dowd, Henry G. Fischer, Ben C. Fisher, Robert L. Heald, James A. McKenna Jr. and Thomas W. Wilson.


In addition to Mr. Beeler and Beeler, the following are members of the full committee: Messrs. Brown, Keller, Babler, and other members of the non-broadcast subcommittee.

Radio Engineers Readied For Record-Breaking Meet

RECORD-BREAKING attendance of 40,000 electronics engineers and scientists is anticipated at the 1954 convention of the Institute of Radio Engineers, March 22-25 in New York. Top professional papers will be presented in 51 sessions, divided among the Waldorf-Astoria and Shelton Hotels and the Kingsbridge Armory. The armory will also house an expanded radio engineering show of 364 exhibits of all types of electronics apparatus.

Wednesday sessions on broadcast transmission systems, this year concentrating on tv with the afternoon meeting devoted entirely to colorcasting, will be the highlight for broadcast engineers, but they will find much of interest on other days, when broadcast receivers, high fidelity, facsimile and similar topics will be discussed. The convention papers cover the complete range of technical interest, from engineering based on human biological design to engineering management and nuclear science.

Film, Recording Exhibits Planned for NARTB Meet

DISPLAY exhibits on the seventh floor of the Waldorf-Astoria will be assigned for a number of national television, recording and transcription apparatus and services, to include: E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, exhibitor manager. The convention will be held the week of May 23.

Space in the main Exposition Hall of the hotel, where transmitters, power plants, lighting and film equipment and other heavy gear will be on display, has been assigned.

Seventh floor space has been assigned thus far to ABC, including station KBXJ, San Francisco, and station KFRC; ABC, New York stations; CBJZ and KBAY, Stockton, Calif.; Colorado Station KAJZ, Denver; and KJZZ, Salt Lake City; KXLF, Missoula, Mont.; KCHS, Cheyenne, Wyo.; KASQ, San Diego; KBAY, Stockton, Calif.; WRAL, Raleigh, N. C.; and WSB, Atlanta, Ga.

Hi-Fi Fair Draws 30,000

HI-FI FAIR staged over the March 5-7 week by WGMS Washington [B&T, March 1], drew 30,000 registrants, according to M. Robert Rogers, station president. Mr. Rogers said the attendance compared with 20,000 registrants at the New York Hifi Fair last year.

Mr. Rogers and Dan R. Caverly, WGMS vice president who managed the fair, said the event would be repeated next year.

"54 BMI CLINICS BEGIN WITH 7 CITIES

Traveling and local speakers survey a number of subjects in BMI meetings in Albuquerque, Austin, Phoenix, Los Angeles, New Orleans, Jackson, Miss., and San Francisco.

The 1954 round of BMI program clinics got into full swing last week with sessions in Albuquerque and Austin on Monday; Phoenix on Tuesday; Los Angeles and New Orleans on Wednesday, and Jackson, Miss. and San Francisco for "Friday.

In the clinics, groups of speakers working in teams, augmented by local speakers, surveyed a wide range of subjects, including impact of local news, importance of the preparation and sale of copy, improvement of public service programs, the roles of women's programs, various types of music, program and station promotion, the value of developing local station personalities, etc.

The importance of music—and of building music shows carefully—was stressed by Dick Campbell, WDVA Danville, Va., in talks at the Austin, New Orleans, and Jackson sessions.

Tom Wallace Jr., KTKT Tucson, stressed the number counting musical selections, following a "sweet number" by a "bouncy number," at the Tucson clinic, while Cliff Gill, KHOG Los Angeles, told the San Francisco meeting that his station, seeking to appeal to the majority of listeners, selected numbers that are "easy listening, commercial, middle-of-the-road music," using the rule-of-thumb that if "you can't sing it, hum it, whistle it, or tap your foot to it, don't play it.

Surveying the value of shows, R. C. Emery, WITH Baltimore, who spoke at the Austin, New Orleans and Jackson clinics, stressed local news as a strong audience-getter, and said listeners of copy. Improvement of public service programs, the roles of women's programs, various types of music, program and station promotion, the value of developing local station personalities, etc.

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Here's the lowdown on the Higher ups in New Orleans Negro Ratings!

**HOOPER**

July to September

**WBOK**

FIRST

in

22

out of

24

QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

With an average rating of more than 56% higher than the all-Negro Station. WBOK maintains its lead in results for advertisers. Proving again that personalities and good programming attracts more listener loyalty.

**Flash!** February Hooper morning ratings, 7:00 to 12:00 Noon, shows WBOK the Second station of the 11 stations in New Orleans. That is its major Negro programming period.

**TRENDEX**

November 1953

**WBOK**

FIRST

in

19

out of

22

QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

Out of 22 quarter hours the all-Negro Station shows no measurable listeners during 13 of the quarter hours while WBOK shows only two such ratings during equal Negro programming periods. Proof positive that listeners prefer the personality and entertainment of superior programming of WBOK.

**WBOK**

October to December

FIRST

in

20

out of

26

QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

63.6% higher than the all-Negro station in listener loyalty. WBOK carries more national advertising than all 6 other independents combined and more national advertising by 3 times of the all-Negro station. Proof that results attract smart advertising buyers.

**Flash!** The most recent all-Negro rating shows that WBOK's Sweet Charlot, the all-Negro Spiritual Program, beats the all-Negro Station in all but two of its quarter hours.

National Rep. Forjoe & Company
THE MORNING SHOW

7 to 9 am
Monday through Friday

No other program in network television will match this show in flexibility and economy.

It will open network television to budgets of all sizes, fit every sales calendar.

It will cover markets with almost 80% of all television homes—at an over-all price (time and talent) that’s the lowest in all television.

It will be available in 20 segments per day—daily, weekly, monthly, or as a single insertion.

With all these advantages, a sponsor will have the easy, powerful lift of personalized selling. Walter Cronkite, host, will present news of your product—and, with Charles Collingwood, the news of the world…and of sports, plays, books, and movies…with the forecast of the weather, the exact time, popular music.

So get an early start on “The Morning Show”—and watch your sales curve rise and shine.

CBS TELEVISION
Moving toward completion of its seven-year-old daytime skywave case, FCC proposed protection measures for the U.S. clears from interference from secondary stations on those channels during two-hour periods after sunrise and before sunset. Daytime Class II stations would not be affected at this time, but fulltime Class IIIs and some I-Bs would be modified.

GREATER protection for Class I clear channel stations in the U.S. appeared in prospect last week as the FCC stepped nearer conclusion of its seven-year-old daytime skywave case. It issued a proposed report and order to amend its rules and standards to provide protection and proposed a rule-making proceeding to implement such protection by the existing secondary stations on those channels— principally Class IIIs, but including some I-Bs. Affirming its basic opinion policy must be left for review in the even older and even less complete clear channel proceeding, the Commission announced a proposed report and order which:

- Recognize that the secondary stations on clear channels cause varying degrees of objectionable interference to the dominant Class I outlets in the two-hour periods after sunrise and before sunset.
- Revise the standard broadcast engineering standards and rules to provide for protection.
- To today's concepts of daytime and nighttime operations would be added a third, a "transitional" period, for the two-hour transitions at sunrise and sunset.

Oral argument is to be held on the merits of this proposed report, FCC said, but no date was scheduled.

In its notice of further proposed rule-making, on which comments are due May 3, the Commission: said.

- Cited four categories of existing stations to which the proposed revision may be applicable. These are (a) Class II daytime-only stations; (b) Class II limited-time stations; (c) Class II unlimited-time stations, and (d) Class I stations located outward of the other I-B station on the channel and commencing nighttime operation at sunset at the westward I-B station.
- Indicated that with respect to existing Class II daytime-only stations "we do not propose at this time that these stations be required to comply with the proposed standards."
- Stated that existing Class II limited-time stations generally would not be affected. "At this time," but that those limited outlets situated to the East of their dominant stations would have to cease operation at local sunset at the Class II station in lieu of the dominant station. Said this third situation to continue condition up to now has been a "bonus hour operation" for the Class II outlet.
- Proposed to continue the seven-year freeze on processing of daytime-only and limited-time applications on the clear channel frequencies specified in Secs. 3.25(a) and (b) of the rules "in order not to prejudice the outcome of the clear channel proceeding."
- Revised the terms of the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-A channels, in view of the proposed changes in standards.

Lifted the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-B channels, but cautioned them, however, "against extensive changes in antenna systems to meet the criteria here proposed since the decisions made in the clear channel proceeding may render useless antennas so designed."

The Commission's proposed report and notice was adopted by all Commissioners except Frida B. Hennessy, who dissented and issued a separate opinion.

An order accompanying the notices, FCC turned down the petition filed a fortnight ago by Daytime Broadcasters Assn. which asked that the daytime skywave case be dropped or, in the alternative, clear channel stations be recognized. A lack of local use is made of their channels in blanketing the country's "white" areas [BWT, March 1].

The Commission termed the requested relief "drastic" and involving policy considerations belonging instead to the Federal Communications Commission. To DBA's claim that daytime stations have grown from 60 in 1947 to more than 700 today, FCC said that because of its freeze on new daytime stations during the entire months of 1947, the proceeding will affect no more days today than it would have seven years ago.

NARBA Delay Noted

Delay in U. S. ratification of the 1950 North American Regional Broadcasting Agreement, which among other things would specify protection from interference to clear channel operations, FCC said, impelled the Commission last August to sever the daytime skywave case from the clear channel proceeding "to enable it to make a separate decision on the daytime skywave interference problem."

As to FCC's proposal at this time not to alter existing Class II daytime and limited-time stations, the report explained such stations "have no directional arrays designed to afford necessary protection to their owners to be impractical to require such arrays at this time in view of the pendency of the clear channel proceeding."

FCC continued:

The alternative is either reduced power or cessation of operation during the transitional periods. But efficient operation during this period represents a substantial and important segment of the daytime-only broadcaster's activities. Authorization to broadcast during the transitional hours was bestowed, under the original allocation scheme, in order to provide the daytime-only station an adequate daily period of operation.

The alternative proposed by the Commission involves policy judgments which we believe can be appropriately made only in the clear channel proceeding. In view of that consideration, the division of broadcast services which would otherwise result, and the fact that the clear channel proceeding could have a marked effect on the status of the daytime-only and limited-time stations through possible changes in the Class I station allocation, we do not feel able to make the permissible radiation standards here proposed applicable to both existing daytime-only and limited-time stations.

Reviewing the history and philosophy of such allocations since the late 1930s and origination of the clear channel and daytime skywave cases, the FCC report cited basic allocation objectives:

- To provide some service to all listeners or, what amounts to the same thing, to provide service to all areas; (2) to provide as many services as possible; (3) to provide services to as many listeners as possible.
You bet he is! "Editor Bill," heard Monday through Friday at 9:55 P.M. with news of "50 Years Ago" is your man if you want to sell to the buying-minded folk of the KVOO market area! This great program has been on KVOO for two years, charming young and old alike with the still exciting news of 50 years ago. It's more than just entertainment—it's an historical review of Oklahoma's early days . . . of the Nation and the world in action 50 years ago.

Who listens?—just about everybody in Oklahoma's No. 1 Market, plus a lot of folk elsewhere in surrounding states.

How do we know?

In response to just 20 announcements Editor Bill received 3,454 requests for a reproduction of the front page of the "Guthrie Leader" dated November 16, 1907, the day Oklahoma became a State.

Get the full story and interesting price from KVOO or your nearest Edward Petry & Company office.

"50 Years Ago" delivers the courtly old charm of yesterday with the satisfyingly effective sales impact of Oklahoma's top radio voice of today.

"50 Years Ago" is a great program . . . a program to sell your product!

Oklahoma's Greatest Station for More than a Quarter of a Century

RADIO STATION KVOO

50,000 WATTS

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.
possible, and (3) to provide service of local origin to as many listeners as possible.

"With these objectives in view," FCC re-called, "the Commission classified the standard broadcast band of frequencies into classes of channels." FCC's interpretation continued:

Since 1938 this classification has comprised clear channels on which there are assigned relatively few stations, protected from interference to such an extent that their nighttime skywave renders valuable service over wide areas; and two other groups of channels classified as broad channels, on which there are assigned numerous stations that are necessarily protected from interference to a degree insufficient to permit satisfactory nighttime skywave service at all night by means of skywave. The clear channels thus are designed primarily to provide service to all areas; the regional and local channels are designed to achieve the other two aims, i.e., provisions of the maximum number of facilities and local outlet.

Describing the transmission characteristics of an AM station, the Commission reported that "groundwave transmission is more restricted in its coverage but of a steadier nature than skywave transmission, which, being a reflected signal from the ionosphere (an imperfectly reflecting medium) reaches wider areas. To provide a good grade of skywave service over large areas requires a high power station with a tall antenna, and most important from the viewpoint of this proceeding, operation at night at night." Little During Day

There is little skywave transmission during the day, hence the ability to allow secondary stations on the clear channels, FCC observed, but at night the great skywave range requires protection of clear channel services. But because the transition from day to night is gradual and radio paths involve great distances, the present proceeding was initiated to solve the interference problem in the transitional day-night periods, FCC said.

The report cited six years of FCC monitoring reports on the transitional interference problem and summarized the cases of WCKY Cincinnati to 3A other channel services. The WCKY case, no longer in effect, was described as an "example of the most severe interference" and "was caused by an operation formerly authorized on 1530 kc at Philadelphia.

WMJ Philadelphia, now on 1540 kc with 1 kw daytime, originally had been granted 10 kw daytime directional 1550 kc, WCKY's 1-B channel.

The report said WCKY as a 1-B outlet normally is protected during the day to its 0.1 mw/mv groundwave contour by co-channel stations, but "the record reveals that at sunrise at Philadelphia and sunset at Clayton, Mo., during the secondarily commenced operation, WCKY was limited to its 6.95 mw/mv groundwave contour and thus suffered interference to about 96% of its normally protected service area, an hour later to its 1.68 mw/mv contour or 87% of this area, two hours later to its 0.45 mw/mv contour or 64% of the service area and that in the third hour interference with a 2-tone contour ceased until the approach of sunset." The other example, termed one of many, was KOA Denver and KFUS, a limited-time station at Clayton, Mo. "Beginning at 245 A.M. and lasting two and one-half hours, interference to the groundwave service of KOA grows until at sign-off at Clayton, KOA is limited to its 2.8 mw/mv groundwave contour or to approximately 80% of the area within its normally protected contour," FCC recited. Report's basic conclusions:

- We have examined the interference shown and conclude that the operation, as a fact, receiving an adequate degree of protection from interference during the early morning and late afternoon hours in the light of our existing standard broadcast allocation theory. Here we wish to point out that the record does not reveal the degree of interference during the transitional periods of the secondary Class II service was to be effectively promoted. In accordance with FCC's previous interpretation, no Class II service is permissible. Once the WCKY-Philadelphia case, the subject record does reveal that the interference during transitional hours may reach such a point as to undermine seriously the operation of Class II stations during fair weather. A substantial and important segment of the broadcast schedule period, if the station continues to operate, is critical to the fulfillment of a major allocation objective, that of providing some service, to all areas of the country. We therefore believe that the record supports a re-adjustment of the conflicting interests of the Class I and Class II services with respect to daytime skywave protection. The above conclusion and still applicable purpose of our allocation plan may be carried out.

- It is to be stressed that it is that original purpose which would be obviously inappropriate in this proceeding to make any basis for a fundamental allocation policy. Changes as to the purpose and consequently, the over-all protection afforded by the various classes of stations depends on the policy judgment to be made in the clear channel proceeding and not on, or in, that proceeding. Here we should point out that we recognize and appreciate of our present rules and standards to effectuate more fully our present allocation plan by taking into account new data available, may further revision either of a light or radical nature depending on the extent of the basic changes made in the clear channel proceeding. We are persuaded that proceeding and the pertinent policy considerations are not the subject of this proceeding and of the pertinent policy considerations are not the subject of this proceeding.

Senators must act. The hearing was held by the Senate Interstate & Foreign Commerce Committee's Subcommittee of which Sen. Charles E. Potter (R-Mich.) is chairman. It is expected that Sen. Ed C. Johnson (D-Colo.), a member of the parent Commerce committee but not of the Subcommittee, will attend. Sen. Johnson is the legislator who brought the issue to the fore.

In order to bring about a hearing of the issue, Sen. Johnson had introduced his bill which would permit the FCC to set "nominal" fees or charges for station applications, permits and licenses.

Other Witnesses

Other witnesses scheduled to date are a spokesman for FCC, possibly Chairman Rosel H. Hyde; Carl Shipley, Washington attorney who will represent WHAR Clarksburg and WDKY Keyesville, W. Va. The Haddock Conference of American Maritime Unions (which represents both labor and management); a spokesman for the Assn. of Interstate Commerce Commission Practitioners, and Ralph Dewey of Boston.

On the Senate subcommittee are Chairman Potter; Andrew F. Schoeppele (R-Kan.), Dwight Griswold (R-Neb.), Lester C. Hunt (D-Wyo.) and John O. Pastore (D-R.I.).

All the Senators were present, except Sen. Pastore, at an informal session with six members of the FCC a fortnight ago (BT, March 8). At that time, the license fee question was discussed. The FCC's present proposal that a new law is needed which would deny the FCC the right to levy fees on radio and tv stations.

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TIME WOUNDS ALL HEELS

or, half a loafer is better than one

Strange how so many of these apocryphal Texas situations involve liquor, but they do. Like heredity, it runs in the Texas family.

Some years ago, the United States Army, at old Camp Verde, imported a herd of camels and started a brigade for policing certain Texas dry areas. But the land was too tough, even for camels. The brigade had to be disbanded, and the camels were turned loose. One old sot, a thieving heel who worked half the time for a lumber yard while drinking between drinks, encountered a camel in the moonlight. He got religion then and there, roused the nearest minister, swore he'd never take another drink, and, full of repentance, volunteered the information that he had been stealing lumber for twenty years. The minister, a Princeton man, decided to make the most of this heaven-sent chance to get in a few good licks for the Lord. He asked the fellow if he knew how to make orisons.

"Nope, Reverend, I sure don't. But if you got the plans, I got the lumber."

* * *

If you got marketing plans, we got the market—and we come by it honest. Amarillo tops the nation in per family retail sales.
**Two New Vhf Stations Approved By FCC**

GREEN BAY, Wis., and Grand Forks, N. D., each won a new vhf tv station last week as the FCC granted ch. 5 at Green Bay to Valley Telecasting Co. and ch. 10 at Grand Forks to KNXX there.

At Green Bay, the vhf ch. 5 grant was made possible by withdrawal of the competitive bid of Green Bay Newspaper Co. The station will have effective radiated power of 100 kw visual and 60.3 kw aural with antenna height 600 feet above average terrain.

The Grand Forks ch. 10 grant was enabled by the dismissal of the competitive bid of Grand Forks Broadcasting Co., which is reimbursed for expenses incurred in prosecuting its bid. The ch. 10 grant specifies 2.82 kw ERP visual and 1.41 kw aural and antenna height above average terrain of 180 feet.

In other tv actions, the Commission last week designated for consolidated hearing on April 9 the bids for vhf ch. 13 at Indianapolis, Ind., of WIRE, Mid-West Tv Corp., Crosley Broadcasting Co., and WIBC Inc.

Crosley Broadcasting is owner of WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, and WLWA (TV) Atlanta, Ga. The FCC announced also that uhf ch. 52 KAGR-TV Yuba City, Calif., was given 20 days within which to inform the Commission if a hearing is desired on its application for additional time to construct the station. If not, the station will be deleted.

Meanwhile, the FCC initiated proposed rule-making to assign uhf ch. 21 plus to Huntington, Ind., and invited comments to a rule making proposal to substitute uhf ch. 53 plus for uhf ch. 23 at Fitzgerald, Ga., and to change the assignment of vhf ch. 5 at Weston, W. Va., from commercial to noncommercial educational.

The Fitzgerald channel switch is supported by the petition of uhf ch. 37 WGOV-TV Valdosta, Ga., to enable it to obtain a suitable site. The Weston channel reassignment is supported by W. Va. Research Center Inc. of Salem, W. Va.

Comments on the above proposals may be filed on or before April 9.

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**Tv Grants at Lexington, Spokane Proposed by FCC**

INITIAL decisions proposing to grant new tv stations on vhf ch. 2 at Spokane, Wash., and uhf ch. 18 at Lexington, Ky., were announced by FCC last week. Both were made possible by dismissal of competitive applications.

At Spokane, vhf ch. 2 is proposed to be granted to KREM there. The decision was made possible by the dismissal of competitive bid of KNEW Spokane, which receives $32,390 in consideration.

In the Lexington ch. 18 contest, the proposed grant is for WLEX there, made possible by the withdrawal of the competitive bid of WVLK Lexington. No consideration has been promised to WVLK for dismissing its application.

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**Mich. House Passes Bill Restricting Tv Liquor Ads**

MICHIGAN broadcasters face a fight against state censorship of beer and wine commercials with passage by the House of the Michigan Legislature of a bill (No. 297) that would ban, in tv advertising, the showing of persons drinking beer and wine.

The House passed the measure 56-32 Tues-

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**The plurality of listeners goes with WBNS — the station with greater tune-in than all other local stations combined! As a candidate for your advertising dollar, WBNS presents a perfect platform with the 20 top-rated programs.**
On Your Guard, This Is A CHALLENGE!

WICC will match its week long half hour average Hooper Ratings from 7:00 AM thru 10:00 PM, point by point, with yours. For every point in every half hour that your rating exceeds your nearest competitor, we will pay you $10.00 per point. But for every point per half hour WICC exceeds its nearest competitor, you pay WICC $10.00 per point.

**RULES:**

1. MUST BE MULTIPLE-RADIO-MATURE TV MARKET*

2. MUST SUBMIT CERTIFIED HOOPER SURVEY TAKEN WINTER 1953-1954 AND PRIOR TO MARCH 1, 1954 TO MUTUALLY ACCEPTABLE CPA.

3. MUST SUBMIT EVIDENCE THAT NO ARTIFICIAL STIMULANTS TO AUDIENCE WAS BROADCAST DURING SURVEY OR FOR THREE MONTHS PRIOR TO IT.

*Mat. TV Mkt.—means 75% TV ownership.

THIS IS OUR Challenge
IF YOU WANT TO LOSE YOUR SHIRT—
Take It Up!

WICC 600 ON THE DIAL
BRIDGEPORT, CONN.

WICC-AM 600 ON THE DIAL
ADAM J. YOUNG JR., INC.
NATIONAL REPRESENTATIVE

WICC-TV CHANNEL 43

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day after a statewide furor arose over an attempt to slip the bill through without pub-
lic attention. The House Liquor Committee
had voted March 3 to kill the bill. An effort
to force it through the House quickly despite
committee action had been intercepted by Haro-
ld Gross, owner and president of WJIM-
AM-TV Lansing. In a telecast just prior to the
March 3 Pabst boxing match, Howard K. Finch,
WJIM-TV vice president and news analyst,
exposed the plan. The bill was laid aside tem-
porarily when legislators were swamped with
protests.

Under terms of the bill the state liquor
authority could revoke the license of any firm
drumming beer or wine advertising. In an
editorial the Detroit Free Press warned the
Legislature to "go slow in trying to tell people
what they can or can't look at on their
screens."

Comr. Lee Names Campbell
As Engineering Assistant

LT. COL. William B. Campbell, once men-
tioned as candidate for FCC Secretary, the post
now held by Mary Jane Morris, was ap-
pointed last week by Comr. Robert E. Lee as
an engineer assistant. He reports today
(Monday) from his post with the Signal Corps in Wash-
ington. COL. CAMPBELL

Col. Campbell joined the RCA Communications Div.
in 1922, subse-
quently
becoming assistant superintendent. In 1929 he
transferred to RCA Institutes, directing establish-
ment of five new
Col. Campbell was selected in 1932 to assist
in establishing a world-wide communication
network as European manager.

In 1937 the late Joseph Connelly, then pres-
dent of King Features syndicate, who owned
Hearst Radio Inc., retained him to direct re-
organization of the Hearst broadcasting and
communications operations. When this was
completed he became president of Radio Com-
mittee, New York technical training
school. After World War II he helped establish
the Radio Electronics Institute of America.

BEER-BASEBALL MEASURE UP

POSTPONEMENT for a week of a Senate
hearing on a measure that would bring under
anti-trust laws any professional baseball club
owned by a beer or liquor company was an-
ounced Monday. Hearing by the Anti-Trust &
Monopoly Subcommittee, of which Sen.
William Langer (R-N.D.) is chairman, will be
held this Thursday [B*T, March 1, et seq.]

At first, principals were inclined to advance
the date until after April 13, the opening of the
baseball season. Later, they agreed to a hear-
ing this week.

Scheduled to testify on Sen. Ed C. Johnson's
joint resolution (S J Res 133) are August A.
Busch Jr., owner of the St. Louis Cardinals
and president of the Anheuser-Busch
brewery in St. Louis (Budweiser beer) and
Baseball Comr. Ford Frick. Also invited to
appear are Attorney General Herbert Brownell
Jr. and Federal Trade Commission Chairman
Edward F. Hower.

JOHNSON OFFERS MEASURE ON MULTIPLE TV OWNERSHIP

The Senator includes provision for his one vhf for two uhf idea with a
maximum of 10 uhf (but no vhf) and a maximum of five vhf (but
no uhf). Legislation would prohibit concentration of tv control.

A BILL that would set up a formula on mul-
tiple tv station ownership was dropped in the
Senate hopper Tuesday by Sen. Edwin C.
Johnson (D-Colo.).

The proposed legislation (S 3095) contains a mathematical progression of station ownership
which would permit a one vhf station swap for two uhf stations.

This is an outgrowth of the station barter
proposal suggested by the Senator in a fortight
ago during a closed session of the Potter Com-

munications Subcommittee with the FCC
[CLOSED CIRCUIT, March 8].

The emphasis on uhf in the Johnson bill again pointed up Senators' concern with the problem of uhf development in the nation's tv
system.

Text of the Johnson bill appears in FOR THE
Record, page 112.

Hearing Expected

A hearing is expected to be held by the
Potter subcommittee on the uhf problem as the
group's order of business [B*T, March 8] after
the license fee proposal is studied (see license
fee hearing story, page 54).

The Johnson bill, which would amend the
Communications Act, would prohibit the FCC
from granting a tv applicant if he directly or
indirectly owns or controls another tv station
serving the same area. A grant also would not be
permitted if it would result in a concentra-
tion of control of tv stations inconsistent with
the "public interest, convenience, or necessity."

Under the measure, the FCC would weigh
its considerations of an applicant as to whether
a grant would result in a concentration of tv control by study of "the facts of each case."

These "facts," according to the measure, would
include "the size, extent and location of areas
served, the number of people served, and the
extent of other competitive service to the areas
in question."

The bill would bar outright any grant of an
applicant whose holdings exceeded these limits:
5 vhf; no uhf; 4 vhf; 2 uhf; 3 vhf, 4 uhf; 2 vhf;
6 uhf; 1 vhf; 8 uhf; no vhf; 10 uhf.

Sen. Johnson's measure would allow a vhf station owner within a five-year period after the
bill's enactment who "relinquishes, transfers
or fails to renew" his license to be entitled to
a grant of two uhf station licenses, "one of
which shall serve substantially the same area"
as that served by the vhf holding involved.

The Coloradoan's measure would not apply to noncommercial tv stations.

Sen. Johnson's bill was referred to the Senate
Intestate & Foreign Commerce Committee,
parent of the Potter subcommittee. Sen. John-
son is ranking Democrat on the full committee.

Sen. Johnson has been a bitter critic of
the FCC's proposal to raise its limit on multiple tv station ownership. This proposal would modify the rule under which the tv stations can be under common ownership to seven tv stations of which at least two must be uhf.

Kilgore 'Monopoly' Charge to Justice Dept.

SEN. HARLEY M. KILGORE (D-W. Va.) has
concluded his "crusade" against an alleged
"threat of a developing monopoly in commu-
nications" by referring the bill to the Justice Dept. [CLOSED CIRCUIT, March 8].

A letter transmitting his stand that alleges
radio interests are taking over tv [B*T, March 1, et seq.] was sent by the Senator to Attorney General Herbert Brownell Jr. In his letter, the
Senator asked the Attorney General: "Will
you be so good as to advise me if you feel
that existing laws are adequate to meet this
situation or if new legislation is needed?"

Sen. Kilgore reminded Mr. Brownell, "This
is a matter in which I, as a member of the
Anti-Trust & Monopoly Legislation Subcom-
mittee, am very much interested."

The Senator is the top Democrat on the Senate Anti-Trust & Monopoly Subcommittee.

At the same time, it was disclosed that Sen.
William Langer (R-N. D.), chairman of the
Sen. Judiciary Committee, and also of the
monopoly subcommittee, had answered the
Kilgore appeal for Congressional study.

Assurance Given

Sen. Langer said: "You may be sure that our
Subcommittee will give serious study to the
aspects of this problem as pointed out by this
article." The article referred to was "Compe-
tition in the Broadcasting of Ideas and Entertain-
ment: Shall Radio Take Over Television?"

which was reprinted by Sen. Kilgore in the
Congressional Record. It was authored by two
Washington attorneys, Henry B. Weaver Jr.
and Thomas M. Gilcrease of the law firm,
Weaver & Glassie, Washington, D. C.

Sen. Langer also said: "I certainly agree with you that any sign of
developing monopoly in communications is a far more serious matter than many
temporary monopolies. In short, I think it is
a serious matter."

This was in reference to Sen. Kilgore's as-
sertion that "any threat of developing mono-
poly in communications is a far more serious
matter than mere economic monopoly in other
fields, as important as this is."

He had gone on to say: "No other function

FOR SENATE INNING

Sen. Johnson has charged Mr. Busch with building up an alleged beer monopoly using a
Cardinals' regional radio network as the instru-
ment.

Sen. Johnson is slated to testify in support of his measure Thursday. A subcommittee
spokesman said Mr. Busch and Mr. Frick had
not been scheduled for Thursday but probably
would testify later.

Meanwhile, it was reported the St. Louis
Cardinals were putting the question of con-
tinued broadcasts of their games in 17 cities
in Tennessee, Missouri, Iowa and Illinois up
to the minor league baseball clubs there.

The plan is to ask minor league clubs the
following: "Do you prefer the Cardinals to
continue their full broadcasts into your city or
do you prefer the Cardinals to broadcast in
your city only when the local minor league
team is on the road and when the games are
not in conflict?"
Cut It Off!

We're Overloaded!

Just three one-minute spots on WSM-TV supplied enough sales leads to last for weeks to come!

Here's the story chronologically:

To get So-Ten Meat Tenderizer into new markets, the So-Ten Company of Memphis decided to invite people to write in for free samples, fill such requests promptly, then have its salesmen follow-up by visiting stores in towns from which requests came.

The company, through its advertising agency Getz Crenshaw of Memphis, decided further to make its free sample offer in one-minute spot announcements on Phila Rawlings' "Kitchen Kollege" program. After just three airings, they had to call a temporary halt because "our salesmen can't keep up . . . requests have come from 80 towns so far!"

If your sales force can use a mid-flight refueling, remember that WSM-TV has been airborne longest in the Nashville and Middle Tennessee market — and has the gear to garner loads of leads. Contact Irving Waugh or any Petry Man for details!

WSM-TV  Channel 4  Nashville
in our society is as essential to preserve our institutions as is free and untrammeled communication of information and opinion. Of course, we can have neither under monopoly condition or those of concentrated control."

Sen. Kilgore also has asked the Senate Interstate & Foreign Commerce Committee to study the question of radio interests.

It is presumed that Attorney General Brownell will turn the Kilgore letter over to the Justice Dept.'s Anti-Trust Division.

While Sen. Langer hinted his subcommittee would take up the matter, it was learned the group's calendar is jammed with proposed legislation at the present. How far the Kilgore appeal would get in this Congress, therefore, was doubtful.

WLS, WENR Merger Approved by FCC

MERGER of Chicago share-time stations WLS and WENR received FCC approval last week. Under the terms of the agreement, a new corporation will be organized as WLS Inc., with Agricultural Broadcasting Co., licensee of WLS, and AB-PT owning 50% each. WLS is owned by the Prairie Farmer.

The merger of the two share-time stations will result in full time operation on 890 kc with 50 kw. Call letters WLS will be retained and the station will be affiliated with ABC.

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

NON-COMPETITIVE TV MARKET of 280,000 Homes COVERED EXCLUSIVELY
by "The TV Link in the Heart of the Nation"

FCC TO RETURN $150,000 TO UNCLE SAM

House Appropriations unit releases testimony given by FCC Chairman Hyde and others. Congressman lauds Commission action in clearing away backlog of tv applications.

FCC is turning back $150,000 in unexpended funds to the U. S. Treasury [CLOSED CIRCUIT, Jan. 25].

This was revealed publicly for the first time in testimony released last week by the House Appropriations Subcommittee on Independent Offices. FCC officials, led by Chairman Rosel. H. Hyde, appeared before the group last January to discuss the Commission's fiscal 1955 budget.

President Eisenhower's budget for fiscal 1955 proposed that FCC trim an estimated $372,704 from its current spending on broadcast activities, giving the Commission about $1,231,190 for its radio-work [BT, Jan. 25].

The return of funds from a total of $300,000 specified in the 1954 fiscal budget for clearing the backlog of tv applications drew a verbal applause from Rep. Albert Thomas (D-Tex.), ranking minority member of the subcommittee.

Rep. Thomas said "certainly you are doing a fine job in whittling down that backlog. We want to commend you for it."

Chairman Hyde said that by the end of this fiscal year (June 30, 1954) FCC will have disposed of all nonhearing cases in tv and that within three months (from Jan. 14) FCC expects to have disposed of all cases in which contests were involved to be "in some stage of the hearing process." He said: "We expect by the end of the current budget year (June 30) that the number of applications for new television stations not determined will be of the order of 200."

Uncontested Applications

Chairman Hyde also said the number of uncontested tv applications was 46 at that time. In these cases, he said, the applicant had not the substance needed and there were unanswered questions regarding the proposed operation. [Since then, FCC has announced it is current on nonhearing cases.]

During testimony it was revealed:

- Some engineering talent who had been working on tv applications are being transferred to am processing. Engineering examinations of all applicants in tv are complete.
- Situation in an application involving the number is not as current as FCC would wish it to be.
- A station filing is at the rate of 220 per year. Chairman Hyde said the Commission is "receiving more applications this year than we expected."
- He noted am broadcasters had a good last year last year "notwithstanding the advent of television."
- FCC dismissed one employee on grounds of question of loyalty pending an investigation since Mr. Hyde has been Chairman (he became chairman, April 18, 1953).
- A discussion of political broadcasting and equal time (see box, page 33).
- Chairman Hyde and estimates are that there will be 50,000 to 70,000 color sets available by June 30, most of the receivers being used for dealer exhibition.
- The McFarland Act has placed additional burdens on FCC requiring reports to Congress, etc.
- FCC, which now has 1,129 employees, is presenting a budget that would allow 1,046.9 personnel, "the lowest since World War II."
- Chairman Hyde and George S. Turner, chief of the Field Engineering and Monitoring Bureau, explained the proposed frequency usage monitoring program for which the Commission asked $950,000.

The program would provide for surveillance of frequency usage in the radio band between 10 kc and 27,500 kc to aid in assignment of frequencies and control of the radio spectrum, international negotiations involving use of radio frequencies, location of clandestine stations, and for certain other security purposes.

It is expected the House Appropriations Committee will report out the FCC funds bill sometime this week.

EX-FCC HEAD FLY CITED IN PROTEST

FORMER FCC Chairman James Lawrence FLY was cited last week by the un-American activities subcommittee of the House for his activities as an American Legion Post of Miami, in a protest letter to the Commission calling for investigation of Mr. Fly's qualifications to head South Florida Television Corp., one of four contestants for vhf ch. 7 there.

The letter cited the Cox committee investigation of FCC in the House in 1943, involving all alleged improper licensing practices, illegal censorship programs and infiltration by subsverses. Ellis S. Rubin, attorney, is head of the Senate Post subcommittee. Copies of the letter were also sent to the Florida Congressional delegation, it was reported. FCC acknowledged receipt of the protest.

In an interview by the Miami Daily News, Mr. Fly was reported to have said, "It is my firm belief that the efforts to scandalize me originated with our most powerful opponents in Miami. No Congressional committee has ever questioned my competence, loyalty or integrity. . . . If the facts are met honestly, this unethical conduct will reflect upon the integrity of its self-interested instigators. I would welcome a full investigation because of the illegitimate origin of the communication."

Ch. 7 contest goes before FCC Examiner James D. Cunningham tomorrow (Monday) with oral testimony yet to begin. Competitors besides South Florida Television include Sunbeam Television Corp., East Coast Television Corp. and Biscayne Television Corp., the latter representing a merger of the Miami News-WIOD and Miami Herald-WQAM, with ex-NBC President Niles Trammell holding 15%.

Justice Dept. Charges Schine Theatres' Monopoly

CRIMINAL and civil contempt proceedings were filed by the Justice Dept. last week against the Schine Theatres chain, which owns 90 movie houses in the East, and controls two broadcast properties, with headquarters in upstate New York.

The Justice Dept. claimed that Schine Theatres violated a 1949 antitrust decree in that it, and members of the Schine family
NEW HOT-SLITTING PROCESS GIVES Audiotape EXTRA STRENGTH

Newly perfected thermal-slitting technique provides smoother, cleaner edges, resulting in increased break and tear strength of plastic base Audiotape.

In the manufacture of Audiotape, particular care has always been given to the slitting operation, in which the processed tape is cut into reel-size widths. Precision straight-line slitting has been one of the reasons why Audiotape tracks and winds perfectly flat and has no fuzzy edges to impair frequency response.

Now, however, even this superior slitting operation has been still further improved by precisely controlled heat application. The result, though not visible to the naked eye, is a significant increase in tape strength.

For thermal slitting avoids the formation of the microscopic cracks and irregularities which result, in varying degrees, from any cold slitting process. Each such defect is a source of weakness and a potential tape break.

The thermal treatment in no way alters Audiotape's balanced performance. Hence Audiotape not only offers you the most faithful reproduction of the original sound, but also assures the highest mechanical strength obtainable with cellulose acetate base material—all at no extra cost.

Newly perfected thermal-slitting technique provides smoother, cleaner edges, resulting in increased break and tear strength of plastic base Audiotape.

Audio Devices is now available on this NEW 7" PLASTIC REEL:

- 2½ inch hubs
- More area for labeling
- Less chance of tape spillage
- Greater protection to tape
- Rugged, non-warping construction
- Distinctive, modern design

...and in colors, too!

Audiotape 7" reels can now be obtained for special applications, in red, blue, green, yellow or clear plastic. And Audiotape is also being offered on either blue or green colored plastic base, in addition to standard red. These distinctively colored tapes offer interesting possibilities for specialized recording and filing applications. Write for further details.

Audio Devices, Inc.

444 Madison Avenue,
New York 22, N.Y.

Broadcasting • Telecasting

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and subsidiary corporations, had "continued a combination and conspiracy to maintain local theatre operating monopolies and to prevent others from competing with them."

In the action brought by Buffalo, N. Y., federal court, the Justice Dept. alleged that the Schines retained or reacquired control over theatres sold in "ostensible" compliance with orders of the District Court. Justice also charged the group failed to dispose of 23 of the 39 theatres which the court ordered sold, violated injunctions governing licensing, buying and booking films for theatres.

Schine Theatres is 55% owner of WPTR-AM-TV Albany, N. Y., and 50% owner of WRNY-TV Rochester, N. Y. J. Meyer Schine, president of the corporation, is the father of Gov. David N. Dinkins of Sen. Mark N. Hatfield's Senate Investigations subcommittee, now in a private in the U. S. Army.

FCC SETS 14 AM HEARING CASES
BITING off its biggest batch of am station hearings in nearly six months, FCC last week scheduled hearing dates in 14 contests. Total of 22 applications are involved.

Dates scheduled and applicants involved:

April 15: Dorsey Eugene Newman, seeking kw, Vicksburg, Miss.; WJSU, Jackson, Miss.; WMS, Shreveport, La.; WEBO, Lafayette, La.; WRLN, Hattiesburg, Miss.; WMOX, Alexandria, La.; WAFB, New Orleans, La.

April 22: William Allan McDonald, seeking kw, Covington, Ky.; WHRY, Richmond, Va.; WKRJ, Roanoke, Va.


May 1: WMR, Cambridge, Mass.; WBAT, Westerly, R. I.

May 2: WJZ, Baltimore, Md.

May 4: WJG, Jacksonville, Fla.

May 20: WVUE Akron, Ohio; seeking to change from 1500 kHz to 1450 kHz.

May 27: WDKA, Atlanta, Ga.; WJSS, Mobile, Ala.; WAVE, Fort Lauderdale, Fla.

FCC Complaintscollected.

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FCC BUCKS COURT On CH. 2—ZENITH

POSSIBILITY that the much-litigated Chicago ch. 2 case might wind up in court again loomed last week when Zenith Radio Corp. told the FCC that the Commission had misunderstood the U. S. Court of Appeals ruling—that the Commission could hold Zenith guilty of interfering with Balaban & Katz, with CBS as a possible intervenor, and not a comparative hearing between Zenith and CBS.

Zenith's reply was in answer to McFarland letter sent by the Commission to Zenith and CBS, preliminary to a hearing between the two on who should be granted permanent possession of Chicago ch. 2 [B+W, Feb. 15]. CBS WBBM-TV Chicago already is operating on ch. 2 under temporary FCC authority.

Zenith claimed that the Commission proposal to pit the Chicago radio-iv manufacturer against CBS is "irrelevant to the question of Zenith's competing activity, in derogation of the clear pronouncement" of the court. Zenith said the court gave CBS right of "limited participation."

If the Commission does not reverse itself by March 19 and set a decision for hearing with Balaban & Katz, the manufacturer said, it will have to appeal to the court anew.

CBS, in its response to the McFarland letter, took issue with the argument that no consideration may be given in the hearing to WBBM-TV's present operation on ch. 2. CBS said that the court ruling ordered that no consideration be given to any expenditures by CBS in moving WBBM-TV from ch. 4 to ch. 2.

Court Refuses CBS Bid To Stop KBIG Operation

U. S. Court of Appeals in Washington last week refused the request of CBS that KBIG Avalon (Los Angeles) be put off the air pending the outcome of a hearing before the FCC on questions of interference [B+W, Jan. 25].

The court said that the Commission acted within its discretion in denying a CBS petition that KBIG's 18 month old program test authority (740 kw with 10 kw daytime) be revoked or reduced.

CBS claimed that its KCBS San Francisco was losing 140,000 people in its protected contour (about 3% of the population covered) because of the KBIG operation. CBS operates on the same 740 kc, with 50 kw.

Broadcast Bureau Chief Files Exceptions in Buffalo Case

CHIEF of FCC's Broadcast Bureau filed detailed exceptions last week to a hearing examiner's initial decision proposing a grant of a vhf ch. 2 at Buffalo to Niagara Frontier Amusement Corp., survivor in a merger involving several contestants there [B+W, Feb. 22].

The Bureau chief cited the examiner's findings and the record in the hearing, ordered by FCC to determine the good faith of one dismissed applicant, Enterprise Transmission Inc., "fully support the conclusion" that Niagara entered into an agreement to purchase the physical plant of now defunct uvh ch. 59 WBES-TV Buffalo for about $500,000 "with the understanding and on the condition that such agreement would result in the dissolution of the Enterprise application."

Although indirect, he contended, Niagara did pay "consideration" for dismissal of Enterprise.

The Bureau chief also cited the examiner's findings in concluding that the Enterprise application "was filed for the purpose of delaying and impending grant" to Niagara Frontier.

CBS Asks Rejection Of KSTM-TV Vhf Bid

CBS asked the FCC last week to reject the application of KSTM-TV St. Louis for vhf ch. 11 on the ground that the amended application constituted a new application—forebidden under the 30-day rule.

Under FCC policy, no applications may be amended less than 30 days before the date of hearing. The St. Louis ch. 11 hearing was scheduled to commence Jan. 14, and the then pending four applicants exchanged documents and exhibits among themselves on Dec. 21.

In response to a court order, the FCC early last month (see TV-5-W) moved into the St. Louis hearing for ch. 11 and set as one of the issues whether the uvh ch. 36 station had the right to participate in view of the fact that it is an existing grantee [B+W, March 8].

CBS in its motion to reject the amended application that KSTM-TV's Nov. 1953 application is the application involved, and that the amended application shows complete change in ownership, officers, financial data, program proposals and network affiliation.

In addition to KSTM-TV, which technically is applying for East St. Louis, Ill., and CBS (KMOX St. Louis), other St. Louis applicants are St. Louis Television Inc. (60% owned by WEW), 220 Television Inc. and St. Louis Amusement Co.

FTC complaint last November [At Deadline, Nov. 16, 1953], were not connected with the formulation, direction or control of Lacy's advertising or sales policies or activities, and the FTC complaint in them was dismis sed.

Lacy's Inc. last October filed a petition for voluntary bankruptcy, listing a total liability of $320,507 [B+W, Oct. 12, 1953].

Also, bait advertising on radio and television and in newspapers has been charged to Clean-Rite Vacuum Stores Inc., Washington, D. C. and its officers, Samuel and Etta Berenson, in the firm's sale of vacuum cleaners.

The 14-day reply period given to answer and a hearing Hearing Examiner Earl J. Kolb was set for April 12 in Washington.

Catching Up

HOPE that the workload of final decision preparation for FCC can become current within three or four months was expressed last week by Sol Schildhause, acting chief of the Commission's Office of Opinions and Review, in announcing additions to his legal staff [Closed Circuit, March 16].

Attorneys assigned to Opinions and Review from other Broadcast Bureau assignments included Forest L. McLennan, William Jensen, Arthur Feld, Herbert Schulkind and Thomas Fitzpatrick.

Another, Henry Geller, is to switch to Mr. Schildhause's office within a few weeks. They replace three attorneys transferred to other Broadcast Bureau assignments:

Paul R. Conway, Vernon B. Romney and Julian S. Egere.

Opinions and Review staff now totals about 20 persons, including two engineers and five stenographers. Earlier, the staff was augmented by two new attorneys, Walter Gunther, formerly with Justice Dept., and Richard Hartsock, Army veteran. Don Berk mayer also was transferred from Common Carrier Bureau.

FCC Orders Appliance Firm To halt False, Bait Ads

THE FEDERAL Trade Commission has ordered Lacy's Inc., Washington, D. C., appliance firm, to stop misrepresenting in radio, television and newspaper advertisements that savings be realized from a freeze food plan and using "bait" advertising on radio in the sale and use of television sets.

An FTC order March 6 affirmed Hearing Examiner William L. Pack's initial decision Jan. 14 entered by default against Lacy's, its president, William Warsaw, and its vice president, Hyman Good binder.

It was determined that Eugene H. Rietzke and Hyman M. Goldstein, also officers of the corporation and cited in the original

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In celebration of our 5th anniversary

WAGA-TV - Channel 5 - Atlanta

declares a 103% dividend
on its first year’s income

HERE IS YOUR SHARE!  (Payable of course in Confederate five-dollar bills, faithfully reproduced here for you to cut out and use as you see fit. Just follow the thin outer line.)

March is the birthday month of Channel 5 in Atlanta. It was on March 8, 1949, five years ago, when WAGA-TV went on the air. Since then it has climbed steadily in viewers and selling power. Today it is by far the most popular station in Georgia—seen more by more people month in and month out than any other station in the state!

To celebrate our fifth anniversary, we are passing along to the readers of Broadcasting-Telecasting 16,850 five-dollar Confederate bills—equal to 103% of our first year’s total income! And we’re sending another batch, via reprints, to our friends and customers. If you’d like more of these bills, just ask Tom Harker (Colonel, that is) or Bob Woods, or send your request to us direct.

Remember—5 is the magic television number in Atlanta . . . Channel 5, suh!

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat’l Sales Director,
110 E. 37th St., New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Ave., Chicago

NOW 100,000 WATTS

waga-tv
CHANNEL 5
CBS-TV, ATLANTA, GA.
The South is Rising Again, Suh!

No doubt about it. No jawing needed. One look at the facts and figures will prove that the South is on the move—up! Population . . . spendable income . . . retail sales—all are increasing at a faster clip than for the nation as a whole. And Georgia's picture is brighter than a newly minted dime. Look at the charts below and see what has happened in just five years! During the time WAGA-TV has been on the air, population has increased 11% and retail sales have climbed 28%. So hang onto your Confederate Dollars, brother! And to add to your collection here's a genuine reproduction of a fiver—a reminder that 5 is the magic television number in Atlanta.

SAVE THIS GENUINE REPRODUCTION
of a $5 Confederate bill, lithographed with a skill that would put a counterfeiter under the jail if it were U.S. currency! Cut along the outer line and you'll have a faithful replica—and a reminder that 5 is the magic television number in Atlanta, Georgia. That's Channel 5, WAGA-TV, of course!

WAGA-TV IN ATLANTA
Blankets, with primary and secondary coverage, 38% of the state's total population accounting for 48% of the total retail sales—1,373,800 people spending $1,296,778,000 a year!
PLUS
Remarkably good coverage, based on viewer response in—
73 other Georgia counties 5 South Carolina counties
11 Alabama counties 4 Tennessee counties

To get your share of this growing market choose WAGA-TV...seen MORE by MORE people

INCREASES IN POPULATION AND RETAIL SALES
1949-1953

1949 1950 1951 1952 1953

Georgia Population

U.S. Population

Georgia Retail Sales

U.S. Retail Sales
British Set Pattern For Commercial TV

Newly-published bill plans Independent Television Authority. A precaution against outside salesmanship: The Tories stipulate 'proper' proportion of film and other program matter must be of 'British origin.'

THE U. S. commercial will be out of focus with British commercial tv.

The British government which brought its commercial system a step closer last week is the projected Independent Television Authority would be "predominantly British."

The measure was published by Sir Winston Churchill's Tory government. If the bill is passed by Parliament, commercial tv stations would be built in London, Birmingham, Manchester and Liverpool areas and later in other parts of Britain. First three stations would be telecasting by October 1955.

The network would serve as an adjunct to the British Broadcasting Corp.'s tv system, the only video network now in existence there.

BBC is financed by a receiver license fee. The tv set fee will be increased from two pounds ($5.60) to three pounds ($8.40), the government has announced.

The Independent Television Authority would monitor all commercials to make sure programs maintain their dignity, it was reported. Under the proposed arrangement, the authority would own transmitters and studios with tv shows created by "program contractors" who would offer the programs to advertisers for sponsorship.

The authority would not be permitted to buy sole broadcasting rights of "public ceremonies, public spectacles and important sporting events."

The Postmaster General would have powers over the authority including the right to require it to broadcast material he wanted on the air, to specify signing on and off times and to build new stations or install new equipment.

Some $2.1 million in a subsidy, drawn from the license fees on tv sets, would be used for the authority and would pay for sustaining programs.

The British Tories also have decided as a precaution against a flood of American tv salesmanship, that (1) a "proper proportion of films and other recorded matter included in programs be of British origin" and (2) the authority will allow advertisers about six minutes' sales time out of every hour, with advertising permitted at the beginning and end of a program or in "natural breaks."

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English Tv Fan Reports

3-Year-Old KLEE-TV Signal

CHARLES W. BATLEY, the Englishman who last September claimed he had picked up WKY-TV Oklahoma City on his tv set (B&T, Oct. 12, 1953), not only was getting "trans-Atlantic" tv reception, but may also have received a two- to three-year-old signal, "bounced from another planet," according to word received last fortnight.

Last September he wrote to WKY-TV, in-

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EMPLOYMENT REACHES NEW PEAK—... AND STILL CLIMBING!

With certain areas of the nation crying "recession," Flint, Michigan—"Fabulous Flint"—actually sets a new record of high employment that is STILL CLIMBING! Figures from the Flint office of the Michigan Employment Security Commission disclose an "all-time peak" in local employment and also predict a need for more workers within the next 60 days! . . . Yes, Flint is a RICH market ($325,184,000. retail sales last year) and it's a BIG market (287,000 population). It's a GROW-ING market, also, which means MORE workers—MORE retail sales—MORE prospects for your sales message over busy WFDF, FLINT'S FIRST STATION. To make your sales set a new record, BUY WFDF, FIRST IN FLINT, the RECORD-BREAKING market!

"Sales Management "Survey of Buying Power" 1953

WFDF

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids

WFBM and WFBM-TV Indianapolis — WEOA Evansville

March 15, 1954 • Page 65
When you know “ST. LOUIS” ...IT'S BOUND TO BE WTIV!

ST. LOUIS (without """") is a city ... a independent of a Missouri county named is part -- but not nearly ALL -- of you know that -- "ST. LOUIS" is enormously more than just one city and one county. -- It's a Metropolitan Area, -- part Missouri; a BIG part Consumer Markets; Sales Management's Survey sources for facts say so too! -- And it's NOBODY KNOWS "ST. LOUIS" LIKE THE PEOPLE WHO LIVE IN "ST. LOUIS"...

BUDWEISER BEER ... the "St. Louis" Cardinals Baseball Team ... and D'Arcy Advertising Co. many years. -- They KNOW "St. Louis" ... "St. Louisans" (of Missouri and Illinois). -- And ...

...and THAT'S WHY all the CARDINAL BASEBALL "away from home" games -- 77 of them sponsored by BUDWEISER LAGER BEER will be telescast exclusively in '54 on Channel 54

WTIV SERVING ALL OF THE GREATER ST. LOUIS AREA

PS: If you hurry, WEED TELEVISION can find you WTIV availabilities around high-rated CBS and DUMONT shows!

INTERNATIONAL

forming the station he had seen the call letters Sept. 2 on his tv set, which he described as an "experimental" model which produces "negative" reception of positive images. He enclosed a picture taken with his box camera.

Mr. Batley also has been corresponding with KPRC-TV Houston. On Sept. 14, he wrote KPRC-TV, he had seen the letters KLEE-TV on his extraordinary set. KLEE-TV is the call formerly assigned to KPRC-TV before it changed to the latter letters in July 1950.

KPRC-TV officials thought at first Mr. Batley might have been viewing a network commercial for "Kleenex." A check by the Houston station of CBS-TV, reveals that Arthur Godfrey was on at the time mentioned -- and he was advertising Surf — not Kleenex.

Mr. Batley also hauled out his box camera again and made a photograph of the KLEE-TV id signal, forwarding the photo to KPRC-TV. This bit of intelligence proved highly interesting to a Lancaster, England, firm named, strangely enough, Atlantic Electronics Ltd. Atlantic, too, began picking up the KLEE-TV signal, and forwarded a photo of the reception to KPRC-TV.

Atlantic suggested it was unlikely that "some amateur is sending out with the same call letters," feeling that the reception "may be being reflected from some planetary body or matter."

Jack Harris, KPRC-TV vice president and general manager, would not hazard an explanation, referring questions to his chief engineer, Paul Huhndorff. Mr. Huhndorff thinks the signal either is being transmitted by an unauthorized amateur or bouncing back from a distant planet.

Canadian Westinghouse Moves

CANADIAN WESTINGHOUSE Ltd., Hamilton, Ont., is moving its television and radio receiver division early in May to a leased plant at Bramford, Ont. The move was necessitated by increased defense production in the electronics division of the Hamilton plant. Research and engineering work on color tv receivers will be continued at the Brantford factory. Harry E. Rice will be manager of the Brantford plant, with E. Olsen in charge of engineering and Julian Tetreau as sales manager.

Canadian TV Production

SALES of television receivers in Canada during January numbered 34,890, valued at $12,808,661, according to figures of the Radio-Television Mfrs. Assn. of Canada. TV receiver production totalled 43,835 sets, and projected production for the next three months was given at 121,266 sets.

Bulk of the January sales were in Ontario, 18,437 receivers; Quebec, 13,288; British Columbia, 2,775; Atlantic coast provinces, which had no station at the time, 214, and the three prairie provinces, also depending on distant reception from U. S. stations, 176.

Independent CKCO-TV Debuts

CKCO-TV Kitchener, Ont., began operations as Canada's third independently-owned tv station on March 1. The ch. 13 station is operating daily from 6-11 p.m. with local as well as CBC-TV microwave network programs. CKCO-TV still is on a temporary antenna. It plans a power boost to 16 kw visual. Station is represented by Jos. A. Hardy & Co., Toronto and Montreal.
Pasadena Tv Institute
Scheduled June 21-July 31

FACULTY appointments for the 2d annual Pasadena Community Playhouse National Television Institute & Workshop (June 21-July 31) have been announced by co-directors Arnold Marquis, Hollywood radio-tv program-packager, and Dr. J. W. Warfield, dean, Playhouse College of Theatre Arts.

They include Betty Mears, tv writer and head of Betty Mears Teleshows, Hollywood; Robert M. Purcell, tv consultant and former director of operations, KTTV (TV) same city; Robert Packham, NBC-TV director; Gilbert Martyn, director of news and special events, KTLA (TV) same city; George Moscovics, CBS-TV sales; William Whitley, West Coast director, public affairs and educational programs, CBS-TV; Joseph E. Kay, engineer, NBC-TV, and Seymour Klate, art director, ABC-TV Western Division.

Dr. Frank C. Baxter, host of KNXT (TV) Hollywood's Shakespeare on Tv, will be a guest speaker at daily off-the-record coffee discussion period during the Institute. Enrollment is open to radio, tv and advertising personnel and representatives of firms or institutions using educational or promotional tv programs. Class members will write, direct and produce tv programs under actual studio conditions.

N. J. Presbyterian Synod
Sets Radio-Tv Workshop

THE Presbyterian Synod of New Jersey will hold a Radio-Television Workshop today (Monday) for the 500 Presbyterian ministers and directors of Christian education of New Jersey in the studio of Princeton Theological Seminary. Representatives of the broadcasting industry will be guest speakers. Rex Marshall, tv network announcer, will speak on "How to Put Your Message Across," Herbert W. Hobler, formerly with NBC-TV and now with TelePrompTer, will discuss "The Impact of Television." Doris Ann and Martin Hoad, producers of religious programs for NBC, will discuss their work. Fred Martin, director of public affairs, WTTM Trenton, will point out the differences between a church service and a religious broadcast.

The workshop was planned by the Rev. Charles Brackbill Jr., of Elizabeth, director of the Synod's Radio-TV Committee, and the Rev. John D. Burton of Mount Holly, director of broadcast training for the committee.

Teaching Fellowship

ESTABLISHMENT of a fellowship at Columbia U.'s Teachers College in recognition of the work of Dr. Frances Horwich, moderator of NBC-TV's Ding Dong School, was announced last week by Herbert Brock, president of American Character Doll Co., donor of the fellowship. It carries an annual stipend of $2,000 to be used for studies in the Dept. of Curriculum and Teaching at Teachers College, and will be available for the first time in the 1954-55 academic year. In creating the fellowship, Mr. Brock said: "We honor a great teacher and recognize the importance of fellowships for attracting gifted young men and women to the teaching profession."
NEA Session Discusses
Tv’s Educational Role

ROLE of school audio-visual directors in fur-
thering educational tv was discussed at a Na-
tional Education Assn. meeting in Chicago’s
Morrison Hotel.

A panel of speakers on March 4 talked on tv’s
role in education, development of community
support for the medium, mobilization of school
and community resources, evaluation and re-
search and program production.

Among speakers at the March 1-4 sessions
were George Jennings, radio-tv director, Chi-
cago Board of Education; Graydon Ausmus,
radio-tv director, U. of Alabama, and Paul C.
Reed, consultant, visual and radio education,
Rochester (N. Y.) public schools.

Westward from a pioneer
stone fence post stretches 400
miles of America’s richest wheat
lands, dotted by farms and
small towns. This is WIBW-land
...100% agricultural...big
scale in its operations, its needs,
its buying...with farm
income of over $1.5 billion.

Many advertisers are
“discovering” this huge, un-
exploited market. At the same
time, they’re also “discovering”
that the quickest, lowest cost way
to sell their product is to use the
medium that is the first choice
of these farm families
themselves—WIBW.

WIBW—CBS Radio, Topeka, Kansas
Ben Ludy, Gen. Mgr. WIBW-WIBW-TV, KCKN
Rep: Capper Publications, Inc.

FEATURE speaker Carl Haverlin (c), BMI
president, talks over highlights of WAAM
(TV) Baltimore’s fourth annual regional tv
seminar with hosts and guests at Feb. 26
dinner meeting. L to r: Howard Bell, NARTB;
Ken Carter, WAAM general manager; Mr.
Haverlin; Ben Cohen, WAAM president, and
Glenn Dolberg, BMI vice president. The
two-day seminar was for tv students in the
East and Southeast [BT, March 11].

London Editor Compares
U.S., British Broadcasting

ADVANTAGES and disadvantages of both the
U. S. and the British systems of broadcasting
were noted by Geoffrey Crowther, editor of the
London (England) Economist, in a talk at a
lecture sponsored March 2 by the College of
Commerce and the School of Journalism of the
State U. of Iowa in Iowa City.

He said an advantage of the British system
is that the spirit of competition is held in limit
and the broadcaster is not dependent upon the
advertiser’s dollar.

He advocates for Great Britain the operation
of three chains of systems to allow for com-
petition, with one-fourth of the set-owner’s fee
going to each chain and the remaining fourth
to the set-owner’s favorite system.

Sylvania’s College Plan

UNDER a new “Honors Cooperative
Program in Electronics,” outstanding
college seniors in electrical engineering
are eligible to take graduate work in
their specialty at Stanford U. and work
time at the nearby Mountainview
(Calif.) Labs of Sylvania Electric Prod-
ucts Inc. The program, announced by
Cole H. Pilcher, Sylvania director of
industrial relations, will start Sept. 1,
with seven students participating ini-
tially. Mr. Pilcher said that under the pro-
gram, the men selected will work a 35-
hour week for a salary based on a 40-
hour week, and at the same time will
average six units of academic work (40% of
a full-term course), enabling them to
receive an M. S. degree from Stanford in
two calendar years. In addition, as part
of Sylvania’s Educational Assistance
Policy, each student will be reimbursed
for 50% of his tuition fee upon satis-
factory completion of each quarter’s
work.
pinpoint your tv audience in the daytime with wcai-tv. do you sell products to women interested in cooking, gardening, interior decorating ... mothers with young children ... businessmen ... kids? on wcai-tv, top nbc shows and programs featuring well-known local personalities are beamed at specific daytime audiences. daytime rates are low. sales results are high when you sell to prospects only. check petry for available adjacencies and participations.
Capital Expenditure—
The best measure of business confidence

Confidence in the outlook for business is best evidenced, not by predictions alone, but more by a willingness to authorize expenditures for facilities needed to serve ever expanding markets.

American Airlines believes that the national economy is sound, that the country will continue to grow and that, despite any temporary dips, the long range trend will be upward.

Based on that confidence, American Airlines will, during 1954 spend $40,000,000.00 for airplanes, buildings and other equipment. This will include addition of Douglas DC-7 airplanes to the Flagship Fleet like those now operating nonstop between:

New York and Los Angeles
New York and Chicago
Chicago and Los Angeles
New York and Tulsa
Tulsa and San Francisco
New York and Dallas
Dallas and San Francisco

These are the fastest services operating between these cities. DC-7 airplanes will soon be operating on other routes of the company.

Air transportation will continue to grow and American Airlines will be prepared to give you more and better air transportation for passengers, mail, express and freight.
'LET'S SELL OUR WAY TO PROSPERITY'

POWER of radio in shaping ideas and attitudes of a community was sharply demonstrated at WABJ Adrian, Mich., last month, when the station decided to do something constructive about curbing increased talk of a business recession in America. Grounded on the conviction that there was nothing wrong with business that a rejuvenated selling effort could not cure, James Gerity Jr., president of the independent outlet, and his staff prepared and held a sales clinic for all business people of Lenawee County.

After James Watson, sales training expert, had been engaged to conduct the clinic and space was rented for two employe sessions and one session intended for executives, WABJ started an extensive air promotion campaign. The clinic was plugged on station breaks and news shows. To stimulate further interest in WABJ's positive approach to recession chatter, station personnel made a door-to-door tour of the county extending personal invitations to attend the clinic to each business firm.

To combat skepticism which arose in some quarters as to why the station was going all out on a project intended for the betterment of all business rather than just its own, WABJ stressed in all its promotional efforts the thought that: "It logically follows that when your business is good, WABJ's business is good, too!"

On Feb. 9, the day the clinic was held, it was immediately evident that WABJ's idea was a success. Over 1,000 business men and women attended the three sessions. A morning and afternoon session, devoted to workers, were conducted by Mr. Watson on the theme "Seeing Yourself as Your Customers See You." In the evening, executives met to hear Mr. Watson discuss "Seeing Yourself as Your Employes See You."

WABJ reports that all post-meeting comment was favorable and that the general opinion of the 1,000 people who attended was that a clinic of this type ought to be held every six months.

Mr. Gerity, pleased with the outcome of the clinic, feels that aside from bettering business locally, WABJ had a wider objective when the clinic idea was first discussed. "It was felt that someone had to start the ball rolling. There was no better place to start than at the grass roots," he said. It's his hope that similar projects will get started in other communities creating so much talk of "let's sell our way to prosperity" that business people will have little time to bemoan slackening business conditions.

Even a few weeks after the WABJ clinic, the station is realizing dividends. Larry Payne, WABJ secretary-treasurer, said, "The clinic's success has already shown up in our books. During February, business held at WABJ. That was a month we understand it was off elsewhere."
WHY do you like radio?

CBS-owned WCBS New York can cite more than 44,000 reasons, amassed over a period of 13 weeks in a contest conducted by its early-morning man, Jack Sterling.

The entries spell out one distinct fact that sets radio apart from all other media: Wherever you go, there's radio.

Men and women alike said they get up with radio in the morning; they eat breakfast with it; they depend on it for the correct time and the weather reports; men drive to work with it; housewives "work with radio" throughout the day. They go to bed with it.

Radio is universal. Over the 13-week period, entries arrived at a pace averaging 3,380 a week. They came from states from Maine to Florida, from as far west as Texas, from sailors on ships at sea.

The contest opened Nov. 23, ran to Feb. 20. Its only promotion was on the Jack Sterling Show, broadcast from 5:30-7:45 a.m., Monday through Saturday. There was a daily prize of a table-model radio—78 in—all—plus the grand prize winners.

A Noroton, Conn., housewife, Mrs. B. C. Nash, took the first prize, a Mercury automobile, while a policeman at the Raritan Arsenal at Metuchen, N. J., George Bullock, won a week's trip for two to Puerto Rico as the second prize. The final winners were selected by a group composed of Dr. Cabel Greet of Barnard College, Columbia U.; Bruce Robertson, B.T., and Miss Edythe Meserand, founder of American Women in Radio & Television.

Have you visited the U. N. in session?
Have you ever brushed your teeth to a mazurka?
Or heard a Coronation ceremony while eating breakfast?
Have you ever mopped the floor to the blues?
Have you heard an atomic bomb explode?
Or heard Lohengrin while taking a steam bath?
Have you ever been bird watching with Bing Crosby?
Have you ever painted a fence and heard a National Political Convention?
Or trimmed a Christmas tree while listening to the Westminster Boys Choir?
I have, because I like and listen to the radio.

Mrs. B. C. Nash
Noroton, Conn.

Here is my reason why I like radio:

I like radio because it is like an undemanding guest who comes into my home, entertains me, instructs and enlightens me. It's an easy, relaxing guest who doesn't make me sit in the living room and give him my full attention, but lets me go on with whatever I want to do.

Mrs. Carl Bozung
397 Seminary Ave.
Rahway, N. J.

Radio brings the world to me. I am thrilled to hear voices of people destined to go down in recorded history: a privilege denied those of other ages. My children receive a broadening outlook, a wonderful supplement to their textbooks. Strict censorship assures clean entertainment. More than anything else radio brings people together, promotes understanding. Radio knows no religious or racial barriers. Talent, deeds, ideas count. Folks from far off isolated places, sophisticates from fast-moving cities are my neighbors via ear. I hear both sides of political controversies. Better informed, I vote more intelligently.

George F. Bullock
Police Dept.
Raritan Arsenal
Metuchen, N. J.

Its inexhaustible fountain of fun, fact and fiction flows freely night and day, rain or shine, indoors and outdoors—keeps me informed, enlightened and entertained—yet leaves me free to work, play and relax.

Mrs. B. R. Pam
700 Oakland Pl.
Bronx 57, N. Y.
I came to America three years ago not knowing a word of English. At Christmas my mother bought me a radio. I listened to it as much as possible in the beginning, not understanding much. After a few months I began to understand, my English improved, and my school work improved. I owed all this to my radio. I know I would have learned the language after a time, but not as quickly. Now I am in the eighth grade and am better in my subjects than most of the kids my age. This is why I like the radio.

Urve Edor
76-13 85th Rd.
Woodhaven 21, N.Y.

When I was a boy I lived in a small town where entertainment was hard to come by. If, by chance, an entertainer, concert luminary or theatre group paid us a visit, the countryside poured into town despite the many hardships incurred.

Today, the world of entertainment is at my fingertips. I merely relax in my easy chair, turn a knob, and no Kings of old could command greater singers or players than come to caress my ears.

That, I guess, is why I like the radio.

Albert Taxson
32-79 32d St.
Long Island City 6, N.Y.

My radio's the perfect thing—
It brings me news 'n swing 'n Bing.
It starts with just a click and turn,
No view to miss, no dials to learn,
No larger picture every year,
No dials and knobs on front and rear.
Its stations never miss and fuss—
Its warm-up never makes me cuss.
Its tubes are good for many a mile.
Its chassis never changes style.
Its cost and weight is not a lot,
It's way ahead of you know what—

S. G. Ford
173 Harrison Ave.
Fair Haven, N. J.

Why do I like radio? Let me count the ways:
For quiet hours of music and good talk,
That entertain but never interfere;
For reports on all that's new and now and here;
For filling all the humdrum household days,
With the company of those who do and dare and roam.
And making them a part of my small niche... my home.

Mrs. Ruth M. Brown
174 South Grand Ave.
Baldwin, N.Y.
Selling Newscasts—Ap Style

Want to turn your newscasts into salable radio features? Here are some practical tips on how a number of stations throughout the country have increased station revenue by re-tailoring news shows to interest—and sell—a variety of sponsors. These result stories are reports from stations to the News Programming Committee of AP's Radio Member Assn., which last year conceived a special plan to help radio outlets realize greater profits from their news and news feature broadcasts.

WITH the goal of making news and news feature broadcasts more profitable for radio stations across the land, the News Programming Committee of the Associated Press Radio Member Assn. last August conceived a plan of asking member stations for positive, detailed examples—case histories—of approaches successfully used to sell a particular news or news feature program to a local sponsor.

In September 1953, the plan was put into operation. Each of AP's 1,250 member stations was provided with an accordion folder labeled "How Stations Sell AP News," with separate compartments for "Agricultural," "Amusements," "Banks and Insurance" and so on. With the file folder went an initial set of case histories and since then each station has received four more sales success stories each month.

Although designed primarily to assist AP member stations, the committee agreed to make its material available to any station, regardless of wire service affiliation, on the basis that what's good for the industry at large is good for AP members.

The ideas which have been exchanged to date point to some interesting conclusions. They emphasize that there may be nothing new under the sales sun, but even a slight new twist often proves effective in converting a routine sales effort into a successful close. Ingenuity is not confined to any geographical area or to wattage; some of the best ideas have come from smaller stations, the committee has found. Although sponsors are concerned with time availability and program costs, their chief interest is in ideas, as the following examples indicate.

Commercial Manager Joseph E. Moen of WBEL, Beloit, Wis., wanted to sell a daily news program to a leading bank in his city. In the past the institution had sponsored special event programs only, and on an infrequent basis. The bank had just completed an extensive remodeling and modernization project. In effect, it had created news. Moen reminded bank officials of this fact, showed them how the bank could gain a full dividend from its remodeling investment by regularly informing the public of the various services it offered. The bank signed a contract for regular sponsorship of news and later offered a testimonial to the "favorable comment and good response to our advertising."

KIBO, Okmulgee, Okla., came up with a very simple—but wondrous—sales approach. Faced with finding a buyer for an unsponsored 15-minute state news period, Station Manager John Whitt made this suggestion to a hesitant prospect: Why not play the hit tune, "Oklahoma!"

The idea has proven remarkably effective. From the stage show to identify the localized nature of the program and the sponsor? That idea spelled the difference between a credit and a deficit for 15 months of the station's time. The prospect not only bought, he renewed.

Henry P. Johnston, president of WAPI, Birmingham, Ala., remodeled a time-honored method of personalizing an audience. Aware of the average person's psychological reaction to his name on the air, he had his staff save local, regional and national news reports in which the names of Alabama persons were mentioned. These were sent to the individuals involved, together with the station's news schedule and personal notes inviting them to listen. Prospective sponsors were shown the bulky file of appreciative replies—real names, real people, real customers. WAPI has no difficulty selling its news sponsored.

Commercial Manager Bob Proctor at WLBJ Bowling Green, Ky., decided that a local drive-in theatre was a good prospect for a news feature program. He localized a feature script, "Stars Over the Horizon," by including bits of information on movie personalities currently being shown on the big screen. The idea has proven profitable.

General Manager Philip H. Hirsch, WLEU Erie, Pa., had a problem. His 15-minute noon-time newscast, in a city with five stations and two daily newspapers, needed a sponsor. He did some thinking. Then he approached President W. J. Flynn of the Bank of Erie. The idea not only was a daily news program, but part of the 15 minutes would consist of a commentary by Mr. Flynn. The program format was this: Opening commercial, national and regional news until 12:09; a second commercial, then by remote for President Flynn's remarks, and back to the studio for weather and close. Additionally, the bank executive could count on a special feature, "Between the Lines," for his commentary. The bank bought and remains sold on the idea of an informative and friendly daily visit into homes instead of the old and stilted type of bank advertising.

General Manager Harris Lopez of WBZ Lock Haven, Pa., saw the perfect tie-in between the Susquehanna Quick Freeze & Cold Storage Co.

Page 74 • March 15, 1954
KSWS-TV (Channel 8) Roswell, New Mexico... on the air since June, 1953... in the rich and rugged Southwest area... has been achieving new, high standards of coverage and picture quality with its all-Federal VHF installation. Executives of KSWS-TV report "excellent reception from 100 to 186 air-line miles from the transmitter"... as well as "one of the best-transmitted pictures from film in the country." This is the kind of proof that counts! And it's coming from areas throughout the U.S... proof of the high-quality signals, wide coverage and dependable performance delivered by Federal VHF and UHF installations. Investigate Federal TV equipment for your requirements... whether for a small two-man operation or an elaborate multi-studio station. Federal has the equipment and the know-how to do the job.

The KSWS-TV control room features simplicity of layout... with maximum operating efficiency. Transmitter Console, Poly-Efex Scanner, Master Monitors and Camera Control units provide complete station control. Film, slides, studio and network program material are handled with a minimum of operating personnel.

KSWS-TV uses Federal's remarkably successful 16-bay High-Gain Triangular Loop Antenna... mounted atop this 710-foot tower. Exceptionally wide coverage is produced by its gain of 17.1.

Mr. Porter states: "Consistently good reception has been reported in the White Sands area about 150 miles from Roswell... despite a 9,000-foot mountain range half-way between the two points."
news proves 'perfect tie-in'  

butchering and freezing, and the consumers, who made food locker plant prospects. Said Howard Miller, president of the cold storage firm: "Through the daily use of this program on WDPZ, I have found that my business has increased to the point where we are now handling the maximum volume our present facilities allow. All lockers have been rented...."

WBVP Beaver Falls, Pa., is located in the nation's seventh largest industrial area. Station Manager Thomas B. Price saw it was only natural to provide newscasts as briefly and as often as possible for an audience as busy as this one. WBVP drew up a schedule of 20 news spots a day, based on regular five-minute summaries. The capsule approach has attracted considerably more sponsors as well as holding those who already had news programs. For example, a local market is past its 1,000th edition of the Noon News, and an oil company has sponsored the 6 p.m. news, five times a week, for more than two and a half years. Other sponsors are banks, tires and tubes, soft drinks, and electrical appliances.

WCOA Pensacola, Fla., ran into the usual wondering by newscast sponsors whether they were being heard at the most advantageous hour. The station decided to make sure all were satisfied. It devised a "round robin" schedule to permit each sponsor to be heard at a different time each week. This is in addition to the station's regularly scheduled news programs. WCOA has a "sold out" situation 90 per cent of the time.

General Manager Cecil Woodland's staff at WQAN Scranton, Pa., saw that the First National Bank took pride in its various services to all types of individuals. Why not offer a series of programs designed for all types of listeners? WQAN's sales department presented the idea to Frank Stemple, executive vice president of the bank; got him interested, and let him personally pick the variety of news and feature material to be included. The variety he selected runs from "Fix-It-Make-It" tips to community and sports. It is a twice-a-day program.

KWBB Wichita, Kan., made "big" advertisers out of little ones by selling three important 15-minute newscasts to a trio of non-competitive advertisers. Each of the three sponsors is credited in the opening and closing announcements, and each receives a commercial during the program.

In this way, the advertisers reach audiences three times a day for the price of one program alone.

Salesman Wally Voigt at WAIR Winston-Salem, N. C., knew that the management of Central Carolina Oldsmobile agency, was highly quality conscious. Voigt approached the agency with the suggestion of a spot news program. He used this simple clincher—"The AP is the Cadillac of the news field." The agency bought. From a start of five-minutes daily, the program now is a daily ten minute show.

The overall "How Stations Sell AP News" program has provided a followup to "Archie," the animated composite radio time salesman, who attended state radio meetings and NARTB sessions throughout the country three years ago under the auspices of the AP to show stations facts and figures on the salability of news.

From his vantage point, on a portable movie screen, "Archie" explained among other things, that 74.6 per cent of women listeners tune in a morning newscast, that 90 per cent of all listeners tune in the daily weather forecasts, and that radio news has the highest percentage of men, women and children listeners of any program type—74 per cent.

The "How Stations Sell AP News" supplement this knowledge with examples of how this information can push through a news sale.

Spotnews for busy area  

For news tie ins with services triple dividends

new twist sells car dealer

round-robin newscasts

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Sorry, girls, we're being deliberately "singular" in this case—because of the sign above. But, don't worry; we know what you do, to make BROADCASTING TELECASTING the most power-packed, helpfully-edited magazine it is. We know what all of you do to make B-T keep the eyes of thousands of decision-making B-T readers in agencies and companies focused on the pages of the greatest magazine in its field. If we didn't, The American Research Bureau will tell anybody—based on its penetrating survey proving that each issue is read every Monday by 4.68 top sales-moving people in agencies and advertising offices using radio and TV.

P.S. Like a copy of the survey mentioned? Just drop us a card, telegraph or write.

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Advance Schedule  
Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

March 15: Name That Tune, 8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Special through Sullivan, Stuuffer, Colwell & Bayles).

March 19: On Your Account, 4:30-5 p.m., Friday (Procter & Gamble through Benton & Bowles).

March 22-23: Three Steps to Heaven, 10:45-11 a.m., Monday and Tuesday (Procter & Gamble through Compton Adv.).

March 28: American Inventory, 2:2-3:10 p.m., Sunday (sustaining).

March 31: Eddie Fisher, 7:30-45 p.m., Wednesday (Coca-Cola through D'Arcy Adv.).

April 4: Paul Winchell Show, 7-7:30 p.m., Sunday (Procter & Gamble for Cheer and Camay through Young & Rubicam).

April 11: Youth Wants to Know, 1-1:30 p.m., Sunday (sustaining).

April 18 (Easter): The Catholic Hour, 1-1:30 p.m., Sunday (National Council of Catholic Men).

April 25: American Forum of the Air, 2-2:30 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B-T.]
You get these **PLUS** **VALUES**

with RCA tubes

**Top-notch Distributor Service**
The services of your RCA Tube Distributor are as close as the telephone on your desk. When you buy through your local RCA Distributor, you simplify and centralize ordering procedures. Your RCA Tube Distributor acts as your local warehouse... assures you of quick, dependable delivery from his large and well-balanced stocks. You'll find him friendly, courteous, and always ready to help you with your tube requirements.

**Planned Tube Inventories**
Now you can avoid tube "shortages" and "overstocks" by adopting RCA's new **TUBE INVENTORY MAINTENANCE PLAN**. Your RCA Tube Distributor will make a survey of the tube requirements of your broadcast equipment and suggest a tube inventory plan tailored to your particular operation. There is no charge for this service.

**Research and Engineering Leadership**
Throughout the years RCA has worked closely with the broadcast industry, developing the new tube types required for each advance in broadcasting. The same RCA teamwork and leadership that have provided such famous tube families as beam power tubes and television camera tubes, will continue to bring you outstanding new types of tubes for the further development of broadcast services.
ENOUGH television stations take advantage of ID time to further promote their station "trade marks" to constitute a definite trend. While these trade marks cover a wide range, birds, animals and "little men" seem to be most popular. Willy Wood, above, is known wherever the WOOD-TV Grand Rapids, signal is received. Willy, designed by artist Harry Wesslund of Grand Rapids, is quite versatile as the four IDs shown here indicate. WOOD-TV uses Willy on 10- and station breaks, IDs and 20-second promotional announcements.

BLACK CAT seemed to be the obvious mascot for WMAZ-TV Macon, with its channel 13 assignment. Station promotion men emphasize that this particular black cat is a happy one. Most popular series of station IDs are illustrated above, showing Teavie, the mascot, performing a typical assortment of chores.

KCOP Los Angeles has a wide range of ID topics but one of the most popular series makes use of the KCOP Cop as well as the channel No. 13. The Big 13 on the left, was first used after the station was purchased by The Copley Press Inc. to emphasize call letters and viewer dial position.

"BOTTLE MAN" of WDAY-TV Fargo goes through endless antics to delight the viewers in that area. Two of the more animated may be seen at the left.

KPIX San Francisco's Pixie has been in use since 1949. Latest model Pixie, shown at right, is flashed at station breaks.

THE LONG, tall Texan, at the left, helps KCEN-TV Temple emphasize station coverage promotion. Other IDs show the KCEN-TV studio building.

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METROPOLITAN'S ANNUAL REPORT TO POLICYHOLDERS FOR 1953

Over a Billion Dollars

Paid to Policyholders and Beneficiaries—the Largest Sum in the History of Insurance

More benefits to more people were paid by Metropolitan in 1953 than have ever been paid by any Life insurance company in a single year. Payments to policyholders and beneficiaries amounted to $1,029,000,000.

In all, 1953 was an outstanding year in your Company’s operations. In most respects, it was the best in Metropolitan’s 86-year history. In the light of the high level of economic activity in the United States and Canada, and the ability of our Field organization, this is not surprising. We can take pride in reaching new heights in service to the peoples of our two countries.

National Economic Conditions

In retrospect, 1953 was a year of transition. Uppermost in the minds of all, but particularly those with sons of military age, was the cessation of hostilities in Korea. Nevertheless, we fully realize that our goal of a world at peace is far from won, and it is incumbent upon us to continue to remain militarily strong. With Korea no longer an active military theatre, we can convert some of our industrial facilities from production of material for human destruction to the satisfying of human wants.

On the domestic front, a number of influences have been at work to materially reduce the inflationary forces, which for so many years have been driving the cost of living to ever greater heights. The curtailment of war production, a temporary catching up with civilian demand in some areas, a determined effort to achieve a balanced budget, and a return to more orthodox management of public debt and fiscal affairs—all have played their part.

We in the Life insurance business are particularly conscious of the effects of inflation, which bear so heavily on the thrifty and those dependent on fixed incomes. All efforts to control this danger should receive our fullest support.

In the year ahead, business will be more competitive, but this is no cause for concern. Competition provides the same goods at lower prices, or better goods and services at the same price. The United States has grown to its present outstanding position on the basis of competition in a free market.

We are passing through a readjustment period, and have been for a number of months, but fundamentally this country is strong. We have, far and away, the greatest productive capacity of any country in the world. More than this, the people of this country and Canada have not lost their fundamental traits of thrift, initiative, and faith in God. Our two countries will go to much greater heights of prosperity in a peacetime economy than ever could be achieved in the midst of war.

Metropolitan Highlights of 1953

During 1953, Metropolitan’s gain in Life insurance in force was substantially larger than was ever previously recorded by Metropolitan or any other Life insurance company in any one year. Metropolitan’s Life insurance in force, at the end of 1953, totalled more than $56 billion. The number of people covered under all forms of Metropolitan policies reached a record high of over 37 million.

The assets of the Company, which help guarantee the fulfillment of its obligations, increased by $719,000,000 and reached $12,312,000,000 at the close of 1953.

Dividends to policyholders during the year reached an all-time high of $214,829,000. The interest rate earned by Metropolitan investments, after deducting investment expenses, increased to 3.31% (compared with 3.21% for 1952), and stood at 3.09% after the Federal Income Tax. Mortality continued at a low rate. Expenses increased moderately, largely because of the increased volume of business.

In citing the 1953 accomplishments, we wish to pay particular tribute to the 48,000 men and women in the Metropolitan organization who have made these results possible.

For a more complete story of Metropolitan’s operations during 1953, mail the coupon below.

Metropolitan Life Insurance Company

A MUTUAL COMPANY

HOME OFFICE: 1 Madison Avenue, New York 10, N. Y.
PACIFIC COAST HEAD OFFICE: 600 Stockton Street, San Francisco 20, Cal.
CANADIAN HEAD OFFICE: 180 Wellington St., Ottawa, Ontario, Canada

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PROGRAMS & PROMOTIONS

FILM SERIES 'TELE-PREMIERE'
EFFORTS of Roland Reed Productions, United Television Programs and KTTV (TV) Hollywood united recently to present the industry's initial tele-premiere to herald the start of Waterfront film series the following week on the station. To this end, UTP preempted one of its programs on KTTV, which time was given over to televising comments and interviews of Hollywood stars and press as they left the preview screening. Setting for the tele-premiere was a specially constructed replica of the tug boat used in Waterfront. Featured guests included officials from Standard Oil of Calif., which sponsors the series in seven western states, and executives from BBDO, firm's agency.

JUDGE'S CHARGE RECORDED
A FORTY-minute Superior Court judge's charge to the jury was tape-recorded by WKNE Keene, N. H., the first time, that station believes recording has been made in New Hampshire. WKNE broadcast the recording and prepared a prepared for a Keene State Teachers College, where it will be used for instruction purposes. The station reports that this is part of a concerted effort to bring this type of public service to its audience. City council meeting are being broadcast and plans are underway to cover school board meetings, according to WKNE.

WOONSOCKET MARDI-GRAS
WIAR-TV Providence, R. I., filmed the gala Mardi-Gras festivities conducted by Woonsocket, R. I. The celebration featured a two-mile parade with 21 floats and 16 bands and was viewed by about 65,000 people, according to WIAR. The films of the 6:30 p.m. parade were edited and processed on the spot and were ready for airing at 11:15 p.m. from the Providence studios. Guest interviews were conducted on various programs all day. WIAR received a memento and certificate of appreciation from the Woonsocket Junior Chamber of Commerce for the use of the studio facilities, filming of the celebration, and the time and effort put into the programs. Woonsocket was the second city WIAR has visited in its series of 14 visit to cities and towns in its viewing area.

MYSTERY COMBINATION DEBUT
KABC Hollywood Murder in the Afternoon, five-week weekly program in 2-3 p.m. time slot, consisting of half-hour each of Boston Blackie and Philo Vance, made its debut with little advance promotion. In the first week, reports Station Manager Amos Baron, WIAR received a small audience from 2 to 2nd place in the ARB ratings for that hour. The two Frederic W. Ziv transcribed packages, tied together by Orval, the "mysterious" host, is bringing the station much unsolicited mail, the majority of which is from women who have no time in the afternoon to watch TV, but can now hear the programs they used to enjoy on radio in the evening before the advent of TV, Mr. Baron said.

FLASH CAMERA PREMIUM
A 10-PIECE flash camera set will be offered free to each buyer of a Hallcrafters Highlander portable. The station started a advertising campaign plans announced by Advertising Director John S. Mahoney. The portable retails for $39.95 and the camera set, with the flash attachment, bulbs, film and gadget bag, is valued at $12.95.

Cox Films Arrest
ON hand to get the only filmed record of the apprehending of two men at Smoke Tree Ranch, Palm Springs, after President Eisenhower's return there from the golf course, Jim Cox, West Coast station relations representative for BMI, covered the incident with a movie camera, making what is believed to be the first spot news coverage in color. Able to leave the area before complete security was effected, Mr. Cox has offered the film to all tv stations on a cooperative basis.

WSPD TOLEDO SIMULCAST
WSPD-AM-TV Toledo claims its simulcast of Kiddie Karnival represents the first simulcast in that city. The 25-year-old program, emceed by Jules Blair, is a talent show for youngsters and WSPD says the program was the springboard to fame for such present-day stars as Teresa Brewer, Sally Carr and Shirley Mitchell. The stations report the simulcast is creating a great deal of interest in the area.

PICKING A WINNER
ONE way or another, Columbia Pacific Radio Network account executive Ralph Glazer made money on Apple Valley. When the racehorse of that name won at Santa Anita while Mr. Glazer was betting on another horse, he recovered the $2 loss and a bit more by selling Apple Valley Inn, a resort hotel in California town of same name, the half-hour documentary program, Hard Luck Champion, on 12 CPRS stations. The program is based on career of the racehorse, which is named after the town.

OHIO STORM BROADCASTS
RECENT flash snowstorm which hit the Ohio area brought many stations opportunity to per-

KOMA-KWTV (TV) Oklahoma City this year will sponsor, with the local Junior Chamber of Commerce and three city Chevrolet dealers, the Soap Box Derby contest in that city. Shown with a convertible furnished by the dealers to KOMA-KWTV, which claims it is the first radio-tv sponsor for a local derby, are Montez Tjaden, promotion manager, and Edgar T. Bell, general manager.

Too Good to Use
WHAS Louisville started a new series, Squad Car, featuring on-the-spot recordings of after-dark assignments of Louisville's cruiser police, found itself holding a hot potato after taping its first material for the series on Jan. 6. The prowl car in which WHAS Program Director Sam Gifford and news reporter Jim Van Sickle were riding bumped into a fatal shooting the very first night and the two men recorded weeping of the victim's wife, questions of the accrued slayer by police and the voice of the victim's eight-year-old daughter, who is said to have witnessed the shooting and called police. Before the defense and Commonwealth at-torneys, after hearing the recordings, asked that airing of the program be delayed since otherwise it would be difficult to summon an unbiased jury for the trial. WHAS complied and was to substitute later program for initial airing of the series, sponsored by the Bank of Louis-

'MIGHTY CAVE' BROADCASTS
THE DISTINCTION of being the first station to broadcast a program from so-called "wild caves" is claimed by WCUM Cumberland, Md. Stations claims support by its contention from the National Speleological Society. The program, titled Cumberland, U.S.A., was made possible by WCUM's news editor and an assistant who journeyed to several caves and tape recording them, then in the Box Factory using miners' helmets and ropes and necessary recording equipment. The station reports much favorable comment from listeners.

MAGNIFYING GLASS PROMOTION
A CARD with an attached magnifying glass and an explanation that KITE San Antonio, Tex., "magnifies sales results" has been sent to agencies by that station. The card poetically states that "the product is right if you heard it on KITE." An arrow points to a black spot and the copy says that the same spot will look twice as big under the magnifier, adding, "Spots on KITE get bigger results too."

WOOD-TV STORE DISPLAY
WOOD-TV Grand Rapids, Mich., reports teamingup with Herpolsheimer's department store there to present a giant display promoting the station's record of public service and its new
-thank you, MR. DONOVAN

FOR PUBLISHING THE FACTS ABOUT COFFEE PRICES

It really is a compliment to coffee when the American people can ask their congressmen to forget atomic bombs, world peace and taxes and concern themselves with a two-or-three-cent beverage.

Coffee is cheap at about 2½¢ per cup, in your home

52 Trees Just For You—It takes an entire coffee tree to supply one American family with coffee for one week.

A Crop in Five Years—It takes a coffee tree 5 years to bear after planting. If frost or other things kill a farmer’s trees, it will be 5 years before he can hope to have any income—if he is not too broke to start over.

Hand-Picked—4500 to the Pound—Coffee trees must be picked by hand, one berry at a time. There are approximately 4500 beans in one pound.

Coffee in the Depression—During the 1930’s, coffee growers were on such starvation prices that a great many allowed their trees to die. They plowed up land for other products. No new trees.

More Coffee Drinkers—At about this time, people all over the world gradually began drinking more coffee. After World War II, many European countries started buying coffee—some who had used almost none before.

Coffee Countries Try to Catch Up—As the coffee countries realized demand was picking up and that they would not starve to death growing coffee, they began new planting. We had expected a bumper crop this year.

The Kiss of Death—Then the big frosts (worst in 35 years) hit Brazil. Many a planter’s life’s work was wiped out. There were several suicides. Others have very little coffee to sell—therefore, must get more for what is left.

The Mysterious “They”—People ask, “What are ‘They’ doing to coffee? What are ‘They’ going to do about coffee?” There is no “They.” There is positively no nation, group or any one person who is making a “killing.” Also, coffee is one of the few products whose price is affected only by supply and demand. The ideal way for a coffee grower or coffee roaster to make money is to sell a lot of coffee at the cheapest possible price. Of course rising prices sometimes over-shoot from momentum. It is possible there could be a lowering later.

Our Good Customers and Friends—Coffee countries manufacture very little of anything. They buy almost everything from the U. S.—and you know what some of our prices are like. Their heavy purchases help, in a big way, to keep our wheels of industry turning—to make work for American labor. In our fight against Communism some of our very staunchest friends are among the coffee countries.

Printed as a public service by the Donovan Coffee Company, Birmingham, Alabama, makers of Red Diamond Coffee.
Fire Strikes Twice

FIRE in Louisville, Ky., struck twice in the same building in five years and WAVE-AM-TV were on the spot to give complete coverage both times. The fire in each case was in an apartment over a store building located diagonally across from the WAVE building.

The first one occurred May 6, 1949, just six months after WAVE-TV began operation. The second fire happened just before midnight Feb. 22 and WAVE-AM-TV remained on the air an extra hour until the blaze was out. Four persons were fatally burned and three were seriously injured. In both cases station newsman were on the scene from the first alarm and tv cameras telecasted the disaster from the newsroom window across the street.

The Associated Press, commenting on the second fire, reported: "WAVE-TV provided thousands of its viewers in Kentucky and Southern Indiana with a first-hand account."

KABQ POSTCARD PROMOTION

INCLUDED with March mailing of KABQ Albuquerque program schedules to agencies and representatives is an oversized postcard showing several jackrabbits on the desert. On reverse side is the rhymed message, "Who's Fooling Who? Not KABQ!"

Techniques were beamed March 2-4 by closed circuit from County Hospital on a large screen specially set up for the clinic. They were piped to an estimated audience of 1,000 people each day in the grand ballroom of the Palmer House, the site of the clinic.

Techniques were shown for treating backaches, slipping spinal discs, and patients who have had their larynxes removed. The clinic was designed as a refresher course for newest developments in scientific medicine, and demonstrations were sponsored by Smith, Kline & French, the pharmaceutical house.

COUNCIL MEETING COVERAGE

PUBLIC response to live coverage of all local city council meetings by WMIX Mt. Vernon, WMC WMCF WMCT participating.

Participating spots are available, and they are going fast. See your nearest Branham office.
The newspapers have long conducted a crusade to have some sense brought into our tax structure.

Simple justice suggests that everybody pay his own way, pay it once and not support anybody else in the process.

The railroads of the country realize that they are not alone in suffering tax inequities.

At the same time, as the country's most vital form of transportation, they feel justified in bringing their case as forcibly as possible before the public.

For the railroads are operating at a level of profit far below that of other American industries—a level that discourages new investment.

One of the reasons is that the railroads are compelled to pay taxes which help to subsidize their competition—in the air, on the water and on the highways.

It works like this. The railroads purchase their own rights of way. They build their own stations. They maintain their own safety devices and signalling systems. On top of this, they pay heavy taxes on these facilities.

Then, a goodly portion of the taxes they pay goes to build and maintain roads, waterways, airports, safety devices and signalling systems for their competitors—facilities provided out of federal, state and municipal tax funds.

It is the railroads' contention that if all carriers paid their just share of the costs of the facilities they use, the public would be better served. For competition would be more equitable. And free and open competition has always served the public best.

Speaking of taxes, have you considered how much of the taxes you pay go to subsidize forms of transportation operated for private profit?

In figuring this, you can eliminate the railroads—which pay their own way, and then some—Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
Ill., has been so tremendous that the station plans to continue the series on a regular basis, according to Raymond J. Cheney, general manager of that station. WMIX had been carrying taped excerpts of sessions for some time, but the council gave approval to direct coverage in line with moves to expand the city, Mr. Cheney said.

TEXACO PROMOTION

TO STIMULATE dealer interest in its six times weekly quarter hour Texaco Sports Final on 30 CBS Radio Pacific and Mountain stations, Texas Co. was host to more than 700 Los Angeles area Texaco dealers immediately following the initial broadcast March 1 when CPRN Hollywood sports director Tom Hannan gave them a capsule version of his evening's program. He also moderated a sports panel with questions from the audience answered by football star Bob Waterfield, jockey Johnny Longden, boxer Art Aragon and auto racer Sam Hanks. William D. Shaw, CPRN general manager, following a brief talk, presented the CBS Radio color promotion film, "More than Meets the Eye."

LEGISLATURE TV 'FIRST'

A SESSION of the Missouri legislature was televised by KSD-TV St. Louis, according to that station. Gov. Phil M. Donnelly's opening address from the capital at Jefferson City was carried by microwave relay to St. Louis. In connection with the telecast, Frank Eschen, KSD-TV special events director, became the first "outsider" to address the Missouri Senate, according to KSD-TV, when he briefed the legislators on tv procedure.

WPPA 'GREAT ATHLETES' SHOWS

SPORTS director Ed Romance of WPPA-AM-FM Pottsville, Pa., is presenting via tape recording some of the greatest athletes of our time, according to a report from that station. Included are: Joe Louis, Tris Speaker, Willie Hoppe, Jimmy Foxx, Lefty Grove, "Red" Grange, Jack Kelly Sr., Bert Bell, Chuck Klein, Jesse Owens and Jim Crowley. Interviews were made at the Philadelphia sports-writers banquet and WPPA reports great interest among the coal region fans. This is the fourth year. Mr. Romance is visiting the spring training camps, where he makes tape recordings of chats with players, and gets a general picture of spring training for WPPA.

WGH ABC CONTEST PROMOTION

WGH Norfolk, Va., conducted a local promotion in the Tidewater area to support ABC's national Breakfast Club Aunt Jemima-Philco range contest. Free pancakes and coffee were given away in a Norfolk restaurant and a $400 Philco electric range was auctioned off to post card and letter bidders. The winning bid was $209. The original "Aunt Jemima," Edith Wilson, was flown in for a series of personal appearances at theatres and service hospitals. WGH reported that all station personalities promoted the contest and were backed up by an intensive promotional spot campaign. Harold Lamb, Quaker Oats' Baltimore manager, described the promotion as an example of "unprecedented cooperation," according to WGH.

WBT 'POWER' BROCHURE

POWER for the People is the title of a brochure being distributed by the Jefferson Standard Broadcasting Co., operator of WBT-WBTV (TV) Charlotte, N. C. Quotations from Thomas Jefferson appear appropriately with the four sections, Power—to Educate, to Inspire, to Persuade and to Contribute. Station officials and their civic participations are listed; pictures of civic leaders and excerpts from their congratulatory messages are also included. The company's Jefferson Standard Foundation, which makes grants to religious, educational and charitable institutions is described and the 1952 conference for prospective tv operators, which was conducted by WBTW to help further development of tv in the Carolinas and Virginia, is given special attention. The brochure thanks all who have given it the "Power to Pioneer," and adds, "We know that our power carries responsibility and we shall continue to use it for the people."

KSL-TV SAFETY PROGRAM

KSL-TV Salt Lake City has inaugurated The Judge, a new program designed to help save the lives of pedestrians and motorists. Films for the show are either taken locally or obtained from various national safety movies. Visual effects also are produced by actual performances in the studios. KSL-TV reports that local and state law enforcement department and traffic safety agencies have commended the station for this series.
36,775 people—largest crowd ever to watch a World Series game in Ebbetts Field—see Yanks beat Dodgers in the fifth game, October 4th, 1953.

Stockholders' Meeting

If every man and woman who owns stock in the Union Oil Company were to meet in one place it would take a ball park larger than Ebbetts Field to hold them.

For over 40,000 people own shares in this company.
The largest shareholder owns less than 1%.

Illustrating once again that Union Oil—like so many large American companies—is not the exclusive property of a few people.

It is, rather, a partnership of thousands of wage earners and investors who are venturing their savings to make a profit. This is the American way.

Union Oil Company of California

Buy American and protect your standard of living

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EIGHT NEW OUTLETS BEGIN TELECASTING

New outlets on the air are KDAL-TV Duluth, WAPA-TV and WKAQ-TV San Juan, WNET (TV) Providence, KCEB (TV) Tulsa, WMFD-TV Wilmington, N. C., KRGV-TV Weslaco, and KFBF-TV Great Falls.

EIGHT new tv stations, including first local outlets for three cities, were scheduled to begin operations this past weekend and today (Monday). This would make the largest single crop of stations to go on the air this year, two of which are uhf. Two more stations, one uhf, are slated to start regular operation later in the week.

The eight stations are:

**KDAL-TV Duluth, Minn. (ch. 3), NBC;** represented by Avery-Knodel, March 11, KFBF-TV Great Falls, Mont. (ch. 5), CBS; represented by Beadle-Hend, March 1; WMFD-TV Wilmington, N. C. (ch. 4), NBC; represented by Weede TV Inc., March 12; KCEB (TV) Tulsa, Okla. (ch. 23), represented by The Boulder Co., March 13; WNET (TV) Providence, R. I. (ch. 16), ABC; DuMont; represented by Accord Weede Inc., March 12; KRGV-TV Weslaco, Tex. (ch. 5), NBC; DuMont; represented by Paul H. Rayner Co., March 13; WAPA-TV San Juan, P. R. (ch. 4), NBC; DuMont; represented by Caribbean Networks, March 15.

WKAQ-TV San Juan, P. R. (ch. 2), represented by Inter-American, March 15.

This will give Great Falls, Weslaco and San Juan their first local video stations.

**WAPA-TV** has been on test patterns for a week and reports of clear reception have been received. President Jose Ramon Quinones reported.

WINK-TV Fort Myers, Fla. (ch. 11), is on test patterns and definitely will start commercial operation March 17, according to A. J. Bauer, general and sales manager.

Another station, WSIV (TV) Elkhart, Ind. (ch. 52), is set to begin operations this week, March 17, affiliated with ABC-TV, NBC-TV and DuMont, the three networks with which WJJPB-TV will be affiliated, John Patrick Beacom, president, announced. General Precision Laboratory equipment is being used.

WKNY-TV Kingston, N. Y. (ch. 66), invited the public to the hoisting of its 36-foot antenna atop the 610-foot tower Thursday, President Joseph K. Close reported. Regular programming is scheduled for April.

Starting target date of May 1 has been set by WOBS-TV Jacksonville, Fla. (ch. 30), the station reported. Represented by Stars National, it is busy promoting uhf conversion in a city that already has two stations, one of which is vsb.

June 15 Aim

WINT (TV) Waterloo, Ind. (ch. 15), which recently received FCC authorization to increase power to 250 kw and antenna height to 850 feet, expects to start commercial operation June 15, President R. Morris Pierce reported.

KVED (TV) Corpus Christi, Tex. (ch. 22), has started construction and will use RCA equipment. Owned by the Coastal Bend Television Co., the station expects to be on the air by mid-June.

The Brockway Co. plans to use a 20 kw transmitter for its recent channel 7 grant at Carthage, N. Y., according to John B. Johnson, president. Starting target date of "late summer" tentatively has been set.

The following stations have reported they plan to begin regular operations by April 30:

**KARK-TV Little Rock, Ark. (ch. 4); KSAN-TV San Francisco (ch. 3); WINK-TV Fort Myers, Fla. (ch. 11); WDBO-TV Orlando, Fla. (ch. 13); WGWG-TV Valdosta, Ga. (ch. 37); KIPR-TV Idaho Falls, Idaho (ch. 8); KWIR-TV Pocatello, Idaho (ch. 10); WSIV (TV) Elkhart, Ind. (ch. 52); WHO-TV Des Moines, Iowa (ch. 13); WLAP-TV Lexington, Ky. (ch. 27); WBOC-TV Salisbury, Md. (ch. 10); WABA-TV Worcester, Mass. (ch. 30); WNET-TV Livingston, Mont. (ch. 12); KEVS-TV Cape Girardeau, Mo. (ch. 12); KDKO-TV Sedalia, Mo. (ch. 2); WMUR-TV Manchester, N. H. (ch. 9); WMAC-TV Massillon, Ohio (ch. 6); KVAT-TV Eugene, Ore. (ch. 10); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 12), educational; WJBV-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5), and KULA-TV Honolulu (ch. 4).

(For details see TELESTATUS, page 125.)

KFOR-TV Tells FCC It Is Going Off Air

CORNELT Broadcasting Co. notified the FCC last week it intended to take KFOR-TV Lincoln, Neb., off the air at midnight Saturday (March 13) pending Commission action on applications to change the transmitter site and assign the construction permit to Fetzer Broadcasting Co. (B&T, Feb. 22).

KFOR-TV began operating on ch. 10 in May 1953 under special temporary authority. Result of its ceasing to broadcast means that it re-
WXEL now 775 feet over-all on a new Truscon Tower

Cleveland's WXEL-TV recently stepped up its visual effective radiated power from 25.6 to 42.4 KW peak. At the same time, the station changed from Channel 9 to Channel 8. A vital part of the change-over was the erection of a new Truscon Guyed Tower and a new 12-bay antenna totaling 775 feet over-all.

This new Truscon Steel Tower puts WXEL's 12-bay super-turnstile antenna 1,000 feet above average terrain. The telecasting's original Truscon Tower, which hoisted a 6-bay super-turnstile antenna 725 feet above average terrain, is being retained for stand-by duty.

Talk to Truscon when you require new or expanded tower facilities. Truscon knows towers—has designed and engineered many hundreds which now stand strong and tall in all types of terrain and climates. Truscon builds them tall or small...guyed or self-supporting...tapered or uniform in cross section...for AM, FM, TV, and Microwave transmission. Telephone or write your nearest Truscon district office—or "tower headquarters" in Youngstown—for the latest delivery information.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N.Y.

A TALLER TOWER...AND MORE POWER...FOR WXEL, CLEVELAND
Leder Revamps WINS, Names New Personnel

ADDITION of new personnel and plans for bolstering the programming structure of WINS New York were announced last week by Robert J. Leder, newly-named vice president and general manager, who moves from WNBC to re-valorizing the station's overall operations.

Mr. Leder, who resigned recently as sales manager of WNBC New York to accept his post at WINS [BT, March 1] noted that new personnel large and small, from NBC or the network's New York outlets, WNBC-WNBT (TV), but said the moves did not represent "a raid" upon NBC. New personnel are Robert S. Smith, director of musical programming for NBC, who has been named program director of WINS, effective March 22; Jacques Biriben, formerly of NBC Spot Sales, named national sales manager; Nancy Wheeler, resigned as WNBC traffic director to become WINS operations director; Philip Dean, previously director of publicity for WNBC-WNBT (TV), whose firm, Dean & Schultz, has been appointed public relations consultant for the station. Robert C. Goodwin, formerly WINS president, will take on duties as executive producer.

As a first step in upgrading the station's programming, Mr. Leder said, WINS has signed the team of "Bob and Ray" to a contract for a Monday-through-Saturday morning show, 6:30-10 a.m. EST, starting March 22. Mr. Leder added that the station is negotiating with other radio personalities for early and late evening programs to supplement the afternoon New York Yankee baseball broadcasts.

Mr. Dean and Burt Schultz, formerly of Benton & Bowles, will handle other public relations accounts besides WINS.' The firm has established offices at 28 West 44th St., New York 36, N. Y. Telephone is Bryant 9-6000.

WRBL Columbus Ownership

WRBL Columbus, Ga., is owned 49% by J. W. Woodruff and son, and 51% by R. W. Page Co. (Johnnie Enquirer and Ledger). It is not owned outright by the Mears Woodruff, as reported in the story on WALT Atlanta, Ga., published last week [BT, March 8].

BERNARD, HOFFMAN NAMED BY NIAGARA

NFC President George Goodyear announces appointment of Joseph Bernard to head Buffalo tv outlet if the ch. 2 grant is made final. Karl Hoffman named engineering manager.

GEORGE F. GOODYEAR, president of Niagara Frontier Amusement Corp., Buffalo, winner of an initial decision for vhf ch. 2 there, announced last week the appointment of Joseph J. Bernard as television station manager and Karl B. Hoffman as engineering manager, effective immediately. Both men will report directly to Mr. Goodyear.

The firm is anticipating a final decision for ch. 2 for FCC in the near future and action on the building of the station would begin promptly, it was stated. In addition, NFAC is taking over assets of WGR Buffalo for $1.45 million, part of the merger proposal among former ch. 2 contestants which allowed the grant at an early date. The WGR transfer bid is before the Commission [BT, March 8]. After the merger is completed, the name of NFAC will be changed to WGR Broadcasting & Television Co.

Company Officers

Officers of the company include Mr. Goodyear as president; Myron Kirk, vice president and director of radio and television for Kudner Agency, New York, as vice president; J. Fred Schoekloff Jr., secretary; Paul A. Schoekloff Jr., treasurer; Seymour H. Knox, director, and Arthur Victor Jr., president of Victory Television Corp. (which merged with Niagara on the application), is expected to be named a director shortly.

Mr. Goodyear is a native of Buffalo and was educated at Harvard Law School and Yale. His first job was as a patent attorney for DuPont in 1932 in Buffalo. Five years later—still as a patent attorney—he moved to Dallas, Brooks & Brey, then to Buckley & Beam. From that firm he moved to the Lake Ontario Ordnance Works (manufacturers of TNT) as production supervisor. During the war he was with Curtis Wright Corp. as a patent attorney. After World War II he was secretary of Hewitt Robins Co. (mechanical rubber goods and foam rubber). He also was associated with Niagara Shares Corp., investment bankers, as a director. In February of last year he joined the Niagara Frontier Amusement Corp. He is president of the Buffalo Museum of Science and a director of the Marine Trade Co. Western, New York, and of the Oshawa Container Corp.

Mr. Bernard, well-known broadcaster, has been associated mostly with stations in the Southwest and far West. He has been national sales manager for the Konyon Brown properties, including the television and radio stations, since October 1953. Before that he was general manager of KOMA Oklahoma City, and served earlier as sales manager.

He started his radio career with WKY Oklahoma City as a salesman. He served in the Navy for three years as a lieutenant junior grade. He was a member of the CBS Affiliate Advisory Board and also was one of the founders of the Oklahoma Broadcasters Assn. and is president of the board of directors. He is a member of the Advertising Committee of the State of Oklahoma and a member of the Labor Relations Committee, NAB, and a member of the Radio Affiliates Committee, NARTB.

Mr. Hoffman has been associated with WGR since 1933 in the capacities of technical director, program manager, and, currently, executive vice president and general manager. Mr. Hoffman is a past chairman, Buffalo chapter,IRE; past director of the Engineering Society of Buffalo and the 12:15 a.m. EST, starting March 22. He is now a member of the special arrangements committee for the broadcast engineers conference of the NARTB national convention in Chicago this spring.

"These two key men in our organization," Mr. Goodyear said, "bring a wide and thoroughly skilled background to their particular positions in NFAC. We feel certain the television audience will be most pleased with the programming and technical facilities ch. 2 will offer in the near future and that these men with their skill will be of great value in providing what the tv viewers want and are entitled to expect when our station begins telecasting."

KYOK Changes Format

OPERATION of KYOK Houston (formerly KATL) by Jules I. Pagnin and Stanley W. Ray Jr. will bring about a change in program format, it was announced last week by Mr. Ray, vice president and general manager. Publicity and advertising copy is centered on letters and programming is set for April 1. Purchase of the new station from Texas Broadcasters Inc. by Messers. Pagnin and Ray was approved by the FCC last month [BT, Feb. 22].

WAGA-TV's Puppies

WAGA-TV Atlanta is promoting its fifth anniversary this month by giving away a Scotch Terrier puppy each day to viewer contestants who pick up entry blanks from among the 300,000 distributed to A&P supermarkets, Shell service stations and Jacobs pharmacies throughout Georgia and east Tennessee. The puppies, similar to the station's own Scottie mascot, "Waga," who appears frequently on station breaks, has been bought by 12,000 entrants by last Wednesday, WAGA-TV reports. The station reports the contest and WAGA-TV is being promoted on the air, with posters, in releases to 240 Georgia newspapers and with reproductions of Confederate $5 bills.
1. Those were the days—when mama was wary of newfangled gadgets—and papa raged about everything including the "light bill." In today's "electric age," the average family uses a dozen different electric appliances for everything from housework to entertainment.

2. The more the merrier! A look at your electric bill will show that you're getting a lot more electricity for your money nowadays. The price per kilowatt-hour has gone down and down for the average U. S. family. It's even lower than it was before World War II!

3. You think this is big—you ought to see the way the electric industry has grown. Electric light and power companies have tripled their supply of electricity in the last 15 years! And to keep ahead of the nation's growing electric needs, they'll add half again as much by 1960!

4. Don't look now, but—! Although most Americans aren't aware of it, some people have talked the federal government into the electric power business in a big way—$6 billion worth—at the taxpayers' expense. And they're still pressing to have the government spend more.

5. Somebody do something! Here's something you can do. Look twice at any plan for a new federal power project. First, see if it is really necessary. Second, see if it is a job electric companies could do better—and at their own expense.

6. How can he resist? With your help, Congress can—and will—resist those who want a federal monopoly of electricity. You don't want extravagance. And you don't want the threat of socialism. Let your congressman know what you think.

America's Electric Light and Power Companies

Watch for "YOU ARE THERE"—on CBS television—witness history's great events

*Names on request from this magazine
McLendon Plans Trinity Baseball

PLANS to broadcast major league baseball games, one each afternoon and one each night, were reported last week by Gordon McLendon, operator of Trinity Broadcasting Co. and its KELP El Paso and KLIF Dallas, on the heels of the FCC ruling which denied baseball club protests of Trinity game re-creations [B&T, March 8].

FCC renewed the license of KELP and turned down petitions by the Yankees, Dodgers and Cardinals. The Commission found that Trinity's sponsored re-creations of other station broadcasts did not constitute mis-appropriation of property rights, citing several court cases it considered pertinent (for text of decision, see page 112, FOR THE RECORD).

Mr. McLendon described the FCC ruling as the "most important victory for radio since FCC gave us the right to editorialize."

Meanwhile, Liberty Broadcasting System's $12 million suit against 13 major league ball clubs concluded for April 19 in Chicago Federal District Court. However, attorneys feel the case might not come to trial until fall because of the great number of depositions to be gathered. Baseball broadcasts were a highlight on the now defunct Liberty, the fifth national network, founded by Mr. McLendon.

Kalns Quits ATN, WING; Reeder Acting WING Head

ADNA H. KARNS, vice president and general manager of WING Dayton and Air Trails Network, has resigned to help form a production firm in New York. J. P. Williams, executive vice president of the station and network, said last week. Mr. Williams said Charles Reeder, manager of WCOL Columbus and former WING program director, has been appointed program director and acting manager to succeed Mr. Karns at WING.

Mr. Karns, who has been with ATN 10 years and general manager for five, joined WING as an announce successively production director, program director and station manager in less than five years. He has joined Marshall Jamison, New York producer and director, to form Jamison-Karns Productions.

WDAS Building Plans

WDAS Philadelphia, owned by Max M. Leonard, conductor and leader of the Philadelphia "Pops" Orchestra, has set plans for new construction, following its grant by the FCC to increase its power to 1 kw. The station reported.

Mr. Leon has announced that he will build a new modern station in Fairmount Park, with studios and transmitter located at the same site. He stated: "This is the opportunity that I have waited for to expand our facilities and program our station so that the greatest number of people will get the most diversified programming possible in radio."

New Studies for WGVL (TV)

NEW studies have been completed in the Caldwell Towers, Greenville, S.C., for WGVL (TV) that city, according to an announcement from the station. The outlet moved to the new quarters late last month. Station, operating on uhf ch. 23, went on the air in August 1953.

Crawford to WATV (TV)

BILL CRAWFORD was named last week as sales director of WATV (TV) Newark, N.Y., affiliate of the Bremer Broadcasting Co. (WAAT). Mr. Crawford previously had been with WOR New York for 13 years, most recently as sales manager.
Only STEEL can do so many jobs so well

They Chew Their Way to Wealth. These teeth are capable of chewing through earth, sand and rock for thousands of feet until they reach Nature's buried treasures of gas and oil. Rock bits like this need super strength, amazing toughness, high resistance to impact, abrasion, and shock. So, many of them are made from USS Alloy Steels. And United States Steel also provides many other essentials for oil drilling, such as wire lines, drill pipe, cement, drilling rigs.

Scoop! And a big one, too... it can scoop out 21.5 cubic yards of earth per minute, has a boom 215 feet long! The drag lines, boom support cables and hoisting ropes on a behemoth like this must have great strength, durability, flexibility, fatigue resistance. Tiger Brand Wire Ropes, made by U. S. Steel, meet all requirements.

You Know Where You Are with this traffic lane marker. For if you veer out of your traffic lane, and your car tires roll on the corrugations of the lane separator, it actually sounds a plainly audible warning to you. These concrete lane markers that “talk back” to you are also plainly visible day or night, because they are made of Atlas White Cement, a product of U.S. Steel's Universal Atlas Cement Company.

A Man Needs a Cookie once in a while! And when cookies are kept in a tight cookie tin like this, they'll be fresh and appetizing for him. The can is steel, of course... made out of the same USS Tin Plate that is produced by U.S. Steel to make millions of “tin” cans every year for the protection of food, oil, paint and countless other things.

UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE... AMERICAN STEEL & WIRE and CYCLOE Fence... COLUMBIA-GENEVA STEEL... CONSOLIDATED WESTERN STEEL... GERHARDT STEEL STRAPPING... NATIONAL TUBE OIL WELL SUPPLY... TENNESSEE COAL & IRON... UNITED STATES STEEL PRODUCTS... UNITED STATES STEEL SUPPLY... Divisions of United States Steel Corporation, Pittsburgh

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

4.094

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WTVI (TV), CBS Sued by KACY (TV)

KACY (TV) Festus, Mo., St. Louis suburb, has filed suit against CBS and WTVI (TV) Belleville, Ill., another suburb, asking $844,282 actual damages and $2,533,848 treble damages under Federal anti-trust laws. The action was filed March 6 in St. Louis federal court. KACY, operating on ch. 14, charges that CBS and WTVI conspired to prevent it from getting any CBS programs carried by KSD-TV St. Louis. It alleged that it had anticipated $100,000 profit since taking the air last October but instead had lost $244,262. Plant and equipment originally were put in now worth only $150,000 as a result of the conspiracy and business losses, it is charged.

According to the petition, KACY was the only tv outlet in the St. Louis area that was contractually free from network commitments and could assure time for CBS programs not carried by KSD-TV. It claimed both defendants knew this and conspired to restrain competition in violation of anti-trust laws.

KEX Promotes Rudolph

ROBERT E. RUDOLPH, KEX Portland, Ore., has been named sales manager of the station by J. B. (Steve) Conley, station manager. He assumes the post March 15. A Portland native, Mr. Rudolph joined the KEX sales staff when Westinghouse bought the station in 1945. He attended Portland U., and the U. of Oregon, entering the advertising business with the Oregon Journal and later working at the Portland Oregonian and KGW Portland. He replaces R. H. Prigmore, resigned.

Cross Red Names Leaders

AMERICAN Red Cross, New York chapter, last week announced the names of leaders in the entertainment field named to serve as division heads in the campaign to raise $5,900,000 in New York toward a national goal of $85 million. They include Sylvester Weaver Jr., NBC president, radio and television; Arnold Shaw, vice president, Hill & Range Music Co., music and music publishing; Ray Block, CBS orchestra leader, orchestras and musicians; Jerome Hershman, secretary, Hershman Musical Instrument Co., musical instrument firms; Vinton J. Hayworth, president, American Federation of Television & Radio Artists, AFTRA members, and James Sauter, president, USO Camp shows, legitimate theatres and allied fields. They are serving as part of the campaign’s advertising, publishing and allied fields section, of which Marion Harper Jr., president, McCann-Erickson, is chairman.

WBRO Waynesboro Debut

WBRO Waynesboro, Ga., licensed to the Burke County Broadcasting Co., was to begin operation yesterday (Sunday). Operating with 1 kw power, the new station will be affiliated with MBS. Jim Martin, formerly with WTRP LaGrange, is general sales commercial manager; William Fulghum is chief engineer, and Howard C. Gilreath, secretary-treasurer.

1 Week—1 Ball Club

WATO Oak Ridge, Tenn., and its president and general manager, Ross Charles, have been given credit for determining if that city wanted a professional baseball club and to arrange for financial backing for it—all within a week. When Virgil Wacks, president of the Mountain States League, asked local businessmen if the city could decide within seven days whether it wanted a club and arrange for financial backing during that time, Mr. Charles set to work. He called a meeting of interested parties and then elected him temporary president of the Oak Ridge Baseball Club. WATO’s program and sports director, Tom Atkins, spread it all over the air on his Sportz Review, and promotional spots were scheduled to test public opinion on the matter.

Telephone calls and letters made the reply affirmative in the first four days. Then Mr. Charles took care of the problem of getting a baseball field by leasing a government-owned baseball park. A meeting of potential stockholders pledged support and the next day, after all-day preparation, WATO sponsored a Table program to discuss, extending its normal half-hour to a full hour.

The last day the new club revealed $7,000 in commitments—more than required, its lease and results of its public poll. It got the franchise. Mr. Charles has been named permanent president of the board of directors.

Public Turns to Radio-Tv For News—‘Times’ Editor

THE American public is turning more and more to broadcast media for their news, because “too many newspapers have turned their entertainment,” according to Lester Markel, Sunday editor of the New York Times. Leaving the White House after a call on President Eisenhower, Mr. Markel said a survey sponsored by International Press Institute showed about half the American people get their news from radio and television.

Getting specific, Mr. Markel declared more metropolitan residents are turning to the Dave Garroway Today on NBC-TV for news. He doubted if two major news magazines could exist “if the newspapers were doing their job.”

He said President Eisenhower agreed with him that the American people should be better informed on public affairs. He explained that while they are better informed than most Europeans, this is insufficient in the light of this nation’s leadership in world affairs.

KCAL Redlands Goes on Air

KCAL Redlands, Calif., 1 kw station on 1410 ke, licensed to Southwest Broadcasting Co., has begun operation with a policy of recorded popular music and local news. D. Ben Corren is president, with Saul Levin executive vice president and A. Milton Miller secretary-treasurer. Roy Winkelman, formerly commercial manager, KVEN Ventura, Calif., is station and commercial manager. Other staff members include Winkelman as program director, and Robert Levinson, formerly KTMS Santa Barbara, Calif., as chief engineer.
With their new Blaw-Knox tower, and operating on channel 5 to full maximum power of 100,000 watts, WMCT in Memphis, Tennessee, has increased their coverage 100%.

The 1088 foot tower is a triangular guyed type with insulated base and sectionalizing insulators at the 640 foot level.

**Tower designed for triple service**

This special design tower does triple duty. The lower portion is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in night time directional operation... plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

**BLAW-KNOX COMPANY**
**BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT**
**PITTSBURGH 38, PENNSYLVANIA**

**ANTENNA TOWERS**

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.
Pomeroy Will Manage WILS-AM-TV Operations

WILS-AM-TV Lansing, Mich., announced reorganization and executive changes of the integrated radio-tv operations a fortnight ago.

John C. Pomeroy has been appointed general manager, replacing W. A. Pomeroy, who withdraws from active participation in the station. Heading the commercial and production departments will be David L. Froh, veteran employee of the organization. John A. Maters, former news director, has been selected as program manager and Mrs. Howard Miller has been appointed controller. Michael Ruppe continues as sales promotion and publicity director.


APPOINTMENT of Howard L. Steilnaker as commercial manager of KPHO Phoenix was announced last week by Dick Rawls, general manager of the station. He assumed his duties Feb. 15.

Mr. Steilnaker was formerly associated with Meredith Publishing Co. as assistant to Payson Hall, radio-tv director, in Des Moines. He joined the Meredith organization in 1946 as an engineer, and subsequently became the promotion department's sales manager and assistant promotion manager.

Pioneer Radio Editor Dies

HARRY LaMARTHA, 72, radio editor of the St. Louis Globe-Democrat, died March 10 of cancer at Scott Air Force Base Hospital. Until his retirement Oct. 1, 1951, he had been on the Globe-Democrat staff 42 years, 31 of them as radio editor. In 1929 he was elected president of the former National Assn. of Radio Editors. Surviving are his wife and two children. Funeral services were held Saturday in St. Louis.

Ch. 11 Stations to 316 Kw

SHARETIMERS WMIN-TV and WTCN-TV Minneapolis-St. Paul on ch. 11 have increased video power from 70 to 316 kw, effective March 1, officials announced. Last month RCA shipped its first 50-kw tv transmitter to the station to effect the power boost, the stations said. The transmitter cost $140,000 and weighed 14 tons.

STATION SHORTS

KBIG Avalon's southern California coast area sales office move to Prudential Bldg., 4320 Atlantic Blvd., Long Beach, Calif. Don Harrington, manager, is in charge of San Diego and Orange county and Los Angeles county beach city sales.

KWTV (TV) Oklahoma City has added United Press facsimile to its news service and claims the service has permitted major news picture "firsts" in its area, including the Braniff aircraft tragedy, the release of anti-Communist Korean POW's and the Di Maggio-Monroe marriage.

KBIF Fresno's sales and executive offices have been moved to 1833 Van Ness Ave., that city. Station will also build new main studios in Fresno, shifting operation from the transmitter site at Sanger, Calif., under FCC approval.

WHY GRAYBAR RECOMMENDS

MACHELLT ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. Machlett vacuum firing at higher than operating temperatures . . . thoroughly frees internal components from occluded gases, for greater stability.

2. Special Machlett processing of filament wires and other internal components . . . assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.

3. Machlett high-voltage techniques during final pumping . . . smooths electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar first. Your local Graybar office will be happy to provide complete price information as well as technical data. Graybar Electric Company, Inc. Executive Offices: Graybar Building, 480 Lexington Avenue, New York 17, N. Y.
PERSONNEL RELATIONS

WOR-AM-TV MUSICIANNLESS FOR 2ND WEEK

Stations and AFM Local 802 continue dispute, with union wanting musicians hired on "staff" basis, station wanting them on "as needed" basis.

WOR-AM-TV New York and Local 802, American Federation of Musicians, were still caught in the thongs of a labor dispute last week as the stations continued on the air without musicians for the second straight week.

The local claimed a "morality "Thursday when the New York State Supreme Court denied a petition by WOR-AM-TV for a restraining order against picketing the stations' television studios.

The court had granted a temporary restraining order on March 3, asking the union to show cause why such an injunction should be denied. Local 802 remained picketing Thursday night.

The controversy began midnight Feb. 27, when an extended contract expired, following several weeks of negotiations. Local 802 accused the station of "locking out" 40 staff musicians who had been employed there. Station management contended that a "lockout" had not been instituted by the stations, explaining that the contract had expired and that relationship was then terminated. Main differences are centered on Local 802's insistence on the continuance of a staff's while management has offered to hire on a "per program," or "as needed" basis.

Meeting Held

Representatives for both sides met in New York last Tuesday with Louis A. Stone, commissioner of the Federal Mediation and Conciliation Service, but no progress was reported.

Meanwhile, a check by BT on employment of staff musicians on radio and television stations indicates that WOR-AM-TV's stand on eliminating staff musicians is not unique and that the practice has been steadily growing since 1944. Information provided in the "official proceedings" of AFM conventions from 1946-1953, which report on activities in the preceding two years, BT learned that total staff employment dwindled from 2,719 in 1944 to 1,976 in 1949.

Musicians' staff employment on radio and television from 1944 to 1951, as compiled from AFM "official proceedings," is as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Musicians</th>
<th>Average No.</th>
<th>Gross Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td>2,719</td>
<td>314.87</td>
<td>$11,911,881</td>
</tr>
<tr>
<td>1945</td>
<td>2,219</td>
<td>369.69</td>
<td>12,514,327</td>
</tr>
<tr>
<td>1946</td>
<td>2,800</td>
<td>382.73</td>
<td>15,303,202</td>
</tr>
<tr>
<td>1947</td>
<td>2,675</td>
<td>422.63</td>
<td>14,013,400</td>
</tr>
<tr>
<td>1948</td>
<td>2,578</td>
<td>430.58</td>
<td>14,164,372</td>
</tr>
<tr>
<td>1949</td>
<td>2,412</td>
<td>415.54</td>
<td>13,033,197</td>
</tr>
<tr>
<td>1950</td>
<td>1,926</td>
<td>354.51</td>
<td>12,947,779</td>
</tr>
<tr>
<td>1951</td>
<td>1,976</td>
<td>354.51</td>
<td>14,262,830</td>
</tr>
</tbody>
</table>

Another trend added up from data provided in "official proceedings" is one toward the use of recorded music as against "live" music. Information is based on surveys made by the AFM on the program content of New York radio stations of NBC, CBS, ABC and Mutual from 1945 through 1949. As broken down by BT, it shows a sharp decline in the percentage of music used on the stations, taken as an average, from 1943 to 1949 and corresponding upward in the percentage of recorded music presented.

AFTRA May Sue Producer For Refusal to Testify

GIVEN 90 days in which to answer questions on purported membership in the Communist Party, John Brown, Hollywood radio-television producer who featured on ABC Radio Adventures of Ozzie & Harriet, faces suspension from the American Federation of Television & Radio Artists unless he cooperates fully with the House Un-Ameri-

L. A. AFTRA Chapter Elects New Officers

NEWLY elected president of the Los Angeles local, American Federation of Tele-

SWG Cites 'Abuses' By TV Film Producers

SEVERAL "abuses" of the minimum basic agreement with tv film producers have been uncovered by Screen Writers Guild in its investigation of below-scale deals and other "borderline practices" [BT, March 1], and "immediate steps" are being taken to rectify them, according to guild officials.

The Guild, a guild spokesmen said, followed complaints from tv film writers of various violations, including speculation writing, advertising credits, setup on flat deals and other practices considered "violation of the spirit if not the actual letter" of guild contracts.

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NBC NAMES EVANS IN

Jacob Evans is named head of all centralized national advertising for all NBC divisions in series of changes in the network's chain of command.

JACOB EVANS, NBC-TV director of advertising and promotion, has been named head of all centralized national advertising for all divisions of NBC, including the radio as well as television network, it was learned last week.

Disclosure that he had been given a new assignment came in an announcement of a realignment of the chain of command affecting a number of NBC officials. This announcement was also made director of national advertising and promotion, and it was understood that details of the new organization of the department would be made known shortly.

Mr. Evans heads advertising and promotion for both radio and tv for NBC until last summer's divestiture of radio and television activities in several major departments; at that time he was named NBC-TV advertising and promotion head, and Ridgway Hughes was given a similar assignment for NBC Radio.

Other changes disclosed in the announcement included the assignment of Financial Vice President Joseph V. Heffernan to additional duties in assisting NBC management in "forward planning of overall company projects."

Samuel Chotzinoff, general music director, who heretofore has reported to Mr. Heffernan, will now report to Thomas A. McAvity, vice president in charge of tv network programs. The change was made because it was deemed more appropriate for the music director to report in the program rather than financial department, and he will continue to be concerned with radio as well as tv music, it was explained.

President Sylvester L. (Pat) Weaver Jr., announcing the changes, said they were made to provide direct channels of communications between the operating departments concerned and the NBC executive management. They include: O. B. Hanson, vice president and chief engineer; Harry Bannister, station relations vice president; David C. Adams, staff vice president; Mr. Evans, and George D. Matson, controller, will report to Executive Vice President Robert W. Sarnoff. William S. Hodgetts, vice president for integrated services, will report to Earl Retzig, vice president for production and business affairs. Joseph A. McDonald, treasurer, and Thomas E. Ervin, vice president and general attorney, will continue to report to Mr. Heffernan.

MEET CONSIDERED ON NBC SPOT PLAN

NBC Radio Affiliates Committee Chairman Robert Swezey offers to try to arrange meeting of full committee to hear NBC Radio's spot plan if 'a sufficient number of stations wish to do it."

MEETING of the full NBC Radio Affiliates Committee to hear the network's story of its new plan to sell one-minute spots in network radio programs [8×T, March 8, 1] will be called "if a sufficient number of stations wish to do it."

Chairman Robert D. Swezey, WDSU New Orleans, said last week.

Replying to Robert B. Hanna Jr., WGY Schenectady, N. Y., who was a member of the executive committee that dealt with NBC on the plan, Mr. Swezey said, "I have no objection whatever to attempting to set up a meeting of the whole affiliates committee in order to give the network officials an opportunity directly to explain the new spot plan, and any or all other proposals they may have, to the entire group."

Hanna Objects to Plan

Mr. Hanna had objected strongly to the NBC spot plan in a letter to Chairman Swezey, calling it another "short-range expedience measure" that would weaken stations, NBC and the radio medium as a whole.

Chairman Swezey wrote that he already has letters from four members of the affiliates committee indicating they feel "such a meeting would serve no useful purpose at this time, and that matter might better be left where it is as one for the individual decision of each affiliate." He said he is inclined to agree with these four "unless it is quite apparent that a substantial majority of affiliates want such a meeting."

In his letter to Mr. Hanna, Chairman Swezey took exception to the latter's suggestion that the affiliates group give "automatic approval" to the proposed plan. He wrote:

I am sure that most of the members of the committee gave (the plan) very thorough consideration over a period of several weeks. I was frankly impressed, as I believe the other members of the committee were, with Mr.


FORMATION of a Washington, Idaho regional radio network was announced last week by Paul W. Carter, general manager of the New West Radio Network in Spokane, Wash.

Edward J. Agnew has been named sales manager of the network, which will maintain studios and general offices at 204 Symons Building.

"New West Network will be comprised of eight affiliated stations in Washington and Idaho," Mr. Agnew said. The network plans include a regional meeting to be held every 13 weeks in one of the affiliated cities. First broadcast over the full network is scheduled March 5.


Mr. Agnew formerly was associated with Wes-New Productions, a Northwest radio and television production agency.

West-Pacific Advertising Agency in Spokane, Seattle, Portland and Tacoma is handling the New West Network publicity and promotion. Dick Godon is account executive.

ADV. REALIGNMENT

WMBV-TV Marinette, Wis., arranges for NBC-TV affiliation. L to r, William E. Walker, WMBV-TV president; Sheldon B. Hickox, NBC director of station relations; and Joseph D. Mockin, WMBV-TV general manager. The ch. 11 outlet expects to go on the air in early August.

Weaver's (NBC President Sylvester L. Weaver) obvious conviction that the plan was designed to make network radio an attractive buy for numerous new prospective sponsors. I was also impressed, as I think we all should have been, by the fact that after weeks of deliberation, no member of our committee was able to come up with any specific suggestion better calculated to accomplish the stated objective. I do not like any more than you do the position in which network radio finds itself today. On the other hand, I am convinced that the only way that position can be improved is by action, not by wishful thinking. If relatively minor modifications in network sales procedure alone, you, can you possibly steel yourself to contemnate the 'drastic revision of traditional thinking' which you may be necessary to this situation.

So far as I am concerned, the committee has done everything it can to serve any useful purpose in these circumstances. Our report to the affiliates is perfectly straightforward; our action commits none of them. If they don't like the plan as individuals, or as a group, there is certainly no compulsion for them to accept it.

Recalling past "prophecies of doom in this business," Mr. Swezey said he was not moved by Mr. Hanna's arguments. He added, "I honestly cannot believe that anything NBC can reasonably be expected to do under its proposed plan for the sale of network participations will have any formidable or deleterious effect on the radio medium."

'Fibber McGee' to Stay On Air During Summer

NEW quarter hour five weekday NBC Radio Fibber McGee & Molly format will remain on air during the summer months, Hollywood network offices have announced. NBC executives said successful policy of allowing affiliate stations to sell local participations to supplement the present six network participations was responsible for the program's expansion to full 52 weeks.

AB-PT Declares Dividends

BOARD of directors of American Broadcasting-Paramount Theaters Inc. has declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable April 20 to holders of record on March 26. It was announced last week by Leonard H. Goldenson, president.
NEW
GABRIEL
COSECANT
UHF
TRANSMITTING
ANTENNA

NO
DE-ICING
NECESSARY

FEATURING
NULL
FILL-IN

ADJUSTABLE
BEAM
TILT

TWO MODELS
AVAILABLE
FOR EACH
CHANNEL

*ACTUAL
INSTALLATIONS
PROVE
OUTSTANDING
PERFORMANCE


For Complete Information, Write For Bulletin TV-100

GABRIEL
ELECTRONICS
DIVISION
(Formerly Workshop Assoc. Div.)
Endicott Street,
Norwood, Mass.

THE GABRIEL COMPANY

WNOW-TV
WECT
WBCK-TV
KANG-TV
WGLV-TV
WBUF-TV
KNZU-TV
WNOK-TV
WNAO-TV
WTZI
WTSK-TV
KFAG
KQTV-TV
WACH
WICC-TV
WTAT
WAIM-TV
Wherever you go there's Radio

Roller derbies? Say! You're in a year-round Radio derby when WGR starts delivering your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: Arthur Godfrey, Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby... all of Columbia's headliners draw SRO audiences in WGR's rich market.

WSEE-TV Erie-CBS-TV affiliation, effective April 25 (AT DEADLINE, Feb. 22), is negotiated by (l to r) George Mead, president, and Charles Denny, general manager, both WSEE-TV, and Herbert V. Akerberg, CBS-TV vice president in charge of network station relations.

Framer Asks Court Ruling On 'Strike It Rich' Proposal

SUMMONS and complaint were served last week upon Henry L. McCarthy, commissioner of the New York City Dept. of Welfare, in a New York State Supreme Court civil action started by Walt Framer, producer of the Strike It Rich television and radio show (CBS-TV and NBC Radio).

Mr. Framer said he is asking the court for a declaratory judgment to the effect that the welfare department has no authority to require the show to obtain a license from the welfare department. Mr. Framer noted that in recent weeks Comr. McCarthy has been threatening to require him to obtain such a license. Mr. McCarthy has 20 days to reply to the summons.

The action by Mr. Framer was the latest in a flurry of activity that started over the program about five weeks ago when Comr. McCarthy branded it a "national disgrace" and contended it made a public solicitation of funds and, accordingly, needed a license from his office in order to continue to operate [B+T, Feb. 8 et seq.]. Two weeks ago, the giveaway program was given a clean bill of health by New York State's Joint Legislative Committee Investigating Fraudulent Charities.

Montgomery, Ala., Linked

WITH the completion of the first section of a proposed 400-mile radio relay route between Atlanta, Ga., and Jackson, Miss., a 164-mile link between Atlanta and Montgomery, Ala., tv network program service is now available to WCOV-TV Montgomery, AT&T has reported. When completed the full route will provide six channels: Two westbound for tv, one in each direction for telephone use and one each way for maintenance and protection. Project is a joint undertaking of Southern Bell Telephone & Telegraph Co. and Long Lines Dept of AT&T. Remaining section is scheduled for completion by June.
Charles Webb turns to Blues

CHARLES WEBB, creator and portrayer of police hero Sergeant Joe Friday on Dragnet (9-9:30 p.m. EST, Thurs., on NBC TV, Tues., on NBC Radio), is the subject of Time magazine's cover story for this week's (March 15) issue. Mr. Webb, whose filmed tv Dragnet currently is outranked only by I Love Lucy in both the Nielsen and ARB national network tv ratings, was reported by Time to be planning a new half-hour tv film package, Pete Kelley's Blues, combining crime, hot jazz and the nostalgia of the 1920s.

Mary Margaret McBride
To Take Summer's Rest

MARY MARGARET McBRIEDE, one of radio's best known commentators, a veteran of 20 years on the air, announced on her ABC program last Tuesday that she was leaving for a summer's vacation after her May 15 broadcast, but that she might be back in the fall—she'd like to do a half-hour simulcast, she said.

Her announcement, which came unexpectedly, pointed out that her five-a-week programs and her Sunday night's newspaper column leave her only Friday nights for herself, and that she would like to take the summer to rest up. She told her listeners that she would like to have an "honor roll" of names of all persons who have listened to her only Friday nights and her program. Mary McBride has listened to the New York, Tues. on NBC of Time Co., vice president of CBS Radio, has written that she might leave for a summer's vacation after her May 15 broadcast, but that she might be back in the fall—she'd like to do a half-hour simulcast, she said.

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TEN MANUFACTURERS READYING ASSEMBLY LINES FOR COLOR TV

RCA to begin production of 15-inch color consoles in 10 days. Philco, DuMont, CBS-Columbia and Packard-Bell have no current plans for the output of color tv receivers.

ALTHOUGH only one manufacturer has a color tv receiver on the market (Westinghouse, with a 15-inch console at $1,295); [B&T, March 8], the varying production lines for color tv output in coming months:

RCA plans to begin production of 15-inch color consoles in 10 days, with some sets becoming available to dealers in April (see separate story on page 99). Raytheon promises to have a few sets out by April 1. GE plans to put its set on the market by mid-June. Admiral looks to the latter part of 1954. Zenith will send out about 100 to distributors. Hallicrafters will have a color receiver for the public later this year. Motorola will have a color set on the market the last half of this year. Crosley will put a model out this fall. Kaye-Halbert may have a color set out late this fall. Emerson is due to release details of its rental plan [B&T, March 8] this week.

Significantly, some manufacturers report they have no current plans for color receivers. Among them are: Bendix, DuMont, CBS-Columbia and Packard-Bell.

Key to the passive pace of color receiver production apparently is color tube production. Asked for production estimates, most manufactur-

ers say it is dependent on color tube output. Big question in some minds is whether the first mass production quantities of color receivers will be 15-inch, or models or will use the newly developed 19-inch tube.

The following reports are based on a B&T survey of major television set makers:

To Dealers in April

RCA expects to have color sets on the production line before the end of March and in their dealers' showrooms during April. They will be shipped with 15-inch color picture tubes. The retail price has tentatively been set at $1,000. No estimate of RCA's 1954 production of color sets forthcoming, but the company supports its earlier estimate of 70,000 as the figure it will produce and that it has increased its manufacturing capacity to 100,000.

A spokesman for Admiral Corp. said his firm will turn out some color sets the last part of 1954, but declined to say how many. Last year, Admiral indicated it planned to produce perhaps 30,000 receivers. Estimated price was $1,175 for sets with 15-inch tubes. Admiral has had a few pilot sets on the production line. A Philco spokesman said the company has no plans at the present time for the introduction of color television tubes. Some Philco color demonstration sets were shipped to distributors, but these have been returned to the factory, he advised.

General Electric Co. expects to have color sets on the market in "limited quantities" by the end of June, in "greater quantities" in the third quarter of the year. Prices will be $1,000 or more for console model receivers with a 15-inch picture tube and $1,500 for sets with 19-inch picture tubes.

Motorola Inc. has been turning out pilot models in the hundreds, and expects to offer some industrywide figure of 50,000 sets in 1954. Early price estimate was $1,150 for the conventional 15-inch tube but initial production will be predominantly in the 19-inch tube con-

structed for consumer use.

Paul V. Galvin, Motorola president, predicted last week that the industry will sell about 100,000 color receivers this year and 5.5 million tv sets overall. The color set figures represent a downward revision from predictions some two months ago, he noted, adding that color tv will be significant saleswise in 1955.

Emerson Will Rent

Emerson Radio & Phonograph Co. will announce this week details of its plan to rent, rather than sell color sets to the public [B&T, March 8]. Emerson color sets will be console models with 16-inch picture tubes. Company spokes-

men declined to estimate Emerson output and cited industrywide figure of 50,000 sets in 1954 predicted by Benjamin Abrams, Emerson presi-

dent, at the time of FCC approval of the compatible color system.

Allen B. DuMont Labs does not plan to manufacture color receivers for sale to the public under its own name, and sets can be priced at commercially practicable figures. Repeating that statement, first made in January at the Chicago Furniture Show, W. H. Kelley, DuMont vice president in charge of marketing, made a letter to distributors: "We are working day and night to perfect that color receiver with a screen size and price tag that will be applauded by the buying public — by you.

Zenith Radio Corp. has "pegged" about 100 sets for distribution, which it announced some weeks ago, and Comdr. E. F. McDonald Jr., Zenith president, has indicated that his or-

ganization will turn out color sets in some quantities, before the end of the year, but not as compli-

cated and complex as at present and when it can be offered at a reasonable price. Zenith's tube subsidiary, Rauland, has produced 19-inch tubes, it was explained.

Crosley announced last week that it will introduce a 17-inch color receiver this fall. It declined to state what the price will be. Set will contain the Lawrence Chromatron, de-

veloped by Chromatic Television Labs.

Hallicrafters Co. hopes to turn out some color units later this year, but right now is awaiting "perfection" of the 19-inch picture tube, it was explained. Initial production will be in consoles, but no estimate was made on number of sets it expects to turn out. Reference was made to developmental work on both the RCA and Lawrence tubes. Price will be about $1,000, a spokesman said.

Hallicrafters shipped 20 pilot models to its distributors for the New Year's Day Tournament of Roses telecast.

As a "vertical" manufacturer capable of making its own tubes and receivers as well, Raytheon Mfg. Co. plans to have a "few sets" in the hands of dealers by April 1. It already has shipped some quantities to dealers.

Total 1954 output will depend on "techno-

logical and marketing development," it was explained. Raytheon will turn out a "minimum" of the 15-inch variety, and step up its size to 19 inches, all in the console size. The price will be in the "neighborhood of $1,000," a Raytheon spokesman said.

CBS-Columbia has no immediate plans for putting color sets on sale to the general public. Company is now using 15-inch tube color re-

ceivers in its training course for servicemen in color tv and is also giving them engineering field tests, with a limited number of these sets available to distributors for showing to dealers. Company spokesmen declined to com-

ment on size of viewing tube and price of color set. A forthcoming model was tentatively offered for sale by CBS-Columbia.

Hoffman Radio Corp., will have its "color-
caster" console color set tv on the market within sixty days, but instead of consigning a certain number of sets to dealers will take orders for immediate delivery. Price is set at approximately $1,200. While eventual size and availability of picture tubes cannot be predicted, General Sales Manager Walter S. Stickle said his firm has on hand a 145-inch tube which yields a 125-inch picture after masking. In color tv set production since last October and with color tv sets in most major cities since January, production this year will be determined by allotment of color picture tubes in marketable sizes and acceptance of selling price by public, accord-

ing to Mr. Stickle.

Packard Awaits Market

Packard Bell Co. reports it will go into color tv set production when market is ready. Firm maintains a completely integrated radio tv chassis and cabinet construction and assembly plant under a single roof and, according to Executive Vice President Robert S. Bell, predicted it will be late 1955 before there will be a mass market for any color tv sets. Al-

most certain Packard Bell will use a console model, he estimated, in the $990 to $100 range.

Kaye Halbert Corp. is concentrating all efforts in turning out the first all-printed circuit black-and-white tv set on the market by June 1, according to Advertising Manager Jack Brem-

cle. Kaye Halbert is concentrating on color tv set production by late fall and while anticipating a 21-inch tube, he pointed out this of course depends upon the tube manufacturers.

U. A. Sanabria, president of American Tele-

vision Inc., said his firm does not plan on color set production for consumer use and felt "3-D" will be here before color tv (see separate story on page 99).

Larger Color Tubes

GENERAL ELECTRIC reportedly is ready to lay off 20 to 150 production workers at its color tv tube plant in Syracuse within the next fortnight to permit production sched-

ule changes looking toward manufacture of tubes larger than 15 inches.

Mintz to CBS Board

SEYMOUR MINTZ, newly-elected president of CBS-Columbia, tv and radio set-building di-

vision of CBS [B&T, March 1], has been elected a member of the board of directors and a vice president of the parent corporation, William S. Paley, CBS board chairman, announced Thursday following a meeting of the board.

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BROADCASTING • TELECASTING
Muntz Tv Hearing Continued to April

HEARING on a contempt citation stemming from bankruptcy proceedings which involved Muntz Tv Inc. and two subsidiaries has been continued to April 9 by the Chicago Federal District Court.

A petition, filed on behalf of Muntz Tv, asked the court to empower trustees named by Judge Win G. Knoch to file a $10 million damage suit against I. Harvey Levinson, an attorney; U. A. Sanabria, president of American Television Inc., represented by Mr. Levinson, and Raymond Olson, former chief engineer for Muntz. It seeks a contempt of court ruling against the three principals.

Mr. Levinson had charged corporate irregularities and mismanagement by officers of Muntz Tv and two subsidiaries, Tele-Vogue Inc. and Muntz Industries Inc. Mr. Sanabria holds 220 and Mr. Olson 100 shares of Muntz Tv stock, according to the attorney.

The Muntz petition asked the new trustees in bankruptcy to start court action. It alleged that Mr. Levinson and other parties had made false and fraudulent charges tending to undermine reorganization of the Muntz companies. The firm was placed in reorganization March 3, one day after a Chicago Advertising agency, Michael Shore, and two suppliers filed bankruptcy charges against Muntz Tv and its subsidiaries. They claimed unpaid bills of $476,000, liabilities of $13 million as against $3 million in assets, and also contingent liabilities of $10,000.

Mr. Muntz expressed surprise at bankruptcy action, but acknowledged substantial losses since March 1953, which he attributed largely to repossessions of Muntz tv sets. Mr. Levinson had claimed a Muntz tv service policy had been depleted by poor management.

Judge Knoch has set a July 30 deadline on the proposed plan of reorganization by shareholders and creditors, and trustees were instructed to file by Aug. 30. A hearing on the proposals was set for Sept. 15.

Argento Sees Color Tv in Mass Market Before 1956

As with other phases of electronics, developmental work on tubes will determine the gait of color television toward a mass market, according to Henry F. Argento, vice president and general manager of Raytheon Mfg. Co.'s radio-television.

At the same time, he predicted that television will reach the "multiple use" stage of radio when color arrives, with a "color receiver probably in the living room and two or three black-and-white sets in other rooms of every home." But colorcasting will not begin to hit the mass market before 1956, he prophesied. And black and white has yet to reach maximum production.

Mr. Argento addressed a luncheon session of the Broadcast Executives Club of Chicago, speaking on "Where Are We In Color Television?"

Tracing the development of radar and monochrome tv, Mr. Argento noted that tubes have always been the prime key in electronics. He pointed out that the industry enjoyed a new January sales record this year after slumping sales last fall, and felt that public confusion over color claims had lessened.

Mr. Argento said that manufacturers are working "frantically" to turn out tubes and that a 19-inch tube (with 15-inch surface) probably will be out by summer. He guessed that 1954 output would be between 75,000 and 100,000 color models, and that by the second or third quarter of 1955, some manufacturer will "come up with the right answer to the tube problem." Then he said, a transition period will follow allowing for work on the tubes in the factory.

MM&M Predicts Limited Use Of Tv Tape in Near Future

ONLY limited commercial use is expected within the next year or two by Minnesota Mining & Mfg. Co., St. Paul, for tv tapes it is producing for color or monochrome pictures, company executives said last week.

In a report to stockholders, William L. McKnight, board chairman, and Herbert P. Buetow, president said the tv tape, as demonstrated recently by RCA, offers eventual "sizable" markets but is not an important sales factor this year.

These observations accompanied MM&M's annual report, released Tuesday, which reported record sales of $219,916,383 in 1953, a 19% increase over the previous year. The manufacturer of sound recording tapes and other products reported $49,177,771 in profits before taxes for the year ending Dec. 31; net income of $17,977,771 (second highest in the company's 51-year history), and net earnings of $2.14 per common share.

Demand for MM&M products in the early part of 1954 has continued at "approximately the same high level as at this time a year ago," according to Messrs. McKnight and Buetow.

In the Palm of Your Hand!

Let WINDY, the bright spirit of TV in Central Kansas, show you how to put the big Central Kansas market right in the PALM OF YOUR HAND! Let one station—KTVH—demonstrate your product before the big TV audience in Wichita and Hutchinson, plus 14 other important communities. Reach for your share of this rich market by contacting a KTVH business office in Wichita or Hutchinson. Studios in Hutchinson; Howard O. Peterson, General Manager.

KTVH
HUTCHINSON—WICHITA

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-8 TELEVISION, INC.
COVERS CENTRAL KANSAS

March 15, 1954 • Page 101
Philco Corp. Sales $430 Million in '53

PHILCO Corp. sales were a record $430,420,000 last year, an increase of $63,456,000, or 17% over 1952, William Balderston, president, and James T. Buckley, board chairman, said in an annual report last week.

The report said all major divisions shared in the gain.

Total 1953 net earnings were $18,351,000, or $4.86 per common share after taxes, compared with $11,151,000 or $3.15 per share on fewer shares in 1952.

Net income from operations was $13,068,000, or $3.43 per share of common stock outstanding on Dec. 31 after payment of a special year-end 5% stock dividend, the Philco officials said.

In addition non-recurring net income from sale of WPTZ (TV) Philadelphia amounted to $5,-283,000 or $1.43 a common share after taxes.

Capital expenditures in 1953 were $7,446,000.

The report noted that a new Philco television plant went into production early in 1953 in Philadelphia, and a plant for production of refrigerators and home freezers is nearing completion at Connersville, Ind. Philco is completing a plant at Toronto, Ont., for manufacture of radios, tv receivers and electronic equipment.

Maj. Armstrong's Widow Named Sole Beneficiary

WILL of Edwin H. Armstrong, noted inventor of fm and other broadcast developments, who died early last month [BT, Feb. 8], admitted for probate March 5, leaves his full estate to his widow, Esther Marion Armstrong. Mrs. Armstrong was also appointed as sole executrix of the estate, according to Dana M. Raymond of Cravath, Swaine & Moore, Maj. Armstrong's attorneys. The will, executed April 28, 1942, does not specify the amount of the estate, which Mr. Raymond said has not yet been determined.

The varied interests of the inventor are making the evaluation of his estate a more than normally difficult task, he said.

One asset of the estate which the legal firm is now trying to dispose of is the pioneer experimental fm station at Alpine, N. J., on which it is estimated Maj. Armstrong spent well over $1 million since 1938. Station, originally W2XMN and recently operating as KE2XCC, suspended operations at 9 p.m. March 6, its final broadcast a half-hour program of memorial to its founder.

Feelers have been put out to try to locate some individual or organization that might take over the transmitter and tower atop the Palisades, Mr. Raymond said. He remarked that Columbia U., which Maj. Armstrong had served as professor of electrical engineering, might acquire the property.

RCA Color Gear Prices

COLOR equipment prices for RCA gear, announced in that company's catalog published a fortnight ago, are as follows and not as published in BT March 8:

- Color network operating equipment, $9,445; color test equipment, $9,838.80; color bar test pattern and common equipment for local origination, $11,584; color slide camera chain, $2,717.80; color film camera chain, $1,727.80; color live camera chain, $67,123.90.

Prices are essentially reduced from those announced last year when RCA offered to supply custom built equipment to those eager to get ready for the advent of colorcasting.
KFOR Lincoln, Neb., marked completion of its 30th year on the air March 3. The station began with 100 w on 1330 kc in 1924, now broadcasts with 250 w on 1240 kc.

BERT ARNOLD, vice president-manager of KABQ Albuquerque, was honored at a birthday banquet given by that station's executives and staff members, and presented with a Radio Pioneers Club pin commemorating his 29 years in radio.

CARL E. GEORGE (r), general manager of WGAR Cleveland, is congratulated by Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., on his 20th anniversary with the station. WGAR recently was acquired by Peoples Broadcasting.

RALPH PAINTER, transmitter supervisor for WBTV (TV) Charlotte, N. C., has completed 25 years service with that station.

KOTN Pine Bluff, Ark., celebrated its 20th anniversary of broadcasting March 12.

JOHNNY LEE WILLS, western bandleader on KVOO Tulsa, celebrated 20 years of broadcasting last month with an anniversary party for his listening audience.

JOE BIER, conductor of the Town and Country Gentleman program on WOR New York, will celebrate his 16th consecutive year as WOR farm editor on March 15. The program is said to be the oldest farm show on radio.

SIXTEENTH consecutive year's sponsorship of broadcasts on WGIL Galesburg, Ill., by Galesburg Order Buyers (hog buyers), occasions this cake presented by station General Manager Robert W. Frudiger (r) to Leonard Woods, president of the sponsoring firm. The buyers organization presents four market news programs daily.

You Might Call it a "Gravy Train"

Was reading the other day about a Maharaja in India who has a miniature electric train all made of silver. Now, maybe that's not unusual for a prince, but this fellow had it running around on an enormous dining table in the royal palace.

The twelve cars on the train are loaded with different kinds of fruits, nuts, and beverages. And the train stops automatically in front of each plate so the person sitting there can choose what he wants.

From where I sit, the Maharaja is really going to extremes to impress his guests. Around this part of the world, hospitality certainly doesn't need all those fancy trimmings.

You don't have to spend a lot of money or go to a lot of work when some of your neighbors drop in. Just offer them what you have—coffee, tea, a temperate glass of beer—and let them make their own choice. They'll feel they're gettin', a royal welcome!
SELL MORE IN THE SOUTH'S No. 1 State!

You Hook a BIG Market With - 

AUTOMOTIVE SALES of $116,806,000* in WINSTON-SALEM'S WSJS 15-COUNTY MARKET

*Sales Management
1953 Survey of Buying Power

The Current Pulse Report shows WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

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MILESTONES

U. S. SEN. Matthew M. Neely, from whose initials WMMN Fairmont, W. Va., got its call letters, cuts the cake on the station's 25th anniversary. At ceremony (l to r): C. E. Smith, editor, Fairmont Times; the Senator; Frank Lee, assistant station manager; James H. Hanway, Fairmont mayor, and A. G. Ferrise, station manager. WMMN is owned by Peoples Broadcasting Corp.

- KFRO Longview, Tex., and its President James Curtis were given editorial congratulations by the Longview Sunday News Journal in recognition of 19 years of service, "in which they have added much to the stature of our city and the pleasure of residing in it."

- WMTR Morristown, N. J., celebrated its fifth anniversary on the air with a party for more than 1,000 children in the station's listening area. Though WMTR went on the air Dec. 12, 1948, it was decided to delay festivities until the holiday rush had ended. The party, which was held in Morristown's community theatre, was said to have cost less than $500 because of the cooperation of the station's sponsors.

- MBS Man on the Farm has celebrated its 16th anniversary, making it the oldest continuously sponsored radio program for the same client in the country, according to Mutual in Chicago. Show is transcribed and sponsored

TWENTY-FIVE-YEAR Westinghouse pins are presented to three WBZ-TV Boston employees by E. C. Swartley (l), general manager, to (l to r) Ellis Crossman, engineer; W. H. Hauser, assistant manager who joined Mr. Swartley in making the presentations; John Moses, engineer, and Robert Duffield, traffic and film manager.

SOUTHEAST Gates • ATLANTA

1133 SPRING ST., N. W.
TELEPHONE - ELGIN 0369

— FOR ALL BROADCAST EQUIPMENT NEEDS —
TWENTY-THIRD consecutive year of sponsorship for the Frederick and Nelson concert hour on KAYO Seattle is contracted by William S. Street (r), president of the Marshall Field-affiliated department store, with Robert E. Pollock (l), station general manager, and Tom Robin, program's announcer. The hour-long show is aired seven days a week.

by Quaker Oats Co. with Chuck Acree as m.c. Network also claims the show is one of the five oldest coast-to-coast radio programs on the air today.

LESTER H. BOWMAN, director of technical operations, CBS-AM-TV Hollywood, has begun his 25th year with the network. Mr. Bowman joined CBS in 1929 and assumed his present position in 1949.

WCHS Charleston, W. Va., has received Esso Standard Oil Co.'s 15-year public service award for carrying Your Esso Reporter.

R. SANFORD GUYER, partner-general manager of WMOA Marietta, Ohio, begins his 31st year in radio Saturday.

CONGRATULATIONS go to Paul R. Mangus (r) upon completion of 30 years of uninterrupted service with the engineering staff of WSBT-AM-TV South Bend, Ind., from Neal B. Welch, general manager of the South Bend Tribune stations.

ALTEC LANSING PRESENTS THE NEW 670 CARDIOID MICROPHONE

The 670 microphone is the answer to an increasing demand for a cardioid microphone that will deliver highest quality performance at moderate cost; a microphone that is small, rugged, and light in weight. Similar in appearance and performance to the famous Altec Lansing 639 and about one half the size, the 670 is ideal for sound systems and for radio and television broadcasting. It consists of a ribbon type velocity element coupled to an acoustical network and enclosed in an attractive lightweight plastic housing. The 670 is sturdy, easy to adjust and has a true cardioid pickup pattern, minimizing feedback and audience and background noises.

An outstanding feature of the Altec Lansing 670 is the adjustment shutter which allows positive and automatic selection of the desired directivity pattern. Setting the shutter at three different marked points will provide cardioid, figure eight or omnidirectional patterns. Settings between these points establish variations of the three basic patterns. This permits the continual shifting of the null point of the microphone over a 90 degree angle, thus effectively tuning out sources of undesirable noise.

Whatever your needs in the field of sound, it pays to remember that Altec Lansing offers the finest.

A SOUND REPUTATION SECOND TO NONE

ALTEC LANSING CORPORATI0N

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

March 15, 1954 • Page 105
**AWARDS**

**CBS’ Robinson Cites Television’s Growth**

HUBBELL ROBINSON, vice president in charge of programming for CBS, expressed confidence in the future of television at the first regional tv awards dinner sponsored by Television Assn. of Philadelphia and Tv Guide March 2 in Philadelphia.

Mr. Robinson noted the challenge facing the tv networks and said the medium has grown so rapidly that the top 10 shows are seen by 30 to 40 million people. He quoted Thomas Jefferson in these words: “It is part of the American character to consider nothing impossible. We are equal to anything we undertake.”

The CBS executive said that “advertising does not have to be charming to be effective.” Approximately 400 guests representing television stations, advertising agencies, and allied business firms attended the dinner. Among network stars who entertained were Morey Amsterdam, Art Carney, Denise Lor, Ken Carson, Kathy Godfrey, Fran Gregory, Shirley Harmer, Vicki Mills, Bambi Linn, Rod Alexander and JoJo Gray.

Awards based on a poll of more than 14,000 Tv Guide readers were presented to 14 performers and programs voted most popular in the Philadelphia area, and special citations went to two local stations for outstanding achievements during 1953. The presentations were made by Dr. Robert L. Johnson, president of Temple U., who was assisted by Roxanne of the Beat the Clock show.

The award winners were:

- Children’s Program: Junior Hi-Jinx, Wills The Worm, WCAU-TV; Women’s Show: Let Skinner Do It, George Skinner, WPTZ (TV); Sports Show: Sports Final, Jack Whittaker, WCAU-TV; Early Morning Show: Mr. & Mrs. The Cranes, WCAU-TV; Educational Program: Operation Blackboard, WPTZ; Weather Show: Phil Sheridan, WCAU-TV; Music Show: Bandstand, Bob Horn, WFRIL-TV; Quiz Show: Cinderella Weekend, Alan Scott, WCAU-TV; Interview and Comment Show: Skinner’s Spotlight, WPTZ; Commercial Advertisement: Shelly Gross, WPTZ; Network Show Originating in Philadelphia: Big Top, WCAU-TV; Favorite WDEL-TV Show: Jack’s Juke Box, Favorite WAGL-TV Show: Borst’s Command; Special Citations: Big Ideas, Donn Bennett, WCAU-TV, and Great Music, Guy Mariner, WPTZ.

GOLDEN SLIPPER Square Club’s 1954 humanitarian award goes to RCA Board Chairman Brig. Gen. David Sarnoff (r) from William H. Sylk, president of WPEN Philadelphia and vice president of the Philadelphia club [8PT, March 8]. Gen. Sarnoff turned over an accompanying $1,000 check to the club’s children’s camp fund.

NAFBAT Honors ‘Hallmark’

FIRST annual Lee de Forest Award of the National Assn. for Better Radio and Television was presented last week to Joyce C. Hill, president of Hallmark Cards Inc., sponsor of Hallmark Hall of Fame on NBC-TV and CBS Radio. Award is given for what is adjudged most consistent programming in the public interest. “What you have accomplished demonstrates that free commercial enterprise can work hand-in-hand with our best American ideals for education and information,” Dr. de Forest, pioneer radio inventor, said in presenting the award to Mr. Hall in Los Angeles last Tuesday.
PEOPLE

Advertisers

S. Carl Mark, formerly director of radio and tv, Al Paul Lufton Inc., N. Y., and formerly owner-general manager, WTMN Trenton, appointed president, Lit Brothers-Trenton, department store, that city.

Charles T. Fisher Jr., member of board, American Broadcasting-Paramount Theaters, and former RFC director, elected to board, General Motors Corp.

James Scheller, advertising manager, Armour Labs, appointed vice president for sales and advertising at Barry Labs, Detroit.

Albert J. Maleske, advertising department, Libby, McNell & Libby, appointed sales promotion manager.

Franklin Bell, advertising and public relations director, H. J. Heinz Co., placed in charge of those functions for Heinz' four companies handling international business.

William J. Hamilton, sales manager, American Coating Mills Div., Robert Gair Co., appointed manager of brewery sales, folding carton division.

Harry G. Kobel, advertising brand man, Colgate-Palmolive Co. on Halo, Palmolive Soap, and other products, has resigned. His future plans were not announced.

Agencies


Rowland Laughlin, vice president, George H. Hartman Co., Chicago, elected to board of directors.

Jean Wade Rindlaub, first and thus far only woman vice president, BBDO, N. Y., a d “Advertising Woman of the Year” in 1951, elected agency’s first woman director.

Kenneth Hill, account executive supervisor, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected a vice president.

Maurice Lesemann, copy supervisor, Fоote, Cone & Belding Inc., L. A., elected vice president. Leo B. Pambrun, account executive, Young & Rubicam Inc., to FCB, L. A., in same capacity, and Charles S. Melvin, on active duty with office of Naval Intelligence for past 3½ years, returns to FCB as director of market research.


Richard T. Hawkins appointed manager, Windsor office, same agency.


Herbert S. Hauser, creative director, and David E. Dieker, account executive, Monroe Green.

NBC SPOT SALES National Director Thomas B. McFadden (c) congratulates Spot Sales executives William N. Davidson (r), newly appointed assistant general manager of NBC’s O&O WTMN-WNBN (TV) Cleveland, and Ted Walworth, new sales manager of WNBN.

MRS. RINDLAUB

MRS. RINDLAUB

TV-AM-FM QUINCY, ILLINOIS
Newspaper affiliate
The Quincy Herald Whig

*wgEM tri-state market
To make your sales sparkle in this tri-state area, use this GEM of an outlet... WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The WGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

50,200 watts
VHF
ABC NBC Networks

March 15, 1954
CBS Features Sarnoff

MACY may not tell Gimbel's but NBC does tell CBS. Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, was to be a featured guest last Friday on CBS-TV's *Person to Person* program (Fri., 10:30-11 p.m. EST) and receive Edward R. Murrow in his New York home for a discussion on the electronics industry. The series is sponsored by American Oil Co., through The Joseph Katz Co. in the East, and by Hamm Brewing Co. through Campbell-Mithun Inc. in the Midwest.

Director, NBC-TV Washington, to Courtland D. Ferguson Inc., Washington office.


Joseph A. Bond, 51, public relations director, Campbell Ewald Co., N. Y., died in Yonkers, N. Y., March 6.

Stations

Frank N. Jones and Ray Reisinger, account executives, WBNS-TV Columbus, Ohio, promoted to local sales manager and assistant merchandising manager, respectively. Robert Mart, formerly with Ohio State Journal to WBNS-TV, as account executive.

Henry A. Soule, formerly with Snowdrift Sales Co., named account executive, radio time sales dept., WNOE New Orleans; Jack Murray, WIBC Indianapolis, to sales staff, WNOE.

Emerson Kimble promoted to station manager, WSPD Toledo, responsible for all radio operations, and William Ashworth named WSPD-TV national sales manager, in addition to present duties of merchandising director.

Melvin E. Lucas, formerly with KMOD Modesto, Calif., to KCCC-TV Sacramento, as account executive.

Ray Marsh, account executive, WCOL Columbus, Ohio, promoted to acting manager, succeeding Charles Reeder, who returns to WING Dayton as acting manager.

Robert Forward, program director, KABC-TV Hollywood, named executive assistant to general manager, Frank King. He also assumes duties as business manager, succeeding Charles Black, resigned. Hunt Stromberg Jr., writer-producer, ABC-TV Hollywood, to KABC-TV as executive producer, plus duties as program director.

Lee M. Smith, publicity director, West-Marquis Inc., L. A., to educational KTHE (TV) Los Angeles, as publicity and public relations director.

Bob Stephens, production manager, KFYO Lubbock, Tex., named assistant farm director, that station.

Leon Drew, executive director, Geiger Theater Workshop, Hollywood, to KXNT (TV) that city, as production manager.

Wright Esser, formerly of KONA Honolulu and ABC Hollywood, to KGBM-TV Honolulu, as production manager.

Winston Jolly, traffic manager and supervisor of announcers, WGN Chicago, appointed assistant program director; Bob Irving, assistant traffic manager, named traffic manager, and Margot Schernerborn named director of newly-created mail order department, same station.

Frederick Greene, sales promotion and merchandising dept., Amos Parrish Adv., N. Y., named advertising and sales promotion manager, WBZ-WBZA Boston-Springfield, succeeding C. Lud Richards, named to newly-created post of sales service manager.

H. D. Cory named sales manager, KAAA Red Wing, Minn.; James Bailey promoted to commercial manager, and Everett Bolin named sales representative, same station.

Dorothy Cotton, fashion advertising specialist, Schleimer Co., Baltimore, and formerly radio and tv fashion consultant and actress, appointed director of women's programs, WHEC-AM-TV Rochester, N. Y. John MacDonald, assistant sports announcer, CKOY Ottawa, to WHEC announcing staff.

Joe Klarke returns to WATH Athens, Ohio, as program director.

Bob Swartz, staff announcer, KHQ Spokane, named program director.

Francis Coleman, producer, CBPT (TV) Montreal, named program director, CBMT (TV) same city.

Jack Simonsen, film technician, CBIR (TV) Toronto, named technical director, CBHT (TV) Halifax, which is due on air this fall.

Baily Hobgood, continuity writer, WFMY-TV Greensboro, N. C., to WBT Charlotte, N. C., as assistant program director, effective April 1.

Richard Hildreth appointed news director, WRNY-AM-FM Rochester, N. Y.

Reid Collins, news staff, KWKH Shreveport, La., named new director, and Bob Cameron, recently discharged from U. S. Marines, returns to KWKH as editor with news bureau.

Jane-Ann Dickman, WPTP Albany, N. Y., to WTRI (TV) Schenectady, as continuity director and women's editor.

John W. Watts, WIS Columbia, S. C., named assistant program director.
FIRST annual stockholders meeting of KOA-AM-TV Denver includes (l to r); seated—Bob Hope, John Sullivan, William Grant, Mayor Quigg Newton of Denver city and county; standing—Don Searle, James L. Saphier, Ralph Rudetsky, Myron Emrich, George Berger (rear), Herbert G. Andrews (of Hendrie & Balthoff Co., KOA's Denver attorneys); David Touff, Robert Kohn, Walter Simon, Norman Tyre, Morrison Shafroth, Henry Toll, Hugh Catherwood, William J. Ahern, Arnold B. Gurtler Jr. and Richard M. Davis.

Mr. Rucker
Mr. Covington

Mel Mains, news director of defunct KCTY (TV) Kansas City, to news dept., WDAM-AM-TV same city.

Jacqueline Wells, announcer-d.j., WCAO Baltimore, to WWDC Washington, in same capacity.

Charles A. Davis to announcing staff, KOTV (TV) Tulsa, Okla.

Bill Huddy, disc m.c., KIST Santa Barbara, Calif., to KEYT (TV) same city.

Earle C. Anthony, president and general manager, KFI Los Angeles, and California automobile distributor, honored with civic dinner “in recognition of his 50 years of continuous service and achievement in California industry.”

Rolland V. Tookes, general manager, WPWZ Philadelphia, elected to board of directors.

Ed Dinsmore
Sally Work
Mike Mearian
Steve Buehlman

BUFFALO EVENING NEWS STATION

March 15, 1954 • Page 109
Col. Long of WSAZ—From Tintypes to Color TV

WE take things for granted today. Few people stop and wonder at the advances of science that have brought radio, television and now color television into the home.

But, in Huntington, W. Va., there is one man to whom the giant leaps of communications will never cease to be a wonder. He is one-time printer's devil Col. J. H. Long, 91-year-old patriarch of the Huntington Herald-Dispatch and Advertiser, owner of WSAZ Inc.

When WSAZ-TV broadcast the first color tv (NBC's Bride and Groom) to its West Virginia, Ohio, Kentucky, Tennessee and Virginia viewers on March 5, Col. Long was among those at the station watching the color monitor.

"Now the entire public must see it," he said. And he must have recalled in his long career in the communications field which has spanned modern day America—from the Civil War to today—the early newspaper hand-drawn illustrations, the tintypes, photography, ever improving in quality and in speed of transmission, color photography, television and now color tv.

WSAZ-TV, on vhf ch. 3, began Nov. 15, 1949. It uses its own microwave relay system from Cincinnati to bring network programs to its area. WSAZ-AM, on 930 kc, with 5 kw day, 1 kw night, was established in 1923.

Col. Long's birthday in May will carry him through the richest period in American civilization. The Battle of Gettysburg was fought within earshot of his birthplace at Jonesstown, Pa., when he was six weeks old. He grew up in conversations about the excellence of Brady's tintypes and the progress of the telegraph in handling messages of war.

In the early 1880's, as a typographer with a Wheeling newspaper, he struggled to impress his superiors with the potential of linotype. Later, with a partner in business and in debt for a linotype machine, he pounced on a late-breaking story of a shooting involving a prominent Wheeling couple, had his newspaper on the streets with details...
ATTENDING a recent sales executive meeting of Jefferson Standard Broadcasting Co., Charlotte, are (l to r) Allen Wannamaker, manager, WBIG Greensboro, N. C.; Fred Palmer, radio consultant on management and operations from Columbus, Ohio, and Charles H. Crutchfield, executive vice president of the broadcasting company and general manager of WBT-WBTV (TV) Charlotte.

firm's proposed expansion of TV and theatrical film production.

M. Dean Bafford, formerly promotion and publicity director, WKNB-TV, Hartford, Conn. appointed national sales manager, CTV Films Inc., New Britain.

Nick Musarraca, Hollywood cinematographer, to Gross-Krause Inc., that city, for six half-hour films in Lone Wolf TV series, now in production.

Kathleen Keenan to TV film distribution service, S. W. Caldwell Ltd., Toronto.

S. I. Neiman, head of Public Relations Affiliates and president of International Sight & Sound Exposition Inc., both Chicago, acquires interest in Oree H. Smith Co., electronics manufacturers' representative.

Antony Wright, vice president in charge of commercial products div., Caphart-Farnsworth Co., Fort Wayne, Ind., has resigned. William J. Curtis, traffic manager, Admiral Corp., appointed traffic director, newly-created position.

H. A. Browe, Motorola Inc., Chicago, named midwest district sales manager, radio and TV div., Sylvania Electric Products Inc., succeeding Tom Ryan, appointed to newly-created post of regional sales manager.

Eugene C. White, industrial specialist, General Electric tube dept., Syracuse, N. Y., appointed product manager for GE Industrial and transmitting tubes.

V.M. Lucas appointed manager of marketing, GE heavy military electronic equipment dept., Syracuse, N. Y.

Thomas L. Taggart, comptroller, elected treasurer of Ampex Corp., Redwood City, Calif., and continues as executive vice president and general manager of the Ampex Loud Speaker Corp. in North Hollywood. James E. Brown, chief accountant and budget director, takes over comptroller duties.

Robert Paulson; formerly associated with Tele Q Corp., and Special Effects & Equipment Inc., N. Y., to district office of Ampex Corp., in that city, as manager of audio sales.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., awarded a DC-68 trophy by Western Air Lines personnel in recognition of his "outstanding contribution in industry and aviation in the West."

William C. Lynch, formerly special accounts representative, Remington Rand, to sales staff, Henry Lavin Assoc., Meriden, Conn., manufacturers' representative.

Representatives
Paul Sanford, formerly WQXI Atlanta, to Doraclayton Agency, that city, as account executive.


Bill Stockel, formerly with All-Canada Radio Facilities Ltd., Toronto, to sales staff, All-Canada Television, same city.

Harold S. Falter, general manager, WBCO Bessmer, Ala., to Forjoe & Co., at manager of Dallas office.

David Mehlin, account executive, KGO-TV San Francisco, appointed assistant to Pacific Coast manager, Avery-Knodel, S. F., radio and TV

Swayze's Quiz Game
A NEWS-QUIZ game called "Swayze," devised by NBCnewscaster John Cameron Swayze, was introduced last week at the American Toy Fair in New York. The game, which will be manufactured and marketed by the Milton Bradley Co., Springfield, Mass., is played on a 21/4 foot map-of-the-world board with clocks indicating international time zones, and includes a news almanac listing 500 major news events, a spinner news clock, two geographical locaters and a question counter. Retail price of "Swayze" will be $3.

Trade Associations
Paul F. Clark, president, John Hancock Mutual Life Insurance Co., Boston, appointed honorary chairman of 50th annual convention of Advertising Federation of America by the host club, the Advertising Club of Boston. Convention will be held June 20-23 in Boston.

Sally Smalley, recreation chairman, Federation of Community Coordinating Councils of Los Angeles County, to public service staff, Southern California Broadcasters Assn.

Violet Hale, fashion editor, WFIL-TV Philadelphia, elected president, Philadelphia branch, American Women in Radio & TV.

Program Services
Lee Savia, general manager and secretary-treasurer, United Television Programs Inc., Hollywood, elected executive vice president and board secretary. Irving Gale named manager.

Robert G. Bach, formerly in charge of tv sales and advertising, Federal Telecommunication Labs, Lodi, N. J., to Fairchild Recording Equipment Co., Whitestone, L. I., as assistant sales and advertising manager.

Herbert Gold, talent agent, MCA Beverly Hills, to Louis Shurr Agency, that city, to handle tv and motion picture situations.


William Kendall Clarke, freelance writer, appointed script editor for Kagran properties, Martin Stone, president of Kagran Corp., N. Y., announced. Kagran Corp. produces Howdy Doody, Johnny Jupiter and Author Meets the Critics, among others.


Adaline Hanson, publicity, KTLA (TV) Hollywood, to Larry Finley Productions, program packagers, same city, in charge of production.

Professional Services

Leonard Hoffman, former Saturday Review writer, to Arthur P. Jacobs, Beverly Hills public relations firm, as magazine liaison.

FOR THE RECORD

FCC Opinion and Order on Renewal Trinity Bscst. C and Petitions Yankees, Dodgers, Cardinals

(B+T, March 8)

In re application of Trinity Broadcasting Corporation (KELP) El Paso, Texas, for Renewal of License

MEMORANDUM OPINION AND ORDER

By the Commission: Commissioner Hennock not participating.

The Commission has before it for consideration the above entitled application of Trinity Broadcasting Corporation for renewal of license of Station KELP, El Paso, Texas, and petitions filed by the Brooklyn National League Baseball Club, Inc., and St. Louis National Baseball Club. There is in the record a request that an order be issued directing Trinity Broadcasting Corporation to show cause why a cease and desist order should not be issued ordering discontinuance of alleged unauthorized broadcasts of baseball games in which the teams of petitioners participate, or to show cause why the license should not be issued pending or revoking the license of Station KELP.

1. The matters here in issue involve the broadcast license of the named radio station. The record of major league baseball games in which petitioners' teams and other participated in broadcasts completely made of are without authorization by the participating teams for the purpose of adding their material used. Petitioners allege and applicant does not deny that during the progress of the game being broadcast is secured by having individuals listen to or view authorized play-by-play broadcast descriptions of the game and relay the basic information thus obtained to the studio of Station KELP by telephone or other means. The basic information is then used by licensees to recreate a play-by-play description of the game. The programs thus obtained are sold to sponsors and offered for sale to other broadcast stations. Petitioners contend that this practice of using such materials constitutes misappropriation of a private property right contrary to law; that the producers involved in the broadcast are guilty of deceptive false or deceptive signals in violation of Section 303 of the Communications Act and Section 308 of the N.Y.S. Law of 1949 authorizing such a broadcast to be play-by-play broadcast descriptions of the games as well as the number of innings and a large number of inaccuracies are contained in the individual play-by-play descriptions that they constitute an unauthorized rebroadcast of games. Petitioners, therefore, in Section 325(a) of the Communications Act and Section 3.151 of the Commission's rules of practice, request the public interest to be served by a cease and desist order issued by the Commission.

2. In reply to the above charges licensee contends that all licensees have the same right to broadcast the game descriptions, and that the material presented is not a true reproduction of the game; that licensees do not infringe on the property rights of others; that the public interest would be served by the public availability of such game descriptions...

3. Accordingly, the petitions filed herein by the Los Angeles Dodgers, Brooklyn National League Baseball Club, Inc., and St. Louis National Baseball Club are denied, and the application for renewal of license of Station KELP is granted.

FEDERAL COMMUNICATIONS COMMISSION

Mary Jane Morris
Secretary

1 We do not here propose to consider assertions made by licensees of misappropriation and antitrust violations by the petitioners. These matters are here irrelevant inasmuch as the Commission has no power to enforce a violation of the antitrust laws of the United States which matter is now at issue between the individual members of licensees and the petitioners.

Sen. Johnson's Bill (S 3095) To Regulate Multiple TV Station Ownership (See GOVERNMENT SECTION).

A BILL

To regulate multiple ownership of television broadcast stations.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Communications Act of 1934 is amended after section 339 a new section as follows:

"Sec. 339a. (a) No license for a television broadcast station shall be granted to an applicant...

Broadcasting Telecasting
cant (including all corporations under common control) (1) such applicant directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or (2) such applicant, or any stockholder, officer, or director of such applicant, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of, any other television broadcast station, if the granting of such license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity.

(b) In determining, for the purpose of subsection (a) of this section, the granting of a license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity, the Commission shall consider the facts of each case, with particular reference to the size, extent, and location of areas served, the number of persons served, and the character and quality of the competitive service to the areas in question.

(c) In no event shall the Commission grant any license (including the renewal of any license) for a television broadcast station which would result in any applicant (including all corporations under common control), or any stockholder, officer, or director of such applicant, directly or indirectly owning, operating, controlling, or having any interest in, or being an officer or director of, any television broadcast station in excess of any of the following:

(1) five television broadcast stations operating in the very high frequency channels and no television broadcast stations operating in the ultra high frequency channels;

(2) four television broadcast stations operating in the very high frequency channels and two television broadcast stations operating in the ultra high frequency channels;

(3) three television broadcast stations operating in the very high frequency channels and four television broadcast stations operating in the ultra high frequency channels;

(4) two television broadcast stations operating in the very high frequency channels and one television broadcast station operating in the ultra high frequency channels;

(5) one television broadcast station operating in the very high frequency channels and eight television broadcast stations operating in the ultra high frequency channels; or

(6) no television broadcast stations operating in the very high frequency channels and ten television broadcast stations operating in the ultra high frequency channels.

(d) Any person who, to the date of enactment of this section, has been granted a license for a television broadcast station operating in the very high frequency channels which, within five years after such date, be relinquishes, transfers, or fails to renew shall, upon notice to the Commission and applications filed thereafter within such five year period, be entitled to be granted, for each such license which he so relinquishes, transfers, or fails to renew, two licenses for television broadcast stations operating in the ultra high frequency channels, one of which shall serve substantially the same area as the station from which the relinquished, transferred, or failing to renew, two licenses for television broadcast stations operating in the ultra high frequency channels, one of which shall serve substantially the same area as the station from which the relinquished, transferred, or failing to renew, two licenses for television broadcast stations operating in the ultra high frequency channels.

(e) In applying the provisions of this section—

(1) 'control' means actual working control in whatever manner exercised and is not limited to majority stock ownership; and

(2) 'license for a television broadcast station' which has more than fifty voting stockholders, only those stockholders who are officers or directors who are directly or indirectly own, in a communicates voting stock.

(f) This section shall not apply to the granting of licenses for noncommercial educational television broadcast stations.

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Text of AFM Agreement
With ABC, CBS, NBC
[B+T, March 8]

RADIO AND TELEVISION AGREEMENT
New York, New York February 26, 1954

American Federation of Musicians of the United States and Canada

Attention: James C. Petrillo, President

Dear Sirs:

The agreements between us dated March 16, 1951, and the agreements between AFM locals and the undersigned company, which expired January 31, 1954, relating to live television and radio broadcasting are hereby renewed on the same terms and conditions, except in the following respects:

(1) For the period, February 1, 1954, through January 31, 1957, the base weekly salaries and overtime rates payable to all staff employees shall be increased ten per cent (10%).

(2) For the period February 1, 1954, through January 31, 1956, the base weekly salaries and overtime rates payable under paragraph (1) above shall be further increased ten per cent (10%).

(3) Present single engagement rates shall be written into the applicable local contracts and remain firm for the entire term of the agreements with the following exceptions:

For local radio commercial broadcast in Los Angeles, the rate for a half hour program shall be increased from $15.60 to $15.75 and the rate for a 30 minute program shall be increased from $15.35 to $15.53.

(4) With reference to the local agreement between Local 802 and the company, the following changes shall be made:

(a) Non-staff conductors employed to conduct staff musicians shall be paid at the same rates as when employed to conduct single engagement musicians.

(b) If a recorded audition for radio is used on the air, musicians shall be paid the difference between the audition rate and the live rate.

(c) Single engagement men called for rehearsal on a day other than a day on which they perform for any broadcast, shall be paid for no less than two (2) hours of rehearsal.

(d) Any single engagement man who is employed for thirteen (13) weeks or more on a commercial program shall receive two (2) weeks notice of release and at the time of such release the program is commercially sponsored; provided that, this provision shall not apply if the program goes off the air or is moved to another city at the time of such release.

(5) Practices relating to remote musical radio broadcasts, where no broadcasting fee is paid to music shall continue as heretofore established, it being agreed that the broadcasting of at the conclusion of each remote broadcast, whether local or network, will cause announcements to be made that such program is being presented through the courtesy of American Federation of Musicians, James C. Petrillo, president.

(6) The term of all agreements, both national and local, shall be five (5) years, beginning on the 1st day of February 1954, and ending on the 31st day of January, 1959.

(7) The parties will promptly undertake a colation of the agreements between us and the agreements between the AFM locals and the Company in the cities affected.

Very truly yours,

AMERICAN BROADCASTING
COMPANY

(A division of American Broadcasting-Paramount Theatres, Inc.)

By (a) Robert H. O'Brien
President

COLUMBIA BROADCASTING
CORPORATION

By (b) William C. Fitz Jr.
Director of Labor Relations
NATIONAL BROADCASTING
COMPANY, INC.

By (c) J. M. Clifford
Vice President

Accepted and agreed to:

AMERICAN FEDERATION OF MUSICIANS OF THE UNITED STATES AND CANADA

By (d) James C. Petrillo
President

March 15, 1954

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WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS
HALIFAX NOVA SCOTIA

Broadcasting • Telecasting

---

TIE UP PHOENIX
KPHO
RADIO AND TELEVISION
MERIDIAN STATIONS
IN ARIZONA

SCOYNTON, PA.
ABC TELEVISION NETWORK
Annenvari 1244 Ft. Above Average Terrain
333 Monad Ave, Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by

George P. Hollenberg Co.

March 15, 1954 • Page 113
1954 Broadcasting Yearbook-Marketbook Addenda

CHANGES and additions received after the publication of the 1954 Broadcasting Yearbook-Marketbook Addenda will be cataloged in this section. Personnel abbreviations may be found on page 6 of the 1954 Broadcasting Yearbook.

Page 22—Under Radio Representatives, Burns-Smith, Co. add under office listings: Los Angeles 7-672 7 S. Lafayette Park Pl. Tel.: Dinah 2-2000; San Francisco 4-1277 Russ Bldg. Tel.: Yukon 4-818.

Page 22—Under Radio Representatives, Capper Publications Inc., delete office listings and insert: New York 17-450 Lexington Ave. Tel.: Lexington 2-1520; San Francisco 4-1277 Russ Bldg. Tel.: Douglas 2520; Chicago 1-203 3 N. Michigan Ave. Tel.: Central 6-5977; Kansas City 6-2606 Waterou Bldg. Tel.: Victor 3964; Cleveland 14-609 Union Commerce Bldg. Tel.: Main 1-4774; Los Angeles 15-853 Bixby Bk. 115 S. Broadway. Tel.: Richmond 6184.

Page 85—Under Station Directory, California, KFL Los Angeles, change network affiliation to NBC.

Page 111—Under Station Directory, Florida, WIRK West Palm Beach, change network and representative to CBS, delete listing to read MBM and Cooke, respectively.

Page 111—Under Station Directory, Iowa, WJNO West Palm Beach, change network and representative to CBS, Florida Best and Meeker, respectively.

Page 134—Under Station Directory, Indiana, WIBN New Castle, change call to WBNX; change location to New Castle; delete entire listing.

Page 224—Under Station Directory, Natchez, Miss., WNCA; change call to WACN; change location to Natchez.

Page 248—Under Station Directory, Ohio, WCMJ Cincinnati, under each city listing: B. C. Barth, director of programming.


Page 408—Under Directory of Ann Cast Iris Letters by Stations, WJZ, change location to read Deseret, Ill.

Page 406—Under Station Directory, Missouri, WMD-AM-FM Peoria. Stations are licensed to WMD Inc.

Page 408—Under Station Directory, Missouri, WSYX Syracuse, delete reference to WIP at Greenburgh (Pa.)

Page 408—Under Station Directory, Missouri, WSYX Syracuse, delete reference to WHIP at Harrisburg (Pa.)

Page 408—Under Station Directory, Missouri, WSYX Syracuse, delete reference to WHIP at Buffalo (N.Y.)

Page 408—Under Station Directory, Missouri, WSYX Syracuse, delete reference to WHIP at Kansas City, Mo.

Page 463—Under Members of Federal Communications Bar Assn., Brenner, Jacob, change phone number to read: Bradenton, Fla., 8-1612.


UPCOMING

MARCH

March 15 (week of): International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators, general executive board, Roosevelt Hotel, New Orleans.

March 16—Hearing on Johnson III (S 2926) on franchises, Senate Judiciary Committee, Room G-5, Federal Building, Washington, D. C.


March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.

March 18 (rescheduled from March 11): Hear-
Station Authorizations, Applications
(As Compiled by B•T)
March 4 through March 10
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
Gran—granulation
S—studio transmitter
link, synch., amp., synchron-ous
m. _—vin., radio frequency, uhf
ultra high frequency, ant.—antenna, aur.—aural.
vw.—visual, kw—kilowatts, w—watts. mo.

megacycles. D—day, N—night, 1.5—local sun-
mod. —modification, trans.—transmitter,
uni.—unlimited hours, kc—kilocycles—special service authorization—SBA—special tempo-
rary authorization (FCC fee and bearing
deck numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,522</td>
<td>523</td>
</tr>
<tr>
<td>CPs</td>
<td>196</td>
<td>29</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>128</td>
<td>19</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,850</td>
<td>542</td>
</tr>
<tr>
<td>Total Authorized</td>
<td>2,857</td>
<td>573</td>
</tr>
<tr>
<td>Licenses in hearing</td>
<td>159</td>
<td>4</td>
</tr>
<tr>
<td>New licenses granted</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>141</td>
<td>22</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>190</td>
<td>10</td>
</tr>
<tr>
<td>Licenses deleted in Fed.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Licenses deleted in Fed.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational fm and tv.

*Authorized to operate commercially.

Am and FM Summary through March 10

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>On</td>
<td>Apps.</td>
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<tr>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>Am</td>
<td>2,529</td>
</tr>
<tr>
<td>Fm</td>
<td>557</td>
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Television Station Grants and Applications
Since April 14, 1952

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>Total</td>
<td>293</td>
</tr>
<tr>
<td>Educational</td>
<td>12</td>
</tr>
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Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>Total</td>
<td>963</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>2</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Am.</td>
<td>vhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>911</td>
</tr>
<tr>
<td>Educational</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>943</td>
</tr>
</tbody>
</table>

APPLICATIONS AMENDED

Hatfield, Ind.—Owensboro on the Air Inc. amend bid for new tv station on vhf ch. 9 to change ERP to 1941 kw visual, 1357 kw aural; antenna license location to State Hwy. 67; transmitter location to State Hwy. 67; 1 mile W. of Hatfield; antenna height above average terrain 982 ft. Filed March 3.

Indianapolis, Ind.—Crosley Bestg. Co. amends bid for new tv station on vhf ch. 626 to change studio location to 1601 N. Meridian St. Indianapolis; transmitter location to NE corner Ditch Rd. & 60th St. North of Indianapolis; antenna height above average terrain 982 ft. Filed March 3.

Boston, Mass.—Greater Boston TV Corp. amends bid for new tv station ch. 1626 to change license location to 1601 N. Meridan St. Boston; antenna height above average terrain 982 ft. Filed March 3.

Buffalo, N. Y.—Leon Visztycrick tr/s Greater Erie Bestg. Co. amends bid for new tv station on vhf ch. 7 to change license location to Grand Forks, N. D. to 140 kw visual, 97 kw aural; transmitter location to Chestnut Ridge Rd. & 5th Ave., 1 mile N. of 100th Street; antenna height above average terrain 982 ft. Filed March 3.

Klamath Falls, Ore.—KFJI Bestg. Co. amend bid for new tv station on ch. 1 for new tv station for new tv station license on vhf ch. 12 to change ERP to 1941 kw visual and 1357 kw aural; antenna license location to State Hwy. 67; 1 mile W. of Klamath Falls; antenna height above average terrain 982 ft. Filed March 3.

Rochester, Minn.—Greater Rochester Bestg. Co. amend bid for new tv station on ch. 12 to change ERP to 25 kw visual, 15 kw aural; transmitter location to 1952-1980 & 100th Street, Rochester; antenna height above average terrain 982 ft. Filed March 3.

Airline card picture theater. Grant was made possible by authorization on vhf ch. 7-theater of Green Bay Newspaper Co. Granted March 10.

APPLICATIONS

Parma, Mich.—Jackson Bestg. & TV Corp. (WKJM Jackson, Mich.), vhf ch. 19 (192-198 mc): ERP 223 kw visual, 118.5 kw aural; antenna height above average terrain 1300 ft; above ground 368 ft. Estimated construction cost $661,605, first year operating cost $661,605, second year $661,605, by transmitters and antenna on location to Hogback Mts., 25 miles N. of Jackson; antenna height above average terrain 1941 ft. Filed March 1.

APPLICATIONS DISMISSED


For MINUTE spots to SELL
Youngstown, Ohio
call any Headley-Reed office or
RADIO AND TELEVISION
101 W. Broadman St. . . . . . . . Phone RI 3-4121
March 15, 1954 • Page 115
Another Reason Why Morning Radio PAYS OFF for WYSR Advertisers

WSYR Timekeeper, Elliott Gove

Central New York’s most popular timekeeper on Central New York’s top-rated morning program. At least five years’ continuous sponsorship by WSYR, more than half of the present sponsors. Participating, Monday through Saturday.

7:05-9:15 a.m.
Headley-Reed, National Representatives

WYSR, 570 KC
NBC AFFILATE

Page 116 • March 15, 1954

FOR THE RECORD

Green Bay, Wis.—Green Bay Newspaper Co. FCC dismissed bid for new TV station on vhf ch. 5 at request of attorney. Dismissed March 9.

Existing TV Stations...

STATIONS DELETED

KTVI (TV) Bote, Idg.-Idaho Bstg. & TV Co. FCC deleted station on vhf ch. 4 at request of attorney. Deleted March 2.


APPLICATIONS

KPIA (TV) Anchorage, Alaska—Keith Kiggins & Richard R. Rollins d/b/a Washington & Rollins seek modification of CP for vhf ch. 2 to change ERP to 12.6 kw visual, 7.7 kw auditory, antenna height above average terrain 137 ft. Filed March 3.

KCOP (TV) Los Angeles, Calif.—Lucy Schiff seek modification of CP for vhf ch. 13 to change to Copley Post Press Inc. Filed March 8.

KNBC (TV) Los Angeles, Calif. — National Bstg. Co. seeks modification of CP for vhf ch. 4 to change ERP to 45.6 kw visual, 21.2 kw auditory, antenna height above terrain 425 ft. Filed March 9.

WENW, New Orleans, La.—Community TV Corp seeks modification of CP for uhf ch. 32 to change ERP to 150 kw visual, 75 kw auditory, antenna height above terrain 423 ft. Filed March 9.

WUTY (TV) Youngstown, Ohio—The Vindicator Printing Co. seeks modification of CP for uhf ch. 21 to change ERP to 92 kw visual, 48 kw auditory, transmitter and studio location to Mahone Ave. between Gibson & Zedek, Youngstown; antenna height above average terrain 504 ft. Filed March 9.

WKBN (TV) Youngstown, Ohio—Clay Littick et al, d/b/a Southeastern Ohio TV System seeks modification of CP for uhf ch. 21 to change ERP to 92 kw visual, 48 kw auditory, transmitter and studio location to Mahone Ave. between Gibson & Zedek, Youngstown; antenna height above average terrain 504 ft. Filed March 9.

KVAL (TV) Portland, Ore.—Moleshew, Tex.—Ed Holmes, R. C. Dyer and R. T. McLeay d/b/a Moleshew Bstg. Co., 1050 NE 250 th street, Portland, Ore., seeks assignment of CP for vhf ch. 5 to change ERP to 10 kw visual, 5 kw auditory, antenna height above average terrain 1000 ft. Filed March 10.

WFGR (Radio) Milwaukee, Wis.—Karl Wallace, owner of WFRG-FM 1540 bytes, granted CP to change from 4 kw to 5 kw visual, antenna height above average terrain 440 ft. Granted March 10.

New Am Stations...

APPLICATIONS

Oceanic, Calif.—Melvin F. Berlter & Roy R. Cune d/b/a Oceanic Bstg. & TV Co., 1450 Disco blvd., seeks assignment of CP for vhf ch. 3 to change ERP to 150 kw visual, 75 kw auditory; antenna height above average terrain 714 ft. Filed March 7.

New Am Stations...

APPLICATIONS

Oceanic, Calif.—Melvin F. Berlter & Roy R. Cune d/b/a Oceanic Bstg. & TV Co., 1450 Disco blvd., seeks assignment of CP for vhf ch. 3 to change ERP to 150 kw visual, 75 kw auditory; antenna height above average terrain 714 ft. Filed March 7.

Ownership Changes...

APPLICATIONS

WIVT-FM Jacksonville, Fla.—Edward J. Oberle granted assignment of CP for new FM station on ch. 229. Deleted March 5; announced March 6.

WNEX-FM Macon, Ga.—Macon Bstg. Co. granted request for assignment of CP for new FM station on ch. 245. Deleted March 2; announced March 6.

STATIONS DELETED

WIVT-FM Mabel, Ala.—Ruby Jo Cisdelcy, Cary L. Graham & Mae M. Thomas d/b/a Mabel Bstg. & TV Co. granted license to Cary L. Graham through sale of 74.07% interest for $10,000. Granted March 1, 1954. Cary L. Graham, 3rd owner WTOC Gadsden, WMOZ Mobile and WANA Allman in all, will now be excluded from affiliation. Granted March 10.

KTIP Fortville, Calif.—T. F. Tigue, granted assignment of license to Ralph F. Miller for $5,000. Miller is salesman for Cal-Buleuian, San Francisco. Granted March 10.

KFXM San Bernardino, Calif.—Lee Bros. Bstg. Co. seeks voluntary transfer of control to Gladys (50%) control to Bertha Lee, executrix of the estate of Clifford Lee, deceased. Granted March 5. KXMR Salida, Colo. —W. J. James granted voluntary assignment of license to Heart of the Rockies Bstg. Co. for $1,000 plus $500 to President J. F. Lohmer (75%), general manager WKLJ (15%) and R. Wall (10%), banking. Granted March 10.

WDAR-TV Columbus, Ga.—Martin Thebaud of WGAH-TV Columbus, Ga. d/b/a Columbus TV, granted assignment of CP for vhf ch. 9 to Melvin F. Berlter, d/b/a Melvin F. Berlter Corp. d/b/a as TV Columbus, granted assignment of CP for vhf ch. 9 to Melvin F. Berlter, d/b/a Melvin F. Berlter Corp. d/b/a Melvin F. Berlter Corp. Granted March 5.

WENR Chicago, Ill.—Agricultural Bstg. Co., American Bstg.—Paramount Theatres Inc., granted voluntary assignment as newly formed merger corporation WLS Inc. Each will have 5% interest. Principals include President John F. Lawlor; President Arthur H. Brannen; 2d Vice President William H. Wysocki; Jr. Vice President Arthur H. Brannen Jr.; and Secretary-Treasurer T. W. Lynch Jr. Granted March 10.

WCLA San Diego, Calif.—Leo B. Hull, d/b/a CLB Bstg. Corp. granted voluntary assignment of control to Holt Original Corp. of California on sale of 51% interest for $43,995. Principals will now control 69% interest. President L. B. Hull Jr.; Vice President Jim Watters; Secretary-Treasurer George C. Wall; and Secretary-Treasurer William J. Watters; Bryan P. Ford (15%), 2d Vice President Wallace Jr. Granted March 10.

KTAS Bakersfield, Calif.—K. J. Shriver, granted voluntary assignment of license to Alaimo for $3,000. Mr. Fugate is manager of utilities for Floydada, Tex. Granted March 10.

WTSK-TV Knoxville, Tenn.—Service of Knoxville granted assignment of CP for uhf ch. 37 to FCC. Service of Knoxville granted assignment of CP for uhf ch. 37 as Mr. Fugate is manager of utilities for Floydada, Tex. Granted March 10.

KEXK San Antonio, Texas.—Emanuel & Leonard Leal granted voluntary assignment of control to WTSZ Co. No consideration involved as Mr. Leal is sole owner of newly formed company. Granted March 4.

APPLICATIONS

WBBQ Augusta, Ga.—Savannah Valley Bstg. Co. seeks voluntary assignment of license to Gladys M. Bennett, Thurlone Bennett, George M. Scott and John D. Watten, through purchase of 41.22% interest by Mrs. Gladys M. Bennett for $30,000. Principals include Mr. Bennett (41.22%), Bennett Thurlone Bennett (8.7%), radio sales; Vice President John Wattleins (3.3%), general manager WBBQ and WCZ, and Mrs. Wattleins (N. B., sales manager WCZ. Granted March 2.

K WALL Lafayette, Ind.—Isa. Silver Bstg. Co. seeks assignment of license to Isabel Birdseye Wemple. No consideration involved as Mr. Silver is now owner. President R. Lee Black (60%), and Lt. James G. Thompson (40%). Granted March 10.

WMXM-AM-FM Mt. Vernon, Ill.—Mt. Vernon Radio & TV Co., an Illinois corp., seeks voluntary assignment of license to Robert M. Mardian as Mr. Mardian as principal of Mardian of the same name. No consideration involved as principal is the same identify as his previous application. Granted March 10.

WGRF Buffalo, N. Y.—Leo J. Fitzpatrick and I. R. Leberwein granted license for new TV station on vhf ch. 5 for non-commercial educational use. Initial decision for new TV station on vhf ch. 5 in Buffalo, and representing merger group of Victor M. Caneiro; George J. F. Willard; W. D. Forbush; and Waddy Jennings (WYLU Niagara Falls). Transfer is contingent on grant of CP for vhf ch. 5 in Buffalo. Granted March 2.

WGRF Buffalo, N. Y.—WGRF Bstg. Corp. seeks voluntary assignment of control to various stockholders, including stockholders Leo J. Fitzpatrick and I. R. Leberwein, the same 70%-90% ratio they now held. Filed March 2.
WHIZ Zanesville, Ohio—Southeastern Ohio District Committee was granted voluntary transfer of control to Clay Littick through stock transaction. Graded Thursday, 3.

KVQ Pittsburgh, Pa.— Allegedly Best, Corp., seeks transfer of control (43.54%) to Earl F. Reed and associates from William G. Butler. Granted Friday, 4.

KIEI St. Louis, Mo.—Missouri Station Inc., seeks voluntary transfer of control to William A. Quick through stock transaction. Granted Monday, 7.

KSTU Sioux Falls, S. D.—KISD Inc., seeks voluntary transfer of control to Ver W. Thompson through stock transaction. Granted Tuesday, 8.

KWTV Miami, Fla.—Fireside Television Stations Inc., seeks restoration of license of WFLA (TV), after 10 weeks of operation. Granted Wednesday, 9.

KLAT (TV) Corpus Christi, Tex.—KLTV (TV), after 10 weeks of operation, seeks restoration of license of KLAT (TV). Granted Thursday, 10.

KHBB Fort Worth, Tex.—Fireside Television Stations Inc., seeks to transfer license of KHBB (TV) to KLTV (TV). Granted Friday, 11.

KLCA Long Beach, Calif.—Fireside Television Stations Inc., seeks to transfer license of KLCA (TV) to KLTV (TV). Granted Saturday, 12.

KULI Honolulu, Hawaii—KULI (TV) seeks to transfer license of KAKU (TV) to KLTV (TV). Granted Sunday, 13.

KZFI Las Vegas, Nevada—Fireside Television Stations Inc., seeks to transfer license of KZFI (TV) to KLTV (TV). Granted Monday, 14.

KISX Corpus Christi, Tex.—KISD Inc., seeks transfer of control to Ver W. Thompson through stock transaction. Granted Tuesday, 15.

KTRK Houston, Tex.—Fireside Television Stations Inc., seeks to return license of KTRK (TV) to KLTV (TV). Granted Wednesday, 16.

KTVL Klamath Falls, Ore.—Fireside Television Stations Inc., seeks to transfer license of KTVL (TV) to KTVF (TV). Granted Thursday, 17.

KTVF Klamath Falls, Ore.—Fireside Television Stations Inc., seeks to transfer license of KTVF (TV) to KLTV (TV). Granted Friday, 18.

KZIO Jersey City, N.J.—Fireside Television Stations Inc., seeks to transfer license of KZIO (TV) to KLTV (TV). Granted Saturday, 19.

KSTP St. Paul, Minn.—Fireside Television Stations Inc., seeks to transfer license of KSTP (TV) to KLTV (TV). Granted Sunday, 20.

WJZ Baltimore, Md.—Fireside Television Stations Inc., seeks to transfer license of WJZ (TV) to KLTV (TV). Granted Monday, 21.

WTRF Wheeling, W. Va.—Fireside Television Stations Inc., seeks to transfer license of WTRF (TV) to KLTV (TV). Granted Tuesday, 22.

WTVG Greenville, N.C.—Fireside Television Stations Inc., seeks to transfer license of WTVG (TV) to KLTV (TV). Granted Wednesday, 23.


KTVG (TV) Los Angeles, Calif.—Fireside Television Stations Inc., seeks to return license of KTVG (TV) to KLTV (TV). Granted Friday, 25.

KTVL Klamath Falls, Ore.—Fireside Television Stations Inc., seeks to transfer license of KTVL (TV) to KLTV (TV). Granted Saturday, 26.

WJZ Baltimore, Md.—Fireside Television Stations Inc., seeks to transfer license of WJZ (TV) to KLTV (TV). Granted Sunday, 27.

KTVG (TV) Los Angeles, Calif.—Fireside Television Stations Inc., seeks to return license of KTVG (TV) to KLTV (TV). Granted Monday, 28.

WJZ Baltimore, Md.—Fireside Television Stations Inc., seeks to return license of WJZ (TV) to KLTV (TV). Granted Tuesday, 29.

KLTV Austin, Tex.—Fireside Television Stations Inc., seeks to transfer license of KLTV (TV) to KLTV (TV). Granted Wednesday, 30.

KWSB Houston, Tex.—Fireside Television Stations Inc., seeks to transfer license of KWSB (TV) to KLTV (TV). Granted Thursday, 31.
March 10 Applications

ACCEPTED FOR FILING

Modifications of

KTHS Little Falls, Minn.- Licensed as a Radio Broadcast Inc.- Mod. of CP (BP-8972) as mod. and reinstated, which authorized increase power, installation of new transmitter and directional antennas for night use and change transmitter and studio location for extension of completion date (BMP-6453).

KTLN Denver, Colo., Radio Station KTLN Inc.- Mod. of CP (BP-8846) as mod., which authorized change frequency, increase in power, installation of new transmitter and change hours of operation and transmitter location for extension of completion date (BMP-6455).

KNK Phoenix, Ariz.- Licensed to cover conversion to Class B station, which authorized a new standard broadcast station (1050 kc) (BL-5237).

March 9 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following station actions shown by March 9.

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CONSULTING RADIO ENGINEER
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Metropolitan B-8477
Member AFCCE *

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711 14th St., N. W.
Skarbnick Bldg.
Washington 5, D. C.
Republic 7-3984
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KEAR & KENNEDY
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WASHINGTON 5, D. C.

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Radio-Television-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive P-2996—Executive 3-8466
(Nights, Sundays, Lockwood 5-1813)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

LOWELL R. WRIGHT
Aeronautical Consultant
(Formerly Department of Commerce—C.A.A.
Member Washington Aeronca Subcommittees)
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MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE.
To Be Seen by 75,956* Readers
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station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and FM radio facilities.
* 1953 Arbitration Readership Survey

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for am, fm, tv and FM radio facilities.
* 1953 Arbitration Readership Survey

TO ADVERTISE IN THE
PROFESSIONAL OR
SERVICE DIRECTORY
Contact
BROADCASTING TELECASTING
1730 DEAES ST., N. W. WASH., D. C.

March 15, 1954 • Page 119
**Help Wanted**

### Managerial

**Commercial manager**—If you are energetic, hard working sales manager, married, looking for advancement in a progressive, high paying organization, this is the job for you. Position is with a large, strong on sales and economic operation. No. 1 station in highly competitive market. Write Box 664C, B-T.

**Radio salesmen**—Good selling ability, excellent opportunity for hard worker. Write Box 665C, B-T.

**Salesmen**—Florida salesmen. Experienced man. Excellent opportunity for hard worker. Write Box 675A, B-T.

**Commercial manager**—If you have thorough knowledge video engineering (T.V.), production, and tape. Box 680C, B-T.

**Local time salesman** for top independent metrop- olitan station in Radio City. Jersey state. Send personal interview. Enclose resume of past experience. Write Box 682C, B-T.

**Due to tv expansion, have opening now for two good radio salesmen who want to move up to top sales posts. 24-hour independent in large market. Good pay and liberal incentive plan. Full details. Box 683C, B-T.


**Unusual sales opportunity for competent, aggressive radio salesman for established network station strong on local programming and promotion in competitive metropolitan market over quarter million. Smooth functioning IT-year successful operation assures real future for right young, married, mature go-getter. Incentive plan to match willingness to work. Send complete back- ground report and expected starting deal. Box 695C, B-T.

**Salesman for metropolitan North Carolina station. Excellent advancement prospects. Box 696C, B-T.

**Time salesman wanted for long established network of 34 stations, 28 network, 6 network. Send resume and expected starting deal. Box 697C, B-T.

**Salesman on 25 percent commission. 5000 watt full-time station. WKNK, Muskegon, Mich.**

### Announcers

**Combo announcer**—Is engineers or salesmen. Immediately. Indiana. Box 688C, B-T.

**Available for experience in a bigger set-up? We’re ready to start a junior announcer-disc jockey with steady pay, 500 watt-900. Send background and tape. Box 689C, B-T.

**Announcer with restricted permit wanted for musical positions in Chicago, Illinois. Send tape or disc and background. Box 690C, B-T.


**5000 watt indie needs morning DJ. Here is your opportunity to build your own power and get that directorial experience with lively hard hitting station in large metropolitan market. Owners have two am's and tv. Future for right man is through management. Must have first phone. $5000 monthly. Contact Bob Lowe, 234-5678.**

**Combo with first phone. Some announcing experience. Good opportunity, fair wages. WBNL, Boomline, Indiana.**

### Help Wanted—(Cont’d)

**Engineer**—For tv control room. WKZ-TV, Kalamazoo, Michigan.

**Production-Programming, Others**

**Directer—station experience desired—two camera operation, working knowledge of lighting and OB-11 essential. Box 699C, B-T.**

**Vhf educational station has immediate opening for a highly motivated programmer who knows tv production-programming thoroughly. Excellent salary and environment. Send full details, including photo if available, and references. Box 700C, B-T.**

**Continuity chief—solid dependable, experienced announcer. Established and prosperous Iowa radio-television operation. Box 694C, B-T.**

### Help Wanted

**Needed at once, first phone combo man, heavy on sales and economic operation. Contact P. R. Huribut, WCSS, Columbus, Indiana.**

**Experienced announcer, strong on news and commercials. Excellent opportunity for local established network affiliate. Excellent opportunity for advancement and good, solid man in metropolitan market.**

**Announcing position available WKNX-AM-TV, inter connected CBS, ABC affiliated. Nation’s 66 market. If interested, phone or mail resume and picture, Tom Taylor, Program Director, WKNX, Saginaw, Michigan.**

**B.T. combo man, first phone. Accent on announcing. WMVO, Mount Vernon, Ohio.**

**WQQA, “the station that sparkles with stars,” winner of first place audio and sales promotion, Billboard Magazine, 1953, needs outstanding disc jockey personality. Rush tape with full details, including photograph, direct to WQQA, Moline, Illinois. Must have some experience with this. It is an excellent opportunity for a good, solid man in metropolitan market.**

**Wanted an experienced announcer. Must be good on news and record shows. 1000 watt Mutual station. Send full information to Howard Gilreath, Manager, Radio Station WVOP, Vidalia, Georgia.**

**Salesman-announcer, who has successfully handled imports. Six years of experience, strong sales ability. Send tape of show and volume of business and type of accounts sold at retail. $3-4 min. sales weekly. Monday-Saturday shift only, balance of time selling spot accounts. Opportunity for a solid man. Send to General Manager, 630 F Street, San Diego, Calif.**

### Technical

**First phone transmitter engineer. $1.55 per hour. Contact Don Morris or W. L. Thompson, KHRD, Corpus Christi, Texas. Phone 6-604.**

**Chief engineer for North Carolina Mutual affiliate. Must be able to handle announcing shift. Good opportunity. Contact Howard Fisher, WLZB, Wallace, North Carolina.**

**Chief engineer, announcing, board operation. Ideal combination. WMVO, Mount Vernon, Ohio.**

### Production-Programming, Others

**Good local newsmen. Progressive news, special events music director. Excellent opportunity. Salary ability essential. Besides news “know-how” rural newsmen still have assignments to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 681C, B-T.**

**Opportunity male copy writer. Some announcing. Submit samples. Texas. Box 682C, B-T.**

**Experienced copywriter, WRAV, Plattsburg, New York.**

**Program director with a voice for news, copy needed, immediate. WL适度, Muskegon, Michigan. Contact John Hunter, 2-1326.**

### Television

**Help Wanted**

**Salesmen**—Excellent opportunity for alert salesman to earn $15,000-$20,000 in market of half-million. Straight 15% commission with go-getter ability on earnings. Write or wire Box 687C, B-T.

**Asst chief engineer for 100kw vhf in southern market. Excellent opportunity for experienced engineer to combines and carry full maintenance responsibility, permanent position with good organization. Box 688C, B-T.**
Situations Wanted—(Cont'd)


Newman looking for western station that appreciates sports. Has sold his own sports radio programs. Will work for Western station. Box 686C, B-T.


Young negro personality. Announcer, newscaster. DJ. Unable to hold radio job. Family man, veteran, sincere. Dependable. Box 687C, B-T.


Versatile announcer, DJ, with ambition, ability, initiative and experience, seeks permanent position with future. Fine news and commercial de- liveries, writing, editing, best references. Married. Tape and resume. Box 698C, B-T.

Deejay, announce and sell. 6 years experience. Want permanent deal. Sober, reliable, available immediately. Box 698C, B-T.

Announcer—4 years experience all phases of announcing, news, sports, commercial. Hold first phone license. Box 699C, B-T.


Midwestern announcer from major market living in southeast arizona to return to radio and in sports. Has sold good and personal available to the sunny south. Age 34. Younger, talented announcer. Your chance to choose first class. Box 699C, B-T.

Air-salesman, specialty DJ. News, commercial and sportscaster. 4 years experience, now in major market. Married. Would prefer midwest station. Box 699C, B-T.


Sports announcer, first phone: specializing in play-by-play baseball, football. Five years staff experience. Want to return to first love—sports. Any station that requires minimum of 6 months experience will have local broadcast or telecast rights for com- peting market. Box 700C, B-T.


Production-Programming, Others

Newswriter, employed, 22 months experience newspapers, radio, Journalism graduate, vet- eran, single. Box 686C, B-T.

News director, 8 years radio. All phases news department experience. On radio. Unique abilities. Takapoble recorder. College graduate, veteran, 31. High caliber radio only, management future. Write for resume, tape, interview. Box 598C, B-T.

Producer-writer, former pd, wants change. College graduate, veteran, 24. Versatile ideas man. Seven years radio and some tv. Write Box 632C, B-T.

Attention: Available sports director, program di- rector, 4 years experience, with more progressive station. Box 686C, B-T.


Experienced local newsmen—newspaper experience. Write, broadcast. Desire permanent location—CBS-NBC station, northeast, midwest. Box 682C, B-T.

Television

Situations Wanted—(Cont'd)

Chief engineer-program director. Highly experienced, executive-minded broadcast veteran seeks this duty assignment. Why pay two salaries when the ultimate salary for the same duty can be yours from this hard hitting, energetic individual at $125.65 weekly. Reply 598C, B-T.

Have technical training, first phone license and am experienced. Desire position radio and/or tv. Box 571C, B-T.

Engineer—l-lst class license. Six years experience console, transmitter, remotes. Recordings. Box 603C, B-T.

Two technicians with first phone tickets, desire positions, preferably together. Box 633C, B-T.

First phone, 2 years experience, studio and trans- mitter, seeks position, in Miami, Florida, or vicinity. Box 674C, B-T.

Engineer—l-lst phone—technical graduate. TV broadcast experience. Some announcing, Desire Florida, New York areas. Box 677C, B-T.

1st phone, graduated RCA February 26, 1954. desires position in radio or tv. Free to travel but would prefer New York or northeast area. Write Earl Brickner, 1017 Oriental Blvd., Brooklyn, N. Y.

First class engineer available now. Some an- nouncing. Jeff Rice, Jr., 706 West Central, Bentonville, Arkansas.

Technical

Experienced engineer desires correspondence with new station management for position on engineering program ideas that emphasize, also studio writer and camera experience. No vacation relief please. Box 670C, B-T.

Engineer, BEE degree. 5 years Naval electronic, 3 years circuits design, 1½ years tv engineer. 1st class license. Desire opportunities in tv broadcasting or related fields. Box 678C, B-T.

Production-Programming, Others

You want increased profit from premium time sales. You need programme engineers who can create that time. Box 694C, B-T.


Tv firm department manager. Thorough experi- ence, all phases with top station. Box 664C, B-T.

Capable, efficient, sober family man of 32 with 8 years radio, 2 years television experience in western station. Desires to return to eastern station, desires program director’s job with television station. Will consider afternoon pe program director. Proven record of on-air sales. Have selling ability that will bring very little budget. Let’s talk. Box 655C, B-T.

Now working in studio operations but want pro- motions and copywriting job. Box 668C, B-T.


Tv producer-director, top-flight network com- mercial credits covering past 5½ years. New York. Invited negotiations with leading package agency and/or advertising director, metropolitan area. Box 675C, B-T.


Can you use experience and ability? CP or on- air. Well rounded in programming and produc- tion. Also engineering background. Sam Eaton, KTAG-TV, Lake Charles, Louisiana. Excellent experience. Box 688C, B-T.

Reliable Hardworking. Experienced in television in all programs. NBC and station. Has Legit and film experience also. Desire position as program and/or production director. Opportunity and permanence primary. Write J. Loren, 3914 West 5th Street, Brooklyn 32, New York.

Program director—6 years radio, total 12 years. Seek major market station. Can operate television experience for sale of small market or large market. Available April 1st. Brickner, 7118 Kansas City, or 5610 Briar, Mission, Kan.

For Sale

Will trade new remote control system for share in your station. Write Box 696C, B-T.

(Continued on next page)
For Sale—(Cont’d)

Television

Five kilowatt am transmitter complete with some spare tubes, $2,000. Box 530C, B-T.

Complete Collins equipment for 20kw fm station, 8kw transmitters, complete antenna, frequency and modulation monitor. Box 583C, B-T.

Have spare zoomar lens; perfect condition. Box 642C, B-T.

One GE 6 bay fm antenna type BY-6 B with beacon platform complete with instruction book. Purdy-M will pay for removal on 11-story building. No reasonable offer refused. KCBC, End, Oklahoma.

WFMV-TV, Greenboro, has 3 antenna mounting treaties for RCA TFRAA. Made to exact RCA specifications. Contact William E. Nell, WFMV-TV.

500 watt am transmitter, Good operating condition. Low priced, for immediate sale. WMMN Klin, Illinois. Phone 1700.

Best offer, 340 ft. Trucon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It’s smart to be shifty. Why lug a magneto to a remote when you can have a Texas Inwrestling the walkie talkie “studio.” No charging no lines, just you. Try before you buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill, 15, N. Y.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative analysis, only $5.00 in Review, P. O. Box 106, Gracie Station, New York 2, N. Y.

Presto RC-7 tape transport A920 amplifier, reason for liquidation. Box 1413 Flagler Ave., Jacksonville, Florida.

Wanted to Buy

Stations

250-1000w west of Mississippi. Prepared to negotiate at site immediately. Replies confidential. Box 586C, B-T.

Equipment, etc.

10kw fm transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 595C, B-T.

Want field strength meter, RCA model WX-2C. Box 593C, B-T.

Used 10kw fm transmitter or 10 kw fm amplifier. Box 602C, B-T.

Used audio oscillator, gain set, distortion meter, recent model on 35 mill monitor, GE limiter. Box 603C, B-T.

Slightly used GE type TT-10A channel 2 to 6 transmitters, liabilities and lowest price. WCCO-TV, Minneapolis, Minnesota. % John M. Sherman.

Limiting amplifier 119A model. Write WPAF, Ashland, Ohio.

BTA-199 urgently need RCA 10 kw transmitter. Wire or telephone Geist-Creaser Assoc., Inc., Murray Hill 1,1500, 60 East 42nd Street, New York 17, N. Y.

Used recording equipment. Will offer highest trades on new equipment. Commercial Electronic Service, 2008 Olive Street, St. Louis 3, Mo.

Miscellaneous

A complete application for a television hearing in leathered bound volumes representing the latest and best thinking of the recognized boyhood, legal talent and consultant’s work in the country. Their knowledge can be saved by utilizing this information if you are planning to file a motion picture. Box 500C, B-T.

Is your station making the profit it should? If not, my experience possibly could help you. I have been in radio-television merchandising and advertising for several years. I can help you with your radio or tv station (or business in allied field) increase its billings in a reasonably short time. Replies confident. Post Office Box 807, Chicago 30, Illinois.


Newest space-saving workbench, 48" x 24" x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $33.50; Riccieloni, Palatka, Florida.

Help Wanted

America’s First All Girl 24 hour AM Glamour Station being planned. If you have experience, knowledge of promotion, sales and all phases, apply by letter. Not ready for Auditions. Market in first 50 of the country. Ideal climate and living conditions. Box 684C, B-T.

Television

OPPORTUNITY!

Young man to be manager-partowner in 3 to 5 years. He must believe good salesman can sell TV advertising without long period of getting established. willing to start a commission, almost complete choice of accounts. Can he local TV salesmanager in 30 days, reporting only to Top management. Commission on all local TV sales. He should he general salesmanager AM-TV local national in one to two years and president-general manager in 3 to 5. Commission plus salary plus stock-option 10% to 20% of ownership. 5 year option now available at half value. Drawing account available. The less guarantee the more. Must offer good salary, future opportunities. No shoe-string, whitewashers, please. Volt. 24, college, single, immediately. Box 686C, B-T.

Situations Wanted

NEED HELP?

Seven years experience in radio and television station announcing, directing of news and special events, part-time program director. Former employers will tell you jobs were good and I was giving public covered every field, including sports the national sponsored television network. Available immediately. Write Box 316C, B-T.

Television

FOR SALE

Collins 21-A SKW Transmitter 4 years old—A-1 condition including set of spare tubes $13,000 f.o.b.

For details write wire-call

BOB DUMM, KXOA, SACRAMENTO

CA

EQUIPMENT

BROADCASTERS

PERSONNEL PROBLEMS?

We render a complete and confidential service in Radio & TV Sales (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)

280 Madison Ave., New York, N.Y. 10016

For the Record

(Continued from page 118)

York, N. Y., to 318-54; KGMC Englewood, Colo., to 5-54; WICC-TV Bridgeport, Conn., to 9-54; KRKS-TV Medford, Ore., to 9-4-54; to KDZA-TV Pueblo, Colo., to 9-1-54; WAFB-TV Baton Rouge, La., to 9-28-54.

KAMD Camden, Arkansas, Camden Radio Inc.—Granted mod._of_cp for extension of completion and commencement date to 4-54 and 10-4-54.


March 9 Applications

FOR THE RECORD

APPLICATED FOR FILING

Application Reinstated

Lawton Best, Co., Inc., Lawton, Okla.—Continued permit for new station on 1600 kc, 1 kw, unlimited hours of operation, using directional antenna (date 2-20-56).

Modifications of CP

KRTY (TV) Little Rock, Ark., Little Rock Telecasters Inc.—Mod. of CP (BPTC-10)' as mod., which authorized new tv station to extend completion date from 3-18-54 (BPCM-1059).

K7JY-F Fresno, Calif., McCarthy Bros, Co.—Mod. of CP (BPTC-140) as mod., which authorized station to operate apparatus. (Completion date to 5-28-54 (BPCM-1536).

WABM (TV) Panama City, Fla., J. E. Manly—Mod. of CP (BPTC-1571) as mod., which author-
ized new tv station for extension of completion date from 3-21-54 (BMPCT-1953).

KFUO-TV Clayton, Mo., The Lutheran Church-Missouri Synod-Mod. of CP (BMPCT-404) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1960).

KOLN-TV Lincoln, Neb., Cornhusker Radio and Television Co.-Mod. of CP (BMPCT-1046) as mod., which authorized new tv station for extension of completion date to 10-6-54 (BMPCT-1908).

WWJZ-AM River Falls, Wis., Radio Station WJZ Inc.-Mod. of CP (BMPCT-900) as mod., which authorized new tv station for extension of completion date to 10-9-54 (BMPCT-1908).

WTVN (TV) Columbus, Ohio, WTVN Inc.-Mod. of CP (BMPCT-908) as mod., which authorized new tv station for extension of completion date to January 15, 1956, in connection with construction permit (BML-1579) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1967).

WFPM-TV Allenton, Pa., Penn-Allen Bestg., Co.-Mod. of CP (BMPCT-967) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1963).

KWFT-TV Wichita Falls, Tex., Wichita Falls TV Inc.-Mod. of CP (BMPCT-1069) as mod., which authorized new tv station for extension of completion date from 3-22-54 (BMPCT-1960).

WTVR (TV) Richmond, Va., Haverns and Martin Inc.-Mod. of CP (BMPCT-901) as mod., which authorized new changes in facilities of existing tv station for extension of completion date to 6-1-54 (BMPCT-1955).

WREX-TV Nr. Rockford, Ill., Greater Rockford TV Co.-Canc. and Mod. of CP (BMPCT-2060) as mod., which authorized new tv station for extension of completion date to 9-10-54 (BMPCT-1959).

WYSE-AM Des Moines, Iowa, Bestg. Inc.-Mod. of CP (BMPCT-1955) as mod., which authorized new tv station for extension of completion date to July 1, 1957 (BMPCT-1955).

KQVO-TV Anchorage, Alaska, Northern Tier TV Co.-Mod. of CP (BMPCT-908) as mod., which authorized new tv station for extension of completion date to December 5, 1956 (BMPCT-1956).

WGEM-TV Quincy, Ill., Quincy Bestg. Co.-Mod. of CP (BMPCT-776) as mod., which authorized new tv station for extension of completion date to December 5, 1954 (BMPCT-1954).

WYUL-AM West Palm Beach, Fla., American TV Enterprises Inc.-Mod. of CP (BMPCT-1071) as mod., which authorized new tv station for extension of completion date to 9-28-54 (BMPCT-1956).

KOPH-TV Nr. Butte, Mont., Copper Bestg. Co.-Mod. of CP (BMPCT-1071) as mod., which authorized new tv station for extension of completion date to 11-24-54 (BMPCT-1956).

KQVO-TV Missoula, Mont., Moby's Inc.-Mod. of CP (BMPCT-820) as mod., which authorized new tv station for extension of completion date to September 15, 1954 (BMPCT-1955).

WWEJ-TV Rochester, N. Y., Veterans Bestg. Co.-Mod. of CP (BMPCT-1085) as mod., which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-1917).

WHCE-TV Rochester, N. Y., WECE Inc.-Mod. of CP (BMPCT-258) which authorized new tv station for extension of completion date to 9-8-54 (BMPCT-1916).

WDFT-TV Pittsburgh, Pa., Allen R. DuMont Laboratories Inc.-Mod. of CP (BMPCT-926) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1950).

KQOD (TV) Berkeley, Calif., Bay Area Educational TV Assn.-Mod. of CP (BMPCT-8) which authorized new tv station for extension of completion date to 9-22-54 (BMPCT-77).

By Hearing Examiner H. Gifford Irien

Gave notice that the further hearing conference in re Radio Station WSOC Inc., et al. for ch. 9 in Charlotte, N. C., previously scheduled for Feb. 28 and continued without date, is scheduled for March 8, 1954 (Dockets 6827 and 611).

By Hearing Examiner William D. Dittus

Louis Worlman, Spokane, Wash.-Scheduled further hearing for March 5 in re application for ch. 2 (BMPCT-1942).

By Hearing Examiner Millard F. French

Radio Diablo Inc., KXOB Inc., Stockton, Calif.-Granted request for construction permit for extension of completion date to 10-6-54 (BMPCT-1917).

By Hearing Examiner William D. Dittus (Continued)

Louis Worlman, Spokane, Wash.-Granted request for construction permit for extension of completion date to 10-6-54 (BMPCT-1917).

March 5 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners H. Gifford Irien (Chairman), Webster, Sterling, Bartley, Doefer and Lee, took the following action on March 4:

1. Renewal of License


2. Applications for Renewal

License for CP

WMAK-FM Springfield, Mass., WMAK Inc.-License to cover construction permit (BPET-1878) as mod. which authorized changes in licensed station (BLH-905).


March 8 Decisions

BROADCAST ACTIONS

Modification of CP

KPAI Palm Springs, Calif., Desert Radio and Telecasting Co.-Granted mod. of CP for extension of time to May 15 in which to complete construction of tv station, as mod., which authorized new tv station for extension of completion date to June 15, 1955 (BMPCT-1955).

Keyv-TV Anchorage, Alaska, Northern Tier TV Co.-Mod. of CP (BMPCT-908) as mod., which authorized new tv station for extension of completion date to August 15, 1955 (BMPCT-1955).

WGEM-TV Quincy, Ill., Quincy Bestg. Co.-Mod. of CP (BMPCT-776) as mod., which authorized new tv station for extension of completion date to Dec. 5, 1954 (BMPCT-1954).

WJTV-AM Easley, S. C., SC-Phone, Inc.-Mod. of CP (BMPCT-926) as mod., which authorized new tv station for extension of completion date to May 28, 1955 (BMPCT-1955).

March 8 Applications

APPROVED FOR FILING

License for CP

WMAK-FM Springfield, Mass., WMAK Inc.-License to cover construction permit (BPET-1878) which authorized changes in licensed station (BLH-905).


KQOD (TV) Berkeley, Calif., Bay Area Educational TV Assn.-Mod. of CP (BPET-8) which authorized new tv station for extension of completion date to 9-22-54 (BMPCT-77).
A Bird
from our Sponsor

This is a story about the gang in our merchandising department—a smart flock of birds who went turkey wild recently.

C. A. Swanson & Co. markets frozen foods—a hot selling item in any grocer’s deep freeze. WFBM-TV made it even hotter. Swanson co-sponsors “The Name’s The Same,” a show which flew its regular network coop to roost with us in Indianapolis. In Swanson’s nationwide promotion contest, we strutted off with first prize right under the network’s beak.

Indiana’s retail grocers were our first concern: our boys thawed them out with a month-long survey of their frozen food inventories, noted their comments on the Swanson product, and distributed point-of-sale posters tying in the same name with “The Name’s The Same.” Thirteen hundred grocers received “News From WFBM-TV” bulletins, complete with photos of Robert Q. Lewis plugging Swanson’s Frozen Foods.

The tv editor of an Indianapolis paper reviewed “The Name’s The Same.” Our own publication, “The Merchandiser,” (circulated monthly to 1700 retail outlets) featured a two-column lead story on the product and the program. “Cinderella Weekend,” WFBM-TV’s afternoon quiz show, presented free samples of Swanson’s Beef, Turkey and Chicken Pies to contestants.

Retailers and consumers gobbled up the publicity, feathered their deep freeze units with Swanson products. (WFBM-TV covers 38 Central Indiana counties with annual food sales totaling $370 million.) When we incubated that kind of potential with intensive merchandising, sales hatched, our sponsor strutted, and prize turkeys practically took over our studios. Clarke Swanson personally flew in to see WFBM-TV in action, presented our staff with a silver plaque and two dozen prize birds.

Merchandising follow-thru is just one feather in our cap. With 461,130 tv sets in a coverage area earning $23½ billion in annual income, WFBM-TV offers a bird-in-the-hand to advertisers weary of bush-beating.

See the Katz man, etc.
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 change their outlets and (2) those that are not. Each entry is made in each station now in any city with commercial programming. Each entry in this city where it is located. Stations, vhf or uhf, report respective set counts or targets. Where figures differ among stations in same city, further queries about them are directed to that source. Total U. S. in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—

► WABY (19) CBS, ABC, DuM; CBS Spot Sl.; 225,000
► WBBJ-TV (9) NBC; Raymer; 184,300
WXJ-TV (48), 12/10/53—Unknown
WGST-TV (42), 11/18/53—Unknown
Decatur—

► WKSL-TV (83) 12/26/53—5/1/54
Mobile—

► WALA-TV (19) ABC, CBS, NBC; Headley-Reed; 52,580
► WKAB-TV (49) CBS, DuM; Forjee; 41,600
The Mobile TV Corp. (5) Initial Decision 2/12/54
Montgomery—

► WBOY-TV (90) ABC, CBS, NBC, DuM; Raymer; 54,600
► KTOO-TV (12) CBS, DuM; Raymer; 54,600
Initial Decision 10/7/53—9/15/54
Selma—

Deep South Bestco. Co. (19) 9/24/54—Unknown

ARIZONA

Mesquite (Phoenix)—

► KTVK-TV (18) NBC, DuM; Avery-Knodle; 85,496
Phoenix—

► KOOL-TV (10) ABC; Hollering; 85,496
► KOY-TV (15) ABC; Blair; 85,496
► KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496
Tucson—

► KOFY-TV (13) CBS, DuM; Forjee; 21,200
► KVQ-A-TV (4) Raymer; 21,200
Yuma—

► KIVA (11) DuM; Forjee; 17,467

ARKANSAS

El Dorado—

South Arkansas Tel Co. (10) 9/24/54—Unknown
Fort Smith—

► KFPA-TV (22) ABC, NBC, DuM; Pearson; 12,500
Hot Springs—

Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock

► KARK-TV (4) NBC; Petry; 6/18/53—4/1/54
(Granted STA Jan. 11)
► KFTV (40), 10/20/53—Unknown
► KRTV (17) CBS, DuM; $1,000
Pine Bluff—

► KATV (7) ABC; Avery-Knodle; 58,772

CALIFORNIA

Bakersfield—

► KBK-TV (26) ABC, DuM; Forjee; 49,600
► KFRO-TV (10) CBS, NBC, Avery-Knodle; 190,000
Berkeley (San Francisco)—

► KQED (9) 7/26/53—Unknown
Chico—

► KCHL-TV (12) CBS, NBC; Grant; 30,580
Corona—

► KCOA (62), 9/16/53—Unknown
El Centro—

Valley Empire Telcasters (18) 2/10/54—Unknown
Eureka—

► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
Fremont—

► KFBV (53) Meeker
► KJEO-TV (49) ABC; Branham; 89,600
► KMZ-TV (24) CBS, NBC; Raymer; 89,601
Los Angeles—

► KABC-TV (23) 2/10/53—Unknown
► KABC-TV (7) ABC; Petry; 1,776,018
► KCHP (12) Katz; 1,776,018
► KJH-TV (9) H-R; 1,776,018
► KNBH (4) NBC; CBS Spot Sl.; 1,776,018
► KXNT (2) CBS; CBS Spot Sl.; 1,776,018
► KTLA (5) Raymer; 1,776,018
► KTTV (11) DuM; Blair; 1,776,018
► KTTK (228)
Redlands—

► KMER (74), 9/16/53—Unknown

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FOR THE RECORD

now there
are
461,130
sets
in
WFBM-TV's
coverage
area

... and the audience is growing
every day. Put
your sales message
on Channel 6.

Represented nationally by
The Katz Agency
FLORIDA

Clearwater—Pioneer Gulf To Beasts. (32) 12/12/53-Unknown

Fort Lauderdale—
> WPFTV (58) ABC; NBC; NBC Spot Sla: 116,110
> WTVT (17) ABC; NBC; Vanier: 107,200 (also Miami) 4/25/54

Fort Myers—
> WINK-TV (11) ABC; Weed: 3/11-33-3/18/54

Jacksonville—
> WJHG-TV (26) ABC; NBC; DuM; Perry: 52,000
> WMDR-TV (4) ABC; CBS; NBC; NBC; CBS Spot Sla: 225,409

Miami—
> WTV (17) See Fort Lauderdale
> WMEF-TV (27) Stars National; 12/33-5/3-1/54
> WTHS-TV (27) *11, 12/33-5/3-1/54
> WTVJ (4) ABC; CBS; NBC; DuM; Free & Peters: 220,000
> WMFL (33); 12/33-5/3-1/54

Orlando—
> WDHO-TV (8) ABC; DuM; Blair: 10/14-53/3-25/54

Panama City—
> WJDM (7) CBS; Hollering

Penacoster—
> WERX-TV (3) ABC; Hollering
> WPA (15) CBS; DuM; Young: 14,760

St. Petersburg—
> WSUN-TV (38) ABC; CBS; NBC; DuM; Weed: 50,000

Tampa—
> Tampa Times Co. (12), Initial Decision 11/20/53
> WPLA-TV (18) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
> WATF-TV Inc. (13) 1/28/54-Unknown
> WINK-TV (22) Weed: 22,100
> WJNO-TV (11); 1/13/53-5/1/54
> WMBB-TV (4) ABC; CBS; NBC; NBC; CBS Spot Sla: 225,409

GEORGIA

Albany—
> WALB-TV (10) Burn-Smith; 1/13/53-4/5/54

Atlanta—
> WAGA-TV (5) CBS; DuM; Katz: 340,810
> WLWA (11) ABC; DuM; Croakley Sla: 340,810
> WSB-TV (2) NBC; Petry: 340,810
> WQXJ-TV (36); 11/19/53-Summer '54

Augusta—
> WJBF-TV (6) ABC; NBC; DuM; Hollering: 11,000
> WRDW-TV (12) ABC; Headley-Reed

Columbus—
> WDAX-TV (28) ABC; NBC; Headley-Reed; 10,643
> WRBL-TV (4) CBS; Hollering: 45,650

Macon—
> WNEK-TV (7) ABC; NBC; Branham: 34,682
> WMAZ-TV (13) ABC; DuM; Katz: 74,415

Rome—
> WROM-TV (9) Weed: 94,580

Savannah—
> WTOC-TV (11) ABC; CBS; Katz: 18,312

Thomasville—
> WCTV (6); 12/23/53-Unknown

Valdosta—
> WGOV-TV (37) Stars National; 2/28/53-4/1/54

IDAHO

Boise—
> KBOI (Meridian) –
> KGXI (5) CBS; Free & Peters: 39,750
> KID-TV (7) ABC; NBC; DuM; Blair: 24,600

Idaho Falls—
> KID-TV (3) CBS; NBC; Gull-Petra: 18,500
> KIPT (8) ABC; Hollering: 2/25-3/2-54

Nampa—
> KPXD-TV (6) Hollering: 3/11/53-Unknown

Pocatello—
> KISJ (6) CBS; 2/28/53-November '54
> KTVK (18) ABC; Hollering: 2/26-5/3-54

Twin Falls—
> KTVN (11) ABC; Hollering: 3/19-3/1-54

ILLINOIS

Belleville (St. Louis, Mo.)—
> WTVI (54) DuM; Weed: 209,000

Bloomington—
> WBLN (13) McGilvery: 13,000

Champaign—
> WCIU (5) CBS; NBC; DuM; Hollering: 250,000
> WCUI (11, 12/53-5/3-Unknown
> WFTC (*12); 11/6/53-Unknown

Chicago—
> WLS-TV (2) CBS; CBS Spot Sla: 1,594,574
> WBBK (7) ABC; Blair: 1,594,574
> WGN-TV (9) DuM; Hollering: 1,594,574
> WBFM-TV (36); 1/6-53-Unknown
> WIND-TV (36); 2/9/53-Unknown
> WNBQ (5) ABC; NBC Spot Sla: 1,594,574
> WAPIA-TV Inc. (46) 2/10/53-Unknown
> WTTW (*11); 11/6/53-Unknown

Danville—
> WDAN-TV (34) Everett-McKinley: 35,000

Decatur—
> WTVF (17) ABC; DuM; George W. Clark: 125,000

Evanston—
> WLS-TV (22)

Harrisburg—
> WSIL-TV (22)

Joliet—
> WJOL-TV (48) Holman; 8/11/53-Unknown

Peoria—
> WEEK-TV (43) ABC; CBS, NBC; DuM; Headley-Reed: 122,204
> WPTV (19) ABC; DuM; Petry: 106,405

Quincy—
> KQHA-TV (7) (See Hannibal Mo.)
> WQEM (10) ABC; NBC; Walker: 96,600

Rockford—
> WKPR-TV (13) ABC; CBS; H-H: 173,202
> WTVG (39) ABC; CBS; DuM: Weed: 56,000

Rock Island (Davenport, Moline)—
> WGRF-TV (4) ABC; CBS; DuM; Avery- Knox: 250,562

Springfield—
> WICS (26) ABC; CBS; NBC; DuM; Young: 61,100

INDIANA

Bloomington—
> WTIQ (4) ABC; CBS, NBC, DuM; Meeker: 303,422

Elkhart—
> WILV (53) ABC, NBC, DuM; H-R: 8/3-53-
> 3/15/54

Evansville—
> WVEU (60); Venard: 41,700

Fort Wayne—
> WPTF (33) ABC; CBS, NBC, DuM; Raymer: 63,931

Fort Wayne—
> WITF (6) ABC, NBC; NBC, DuM; Raymer: 63,931

Indianapolis—
> WBFM-TV (8) ABC; CBS, NBC, DuM; Katz: 461,300
> WJRE (28); 2/20/53-Unknown
> WJRE (40); Bolling: 1/28/53-7/1/54

LaFayette—
> WPAM-TV (66) Rambou; 43,180

Muncie—
> WLBC-TV (48) ABC; CBS, NBC, DuM; Holman; 56,775

Princeton—
> WRTV (65); Walker: 32,500

South Bend—
> WSBT-TV (34) ABC; CBS, DuM; Raymer: 25,913

Terre Haut—
> WTVL (10); CBS; Bolling: 10/7-5/3-7/1/54

Waterloo—
> WINT (15) 4/8-5/3-1/54

IOWA

Amarillo—
> WCAL-TV (5) ABC; CBS, NBC, DuM; Weed: 240,000

Cedar Rapids—
> KCHI-TV (9) H-H: 100,000
> WMT-TV (2) CBS; Katz: 217,504

Davenport (Moline, Rock Island)—
> WOC-TV (5) NBC; Free & Peters: 250,381

Des Moines—
> KGTV (17) Hollering: 46,713
> WHO-TV (13) NBC; Free & Peters: 2/2-53-
> 4/3/54

Fort Dodge—
> KGTV (31) Pearson: 41,750

Mason City—
> KGLO-TV (3) CBS; DuM; Weed: 10/14-53-
> Spring '54

Directory information is in following order: call letters, network affiliation, national representa-
tive; market set count for operating station; date of grant and commencement target date for grantees.

BROADCASTING • TELECASTING
Louisville—KVQV (26) CBS, NBC, DuM; Katz: 66,740
KXVS (4) 7/19/53-11/12/53-Summer '54

SALEM—WBCW-TV (19) Burn-Smith; 11/11/53-11/15/54 (granted STA Feb. 19)

MASSACHUSETTS

Adams (Pittsfield)—WMGT (74) Walker; 118,000
Boston—WBOB-TV (59), 7/26/53-Unknown
WGBK-TV (4) NBC; Free & Peters; 1,135,469
WGGB-TV (2) 7/16/53-10/15/54
WDIV (44), 7/15/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R; 1,135,469
Brockton—WHEP-TV (82), 7/30/53-Fall '54
Lawrence—WJUM (19), 9/10/53-Unknown
New Bedford—WTEV (28), Walker; 7/11/53-Summer '54
Pittsfield—WBBC-TV (64), 11/12-53-Unknown
Springfield—WWLP (55) CBS, DuM: Branham; 126,000
WWLP (61) ABC, NBC; Hollinger: 118,000
Worcester—WAAB-TV (20) Hollinger: 8/11-52-19 April '54
WWOR-TV (14) ABC, DuM; Rayner; 45,000

MICHIGAN

Ann Arbor—WTAG-TV (29) DuM: Everett-McKinney; 10,000
WUMT (76), 11/4/53-Unknown
Battle Creek—WBCS-TV (38) Headley-Reed; 11/12/53-Summer '54
WBOC-TV (64) ABC; Weed: 53,034
Bay City (Midland, Saginaw)—WNEM-TV (5) ABC, DuM; Headley-Reed
Cadillac—WWTV (13) ABC, CBS, DuM: Weed: 42,772
Detroit—WCO-TV (82), 11/19/53-Unknown
WJKK-TV (2) CBS, DuM: Katz: 1,405,860
WWJ-TV (4) NBC; Hollinger: 1,144,860
WXYZ (7) ABC; Blair: 1,146,000
East Lansing—WWAR-TV (760)
Flint—WDUP-TV (12), Initial Decision 5/11/53
WTAC-TV (10) ABC: Rayner: 49,385
Grand Rapids—WOOD-TV (8) ABC, CBS, NBC, DuM: Katz: 376,533
Kalamazoo—WWZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel: 307,893
Lansing—WIL-TV (54) DuM: Vanard: 31,940
WJIM-TV (6) ABC, CBS, NBC, DuM: H-R: 255,000
Muskegon—WTV (38), 11/25-53-Unknown
Saginaw (Bay City, Midland)—WNKN-TV (37) ABC, CBS, NBC, DuM; Gill-Perna: 152,220
WSBM-TV (51), 10/20/53-Unknown
Traverse City—WFBS-TV (7) Holman: 11/31-53-Unknown

MINNESOTA

Austint—KMTM (6) ABC, CBS, DuM; Peetra: 75,025
Duluth—KDAL-TV (3) NBC: Avery-Knodel: 11/11-53/7/15/54 (granted STA Feb. 19)
WFTY (38) ABC, CBS, NBC, DuM: Young: 36,000
Hibbing—North Star To Co. (10), 1/13-53-Unknown
Minneapolis (St. Paul)—WCCO-TV (4) ABC, CBS, DuM: Free & Peters: 425,700
WCTN-TV (11) ABC: Blair: 413,400
Rockefeller—KROC-TV (10) ABC, CBS, DuM: Moerker: 50,000
St. Paul (Minneapolis)—KSTP-TV (5) NBC; Petra: 426,700
WMIN-TV (11) ABC: Blair: 412,400

MISSISSIPPI

Columbus—WCBI-TV (26), 7/11/53-Unknown
Jackson—WJTV (26) ABC, CBS, NBC, DuM: Katz: 31,996

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement date for grantee.

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<td>KGMO-TV</td>
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<td>KCTY (25)</td>
<td>ABC, CBS, DuM</td>
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<td>KMBC-TV (9)</td>
<td>CBS; Free &amp; Peters</td>
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<td>WDAF-TV (4)</td>
<td>ABC, CBS, NBC, DuM</td>
<td>5/15/54</td>
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<td>WHB-TV (9)</td>
<td>CBS; Blair</td>
<td>5/15/54</td>
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<td>KWWL-TV</td>
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<td>KACY (14)</td>
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<td>KCCT (79)</td>
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<td>KSD-TV (6)</td>
<td>ABC, CBS; NBC</td>
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<td>KTVI (54)</td>
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<td>KSDK (42)</td>
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**MISSOURI**

**Cape Girardeau**
- KFVS-TV (12) Pearson; 10/14/53-April 54
- KGMO-TV (14), 4/16/53-Unknown

**Clayont**
- KFQO-TV (30), 2/5/53-Unknown

**Columbia**
- KOMU-TV (8) ABC, CBS, NBC, DuM; H-R: 39-343
- Festus;
- KACY (14) Raymer; 201.200
- Hannibal (Quincy, Ill.);
- KHQA-TV (7) CBS; DuM; 96,000

**Joplin**
- KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall 54

**KANSAS**

<table>
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<th>Channel</th>
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<td>KFYR</td>
<td>CBS, NBC, DuM</td>
<td>Bismarck</td>
<td>11/16/53-3/3/54</td>
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**Check off KFYR-TV on your media list for unrivalled impact in one of the nation’s healthiest, fastest growing markets. When you channel advertising dollars to KFYR-TV, your sales message goes into prosperous Upper Midwest farm homes with family buying power near the nation's peak.**

**NEW ENGLAND**

**New Hampshire**
- WZNE-TV (45), 4/22/53-Unknown
- Manchester;
- WMUR (9) ABC; 7/26/53-3/28/54

**New Jersey**
- Asbury Park;
- KSKW (58) 107,000
- Atlantic City;
- WQFT (46), ABC, CBS, NBC, DuM; Pearson;
- WOCE (52), 1/15/53-Unknown

**New York**
- Albany (Schenectady, Troy);
- WSKY (35), 6/15/53-Unknown
- WNCH (41) ABC; Bolling; 70,400
- WTVZ (171), 7/26/53-Unknown
- Binghamton;
- WSNP (12) ABC, CBS, NBC, DuM; Boling;
- 280,000
- WTVZ (50), 8/1/53-Unknown
- Bloomington (Lake Placid);
- Great Northern TV Inc. (5), 12/2/53-Summer 54

**Buffalo**
- WENY (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,245 (a)
- WUPF-AM (17) ABC, CBS, DuM; H-R: 120,000
- WTVF (22), 7/26/52-Unknown
- Niagara Frontier Amusement Corp. (2) Initial Decision 2/11/54

**Carthage**
- St. Louis;
- WFAD (22)

**Erie**
- WECT (18) NBC; Everett-McKeaney; 26,516
- WTVS (54) ABC, CBS, NBC, DuM; Forjoe; 27,605

**Illinois**
- WBBM (20) CBS; 1/24/53-November '54
- WBB (14), 1/15/53-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 granted.**

**Broadcasting • Telecasting**
**Jamestown**—
WNYT-TV (58), 1/23/53—Unknown

**Kingston**—
WNYV-TV (65) CBS, NBC, DuM; Meeker; 11/23/53-1/14/54

**New York**—
▶ WABC-TV (7) ABC; Petry: 4,150,000
▶ WABD (5) DuM; Avery-Knodel: 4,150,000
▶ WATV (13) See Newark, N.J.
▶ WCBS-TV (2) CBS; NBC Spot Sla.: 4,150,000
▶ WBST-TV (4) NBC; SBC Spot Sla: 4,150,000
▶ WOR-TV (9) WOR; NBC Spot Sla.: 4,150,000
▶ WPXK (11) Free & Peters: 4,150,000
▶ WCTV (25), 1/14/53—Unknown

**Rochester**—

**Schenectady** (Albany, Troy)—
▶ WRGB (4) ABC; CBS, NBC, DuM; NBC Spot Sla: 351,500
▶ WYNY (35) CBS; Headley-Reed

**Syracuse**—
▶ WHEN (8) ABC, CBS, DuM; Katz: 229,000
▶ WHTV (45), 9/15/52—Unknown
▶ WHEX-TV (10) ABC; CBS; Everett-McKinney: 210,000

**Utica**—
▶ WFRS (19), 7/15/53—Unknown
▶ WEXT (12) ABC; CBS; NBC, DuM; Cooks; 135,000

**NORTH CAROLINA**

**Asheville**—
▶ WISE-TV (63) ABC, CBS, NBC, DuM; Boiling: 18,100
▶ WLOS-TV (13), 12/9/53—Unknown

**Chapel Hill**—
▶ WUNC-TV (74), 2/30/53—September '54

**Charlotte**—
▶ WAYS-TV (36) ABC; Boiling: 39,502
▶ WPTV (9) CBS, NBC, DuM; CBS Spot Sla.: 384,322

**Durham**—
▶ WTVX-TV (11), 1/21/53—Unknown

**Goldsboro**—
▶ WTVX (36), 9/30/53—Unknown

**Greensboro**—
▶ WCOC-TV (57) ABC; Boiling: 11/30/53—Unknown
▶ WPVM-TV (2) ABC, CBS, DuM; Harrison. Nighter & Parsons: 214,144

**Greenville**—
▶ WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

**Kinston**—
▶ WNOG-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel: 52,100

**Winston-Salem**—
▶ WPMV-TV (6), NBC; Weed: 7/30/52-5/15/54
▶ WTVX-To Corp. (3) 2/7/54-5/15/54

**Winston-Salem**—
▶ WJSB-TV (12) NBC; Headley-Reed; 185,007
▶ WTBG-TV (26) ABC, DuM; H-R; 47,300

**NORTH DAKOTA**

**Bismarck**—
▶ KFYT-TV (3) CBS, NBC, DuM; Blair: 6,125
▶ Fargo—
▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters: 31,000
▶ Grand Forks—
▶ KXJB Radio Corp. (10) 1/20/54—Unknown
▶ Minot—
▶ KCBJ-TV (12) ABC, CBS, NBC, DuM; Weed: 17,000

**Valley City**—
▶ KXJB-TV (4) CBS; Weed: 8/5/53—July '54

**OHIO**

**Akron**—
▶ WAKR-TV (49) ABC; Weed: 49,431
▶ Ashtabula—
▶ WICQ-TV (15) GIL-Pearl: 17,000

**Cincinnati**—
▶ WCST (44), 12/5/53—Unknown
▶ WWJ-O-TV (9) ABC; DuM: Brahmam: 450,000
▶ WWKB-(46) CBS; Katz: 450,000
▶ WLW-TV (NBC; WLW Sla.: 450,000
▶ WOJN-TV (34) Forst: 2/4/53—October '54

**Cleveland**—
▶ WERF-TV (63), 6/15/53—Unknown
▶ WEWS (5) CBS; Brahmam: 854,489

**Pennsylvania**

**PA**

**Pittsburgh**—
▶ WPXK (11), 9/15/53—Unknown
▶ WYMT (8) ABC; CBS, NBC, DuM; Katz: 279,000

**WYFJ-TV (73) ABC, CBS, DuM; Raymer: 114,000
▶ WUTY (21) Petry: 9/3/52—Unknown

**Zanesville**—
▶ WHIZ-TV (25) ABC, CBS, NBC; Pears- on: 25,108

**OKLAHOMA**

**Ada**—
▶ KSTF (10), 11/10/53-1/14/54

**Enid**—
▶ KEGO-TV (5), 12/16/53—Unknown

**Lawton**—
▶ KSWSO-TV (7) Everett-McKinney: 35,707

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**HALF-BILLION DOLLAR MARKET**

**Columbia, South Carolina's 14-County trading area**

**WNOK-TV**

**COLUMBIA** — one of America's fastest-growing cities!
U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

**COLUMBIA** — center of thriving 14-county trading area.

*SOURCE—Sales Management Survey of Buying Power*

May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

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

**PALMETTO RADI o CORPORATION**

**Early 18th Century Centurians**

March 15, 1954 • Page 129
telecasting on channel 8 to Middle Tennessee, Southern Kentucky and portions of North Alabama...

POWER: 90,000 watts.

ANTENNA: 1370 feet above sea level. New antenna will be 1749 feet above sea level.

TV HOMES: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

— WJAC-TV (6) ABC, CBS, NBC, DuM; Kati: 741,708
— WAGL-TV (8) ABC, CBS, NBC, DuM; Meeker: 208,000
— WWLA (21) Valparaiso; 57/57-Pal 74
— WLSR-TV (15) Peoria: 138,300
— WCAG-TV (10) ABC, CBS; Spot: 1,592,000
— WFLF-TV (6) ABC, DuM; Katz: 1,766,841
— WIBG-TV (35), 10/21/53-Unknown
— WPTZ (3) NBC; Free & Peters: 1,724,329
— WNTV (11) ABC, CBS, NBC, DuM; Spot: 806,780
— WENS (16) ABC, CBS; Petry: 174,742
— WKFF-TV (52) Weeds: 188,469
— WQED (*13) 5/16/53-March '54 (granted STA Oct. 14)
— WTVQ (47) Headley-Read; 12/23/52-Unknown
— WBEU-TV (33) ABC, NBC; Headley-Read: 45,073
— WJZM (61) CBS; H: 175,000
— WARM-TV (16) ABC; Hollingbery: 133,000
— WGBI-TV (22) CBS; Blais: 145,000
— WTVU (73) Everett-McKinley: 150,424
— Wilkes-Barre—
— WREX-TV (38) NBC; Headley-Read: 120,000
— WKIP-TV (34) ABC, DuM: Avery-Knodei: 152,000
— Williamsport—
— WRCA-TV (36) Everett-McKinley: 11/12/53-Spring '54
— York—
— WJW-TV (49) DuM; Hollingbery: 72,000
— WSBA-TV (43) ABC; Young: 74,100

RHODE ISLAND

Providence—
— WJAR-TV (10) ABC, CBS, NBC, DuM; Weed: 1,298,718
— WNIT (16) ABC, DuM; Raymer: 4/5/53-11/54 (granted STA Feb. 5)
— WPRI-TV (18) Blais: 8/1/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken—
— WAKN-TV (54), 10/21/53-Unknown
— WADM-TV (40) CBS; Burn-Smith: 43,500

Columbia—
— WAUC-TV (15) 6/1/53-Unknown

Charleston—
— WJSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 17,500
— WNOX-TV (25) CBS, DuM; Raymer: 51,900

Southern Cross Co. (2) NBC; Initial Decision 7/28/53

Columbus—
— WAIS-TV (32) ABC, CBS, NBC, DuM; Headley-Read: 39,882
— WIS-TV (10) NBC; Free & Peters: 89,199
— WNOK-TV (67) CBS, DuM; Raymer: 40,107

Florence—
— WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
— WFFC-TV (4) NBC; Weeds: 207,229
— WQVL (23) ABC, NBC, DuM; H: 40,863

Greensboro—
— WCRA-TV (21), 4/3/53-Unknown

Spartanburg—
— WTVF-TV CBS; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City—
— KELO-TV (11) ABC, CBS, NBC; Raymer: 53,076

TENNESSEE

Chattanooga—
— WNOX (41) Pearson: 8/11/53-Unknown
— WPTF (45), 8/21/53-Unknown
— WTVF-TV (12) Brannam: 12/15/53-

Jackson—
— WXII-TV (9) Burn-Smith; 12/13/53-Summer '54

Johnson City—
— WJHL-TV (11) Pearson: 47,527

Knoxville—
— WATE (6) ABC, NBC; Avery-Knodei: 61,630
— WPTX (38) CBS, DuM; Pearson: 56,194

Memphis—
— WHBQ-TV (13) CBS; Blais: 257,000
— WMCT (8) ABC, NBC, DuM; Brannam: 207,000

Nashville—
— WISX-TV (8) CBS; Hollingbery: 133,869
— WSM-TV (4) ABC, CBS, NBC, DuM; Petry: 142,561

Old Hickory (Nashville)—
— WLAC-TV (5) Katz; 8/3/53-11/54

TEXAS

Abilene—
— KBRC-TV (9) Pearson: 50,592

Amarillo—
— KPDA-TV (10) ABC, CBS; Brannam: 45,206
— KGNC-TV (4) ABC, DuM; Katz: 40,300
— KLYN-TV (7), 11/11/53-Unknown

Austin—
— KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer: 58,451

Beaumont—
— KBMT (21), 12/4/52-Unknown
— KTRM-TV (6), Initial Decision 7/28/53

Corpus Christi—
— KXDO (21), 17/2/53-Unknown

Dallas—
— KDFX (21), 10/23/52-Unknown
— KLIP-TV (62) 9/21/53-8/1/54
— KRLD-TV (4) ABC, Brannam: 322,500
— WPAA-TV (8) ABC, NBC, DuM; Petry: 222,500
— KDFV (20), 4/22/53-Unknown
— KFRO-TV (4) ABC, CBS, DuM; Brannam: 45,319
— KTMV (9) NBC; Hollingbery: 34,380
— KTVK (62), 11/11/53-Unknown
— WSNP-TV (5) ABC, NBC; Free & Peters; 300,253

Galveston—
— KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sis: 276,000

Huntington—
— KGBT-TV (4) ABC, CBS, DuM; Pearson: 31,300

Houston—
— KNNVZ (39) DuM; Foroe: 59,665
— KPBC-TV (2) ABC, CBS, NBC, DuM; Petry: 300,500
— KTVF (22), 1/2/53-Unknown
— KXST (64) 2/22/53-Unknown
— KXXZ-TV (28), 6/18/53-Unknown
— Houston Times Co. (13), 12/23/53-Unknown

Longview—
— KTVE (23) Foroe: 18,100

Directory information is in following order: call letters, channel, network affiliation, national representa¬tives; market set count for operating stations; date of grant and commencement target data for granted.
BROADCASTING
Charleston-
Seattle-
Bellingham-
Roanoke-
Norfolk-
Lynchburg-
Hampton
Harrisonburg-
Montpelier-
Salt Lake
Prov.-
KXIT- (19) ABC, CBS, NBC, DuM; Headley Reed; 15,562
KGBK-TV (7) 1/17/56-Uncertain
Victoria-
KVAL (49) Best; 2/26/53-Uncertain
Waco-
KANG (34) ABC; Pearson; 20,000
Westco-
KRGV-TV (5) NBC; Rayner; 7/18/53-
Wisconsin Falls-
KPDX-TW (5) ABC, NBC; Rayner: 44,000
KFWT-TV (6) CBS, DuM; Blair; 44,000
UTAH
Prov.-
KVOO-TV (11), 12/15/53-Uncertain
Salt Lake City-
KVHL-TV (6) NBC; Blair; 153,100
KSL-TV (9) ABC, CBS, DuM; CBS Spot Sky; 152,100
KUTV (2) ABC; Hollering; 3/28/53-3/15/54
VERMONT
Montpelier-
WCAX Bost Corp. (3), Initial Decision 10/2/53
VIRGINIA
Danville-
WSET-TV (24) Hollering; 13,550
Hampton (Norfolk)-
WYEO-TV (15) NBC; Rambeau; 76,250
Harrisonburg-
WSVA (16) (3) NBC; Denvey; 58,798
Lexington-
WLVA-TV (13) CBS, DuM; Hollering; 102,281
Norfolk-
WABC (33) Avery-Kindel
Norfolk-
WFAT-TV (4) ABC, CBS, DuM; 269,676
WDOV-TV (27) ABC, DuM; Forjoe; 92,000
WWVE-TV (15) See Hampton
Richmond-
WTVY (22), 12/15/53-Uncertain
WTVY (6) ABC, CBS, NBC, DuM; Blair: 353,949
Roanoke-
WYES-TV (10) NBC; Avery-Kindel-233,374
WASHINGTON
Bellingham-
KVOS-TV (18) Forjoe; 64,007
Seattle-
KOMO-TV (8) ABC; Blair; 322,400
KOMO-TV (4) NBC; Hollering; 332,400
KUOW-TV (79), 12/22-3/3/53-September '54
Spokane-
KHQ-TV (6) ABC, NBC; Katz; 52,794
KXLY-TV (4) DuM; Walker; 65,269
Louis Warner (2) Initial Decision 3/3/54
Tacoma-
KOMO-TV (13) Brancham; 322,400
KTVJ-TV (11) CBS, DuM; Weed; 322,400
Vancouver-
KYAV-TV (21) Bolling; 9/22/33-Uncertain
Yakima-
KIMA-TV (39) CBS; Weed; 18,450
WEST VIRGINIA
Beckley-
WBET (21), 6/25/53-Uncertain
Charleston-
WVNA-TV (49) ABC, DuM; Weed 30,000
The Tierney Co. (B) Brancham; 8/17/54-7/15/54

Clarksburg-
WBLK-TV (12) Brancham; 3/17/54-8/1/54
Fairmont-
WYWB-TV (35) ABC, DuM; Glen-Perno; 7/23/53-
Huntington-
WVAS-TV (3) ABC, CBS, NBC, DuM; Katz
300,400
Parkersburg-
WVAP (15) ABC, DuM; Forjoe; 20,000
Wheeling-
WLTV (81), 11/15/53-Uncertain
WTRF-TV (7) NBC; Hollering; 451,400

WISCONSIN
Eau Claire-
WJAW-TV (13) ABC, CBS, NBC, DuM; Hollering; 55,700
Green Bay-
WDAY-TV (2) ABC, CBS, NBC, DuM; Weed; 193,203
Vallejo Telecasting Co. (5) 3/10/54-Uncertain
La Crosse-
WBAY-ABC, NBC; Raymer; 10/22/53-7/15/54
WGBP-TV (14), 3/15/53-5/29/54
Wausau-
WOSA-TV (15) Rambeau; 2/10/54-7/1/54

WYOMING
Casper-
KSPR-TV (3), 5/15/53-Uncertain
Cheyenne-
KPCW-TV (6) CBS; Hollering; 1/12/53-

ALASKA
Anchorage-
KFRA (3) ABC, CBS; Weed

PUERTO RICO
San Juan-
WAPA-TV (4) NBC; Carribean Networks; 1/15/53-3/31/53
WPCA TV (4) Inter-American; 7/1/53-3/31/54
(Granted FAA Feb. 12)

CANADA
London-
CFPL (10) 35,000
Montreal-
CHUM (10) 143,000
CBMT (9) 143,000
Ottawa-
CBOT (4) 10,100
Sudbury-
CJSO-TV (5) 6,938
Toronto-
CBLT (9) 225,000
Vancouver-
CBUT (2)

MEXICO
Matamoros (Brownsville, Tex.)-
XEDT-TV (7) ABC, CBS, NBC, DuM; Young; 31,500
Tijuana (San Diego)-
KXET (6) Weed; 213,175

Total stations on air in U. S. and possessions:
386: total cities with stations on air: 243. Both totals include stations XETV and XEXV Mexico as well as educational outlets that are operating. Total sets in use 28,312,666

Indicates educational stations.

Cities NOT interconnected with AT&T.

(a) Figure does not include 266,556 sets which were TVBUFFALO reports 1562 there are in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 206-

ONE MORE REASON WHY NO SCHEDULE IS COMPLETE WITHOUT EL PASO!

EP Spending Jumped 12 Per Cent In 1953

Austin. (AP) — Texas spent 4 per cent more money last year than in 1952, the University of Texas said Friday. The figure was based on bank withdrawals in the 20 largest cities. Debts totalled $690 million in 1953, compared to $644 million in 1952. Houston led the increase, up 18 per cent. Dallas and El Paso each recorded 12 per cent gains.

KROD-TV is affiliated with KROD-AM-CALIF—5000 watts and the El Paso Times

The BRANHAM Co., National Representative

CBS...DUMONT...ABC
YOU'LL SELL MORE ON CHANNEL 4

MELANCHOLY ME
RECORDED BY
ELLA FITZGERALD...Decca
SMITH BROTHERS..."X"
EDDY HOWARD...Mercury

PUBLISHED BY SHELDON MUSIC, INC.

March 15, 1954 • Page 131
Paying the Fiddler; or Just Fiddling?

Broadcasting—and the FCC—get a break with the start of Senate hearings tomorrow (Tuesday) on filing fees for station licenses and services. The question is whether broadcasters will take maximum advantage of the opportunity.

A good start has been made. NARTB, after canvassing its board and many member stations, will put its best foot forward by opposing fees down the line. It will seek legislation to deny the right of the FCC to require payment as contrary to policy and as an impediment to free communications. This is all to the good.

The FCC has its hands tied. It must support the Administration's mandate that a schedule of filing fees be assessed to help defray the cost of administration. Congress has encouraged the fee system but hasn't made it mandatory. The hearings will enable the communications subcommittee to determine whether such fees are desirable, and thus perhaps relieve the FCC of the responsibility—

... one it doesn't want to assume, but feels it must.

Until the subcommittee, goaded by Sen. Edwin C. Johnson (D-Colo.), who is the self-appointed conscience of communications, acted, the fee structure seemed inevitable. The cards were stacked. The FCC recognized that somehow the licensee, upon paying a fee ($325 for a new application or a renewal is suggested) would acquire some sort of property right or vested interest. Yet the law itself says no property right shall accrue to the licensee.

The proposed fee system is discriminatory. Broadcasters are big tax-payers. They get no special concessions, like the oil people or the farmers. They seek none. The Administration proposal seeks fees only from "licenced" groups. Services rendered by government agencies to non-licensed groups would not be reimbursed.

It isn't the amount of the fee that's important, although admittedly the $325 fee would work hardship on smaller stations. If the fee were $1 or $1,000, it still would constitute payment for a privilege. It is axiomatic that one acquires something tangible when he pays for it. Once the fee philosophy is established, the licensee acquires something that cannot be taken from him without cause. He has a right which he can capitalize (although the law says there is no tangible asset value for a frequency).

There may be many broadcasters willing to pay a fee for a continuing right to keep their assignments inviolate. They would not be vulnerable to attack. The Government would be precluded from changing allocations during the tenure of the license (which now runs three years). The FCC presumably would be precluded from calling in a renewal ahead of expiration.

Moreover, in helping defray the cost of administration, the licensees would acquire a new relationship with the FCC. "He who pays the fiddler calls the tune" is the maxim that would apply.

The question thus appears to be acquisition of a property right on one hand, against discriminatory tax on the other.

The broadcasters get their time at bat on March 16.

Calling McCarthy's Bluff

 Hats off to CBS and NBC for turning thumbs down on the untenable demand of Sen. Joseph R. McCarthy for equal time. It retrieved for those networks a good measure of prestige lost last November when they did accede to him.

But it did more than that. The networks have taken a position, in the name of radio and television, that they will not become pawns of the politicians, no matter how highly placed or vindictive. And, based on the bombastic developments of the last week, there can be no doubt as to where broadcasting stands as the most influential and the most demanded of media in reaching the public.

What followed in the wake of Adlai E. Stevenson's angry address of March 6 turned out to be a rousing vote of confidence in broadcasting. President Eisenhower stood squarely behind the networks in allching time to the Republican National Committee rather than to a single individual who was among those criticized by the phrase-making Democratic spokesman. Comr. Robert E. Lee, who has been labeled McCarthy's man on the FCC, proved indisputably that he's nobody's stooge. He said his "pal" McCarthy was wrong, and the networks right.

Sen. McCarthy has made dire threats against the networks and even the FCC. He says if the "rules" do not permit him to reply, he'll change the rules. He petulantly refused interviews by NBC or CBS newsmen, and got out of the focus of their tv cameras.

In our view, Sen. McCarthy doesn't have a legal, ethical or political leg on which to stand. The political section of the Communications Act doesn't apply, because Stevenson didn't talk as "a qualified candidate for public office"—the controlling language of Section 315. Section 326 precludes the FCC from exercising program censorship. Hence, it could not interfere with programming without doing violence to the anti-censorship provision.

It is because networks and stations alike are disposed to give broad meaning to Section 315 that the networks acceded to the GOP request for time to answer Gov. Stevenson. They traditionally give both sides of an issue equal time. Thus, in according the Republican Committee time for a spokesman the networks are doing more than even the letter of the law demands.

Last November, it will be recalled, NBC and CBS, along with ABC, lamently knuckled under to the vituperative Wisconsin and allotted him about $300,000 worth of time in which to respond to former President Truman. Mr. Truman had devoted less than a minute to "McCarthyism," as a symbol. Mr. McCarthy spent his entire half-hour in denouncing "Trumanism" and in furthering his own ends with an oblique attack on the administration.

The networks have now redeemed themselves. They may be subjected to further attack at the hands of Mr. McCarthy. But they can't lose. If the Senator does seek punitive action from the FCC, he'll get a ready response—in the negative.

The past week is a harbinger of what's ahead for broadcasters in dealing with Sen. McCarthy. It can be presumed he will demand time whenever anyone even mentions his name disparagingly.

Sen. McCarthy is an elected Republican. He holds his investigating subcommittee chairmanship because he is a Republican.

If Sen. McCarthy resigned from the Republican party, and thus became a free agent, he then would be in a position to demand equal time, if and when attacked. But of course he wouldn't be chairman of the investigating committee, the vehicle that permits him to free-wheel into the limelight.

They Listened to Murrow

They'll have to rewrite the definition of journalism now. No greater feat of journalistic enterprise has occurred in modern times than that performed by Ed Murrow last Tuesday on See It Now. He indicted Sen. McCarthy by word and deed, documented as it can be done by television only.

There are awards for journalistic enterprise. Ed Murrow has won all of them in broadcasting, per se. How can the Pulitzer or certain other distinguished journalistic groups avoid consideration of the Murrow performance? Journalism is no longer confined to the printed page.

CBS pioneered in radio news. Bill Paley was among the first to give his top newsmen carte blanche. CBS, Ed Murrow and Alcoa gave new meaning to "freedom of broadcasting" last Tuesday.
Same Program ... *Minute Parade*

Same Sponsor ... J. L. Hudson Co.

Same Station ... WWJ

FOR 20 YEARS!

In 1934, the J. L. Hudson Company of Detroit started sponsorship of an hour-long, 6-day-a-week, early morning program on WWJ. Its name ... “Minute Parade.” Its content ... fine recorded music and storewide shopping information.

20 calendar years, 6240 radio hours, and some 65,000 classical recordings later, its audience acceptance and selling power has been proved millions of times. “Minute Parade” is today the oldest hour-long program in Detroit radio ... still with same sponsor, on the same station, using the same format.

As “Minute Parade” moves into a new time slot, 9 to 10 A.M., both Hudson’s and WWJ look forward to the perpetuation of this fine program, with an ever-growing audience.

Hudson’s is one of America’s largest, most successful department stores. In radio time-buying, as in store merchandising, it believes in the right program at the right time, on the right station. Both local and national advertisers naturally follow this basic tenet, and use WWJ with equal success.
Cash registers in the great Kansas City market ring up well over one-billion dollars worth of retail sales annually! The best way to make them ring for you is to swing your national spot schedule to WHB-TV! That's because WHB-TV offers viewers a complete lineup of star-studded CBS Network TV programs backed by a variety of sparkling, new, smartly-produced local shows featuring top talent. More eyes are on Channel 9 in the 373,426 TV homes* of the nation’s 17th market—and this means greater impact and more sales for your advertising dollar when you swing to WHB-TV!

WHB-TV's new transmitter tower (jointly owned with KMBC-TV) is 1,079 feet above average terrain. Maximum allowable power — 316 kw visual, 158 kw aural.

Contact your nearest Blair-TV representative for choice spot availabilities.

*Jan. 31 report of Kansas City Electric Assn,

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Here's a good strip story . . .

Now that the headline has gotten you into this paragraph, we have to confess that we’re talking about key strips from Butter-Nut Coffee cans. During Butter-Nut’s 1953 Christmas Club campaign, the coffee people used WHB-TV’s popular weatherman, Shelby Storck, to request key strip mailings from viewers. WHB-TV promotion and merchandising brought in a total of 106,470 key strips — more than three times the amount received from the previous year’s campaign on another Kansas City TV station . . . at that time the only television outlet in the market. Talent and format were unchanged for the ’52 and ’53 campaigns.