IN THIS ISSUE:

BAB Board Sets Record Budget
Page 27

Ward Wheelock Co. To Shut Down
Page 29

ABC, Disney Plan Weekly Series
Page 31

SRA-4A Study Urged On ID Suggestion
Page 36

FEATURE SECTION
Starts on Page 63

23RD year
THE NEWSWEEKLY OF RADIO AND TV

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IN THIS ISSUE:

BAB Board Sets Record Budget
Page 27

Ward Wheelock Co. To Shut Down
Page 29

ABC, Disney Plan Weekly Series
Page 31

SRA-4A Study Urged On ID Suggestion
Page 36

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23RD year
THE NEWSWEEKLY OF RADIO AND TV

KMBF-TV to
SAN DIEGO, California...
still FIRST in
America’s Fastest Growing
Billion-Dollar-Market!

SAN DIEGO, Nation’s 24th Largest City*

Bigger than...

- Indianapolis, Ind.
- Columbus, Ohio
- Jersey City, N. J.
- Miami, Florida
- Hartford, Conn.

* Sales Management, 1953, Population

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.
the first Five were TOPS
the next FIVE will be BETTER

1949
1950
1950
1951
1951
1952
1952
1953
1953
1954

OBTAINED HIGHEST SET SATURATION FIRST YEAR
FIRST PLACE—COLGATE COMEDY HOUR CONTEST
INTER-FAITH AWARD FOR PUBLIC SERVICE
FIRST PLACE—BLOCK DRUG—AMIDENT PROMOTION
FIRST PLACE—BILLBOARD AWARD • AUDIENCE & SALES PROMOTION

FOR EVERY ADVERTISER
A PROVEN RECORD OF A WELL DONE JOB

... the BIG STATION
with the BIG PLUS

100% full time merchandising
WIKK - WICU - ERIE DISPATCH

RATED 70% over all area competition
93% receiver saturation
85% evening sets in use
70% afternoon sets in use
60% morning sets in use

600 million dollar market plus
NBC - ABC - DUMONT

ERIE, PA., choice of the tri-state viewers

WICU-TV—Erie, Pa.
Edward Perry & Co., Inc.

WIKK-AM—Erie, Pa.
H. R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOQ—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Perry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald
When you track down the facts in PROVIDENCE

for Extra Profits
Extra Sales, it's

WHIM

WHIM gets results.
Ask Dick Hogue, Jack Hardingham,
Frank Grindley or Bob Troup at
Headley-Reed
To inspire

and further

inter-religious understanding...

Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Throughout its five years of service, WGAL-TV has striven to further inspire and strengthen inter-religious understanding with such programs as "Sanctuary Time." The complimentary mail response proves the value of this programming and its importance to the communities that WGAL-TV serves.

Represented by

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

Broadcasting • Telecasting
WITHIN NEXT 30 days, NBC Spot Radio and TV Sales reportedly will enter arrangement with Crosley Broadcasting on mutual radio and TV representation. NBC will take over West Coast representation for Crosley from Tracy Moore & Assoc.s. and also will represent Crosley stations in Detroit. Crosley will maintain its branch offices in New York and Chicago, expanding former, and also will represent NBC Spot in Crosley station cities: Cincinnati, Dayton, Columbus, Atlanta.

ANTI-TRUST probers of Justice Dept., whose agents are still scanning advertising industry files in search for conspiracy clues, now reportedly showing preference for consent-decree settlements in lieu of long and expensive litigation. According to sources close to policy-making level, anti-trust officials are becoming more court-shy as result of such setbacks as DuPont and investment trust decisions.

PRELIMINARY talks looking toward possible merger of competing applicants for St. Louis ch. 4 were disclosed last week with postponement of hearing until today (Monday) at request of attorneys. Contestants: KWK, KXOK and Missouri Valley TV Co. Latter is half-owned by Stanley Hubbard's KSTP-AM-TV St. Paul. Whether deal will emerge is anybody's guess.

CONFERENCE with Mexico on standard band broadcasting allocations ended in stalemate in Washington last week. Delegation from Mexico, headed by Communications Minister Carlos Nunez, and from U. S., headed by FCC Chairman Rosel H. Hyde, agreed to recommend to their respective governments that delegations meet again in Mexico City beginning Oct. 28. No interim understanding was reached because of Mexico's objections to NARBA agreement on ground that it gives preferential assignments to Cuba.

COMMR. ROBERT E. LEE has served his first special assignment since joining FCC last October. He was designated by Chairman Hyde as vice-chairman of U. S. delegation dealing with Mexico on standard band broadcasting allocations. Because Mr. Hyde, as chairman of delegation, had to absent himself because of other duties, Mr. Lee several times served as acting chairman during sessions.

SALE of operating uhf property, ch. 19 WTVH-TV Peoria, Ill., has been negotiated by Hugh Norman (KSTT Davenport, Iowa) for about $225,000 to Peoria Journal-Star through Blackburn-Hamilton Co., broker. Contract was to be signed over weekend. WTVH-TV is ABC-TV, DuMont outlet.

IDEA of expanding uhf video band is arousing interest on Capitol Hill. Harassed legislators, on receiving end of complaints from unhappy uhf investors, have been told present sets could be adapted to new uhf channels in fm band or above ch. 13 by simple replacement of tuner, avoiding roof-scrambling search for signals by crews installing uhf converters in uhf sets. Factory cost of all-channel uhf tuner, it's believed, would be less than uhf-uhf assembly.

** ** **
NEXT step in remote operation of transmitters will be petition for experimental permit to test unattended service for directional and higher-powered equipment. Subject will come to head at NARTB Engineering Conference in May when objectives of projected tests are to be reviewed.

** ** **
NORTH CAROLINA Congressional delegation said to be up in arms over FCC proposal to provide increased protection to Class I-A clear channel stations [B*TM, March 15]. Backing protests are Rep. L. H. Fountain (D-N. C.), law partner of V. E. Fountain, president, WCPS-AM-FM Tarboro, and Sen. Alton A. Lennon (D-N. C.). Position taken is that home state "will be dumping ground for directional signals." Written for possible fillings with FCC with Tarheel legislators claiming economic injury and loss of satisfactory service.

** ** **
IT may be the grueling pace of tv hearings—or it may be good business protection, but North Dade Video Inc., one of applicants for Miami's ch. 10, has written a $40,000 insurance policy on life of its attorney, A. Harry Becker, to run until final action by Commission in its hearing. Premiums run more than $600 a year. Opposing Miami are three other applicants, WKAT, L. B. Wilson Inc. (WCKY Cincinnati) and Public Service Tv Inc.

** ** **
BROKERAGE FIRMS report volume of uhf stations being offered at bargains is steadily increasing. In most instances, they say, the offers are from businessmen who invested in uhf probably figuring on quick capital gain. But they haven't been forthcoming and, in some cases, stations are being offered for balance due on equipment and other obligations.

** ** **
CONFLICT between broadcasting and organized sports officials over spread of bans against radio-tv pickups will come to head at NARTB convention in May. Spokesmen for professional and amateur groups will take part in no-punches-pulled session at which such matters as unreasonable scholastic fees and monopolistic control over football telecasts will be threshed out.

** ** **
SEN. HARLEY M. KILGORE's staffers working on West Virginia Democrat's "cruade" against alleged radio interests monopolizing communications field at expense of tv are thinking of compiling state-by-state ownership of all radio and tv stations for additional fodder to be used by Senator.

IN THIS ISSUE

LEAD STORY
BAB sets record $687,000 budget for upcoming fiscal year, aims for $800,000 by next March. Page 27.

ADVERTISERS & AGENCIES

FILM

Television Programs of America signs Ronald Colman for $30,000 per program Halls of Ivy series. Page 32.

FACTS & FIGURES
Radio-tv billings gross for '54 is up over last year: Radio sales slump some, but tv gains more than make up the loss. Page 33.

Nielsen does a survey for Keystone which shows that small town listener loyalty is high. Page 34.

TRADE ASSOCIATIONS
SRA-AAAA committee to study proposal for all-audio IDs on tv. Page 36.

Broadcasters pay tribute to retiring NARTB Board Chairman Justin Miller. Page 43.

GOVERNMENT
FCC Broadcast Bureau says tv hearings are too long, wants review of procedures. Page 48.

Senator Bricker says Congress will find answer to the license fee question. Page 51.

Senator Johnson says he won't seek re-election this fall. Page 51.

FEATURES

How to brighten tv programs with visual aids. Page 70.

EDUCATION
Ohio State U. Institute for Education by Radio-Tv is underway in Columbus this week. Page 78.

STATIONS
George Storer Jr. named vice president for planning and finance for the Storer Broadcasting Co. Page 81.


NETWORKS
NBC's controversial minute-spots plan awaits testing. It lacks both sponsors and affiliate approval. Page 88.

MANUFACTURING
Expanded operations in all divisions of CBS Inc. add up to make 1953 the company's record year. Page 90.

FOR THE RECORD
Weekly TeleStatus summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grants. Page 101.
BEAUTY IS AS BEAUTY DOES!

(AND KTHS DID IT!)

Here at KTHS we are mighty proud to be the only 50,000-watt station in Arkansas — the only station that can “deliver” most of the State.

That in itself is a pretty story. But prettier still are some of the selling jobs we do. Here’s what O. J. Parham, President of O. J.’s Beauty Lotion Company of Shreveport, wrote us recently:

“Your know-how, your willing and efficient cooperation, and KTHS’s power to deliver to all parts of Arkansas has proven tremendously effective in creating a greater demand for our product.

“As proof positive of your complete coverage of Arkansas, our sales volume figures show that each section of the State has contributed toward this substantial increase in the demand for O. J.’s Beauty Lotion.”

KTHS gives interference-free daytime coverage of more than 3¼ million people — primary daytime coverage of more than a million people! And those people LISTEN!

Ask your Branham man for the whole KTHS story.
Salaries of RCA Executives Shown in Proxy Statement

BRIG. GEN. David Sarnoff last year received salary of $200,000 from RCA for service as corporation's board chairman, according to RCA proxy statement sent stockholders notifying them of annual stockholders meeting, to be held at 10 a.m., May 4 in RCA Bldg., New York. Statement also reports that Robert W. Sarnoff, executive vice president and board member of NBC received $55,313 in compensation from NBC during 1953.

Corporation proposes re-election of four present directors whose terms expire this year—Frank M. Folsom, Harry C. Hagerty, George L. Harrison and Charles B. Jolliffe. Stockholders are asked to approve new incentive plan “for employees who contribute substantially to the success of the corporation,” for which company’s top executive officers would be eligible. Other RCA directors whose remuneration from RCA is listed in the proxy statement include: RCA President Frank M. Folsom, $165,600 in salary; Lindsey W. Teagarden, executive vice president of RCA and vice president in charge of technical products, RCA Victor Div., $131,096 in salary, $3,540 in incentive compensation; Walter A. Buck, vice president and general manager, RCA Victor Div., $90,625 in salary, $15,000 in incentive compensation; Charles B. Jolliffe, RCA vice president and technical director, $70,100 in salary, $30,000 in incentive compensation; Edward F. McGady, consultant to RCA, director of RCA, NBC, RCA Communications, $16,100; Gano Dunn, consulting engineer who died in April 1953, for professional services, director of RCA, NBC, RCA Communications, RCA Institutes, $14,200; Harry C. Ingle, president, RCA Communications, director of RCA, NBC, RCA Communications, $13,564 in salary, $5,000 in incentive compensation.

RCA Declares Dividends

RCA board Friday declared quarterly dividend of $2.55 per share on common stock, payable May 25 to stockholders of record at close of business on April 25, and also dividend of $.875 per share on first preferred stock for period April 1 to June 30, payable July 1 to holders of record at close of business June 14.

Disney-ABC Deal Signed; Shows To Start Next Fall

SIGNING of much-heralded agreement between ABC and Walt Disney, described as exclusive long-term contract under which Disney studios will produce at least 26 hour-long programs per year for ABC-TV and additionally give ABC exclusive rights to all present and future Disney television properties (early story page 31), announced jointly Friday by ABC President Robert E. Kintner and Roy O. Disney, president of Walt Disney Productions. AB-FT, parent of ABC, and Disney also entered commitment for dual line service Disneyland Disneyland entertainment enterprise at as yet undetermined site in Southern California.

Hour-long programs to be produced by Disney will be labeled ‘Disneyland Disneyland’ and will be supervised—with present exception nationwide ABC-TV starting in October, with exact time period

EYE-FIDELITY

NEW occupational barrier now faces persons who aspire to repair color tv sets—color-blindness. Admiral Corp., Chicago, holding nation’s largest color television training schools for engineers and distributor personnel, specifies as passing requirement “ability to repair a color television receiver.” Max Schinke, a national service manager of Admiral Corp., said personnel discovered to be color-blind will be confined to black-and-white sets.

Maestro Toscanini Leaves 17-Year Symphony Post

ARTURO TOSCANINI, 87-year-old maestro who has conducted NBC Symphony Orchestra since 1937, is retiring following last (Sunday) night’s final concert of winter season, Brig. Gen. David Sarnoff, RCA-NBC board chairman, announced. Gen. Toscanini persuaded Maestro Toscanini 17 years ago to become musical director of NBC Symphony, created especially for him. Maestro Toscanini told Gen. Sarnoff that “the time has come when I must reluctantly lay aside my baton.” Gen. Sarnoff replied, “I am saddened, along with millions of people in America, indeed all over the civilized world, at the thought that we shall no longer be privileged to look forward to your broadcasts and concerts.” NBC will carry spring season of radio concerts by NBC Summer Symphony Orchestra, starting April 11.

Bernays Turns to Bar-Keeps For Second Go at TV Spots

EDWARD L. BERNAYS, public relations counsel, New York, who surveyed “influential men” earlier this year as kick-off to campaign to improve quality and effectiveness of tv commercials [BT, Feb. 1], reported Friday results of similar survey of “bar and tavern keepers, barbers, beauticians, and butchers.” Where majority of “influential” or “intellectual” group found commercials “demoralizing,” “insufferably repetitious,” “anti-social,” “unesthetic,” “betraying patron,” and “tasteless,” bartenders, barbers, and bar keepers found them “big-mouthed and low,” “cheap,” “noisy,” “air of limburger,” “too much borax and bunt,” Mr. Bernays said. Results of his first survey aroused sharp rebuttal.

Instructing he conducted these surveys “in the public interest,” not for any client, Mr. Bernays reported “it is true that a few people like commercials” and that “a very small handful” accept commercials as lowering of admission payment, but that, overall, “the people of the U.S., whatever their station or profession, are for a large part resistant to present tv commercials and that sponsors and advertising agencies are squarely against the approach of showing returns.” Among second survey group, he said, average listening time was 22.3 hours per week.

• BUSINESS BRIEFLY

HOT WEATHER SPECIAL • Eskimo Pie, N. Y., seasonal advertiser, will place radio and television spot announcement campaign in more than 30 markets, starting April 15 and running through July. Radio frequency will average 15 spots per week and television seven per week. Buchanan & Co., N. Y., is agency.

PUSH FOR POLISH • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., is planning radio spot announcement campaign to be placed in 60 cities, starting mid-April for 13 weeks.

GASOLINE INTRODUCTION • Phillips Petroleum, through Lambert & Feasley, N. Y., introducing new gasoline with radio and television project (story page 88) was campaigned starting today (Mon.). About four spots per week to be used on some 30 tv and more than 75 radio stations.

FOUR-WEEK SPOTS • Yardley & Co., N. Y., presenting radio spot announcement campaign in 50 markets starting May 17 for four weeks, through N. W. Ayer & Son, N. Y.

AGENCY NAMED • Carter Products names Robert Otto & Co., international advertising agency, N. Y., to handle worldwide advertising for G persona button shave.

KATZ RENEWED • Democratic National Committee has renewed advertising contract with Joseph Katz Co., Baltimore and New York.Agency handled Stevenson campaign in 1952 and is working on plans for future campaigns.

‘MARGIE’ RENEWED • Philip Morris & Co. (Philip Morris cigarettes) renews My Little Margie (CBS Radio, Sun., 8:30-9 p.m. EST) for 52 weeks. Agency: Biow Co., N. Y.

KFYO Affiliates with CBS

AFFILIATION of KFYO Lubbock with CBS Radio, effective June 1, announced Friday by William A. Schudt Jr., vice president in charge of station relations, CBS Radio. KFYO, which operates at 970 kc with 5 kw day and 2 kw night, is owned and operated by Lubbock Avalanche-Journal with Gordon Thompson as general manager. It has been affiliated with ABC, which said station will operate as dual affiliate under new lineup.

NBC Spot Data Outlined

FIGURE showing 80% of NBC Radio affiliates apparently endorsing new spot announcement idea in advance of NBC’s own. Advertisers and agencies are quoted to be favorably impressed with the spot. NBC Spot Plan.

ANA Meeting Dates Set

ASSN. of National Advertisers’ annual meeting will be held at New York’s Hotel Plaza Nov. 8-10. ANA is developing plans for additional to advertiser members of ANA, invited guests will be advertising agency and media representatives.

April 5, 1954 • Page 7
The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
Families 359,150
Radio Homes 355,050
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
*Television Homes 279,029
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%
EFFECTIVE BUYING POWER
Total—$1,917,277,000
Per Capita $1,622
Per Family $5,338
RETAIL SALES
Total $1,409,122,532
Per Family $3,923
Spent For:
Food $332,271,000
Gen. Mds. $137,070,000
Furniture & Household—$72,696,000
Automotive $311,027,000
Drug $36,600,000

Toledo’s Metropolitan Area ranks high in the nation’s 200 leading areas—
Toledo ranks 41st in total retail sales
Toledo ranks 39th in food store sales
Toledo ranks 42nd in gen. mds. store sales
Toledo ranks 49th in apparel store sales
Toledo ranks 44th in home furnishing sales
Toledo ranks 34th in automotive store sales
Toledo ranks 38th in filling station sales
Toledo ranks 57th in building material and hardware store sales.
Toledo ranks 44th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo’s high rating.

*January 1, 1954

Authority for above listening and market information:
Standard Rate & Data Consumer Markets
Nielsen Coverage Service
Television Magazine

Represented Nationally by KATZ
KAKE-TV Wichita Wins Ch. 10, Schedules July Target Date

KAKE-TV Wichita, granted ch. 10 there in final decision issued by FCC Friday, plans July commencement with RCA equipment, according to Mark H. Adams, president. Final ruling was based on withdrawal of competitive bid by Mid-Continent TV Inc. Later to have 50% interest in new firm to assume ch. 10 operation, under merger agreement terminating litigation (BT, March 22). Net work and representative are in negotiation.

Wausau Applicants Merge; Other Actions at FCC

MERGER in Wausau, Wis., ch. 7 tv case set for Friday in pleadings filed with FCC for dismissal of WSAU bid to clear Wisconsin Valley TV Co. Applicants in suit, El Paso-Wausau, waives to buy WSAU for $175,000 from John R. Tomek (51%) and Charles Lemke (49%). Latter acquires option for 25% in tv venture. Mr. Tomek would be retained as consultant at $5,000 per year with total guarantee $15,000.

Zenith Case Back to Court

ZENITH Radio Corp. asked U. S. Court of Appeals Friday to order probing of it hearing with Balaban & Katz Inc., not CBS as ordered by Commission in December 1953-for Chicago (story page 54). Zenith claimed court ruling each party had not made adequate hearing out be between Zenith and Balaban & Katz, original litigants, FCC plant for Chicago. Specification of court's decision, FCC presumably will hold scheduled April 36 hearing in abeyance.

KACE TV Goes Dark

KACY (TV) Festus-St. Louis, Mo., ceased operation Friday afternoon, asked FCC to permit station to remain dark pending "corporate reorganiza- tion," according to Robert S. Kilker, secretary-general counsel, Ozark Television Corp., holder of uhf ch. 14 permit. Station has lost "in excess of $14,000" in five months of operation," Mr. Kilker said. Reason for suspension (station intends to return to the air on Wednesday at least 150 days is lack of affiliation with CBS-TV, Mr. Kilker said. Station is now under suit suit by station owner for Chicago and WTIV (TV) Belleville Ill. (St. Louis) last month on conspiracy charge. Station is said to be owned by Jack G. Garrison, Carl G. McIntire and other local businessmen.

Cardinals, Yankees and Dodgers petitioned FCC to reconsider ruling which granted renewal of license to Trinity Broadcasting Corp.'s KRLD-AM, Tex., and dismissed bailiff complaints (BT, March 8), clubs held Trinity game re-creations illegal and deceptive.

FCC's Second UHF Probe

MAJOR tv networks have been asked to supply data on programs for week of March 16-20 and stations which carried them, FCC Economics Div. reported Friday, indicating hope to complete second uhf-vhf study program as soon as possible depending on timely filing of returns by networks and stations.

Financial reports of stations for 1953 were due Wednesday. Month-by-month comparison since last August is due April 27. Economics officials heard word of trouble from April 25 Senate Commerce Committee inquiry on uhf. Dallas Double-Tower Approved

FCC Friday approved application of KRKL-AM and WFAA-TV, Dallas, to move antenna site to Commerce, Texas owned, 16.5 miles south-west of Dallas (story page 9).

Tampa Ch. 13 Hearing Set

ORAL argument on initial decision proposing to grant ch. 13 at Tampa to WDAE there was scheduled by FCC Friday for May 3. Examiner's ruling proposed to drop one of Tampa's TV Co. and Orange TV Best Co. (BT, Dec. 7, 1953).

Two Left in Huntington Contest

HUNTINGTON has 11 contest in hearing status, was reduced to two applicants as FCC Friday announced it would consider dismissal of bid by WCMH Ashland, Ky. Remaining are WHYN and WPLL, both Huntington.

at deadline

IN CASE OFWAR

CONFIDENCE of general public in radio as source to confirm vital rumor, such as outbreak of war, was re-affirmed by results of survey made for WOR New York and announced today (Monday). Last year Alfred Politz research made study of radio's effectiveness for 11 radio stations represented by Henry I. Christal Co., and one finding was that 54.8% of people queried would turn to radio for verification of rumor of war. WOR commissioned Pulse to conduct special survey on same "rumor of war" question in heavily tv-saturated New York market. Figures being released today show that 52.4% would turn on radio; 12.1%, either radio or television; 10%, television; 6.1%, call police or fire department; 5.1%, call newspaper; 6.3%, "don't know," 7.8%, miscellaneous answers.

Missouri U. Tv Protested; Lester Cox Hits Action

INVESTIGATION to find if operation of commercial or tv station by U. of Missouri "is entirely in the best interest of a majority of the citizens of the state" will be conducted by Missouri Broadcasters Assn., according to Robert Neathery, KWPX Alton, MBA president. Resolution adopted Friday at Jefferson City meeting, authorizing MBA directors to start inquiry. KOMU-TV already is being operated by school on ch. 8 at Columbia. Lester Cox, KWTO-AM-TV Springfield, Mo., and chairman of university board of curator's tv committee, said, "Association action is just a selfish dig at the university. The Attorney General has given us his ruling and the FCC has licensed us to operate in the public interest. If the broadcasting industry wants to investigate, there is nothing we can do about it. The station is a vital part of the teaching program." The university has no intention of trying to change KOMU-TV a profit-making commercial outlet, he said, but merely wants to defray expenses.

UPCOMING

April 5: NARTB Sports Committee, Ambassador Hotel, New York.
April 5-7: CBS-TV Film Sales clinic, New York.
April 7-10: Ohio State U. Institute for Education by Radio-TV, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.
April 9-10: Washington State Assn. of Broadcasters, Ridgpath Hotel, Spokane.
For other Upcomings see page 109.

PEOPLE

RICHARD K. BELLAMY, for past eight years director of publicity and promotion for Benton & Bent Co., New York, now in charge of public relations and promotion of such accounts as General Foods, Procter & Gamble, McKesson & Robbins, joins Kenyon & Eckhardt, New York, as promotion department manager, responsible for operation of that department.

WILLIAM KING, account executive on Amazo Instant Dessert; RICHARD ALEWEIL, account executive on Beech-Nut Packing; and ROBERT BARKER, account executive on RCA account, appointed vice presidents by Kenyon & Eckhardt, New York.

JOHN F. GILLIGAN, vice president in charge of advertising, Philip Morris Co., retired Friday. He had been with company 32 years, serving in sales, advertising and order departments. He was lauded by James H. Carmine, executive vice president, for "skill in directing Philip's expanded and diversified advertising." MORGAN GREENWOOD, named general advertising manager last January, will supervise all advertising.

EDWARD W. STONE named district sales engineer managing Chicago office for Standard Electronics Corp., Claude Neon Inc. subsidiary. He was transferred from similar position at Newark headquarters.

‘Omnibus' Will Return, But ‘Excursion’ Is Ended

FORD Foundation Tv-Radio Workshop's 90-minute Omnibus will be replaced by Excursion (and CBS-TV) for third consecutive year Oct. 17, resuming on 80 CBS-TV stations at 5:60 p.m. Sundays for 26 weeks, Robert Sadek, Workshop head, is announcing today (Mon.). Program again will be offered for sponsorship by four advertisers, and expects learned that at least one of past season's sponsors, Scott Paper Co., Chicago, has indicated willingness to renew. Scott agency is J. W. Thompson Co. Workshop's present plans do not include resumption of Excursion, weekly half-hour program which has been carried on NBC-TV.

REMTA Adopts Plan to Cut Tv Receiver Interference

ALL SET MAKERS were urged Friday by Radio-Electronics-Tv Mfrs. Assn. to take part in voluntary industry program to minimize tv and fm radio set interference caused by radiation and spurious emissions. Dr. W. R. G. Baker, General Electric vice president and chairman of special REMTA committee, warned that failure of factories to adopt plan would bring regulatory action by FCC.

REMTA plan calls for use of 41.25 mc as tv intermediate frequency; for adherence to proposed tv and fm radiation limits, and voluntary commission of set to tolerances. The plan was approved by independent laboratory. Situation is "serious," Dr. Baker said, noting some set makers are not conforming to FCC's 41.25 mc frequentity or to tolerances.

FCC Chairman Rosed Hyde, after Commission studied REMTA plan, called it "significant advance" but only starting point. Further notice of proposed rule-making planned, he said. FCC will get reports on laboratory tests of sets.

WJMR Names McGillivra

WJMR-AM-TV New Orleans have named Joseph Hershey McGillivra Inc. as exclusive representative. WJMR-TV is CBS, ABC and Dumont affiliate, according to James E. Gordon, vice president and general manager. 

April 3, 1954
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
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How to prepare for Color TV

The indispensable equipment guide for every TV Station planning color operations

What’s in the Color Edition
- The RCA Color TV System
- What Color TV Means to the Broadcaster
- Television Transmitter Operation with Color Signals
- How to Plan for Color TV
- RCA Color Studio Camera, TK-10A
- RCA Color Slide Camera, TK-4A
- RCA Color Film Camera, TK-25A
- RCA 16mm Color Film Projector, TP-20A
- RCA Color TV Monitor, TM-10A
- RCA Colorplexer, TX-1A
- Test Equipment for Color Television
- RCA Color Sync Generator Equipment
- Video Amplifiers in Color Signal Transmission

This special 80-page issue of RCA Broadcast News has been prepared specifically for the TV station man who is getting ready to work with color. Filled with authentic information not found in its entirety anywhere else, this issue includes important facts you’ll want to know about color now... such as general operating theory of the color telecasting system, how to plan studios and stations for color, types of equipments and systems required, how to make equipment changeovers for color.

Copies of this special color issue of Broadcast News may be obtained from your RCA Broadcast Sales Representative. Or write Section 503, RCA Engineering Products, Camden, New Jersey.

The only 100% engineering-operations journal for station men

Read by broadcasters and telecasters longer than any technical magazine of its kind in the industry, RCA Broadcast News is prepared specifically to keep station men up-to-date on equipment-and-station operations. It includes straight-to-the-point facts on planning installations, testing and operating station equipment—newsy stories about stations from the stations themselves—interesting articles on “how-it-works” and “how-to-do-it” for the everyday job—plus equipment information you can find in no other periodical. RCA Broadcast News is published every other month. Ask your RCA Broadcast Representative to put you on the list to receive it regularly.
With four television stations now transmitting in the Houston-Gulf Coast area, KPRC-TV remains FIRST in everything that counts. Houston's large, growing viewing audience (over 300,000 TV sets in the coverage area) consistently elects Channel 2 for the best in programming . . . the most and best in talent . . . tops in news and newsreel coverage . . . the best in performance!

Houstonians look to KPRC-TV for leadership . . . because Houstonians know KPRC-TV is FIRST.

For the lowest cost per thousand and the highest percentage of results, buy KPRC-TV. Call Edward Petry and Company, or write direct for availabilities.

**FIRST**

**FIRST in coverage**
**FIRST in circulation**
**FIRST in ratings**
**FIRST in local live shows**
**FIRST in news**
**FIRST in public service**
**FIRST in merchandising & promotion**
**FIRST in physical equipment**
Four TV stations serve Houston. Only ONE sells it EFFECTIVELY!
The proof: February, 1954, TV-Hooperatings show KPRC-TV with a
Sunday through Saturday average evening share of audience 74%.
The remaining 26% share of audience is divided among the remaining
three Houston stations.

**ALL TOP DAYTIME AND NIGHTTIME SHOWS ARE SEEN ON KPRC-TV!**

**Houston's Ten Top Daytime Shows**

<table>
<thead>
<tr>
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<th>RATING</th>
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<tbody>
<tr>
<td>1</td>
<td>Superman</td>
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<td>2</td>
<td>Kit Carson</td>
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<td>3</td>
<td>Sky King</td>
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<td>Stu Erwin</td>
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<td>Ding Dong School</td>
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<td>7</td>
<td>Howdy Doody</td>
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<td>8</td>
<td>Welcome Travelers</td>
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<td>9</td>
<td>Matinee</td>
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<td>10</td>
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**Houston's Ten Top Nighttime Shows**

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<td>Dragnet</td>
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<tr>
<td>3</td>
<td>Ozzie &amp; Harriet</td>
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<td>4</td>
<td>You Bet Your Life</td>
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<td>5</td>
<td>I Married Joan</td>
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<td>6</td>
<td>My Little Margie</td>
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<td>Heart Of The City</td>
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<td>8</td>
<td>Cisco Kid</td>
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<td>9</td>
<td>Robert Montgomery</td>
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<td>10</td>
<td>Amos n' Andy</td>
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</tbody>
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*TV-Hooperatings, February, 1954.
†ARR & Pulse
Also Establish KPRC-TV Dominance.
WHERE’S RAYMOND?
Network: ABC-TV
Time: Thurs., 8:30 p.m. EST
Starring: Ray Bolger
Cast: Allyn Joslyn, Viv Janis, Dick Erdman, Maurice Kelly, Yvonne DuBay, Gloria Pall, Noel Neill and Dolores Graham
Producer: Jerry Dreier
Script Writer: Paul Henning
Director: Sidney Landfield
Co-Sponsors: American Cigar & Cigarette Co. and Sherwin Williams Co.
Agency: Sullivan, Stauffer, Colwell & Bayles; Fuller, Smith & Ross

Strength of a situation comedy, such as Where’s Raymond rests in large part on the shoulders of the script writer. When the series was launched several months ago, even such a talented and versatile performer as Ray Bolger could not overcome the handicap of a stilted scenario. Happily, a second examination of the program (March 25) revealed that the storyline material has been reinforced to provide Mr. Bolger with a more appropriate framework for his showmanship.

There were chuckles aplenty and numerous opportunities for Mr. Bolger to capitalize on his particular brand of droll humor. But the program could have shown the star to better advantage had the producers exploited Mr. Bolger’s rare gift for comic dancing. In only one scene was he allotted time for his particular specialty, and this was for an Apachio dance in which Mr. Bolger did not shine. In fairness, it must be pointed out that the dance fitted in naturally with the motif of the story-line.

Mr. Bolger is supported by an excellent staff, particularly Allyn Joslyn, Viv Janis and Dick Erdman.

GENERAL FOODS 25TH ANNIVERSARY SHOW
Networks: ABC-TV, CBS-TV, NBC-TV, DuMont
Time: Sun., March 28, 8-9:30 p.m. EST
Producer-Director: Ralph Levy
Musical Director: Harry Sosnick
Musical Arrangements: Robert Russell Bennett
Choreographer: John Butler
Set Designer: Richard Jackson
Agency: General Foods
Sponsor: General Foods

What was planned as a spectacular celebration commemorating the 11th birthday of the Richard Rodgers-Oscar Hammerstein II team and the 25th anniversary of General Foods turned into spectacular disappointment. The General Foods 25th Anniversary Show, presented on all four tv networks March 28, was an occasion for wasting more money, more time and more talent than perhaps any other highly publicized one-time shot in tv history.

There were moments, of course, when nice things happened. Mary Martin can still enchant an audience when she concentrates her zestful talent on “I’m in Love With a Wonderful Guy.” But the magic touch that has come to be synonymous with Rodgers and Hammerstein was missing from this production. Except for a few of the excerpts from their six Broadway shows, the bad moments stacked up a rather noticeable majority.

These master craftsmen of the theatre apparently left their tools at home when they took on this assignment. Most of the errors were ones of omission. The first consideration in a show of this size should be a complete, workable, coherent script. In this case there wasn’t one. Miss Martin, who narrated a good segment of the program, kept paraphrasing her original introductory comments about the great contributions Messrs. Rodgers and Hammerstein had made to the stage.

When Miss Martin was busy elsewhere the between-numbers bits were filled by Jack Benny, Edgar Bergen and Charlie McCarthy, Ed Sullivan and Groucho Marx. Mr. Benny did one skit on the horror of paying $6.60 for a ticket for “Carousel.” It had nothing whatever to do with the telecast but its inappropriate quality was diminished somewhat by the consideration that there wasn’t much that passed before the camera that did have anything to do with building a strong showcase for R & H hits.

Because the show lacked even a semblance of continuity it never did get off the ground. The pace was all off, the dialogue meaningless, the talent handicapped by the strain of knowing that things were going from bad to worse.

Even some excerpts were not up to the usually high Rodgers and Hammerstein production standards. “Oklahoma’s” “Oh, What a Beautiful Morning,” sung by Gordon MacRae, lacked the zip that made it an American classic. And the rousing “Oklahoma!” number was given only a moderately enthusiastic production.

Rosemary Clooney’s success as a pop singer can hardly be challenged but she was never cut out to sing the ingenue lead in “Me and Juliet.” The scene from that show when Miss Clooney sang “No Other Love Have I’ was one of the show’s more embarrassing moments. The other excerpts—scents from “Carousel,” “South Pacific,” “Allegro” and “The King and I”—retained traces of the quality direction and staging that made them outstanding theatre.

Both Mr. Rodgers and Mr. Hammerstein made a brief appearance in a contrived situation with Groucho Marx who was working into the telecast in his m.c. role on You Bet Your Life. A less artificial interview would have been more suitable.

From a commercial aspect it’s estimated that time and talent charges for General Foods 25th Anniversary Show ran somewhere between $350,000 and $500,000. The whole business might serve to disprove the popular theory that you always get what you pay for.

BORADCASTING • TELECASTING
No story ever written could be more fascinating than the story of “the world we live in.” LIFE made it into an outstanding magazine series. Now, in cooperation with LIFE, we proudly introduce THE WORLD WE LIVE IN as a compelling and outstanding radio program.

This weekly series explores the earth, sea and air, and the strange creatures which inhabit them... the fantastic drama of our world’s misty beginnings, and the story of its probably violent end. All programs will be produced and directed by Peabody Award-winner Sherman H. Dryer, with original music composed especially for the series. Last week's première: “The Earth Is Born.” Coming soon: “The Creatures of the Sea”; “The Land Beneath the Waters”; “The Great Age of Dinosaurs”; “The Angry Air.”

Here is a program that is absolutely unique. It is the “something new” that stations and listeners have been waiting for: new in approach, subject matter, excitement, and new in importance.

It is THE WORLD WE LIVE IN... heard every Friday at 9:30 PM (EST) on ABC Radio.
REPRESENTING LEADING VHF TELEVISION STATIONS:

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<tr>
<th>EASTERN</th>
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<td>WPIX New York</td>
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<td>WPXZ Philadelphia</td>
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<td>WIE-TV Columbia, S. C.</td>
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<td>9</td>
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<td>WCCO-TV Minneapolis—St. Paul</td>
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<td>ABC</td>
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<td>KGMB-TV Honolulu</td>
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<td>CBS</td>
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<tr>
<td>KRON-TV San Francisco</td>
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<td>NBC</td>
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KEEPS SAYING

'THese ARE THE TV STATIONS TO BUY FOR YOUR NATIONAL SPOT TELEVISION CAMPAIGN!'"

A few years ago not even we could have guessed that, as of today, Free & Peters would be representing VHF stations which cover over 10,000,000 U. S. television homes!

With National Spot Television you can cover any number of those TV homes you wish. You have complete flexibility in your planning — complete choice of markets, stations, time, programs, audiences, budgets and merchandising. Which of the markets at the left interests you now? All of them are "the TV stations to buy for your National Spot Television campaign"!

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
**Right and Wrong**

**EDITOR:**

... We recently had the occasion to write to Mr. William F. E. Long, director of statistics at Radio-Electronics-Television Mfrs. Assn., requesting information about the number of radio sets shipped to dealers by manufacturers, each year, from 1950 through 1953. Although the 1953 figures that Mr. Long sent us completely agreed with the 1953 figures in your publication [March 1] there was a large difference between both 1952 figures. Mr. Long reports, 7,776,651 sets for 1952, and your column quotes 7,066,794 sets ...

Edward W. Balicki
J. Walter Thompson
New York

[EDITOR'S NOTE: B-T correctly quoted an official RETMA release which itself was in error. Mr. Long's figures are correct.]

**Editorial Comment**

**EDITOR:**

Your editorial "The Free-Time Grab Bag" March 22 was an excellent exposition of a vital and timely topic. 

I think you would create a lot of thinking and help mould honest public opinion if you were able eternally to promote the last four paragraphs.

Harry G. Westerfield
National Assn. of Manufacturers
Ardmore, Pa.

**McCarthy Coverage**

**EDITOR:**

In the deadline section of the March 22 issue of B-T, in the box titled "Ten For McCarthy", there was a slight inaccuracy I would like to correct.

WISN, following a standard policy of covering all important public affairs originated its own pick-up of the McCarthy speech and did not take the WGN feed. This was not a special effort on the part of our station which remains constantly alert to bring to the people of Milwaukee and the state an important question irrespective of the views expressed. I am sure that if Mr. Stevenson originated a talk in Milwaukee we would certainly make every effort to cover his remarks.

WISN Milwaukee

**Non-Directional**

**EDITOR:**

The article regarding television directional antennas in the March 22 issue of Broadcasting & Telecasting was in error on KRON-TV San Francisco. KRON-TV does not employ a directional antenna ...

Several years ago KRON-TV did have a construction permit for a directional antenna, but, upon a thorough consideration of the economic and engineering factors involved, this permit was returned to the FCC. ...

I am of the opinion that there is a definite place for directional antennas in television and that they should be employed where the engineering and economic factors indicate. In fact, it is only reasonable to employ every practical engineering refinement to provide maximum public service ...

Robert L. Hammatt
Consulting Radio Engineer
San Francisco

**THE PEOPLE'S CHOICE!**

- WIBC's fabulous disc jockey, Easy Gwynn, spends 5 hours a day, 5 days a week spinning records and making with the talk. 85% of the time he's on the air, WIBC has more listeners than any other Indianapolis radio station.* The secret? It's "Easy"... Easy chooses music the people like... and the people choose Easy... and WIBC!

As a matter of fact WIBC programs, primarily local and heavily emphasizing public service, 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**
announcing the new all new

"TENNESSEE ERNIE SHOW"

the show that sparkles with ★ SONGS ★ MUSIC ★ COMEDY ★ VARIETY ★ GUESTS

brand new format with music that is live, lively and likeable!

... the songs that Tennessee Ernie does best... comedy, variety, many top-flight guests... all Emceed by Tennessee Ernie himself... in a way that keeps every show moving at a fast pace.

260 open-end quarter hours in this sparkling transcribed series

... to bring your audience an endless variety of entertainment with a wide appeal to every age.

available at a down-to-earth cost your sponsors can afford

... just as interesting as the show itself is the price for "The TENNESSEE ERNIE Show" in your market! It's low!... much lower than you'd expect to pay for this network type program!

phone, wire or write

Radiozark enterprises, inc.

606 st.louis street - phone 2-4422 - springfield, Missouri

America's fastest growing production company
WASHINGTON radio attorneys are working round the clock these days, and lean, hard-driving Vin Welch—new president of the Federal Communications Bar Assn.—is no exception.

At the moment, he has four TV hearings going at the same time.

How does he do it? Simple. Work 24 hours a day, and have plenty of stamina.

That's not too difficult for Mr. Welch. Even in his youth he was accustomed to keeping a dozen activities going at the same time.

At Bowdoin College, in his native Maine, Mr. Welch was a seven-letter man—boxing, swimming, football, track, basketball, tennis, golf. He was captain of his boxing and swimming teams. Not content with sports, he was also a member of the debating team, was active in the dramatic society and was business manager of the college year book.

And, he was a Dean's list honor student.

This prolificity of energy was not new. Beginning at the age of eight, young Welch worked every summer until he finished law school. He was, not chronologically, a magazine salesman, caddy, bathhouse boy, dishwasher, bell hop, desk clerk, mechanic, service station attendant, traffic controller, waiter, insurance salesman, government clerk and prison guard.

Since then he has conserved his energies somewhat. But, the physical stamina and reserve is still there.

"He's the only man I know," one of his colleagues said the other day, "who can work all night and still be fresh and alert next morning."

Vincent Bogan (his mother's maiden name) Welch was born in 1917 in Portland, Me. He received his A.B. from Bowdoin in 1938 and his LL.B. from Harvard Law School in 1941. At Harvard he cut down on his extra-curricular activities. He was active only in the Legal Aid Society which aided indigent Bostonians and gave young lawyers their first taste of law practice.

Washington was much in the minds of the budding barristers who attended Harvard classes in the 1918-1941 years. Many graduates had joined the ranks of the New Deal administration in those stirring times and young Welch did not escape the crusading spirit.

Following Harvard, the young attorney put in a spell in his father's law office in Portland. But finding the practice not up to his expectations, he put in his bids for Washington and in the fall of 1941 joined the FCC as a special attorney in the common carrier division.

A year of tariffs, rate cases, and other common carrier legal problems and then Mr. Welch went into the Navy as an ensign, with six months at communications school at Harvard and to the Pacific—communications officer and operations officer for Task Force 71, which numbered among its submarine corps those who slid into Tokyo Harbor during the height of the war, and executive officer of Headquarters Squadron, Fleet Airwing No. 10. Lt. (j.g.) Welch was mustered out in October 1945.

Back to the FCC, but this time in the Broadcast Branch of the Law Dept. First on FBI matters, then am. During those months, he handled the first comparative hearings for grants on 550 kc and for 1600 kc.

In July 1946, with Harold E. Mott, an FCC associate, Mr. Welch left the FCC and formed the Washington radio law firm of Welch & Mott. In 1947, Edward P. Morgan, ex-FBI man and former counsel to the Tydings subcommittee investigating communism in the State Department, joined the firm, which became Welch, Mott & Morgan. Like its name, the firm grew from a two-room suite in the Occidental Bldg. to two floors in the Erickson Bldg. It now specializes in the whole field of administrative law. Among Mr. Welch's major radio representations have been the Motion Picture Assn. of America, in the theatre TV hearings last year, and 20th Century-Fox in the acid San Francisco pre-freeze TV hearing—forerunner of the bitter TV hearings today.

Mr. Welch married a Philadelphia girl, Barbara Gross, in 1941 while he was attending Harvard. They live on one and a half acres in Ravenswood, in Fairfax County, Virginia, 10 miles from Washington. His interest in sports continues high—he has just finished building himself a tennis court—and he golfs and swims whenever he has time. He's developed a keen interest in skiing and both he and his wife journey to the snows of New England and Canada or to the waters of Florida whenever they can.

At the annual FCBA picnic outing, Vin Welch is the perennial pitcher for the lawyers in the regular softball game against the FCC.

Mr. Welch is vice chairman of the Radio-Communications Committee of the District of Columbia Bar Assn. He is also a member of the American Bar Assn. and the American Judicature Society. He is a member of the D. C. and Maine bars. He is active in the American Legion, Amvets, Variety Club, and the Washington Board of Trade.

As the 1954 president of FCBA, Mr. Welch has two hopes. He aims to bring to fruition a joint FCBA-FCC endeavor which involves codifying and bringing up-to-date that agency's rules and regulations, including practices and procedures. He also hopes to get the FCBA to work on non-broadcast procedures and procedures.
The locals in one part of Bavaria have an unusual way of determining whether the local beer is up to snuff. They pour a batch on a bench and have several prominent citizens apply their leather-covered posteriors to the puddle. If the bench sticks to them when they arise, the batch is declared a success and all hoist a few steins in celebration.

Personally, we aren't advocating the system, and besides we prefer our lager with a head on it... but it makes a good example of how tastes vary. Local tastes in radio fare vary too, and that's what makes America's strong independent stations such a good advertising buy. Only the independents program exclusively for the folks in their areas... give the home folks just what they want. A satisfied audience is a buying audience—and that's the result your selling message will get on any of nation's strong independents listed below. Write any of them for the facts.

INDEPENDENTS PROGRAM EXCLUSIVELY FOR THEIR AUDIENCE!

<table>
<thead>
<tr>
<th>Station</th>
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<td>CKY</td>
<td>Winnipeg, Manitoba, Canada</td>
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They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP
A SPORTS fan all his life, Harry Renfro seems particularly suited for his role as radio-tv director and account executive on Anheuser-Busch at D'Arcy Adv. Co., St. Louis, where baseball and beer go hand in hand on behalf of Budweiser.

In this capacity, Mr. Renfro, a veteran but youthful ex-broadcaster himself, has been the "contact man" for the owner of the St. Louis Cardinals National League club.

Mr. Renfro has been wrapped up most of his life in radio and television, dating back to his early days as a staff announcer at WEW St. Louis.

Harry Keeton Renfro was born in St. Louis on March 19, 1915, attended grade and high schools there, and later the universities of St. Louis and Washington. He landed his first radio job at WEW in 1934 and four years later moved over to KXOK when it first took the air. He subsequently became chief announcer, news editor, program director, public relations chief, director of sales service and, finally, assistant general manager.

While on the staff, Mr. Renfro once performed the considerable feat of announcing more than 3,000 dance-orchestra remotes in less than two years. He announced the pickups from St. Louis night club spots, which were piped to the old Blue Network.

During World War II Mr. Renfro served with Naval Intelligence from Australia to Okinawa. He was recalled to the Marines late in 1950 for another 18-month stretch as public information officer in Korea.

Early in 1952 Mr. Renfro returned to KXOK (which got Cards' broadcast rights this year). Together with Dancer-Fitzgerald-Sample, he organized a large midwest baseball broadcast network for Falstaff Brewing Co., which sponsored the St. Louis Browns games.

When Anheuser-Busch bought the Cards last year, Mr. Renfro joined D'Arcy as the baseball specialist. He has directed the burden of contact-and-contract duties involving plans for 350-station coverage of the Bill Stern show each weekday evening; broadcasts of all Cards games on a substantial regional network; 77 road telecasts of the Cards on WTVI (TV) Belleville (St. Louis); play-by-play of games of Cards' franchises in minor league cities.

Mr. Renfro married the former Margaret Lydon. They have a daughter, Patti. Mr. Renfro is a member of the board of governors of the St. Louis Advertising Club and was an organizer and later vice president of the Missouri Broadcasters Assn.
It's No Draw...in Omaha

KMTV leads the race...by a mile...in the Omaha area. How do you measure a winner? If it is by audience ratings, we got 'em. The most recent Pulse Survey (January 4-10) gave KMTV 12 of the top 15 shows—in fact, 9 of the top 10, plus the top multi-weekly show, plus the highest rated local TV production. And, the most recent ARB Survey (February 8-14) revealed that KMTV once again led the parade with 11 of the top 15 shows and also the highest rated local show.

This championship performance isn't new to KMTV. In every Pulse rating for the past two years, KMTV has proved to be the most looked-at, most listened-to television station in the Omaha area.

In this rich 240,000-set area, KMTV offers you the biggest audience...the most dependable signal to reach this market...the sales results of some 300 satisfied local and national clients.

**Smart advertisers all agree: In Omaha, the place to be...is Channel 3.**
what channel do you view most?

this question asked by American Research Bureau, Inc.

the answer

CHANNEL 10
WSLS-TV
ROANOKE 96% for channel 10
LYNCHBURG 86% for channel 10
DANVILLE 61% for channel 10

a metropolitan market of 356,200 population—2.226% of USA

THIRTIETH anniversary with Westinghouse Broadcasting Co. for H. W. Irving (r) recalls many memories. Mr. Irving, transmitter supervisor for KDKA Pittsburgh, examines the microphone he used when KDKA broadcast to Admiral Richard Byrd’s first Antarctic expedition. L. R. Rawlins (l), KDKA manager, has been with WBC 11 years; Ward London (c), station’s studio supervisor, has begun his 35th year with Westinghouse.

► ASCAP celebrated its 40th anniversary last Tuesday with a banquet at the Waldorf-Astoria in New York, attended by some 1,500 members and guests.

► J. A. DUPONT, president-general manager of CJAD Montreal, marked his 30th anniversary in radio March 15. He joined CKAC Montreal as an announcer in 1924, later became manager and in 1932 joined the Canadian Radio Broadcasting Commission, continuing with its successor the Canadian Broadcasting Corp. as commercial manager for Quebec province. In 1945 he left the CBC to start CJAD.

► RUTH CRANE, women’s director, celebrated her 10th anniversary with WMAL-AM-TV Washington March 17. She was honored by the Gas Appliance Manufacturers’ Assn. with a cocktail party and the installation of an all-gas kitchen on the studio set where Miss Crane’s Modern Woman program is produced.

► WTVJ (TV) Miami observed its fifth anniversary March 21.

PRESENTING Blenda Newlin a silver tray commemorating her 20 years with KSFO-KPIX (TV) San Francisco is Philip G. Lasky (r), vice president of the stations. Franklin M. Dumm (l), secretary-treasurer, first hired Miss Newlin in 1934. She has been executive secretary to Mr. Lasky and more recently to Alan Torbet, KSFO general manager, not shown.
My, how you've grown!

FISH STORY

... a true one!

Sam Del Vecchio, owner of Frank Del Vecchio & Son sporting goods store, had a problem. How could he get the good fishermen of Washington all the way over to his store in the Southeast section. He solved it the way so many others have found quick and profitable—he bought time on WWDC. Now he says:

"Art Brown and WWDC are my two best salesmen. Fishermen from all over town drop by here and stock up the very morning they're going fishing. My store is showing a healthy increase every year."

WWDC can help your business grow in the rich Washington market. Let your John Blair man give you the whole story.
Another Reason Why WPTF is North Carolina's Number One Salesman

Right Hand Man . . . . . Tom Maness

Tom Maness is your right hand man at WPTF. He's our Copy Chief (And yours, too!), responsible for maintaining perfection in all on-the-air material. He's the one who checks your selling messages—programs and announcements—to make sure you will be putting your best foot forward when you go on the air at WPTF. He makes sure instructions from you and your agency are carried out. He adds that extra polish which guarantees better results when you buy WPTF. He's another member of the team that makes WPTF the Number One Salesman in the South's Number One State!

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
BAB SETS RECORD BUDGET, PLANS '54-'55 EXPANSION

Here are the major objectives for the new fiscal year:

- Membership drive aimed at producing $800,000 budget for the '55-'56 fiscal year.
- Expansion into Canada with limited BAB service to stations there.
- Research to find out where radio and tv sets are.
- A continuation of the exploitation of local revenue sources.
- A vigorous effort to sell national advertisers on radio.

A RECORD budget of $687,000 by BAB for the new fiscal year and a budget target of $800,000 per year by next March were approved by the BAB board at its semi-annual meeting last Tuesday in New York, BAB's fiscal year runs from April 1 to March 31.

The board, headed by Chairman Charles C. Caley, WMWD Peoria, also gave its approval to a series of new and expanded projects for the coming 12 months, including a plan to expand into Canada by offering a limited BAB service to stations there; new series of 37 area sales clinics to be conducted between June 7 and Aug. 31, but to be limited to BAB member stations; BAB participation in the NARTB convention next month with a May 27 program presenting major local and national radio advertisers in discussions of their success with the aural medium, and participation in the Advertising Research Foundation-Alfred Politz Research census of radio and tv sets, which BAB and the four networks are financing (see story, page 28).

Four Big Missions

Board approval also was given to four major objectives of the bureau's 1954-'55 program. As outlined by Donald W. Thorburgh of WCAU Philadelphia, chairman of the plans committee, and BAB President Kevin Sweeney, the objectives are:

1. To continue the "enricement" of the principal sources of local radio business;
2. To attack the three "roadblocks" to selling radio nationally, which were described as questions posed by advertisers as to the "location" of the radio audience, the effectiveness of radio as against newspapers, and the desire of their dealers and distributors for radio against other media;
3. To complete the campaign to sell nighttime radio, and
4. To upgrade the caliber of radio salesmanship.

The attack on the three so-called "roadblocks" will be waged in large measure by research—such as the ARF-Politz study, which among other things is designed to show the locations at which people listen—and by continuing the campaign to sell radio to advertisers at both national and local-regional levels.

George Higgins, KMBC Kansas City, was named chairman of the membership committee—which is slated to undertake a concerted drive as part of the work toward the goal of an $800,000 budget by 1955—and John Patt of WJR Detroit was designated head of the nominating committee to propose a successor to Mr. Caley as board chairman and make other nominations for board vacancies occurring next November.

Mr. Caley will have served 2½ years as board chairman in November.

Appointed to serve with Mr. Patt on the nominating committee were Howard Lane, KOIN Portland, Oreg.; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; H. Preston Peters, Free & Peters; Robert A. Schmid, Mutual, and Allen M. Woodall, WDAK Columbus, Ga.

William B. Ryan, who resigned as BAB president last November, was presented a scroll of appreciation for his services.

FOUR CRUCIAL TESTS OF RADIO

FOUR separate tests of radio's selling power in four different fields are currently in progress in campaigns worked out and being conducted in cooperation with BAB.

In New York, Macy's—one of the nation's largest department stores and a heavy user of newspapers—has completed the first phase of a test in which it entrusted to radio the entire build-up for one of its "Super Sales" and further tests are planned (Closeup Circuit; March 22).

In Chicago, Goldblatt Bros. is using radio to test its effectiveness in selling appliances, and Henry C. Lytton & Co. is putting on a campaign to test the medium's power in selling regular and high-priced clothing for men.

And in Denver, the American Furniture Co.—described as the largest furniture store between the West Coast and the Mississippi—last Thursday launched a radio drive to find out how well radio sells furniture. Thus radio is being tried as a department store salesman; as an appliance salesman; as a salesman of higher quality clothes for men, and as a furniture salesman. In each case the campaigns were plotted and are being conducted in close cooperation with BAB.

Macy's, New York, is understood to be spending about $25,000 on radio time for its tests. In the phase just completed, the store placed schedules on the four network-owned local stations, WABC, WCCS, WNBC and WOR, and on the independents WINS, WMCA and WOW. BAB representatives were on hand at the store during the campaign period to determine how many of the customers first learned of the sales through radio. Results currently are being tabulated by both BAB and Macy's.

In the Chicago experiments, Goldblatt's is using a 12-week saturation announcement campaign and Lytton's is placing a five-week schedule. The six BAB member stations in Chicago cooperated in working out the schedules, copy, and other arrangements: WBBM, WCEI, WGN, WIND, WLS and WMAQ.

April 5, 1954
BAB SEES RECORD YEAR

MRRRS. INGRIM AND COHAN
by Ward Ingrimm of KJH Los Angeles, finance committee chairman, compares with $645,000 for the 1953-54 year. Financial objectives for the current year were said to include an increase to a $750,000 annual rate by November as well as an $800,000 rate by next March.

On hand for the board meeting were Charles T. Ayres, ABC, New York; Joseph E. Baudine, WJAR, Providence, R.I.; John P. Blair, John Blair & Co., New York; Charles C. Caley Chairman, WMID Detroit; David B. Smith, WFAA Dallas; John C. Cohen, KBEB Salt Lake City; Williarn S. Fine-

MRSSS. CALEY AND SWEENEY
room would be called its living room. The term “working order” as applied to a radio or tv set means that it can actually receive a program at the time of the interview. An unconnected set which operates by house current will be counted in working order if, on being plugged in, it immediately begins receiving programs.

As it is unlikely that every interviewer will be able to check on the working condition of every set in every room in every home included in the survey, a reliable quality control procedure is being set up with a sub-sample of 10% to be used to determine the working condition of all sets with a high degree of accuracy. This research technique will serve as a guard against inflation introduced by people claiming more sets than they actually own, or deflation through someone’s failure to remember a set in a room not used very often.

The sample for the survey will be a probability sample of households in 140 counties clustered into 70 primary sampling units, with interviews conducted in about 1,000 small segments within the primary units. A self-adjusting design in the plan will compensate for changes in the home population since the last census. A primary objective is to secure completed interviews in at least 90% of the designated households.

The survey will be conducted with the cooperation of the Federal Civil Defense Administr-
WARD WHELOCK CO. TO CLOSE IN FALL; CAMPBELL SOUP LOSS IS MAJOR FACTOR

ADVERTISERS & AGENCIES

Adam Schiedt Brewing and Stephen F. Whitman & Sons, remaining accounts, to name successor agencies. Wheelock billed $10 million yearly but was practically a 'one account' agency.

As a result of the loss of the Campbell Soup Co. account, the 53-year-old advertising agency, Ward Wheelock & Co., Philadelphia and New York, will close its doors early next fall, officials said last week.

The agency was formed originally under the name of F. Wallace Armstrong Agency in 1901. On March 15, 1946, Wheelock bought the company and renamed it Ward Wheelock & Co. Mr. Wheelock was president of the firm until about three years ago, when he was elected chairman of the board and Arthur A. Bailey was named president. Mr. Wheelock personally was the account executive for Campbell Soup until three years ago.

The agency, which had billed about $10 million annually, was practically a "one account" agency, having serviced Campbell Soup's $8.5 million advertising campaigns for the past 18 years. In mid-February the company resigned from Ward Wheelock and named BBDO and Leo Burnett Co. to handle the account, while continuing to retain Compton Adv. and Dancer-Fitzgerald-Sample for portions of the business [B&T Feb. 15].

After the loss of the account, Ward Wheelock returned from a European assignment for the Eisenhower Foundation, and announced that the agency would continue in business and would be out to gather new clients. But the attempt at gathering in new accounts was not successful quickly enough to maintain the agency, it was reported.

The two remaining accounts, Adam Schiedt Brewing Co., Norristown, Pa., and Stephen F. Whitman & Sons, Philadelphia, have not yet appointed new agencies.

Personnel Seeks New Positions

Members of the agency staff, who had been reduced to about 35 in Philadelphia and five in the New York office, are currently in negotiations for other positions.

"Every effort is being made to help reestablish personnel," William A. Dunn, vice president and treasurer, told B&T.

Mr. Dunn himself, who has been with the agency since 1946, is vice president and treasurer and a member of the board, plans to open a tax account business in the Lincoln-Mercury Bldg., present location of the agency. William R. Farrell, first vice president and a member of the executive committee, has been named advertising manager of Monsanto Chemical Co., St. Louis.

J. R. Benedict, account executive, has joined Young & Rubicam, New York, in the same capacity.

Charles Geoffry, head of the research department, has moved to Lennen & Newell, in the research department. Paul Rose, assistant to the president of Ward Wheelock, joined N. W. Ayer & Son. Rust Johnston, vice president and director of radio and television, is currently on a vacation on the West Coast, and presumably will announce his plans on his return.

The New York office of the agency is expected to close on or about July 31.

Jones-Rill Contract Suit Settled-Out of Court

AN out-of-court settlement was arranged last week by Duane Jones, head of Duane Jones Agency, and Irving Rill, former account executive who has sued Mr. Jones for $13,762 for alleged breach of contract. The out-of-court settlement was understood to be about $10,000.

Mr. Jones reportedly had an oral agreement with Mr. Rill in which the latter was to get a percentage of commissions on the accounts he brought into the agency. Mr. Rill claimed to have brought in the Vitamin Corp. of America account (which since then has moved to BBDO), Farm Bureau Insurance, Kordol Corp. and Reddi distributors. Mr. Jones claimed he maintained losses on some of Mr. Rill's accounts and therefore he could not pay a full commission on those accounts.

Kelvinator Division of Nash-Kelvinator Corp. will take over alternate sponsorship with Block Drug Co. of the weekly Danger Zone in plans being made here by George Abrams (l), Block advertising manager, and Ralph Robertson, vice president-marketing director, Geyer Adv. Inc., agency for N-X.

Richfield Favorites Spot Radio

SPT radio is a 4-to-1 favorite of Richfield Oil Corp. of New York's independent distributors in their selection of media for cooperative advertising, company officials said last week. Richfield advertising and sales promotion manager, said that for the fourth or fifth year the distributors had made spot radio an overwhelming media choice. The 4-to-1 ratio, he explained, represents radio's lead in terms of dollar volume.

While declining to provide a further breakdown of the findings or to indicate the number of distributors involved, company officials noted that Richfield tallies up, each year, the number of distributors using each of the various media available to them under the company's cooperative advertising plan, and said the current estimates were based on such a study.

LeBlanc Offers Media Stock-for-Time Plan

RADIO and television stations and newspapers will be offered $1 million in $1 shares of stock by LeBlanc Brothers in exchange for time and space for promotion of a new product to be manufactured by Dudley J. LeBlanc, originator of Hadacol [B&T Feb. 1].

This announcement was made last week by Winston S. Dustin, vice president of The Martin Co., Nashville, advertising agency for the new product. Mr. LeBlanc, a Louisiana state senator, in a letter to Mr. Dustin, said LeBlanc Brothers will offer five million shares of stock in the new firm, which he said has approximately $100,000 in assets.

The $1 million block of stock will be offered to stations and other media within a few weeks, Mr. Dustin said. He added that time purchases from stations will not necessarily be confined to those which subscribe to stock under the stock-for-time plan.

Mr. LeBlanc credited radio with doing more than any other medium in promoting his Hadacol [B&T, March 5, 1951] before he sold the firm, LeBlanc Corp., in 1951. The Hadacol firm, which afterward failed and went into receivership, FTC Drops Complaint Against LeBlanc, Hadacol

AN initial decision ordering dismissal of a Federal Trade Commission complaint issued in September 1951 against LeBlanc Corp., manufacturer of Hadacol vitamin-mineral supplement, charging false and misleading advertising, was issued last week by FTC Hearing Examiner Abner E. Lipscomb.

The 1951 complaint had named the Lafayette, La., firm and its president at that time, Ralph J. LeBlanc. Mr. Leblanc sold the firm in 1951. It later was acquired by Richfield Corp.

The initial decision was made on motion of counsel for the complaint, who noted that the firm's affairs are under a bankruptcy trustee, that Mr. LeBlanc no longer has any control in the business and that none of the advertising claims challenged by the FTC have been made since the complaint was issued.

Mr. Lipscomb's initial decision, made without prejudice to FTC's right to reopen the case, cited reasoning of the complaint's supporting counsel, in moving for dismissal, as follows: (1) if the firm is liquidated the complaint will be meaningless; (2) if it is reorganized it will have management, ownership and control different from that at the time of the complaint, and (3) if the firm is reorganized, complaints should be issued only on any new and future disputed advertising claim.

Mogul Promotes Dunier

LESLIE L. DUNIER, who has handled on-air spot station relations with individual radio and television stations in markets throughout the country for the Emil Mogul Co., New York, has been promoted to business manager of the radio and television stations. In this capacity he will supervise all the agency's radio and television time-buying activities.
Rhoades & Davis Opens
New Building in S. F.

RHOADES & DAVIS, West Coast advertising agency, is now operating from its new building at 642 Commercial St., San Francisco, according to an announcement by Robert O. Davis, partner.

The new building is equipped with modern radio-tv facilities for the agency and its clients, including a monitoring room and a custom-built film editing desk.

The agency does over a million dollars in radio-tv billings annually, according to Mr. Davis, which includes the following accounts: Star-Kist Foods, Riviera Packing Co., Yellow Cab Co., Bonnie Dog Food, Denalont Dental Plate Cleanser, and Seven-Up, among others.

Tom D. Scholts, partner, heads the agency's other office in Los Angeles.

Merchandising Contest
Set for ‘Janet Dean’ Show

A CONTEST among the promotion managers of the 21 television stations carrying Janet Dean, Registered Nurse, sponsored by Emerson Drug Co.'s Bromo-Seltzer, will be held during April. It was announced last week.

Cash awards of $250, $150 and $100 will go to the promotion managers of the three stations which submit the most conclusive evidence of merchandising accomplishment for Bromo-Seltzer and Janet Dean during April, it was said.

Deadline for this evidence is May 15. Judging will be done by the merchandising department of Lenox & Newell Inc., advertising agency for Emerson. L & N is sending each station a list of 18 suggested ways to merchandise the program and product.

Renuzit Turns to TV

RENUZIT Home Products Co. has put the bulk of its spring advertising budget into spot participations in local daytime tv shows in over 20 markets from coast to coast. Feigenbaum & Wernmen Advertising Agency, Philadelphia, handles the account.

The company's schedule began on 45 tv stations March 1 with substantial results in sales of its new Erase-Away Cleaning Kit already reported. The campaign will continue through early summer.

SPOT NEW BUSINESS

General Cigar Co., N. Y. (White Owl Cigars), starts spot radio announcement campaign in a few selected markets April 15 for two weeks. Agency: Young & Rubicam, N. Y.

Emerson Radio and Phonograph Corp., N. Y., is offering cooperative advertising plan to its distributors for radio spot campaign for its portable radios in some 90 markets through the country, May 15 through June 27.

California Wine Valley Co. (Schapiro's Kosher Wines) planning to use minute announcements, station breaks and station identification spots on WJGT (TV) WCBS-TV WABD (TV) and WABC-TV New York. Campaign is to start immediate through Ben B. Bliss Co., N. Y.

NETWORK NEW BUSINESS

Tasti-Diet Foods Inc., Stockton, Calif., starts quarter hour of Sunday News Desk on 23 CPRN stations (Sun., 5:30-6 p.m. PST) for 52 weeks from April 25. Agency: Erwin Wasey & Co., Ltd., L. A.

Liggett and Myers Tobacco Co., N. Y. (L & M filters), has extended sponsorship of The Spike Jones Show (NBC-TV, Wed. 8:30-9 p.m. EST) for six weeks, running through May 8. Agency: Cunningham & Walsh, N. Y.


Jackson & Perkins Co., Newark, N. Y., will sponsor Tues. segment of Gabriel Heater news commentary program (Mutual, Mon.-Fri. 7:30-7:45 p.m. EST), starting April 6. Agency: Maxwell Sackheim & Co., N. Y.

D. E. Sanford, S. F. (Descoware cooking utensils), enters tv for the first time as alternate sponsor of Amaas 'n Andy on KNXT (TV) Hollywood, for 14 weeks from April 6. If successful, firm will expand to other tv markets, according to Carroll Ray, account executive, Neale Adv. Assoc., Los Angeles agency servicing the account. Series is a CBS-TV package.

Rountree's Dairy Box Chocolates, imported from York, England, has started radio spot announcement campaign in limited number of radio stations. Agency: Abbott Kimball Co., N. Y.

New York Ford Dealers, through J. Walter Thompson Co., N. Y., has bought half of 20-second announcements immediately before and after telecasts of the 77 New York Yankee home games, starting April 15. Beechmont Pack Co., Canonsboro, N. Y., through Kenyon & Eckhardt, has purchased one-quarter of the 10-second ID announcements immediately adjacent to telecasts of WPXI (TV) New York of the 154 home games of the Yankees and Giants.

AGENCY APPOINTMENTS

General Mills (O-Cel-O Sponge div.) names William Esty & Co., N. Y., to handle its advertising. Media plans are as yet undetermined.

Indian River Medicine Co., La Follette, Tenn. (Scalf's Indian River Medicine, herb tonic, No-Becols vitamin-mineral dietary supplement), appoints Claude Harrison & Co., Roanoke, Va. Radio, television and newspapers are being used.

Buck Dealers of Calif., L. A. and S. F., appoints Ruthrauff & Ryan Inc., same cities, to handle advertising. Spot radio-tv will be used.

R. T. Collier Corp., L. A. (Tap Sprite carbonated water filters), names West-Marquis Inc., same city. Radio and tv will be used.

Arthur M. Arlett is account executive.

Swift & Co., Chicago, appoints McCann-Erickson to handle Premium Ham and Premium Bacon accounts effective Nov. 1 and agricultural research advertising immediately. Swift also names Bert S. Gittins, Milwaukee, to handle animal feeds, farm plant foods and hatching eggs advertising June 1.

Hannah Laboratories, Carmel Valley, Calif. (women's toiletries), names Beament & Hohman Inc., S. F. Firm will soon market third skin cream.

Long Island Duck Growers Marketing Cooperative Inc., appoints Williams Adv. Agency, N. Y. N. Y. Radio and television will be used starting in April locally, and will expand to the national level as distribution warrants.

Fritos Inc., Dallas (packaged corn chips), appoints Ruthrauff & Ryan Inc., L. A., to handle western division advertising. Radio and tv will be used.


Starlit Products Co., S. F. (Starlit Shampoos), names Sidney Garfield & Assoc., that city.

Stauston & Son, L. A. (Stanwall hardwood paneling), names Len Woolf Co., that city, to handle advertising, with emphasis on do-it-yourself market.


AGENCY SHORTS


Crossey & Jefferies Inc., L. A., moves to 6456 Wilcox Blvd. Telephone remains Cleveland 7-8271.

Showalter Lynch Advertising Agency, Portland, Ore., moves to 711 S. W. Alder St. Telephone is Broadway 0525.

Keenan, Hunter & Dietrich, S. F., move to 1014 Alma St., Menlo Park, Calif.


Al King Adv., 7818 Forsyth Blvd., Clayton, Mo., has been formed by Alvin M. King. Mr. King was formerly vice president-commercial manager, KSTM-TV St. Louis.
ABC, DISNEY SET WEEKLY TV SERIES

Multi-million-dollar deal would have as its main objective a weekly one-hour Disney-produced program for showing on ABC-TV. Contract details, including collateral goals, are being withheld until fully completed.

ABC and Walt Disney Productions were reported definitely set last week in what was seen as a multi-million-dollar deal which would bring the Disney organization into television in a long-term exclusive tie-up with ABC. The terms, settled in Hollywood during the past 10 days, are now subject to approval by the Disney board, it was said.

Production of a one-hour weekly series of ABC-TV programs—starting this fall—by the creator of Mickey Mouse was regarded as the prime consideration in the transaction from ABC's standpoint. But it was understood several collateral objectives were involved, including (1) acquisition by ABC of rights to some of the Disney film characters; (2) rights for ABC-TV use of some of the older Disney theatrical productions; including some of his "true life adventures" films, and (3) an ABC tie-in with the projected $10 million Disneyland "World's Fair" amusement park of 160 acres in southern California [CLOSED CIRCUIT, Mar. 15].

While it is known ABC President Robert E. Kintner, reportedly handling network negotiations, was in Hollywood and returned the weekend of March 27-28 after a series of meetings with Roy Disney, president of Walt Disney Productions, contract details are being closely guarded pending an official ABC-TV release in New York. The contract, which also carries the signature of Walt Disney, board chairman of Disney Productions, makes the latter the first important motion picture studio to enter television under its own name.

It was reported Disney Productions has been surveying the video medium for the past three years. Conjecture is that the one-hour series will be basically live, possibly using parts of early cartoons and films with no theatrical re-release market value.

Commenting on reports that a "large food packaging firm" would become a third partner in the deal, a Disney spokesman declared the partnership is between Disney and ABC-TV and the signing of a third party is not necessary at this time.

He said that while a food firm would be a natural advertiser to tie up with the show, since the Disney product always has appealed to the family trade and not to just a segment of the family, the ultimate sponsor conceivably could be "say, an automobile firm."

This spokesman said that despite numerous inquiries from sponsors and advertising agencies, details of the program format would be presented to sponsors only when fully worked out. He said Disney would make each program new and unusual, with "surprise elements."

The Disney spokesman said the 160-acre tract in southern California probably would serve as an origination point for this series and others. It is scheduled to open early in 1956.

It was understood the contract with ABC would in no way interrupt Disney Productions' theatrical film production schedule.

ABC REALIGNS FILM DIVISION

ABC FILM Syndication has been set up as a wholly-owned subsidiary of AB-PT Inc. Robert F. Kintner, ABC president, announced last week. It will operate as a self-contained unit of ABC, which is an AB-PT division.

The organization formerly operated as ABC Syndication, which ABC established as a fifth division of its network in August 1953, at which time George Shupert joined the network as vice president in charge of the unit.

In the reorganization, Mr. Shupert becomes president of ABC Film Syndication and Don Kearney, national sales manager, assumes the title of vice president in charge of sales. Other officers of the new subsidiary are Edward Graessel, treasurer, and Raphael Scobey, secretary.

Directors of ABC Film Syndication are Messrs. Kintner, Shupert, Kearney, and Graessel, and Robert H. O'Brien, ABC executive vice president.

Actors Charge Wrather With Breach of Contract

TWO SUITS totalling $9,000 and charging breach of contract were filed in Los Angeles Superior Court Wednesday against Jack D. Wrather Jr., tv film producer and president-co-owner of KOTV (TV) Tulsa and KFMB-TV San Diego, by actors Virginia Field and her husband Will Rogers.

Plaintiffs contend they signed contracts on April 4, 1952, to portray the leading roles in Boss Lady, series of 12 half-hour films to be produced by Mr. Wrather for Procter & Gamble's summer replacement on NBC-TV. The suit charges the defendant repudiated the contract two weeks later and subsequently made the series with other actors.

With payment set at $450 and $300 per film, respectively, Miss Field and Mr. Parker claim they were to receive 7% and 3%, respectively, of the re-run profits and asked the court for an accounting as the series is in re-issue.

THE Boston Blackie film series will be sponsored on WXEL (TV) Cleveland for 26 weeks by Frigidaire under an agreement being made here by (1 to r) John Duffy, president of Duffy Advertising Agency; Spencer Meilstrup, Frigidaire sales manager, and Carole Roba of the WXEL sales staff.

Academy Pictures Opens New York Office, Studios

ACADEMY Pictures Inc., Hollywood, has opened offices and studios at 588 Fifth Ave., New York, to serve as eastern sales and production headquarters for the making of color and black and white tv film commercials and to produce industrial, educational and training films. Edwin L. Gerash is president and Moray Pultz is vice president.

The opening of New York offices is part of an expansion program of Academy, designed to improve service to clients in New York and Hollywood. Academy specializes in the animated cartoon technique and currently produces commercials for clients including J. Walter Thompson Co., Young & Rubicam, N. W. Ayer & Son, McGraw-Hill Corp., and the U. S. Navy.

Tv Down on the Farm

TELENEWS Productions, N. Y., has announced it has completed the first program of a new, weekly 15-minute tv film series titled Farm Report, described as "a tv journal of agriculture."

Charles Burris, general manager, said the series represents opening of a campaign to "capture the farm tv market," which is said to have grown in tv set saturation from 9% in 1952 to more than 45% in 1954.

UTP Elects Nathan

ELECTION of Wynn Nathan, national sales manager of United Television Programs Inc., Hollywood, to the post of vice president in charge of sales, was announced last week by Lee Savin, executive vice president of the television organization.
Ronald Colman, TPA Plan ‘Ivy’ Film Series

Film series budgeted at $50,000 per show, with 39 shows set the first year.

SIGNING of Ronald Colman by television Programs of America for a Halls of Ivy film series to be produced and distributed at a cost of $50,000 a show, or almost $2 million for the 39 films planned for the first year’s showing, was announced last week. Mr. Colman and his wife, Benita Hume, will appear in the roles they played in the Halls of Ivy radio program, and the radio format will be followed in the TV version. Production is scheduled to start late this month, for early fall release.

TPA President Milton Gordon said Halls of Ivy has “always been considered a natural for TV and it has not been done until now because of the high cost. It is only recently that television has attracted sufficient funds and the high-caliber talent needed to put on Halls of Ivy.”

Bill Frye, who was associated with the radio program, will produce the series. Leon Fromkess will be executive producer; Norman McLeod and William Cameron Menzies will direct, and Don Quinn will be editorial supervisor. TPA purchased the rights for Halls of Ivy from Ivy Productions, which will continue to have an interest in the show.

CBS-TV Claims ‘First’ Showing of H-Films

CBS-TV claimed a “beat” last week with the “first presentation to the general public” of the Government film showing the first hydrogen explosion, held in the Pacific in November 1952.

The network reported that two minutes after the film was released by the Federal Civil Defense Administration last Thursday to TV networks, stations and newsreels, excerpts were presented on The Morning Show, beginning at 7:02 a.m. EST. It also scheduled the film for 6 p.m. and 11 p.m.

ABC-TV said it presented the first complete showing of the film, “Operation Ivy” 10:10:30 a.m. Thursday. ABC-TV also showed the motion picture at 8 p.m. NBC-TV carried the film at 8 a.m., 7 and 11:15 a.m. DuMont said portions of the film were shown at 8 p.m. together with interviews.

The film, 28-minutes in length, and in black-and-white, was released to all TV outlets.

The film was prepared by the Defense Dept. and the Atomic Energy Commission. Actual production was by a Hollywood “task unit” of the U.S. Air Force.

The TV film is 16 mm. Also released by FCDA was a series of black-and-white 16mm film clips for TV “news” use; a sound tape of about 14 minutes for radio “news” taken from the “Operation Ivy” film and containing commentary and music.

FCDA said it has set up a TV distribution plan, details of which were contained in a memo sent to video stations across the country. Stations can contact regional civil defense centers for information.

FILM SALES

Midwest Timberman Co. has contracted to sponsor Cowboy G-Men film series in five new markets—Ames, Des Moines, Waterloo, Davenport (all Iowa) and St. Joseph, Mo. Series, filmed by Telemount-Mutual Productions, Hollywood, is distributed by National Telefilm Assoc. Regional sponsors include Dixie Cup Co., Easton, Pa., and Purity Bakers Corp., Chicago (Tonysee Bread).

WNAC-TV Boston has acquired telecasting rights to the theatrical films from George Bagnall & Assoc., Beverly Hills. Similar deals have been reported concluded with WAAM (TV) Baltimore and WTMJ-TV Milwaukee.

K COP (TV) Hollywood has acquired The Visitor, NBC Film Syndication package of 44 half-hour programs.

FILM DISTRIBUTION


Brandon Films Inc., N.Y., announced that “Diary of a Country Priest,” prize-winning full-length feature film in French with English titles, will be released for television following theatrical presentation.

George Bagnall & Assoc., Beverly Hills, which recently took over active management of Consolidated Television Sales for new owner, Sull Boushall, in a separate transaction has acquired TV distribution of two Jerry Fairbanks feature films. They are “The Windjammer,” starring Bob Burns, and “Doctor Jim,” starring Stu Erwin.

Jerry Fairbanks, Hollywood producer of some 500 tv films, 300 theatrical shorts and 50 feature length commercial films, is preparing his first theatrical motion picture venture, “Project Saucer.” Scheduled as a wide-screen feature in color, it is based on documented flying saucer material from government and aviation files.

FILM PRODUCTION

Jerry Fairbanks Productions, Hollywood, is shooting three one-minute TV commercials for Oldsmobile Division of General Motors Corp., Detroit, with announcer Bob LeMond. Agency is D. P. Brother, Detroit.

Christ-Koplan Productions, Hollywood, is making a series of two-minute films clips in front of retail stores of dealers handling Zenith and Norge home appliances for integration in Harry Koplan-Rosemary LaPlanche Show, live TV package telecast by KHI-TV that city, which is sponsored by Sues, Young & Brown Inc. (S. Calif. distributors of Norge and Zenith lines). Use of film clips, according to Mr. Koplan, “can bring the public and the dealers who sell our sponsor’s product into much more intimate and friendly contact with our shows. We are putting on audience participation stunts in front of our dealers’ stores and the thing is paying off with a greater amount of public interest than we had anticipated,” he said. Agency is Dan B. Miner Co., L.A.

Telecraft Productions Inc., Hollywood, with new headquarters at Ted Allan Studios, 6230 Yucca, is shooting a new group of 13 films in color for Hank McCune Show.

TV NEWSREEL

KING OSCAR sardines will be promoted on the WABC-TV New York shows of Maggie McNellis and Henry Morgan (Here’s Henry) in agreement being signed here with Arthur Lange (c), Chr. Bjerlend & Co., packers of sardines.

TALKING color tv at WJAR-TV Providence studies are (1 to r): standing—Reid Davis, tech. supervisor of NBC color, and William Martin, NBC N.E. slugs; seated—Dave Sinclair, WJAR-TV pub. rel. and color dir., and Barry Wood, NBC executive producer in charge of color coordination.

CENTURY Super Markets, sponsor of WFMJ-TV Youngstown's daily Kitchen Corner, will sponsor a second tv cooking school and food show for five days after previous successful one-day show. At signing (1 to r): seated—Norman Aron, Century slugs; standing—Ron Nissen, WFMJ-TV; standing—Bill Stalker and Bob Thompson, Century; Mitchell Stanley, station manager of WFMJ-TV, and Warren Park, program director of WFMJ-TV.

COOK Furniture & Appliance Co. signs long-term contract to participate in Six Is Cookin’ Show on WTVN (TV) Columbus, Ohio, in connection with Hotpot kitchen appliances of General Electric Supply Co. L to r: Charles MacIntz, GE Supply Co.; William F. Cook, Cook Co.; Edwin G. Richter Jr., WTVN slugs, and James Clark, GE Supply Co.
**Facts & Figures**

**RADIO, TV NETWORKS’ COMBINED GROSS EXCEEDS $35 MILLION FOR FEBRUARY**

PUB figures show month was 23.6% over the preceding February. Totals for the first two months of ’54 are ahead of the ’53 pace.

**COMBINED gross time sales of the four nationwide radio and four tv networks in February amounted to $35,235,583, an increase of 23.6% over the gross for February 1953 of $28,002,162. For the January-February period, this year’s total was $73,510,216, a gain of 23.2% over the gross of $59,656,564 for the same two months of last year. Figures are taken from the accompanying tables, compiled by Publishers Information Bureau.**

Radio network billings in February continued their slight decline, down 4.1% from February a year ago, with the January-February total 4.6% below that of the opening two months of 1953.

TV network billings advanced much more rapidly than the radio billings fell off. February’s tv network gross was 45.8% ahead of February 1953; the January-February total was 45.5% up from that of the same two months of 1953.

Also from PUB data came the analysis of radio and tv network advertising revenue in January, including tables showing the top 10 advertisers that month for each type of network, the leading advertisers in each product group and the total combined time purchased by each group on both radio and tv networks, with January 1954 compared to last month only.

In line with the billings trends, the PUB record of network advertising also show that the number of advertisers using the radio networks in January declined from 166 a year ago to 153 this year, while tv network clients increased from 149 to 184.

### Top Ten Radio Network Advertisers in January 1954

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$1,213,732</td>
</tr>
<tr>
<td>Hall Brothers</td>
<td>793,277</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>597,332</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>594,879</td>
</tr>
<tr>
<td>3,113,738</td>
<td></td>
</tr>
<tr>
<td>3,176,849</td>
<td></td>
</tr>
<tr>
<td>6,568,722</td>
<td></td>
</tr>
<tr>
<td>8,074,157</td>
<td></td>
</tr>
<tr>
<td>$25,364,159</td>
<td></td>
</tr>
</tbody>
</table>

### Gross Radio Network Time Sales by Product Groups For January 1954, Compared to January 1953

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1954</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>$2,571,078</td>
<td>$2,311,095</td>
</tr>
<tr>
<td>Food Products</td>
<td>$2,070,074</td>
<td>$2,007,080</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>$765,166</td>
<td>$787,859</td>
</tr>
<tr>
<td>All Others</td>
<td>$2,420,294</td>
<td>$2,400,021</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$8,074,157</td>
<td>$7,608,970</td>
</tr>
</tbody>
</table>

### Gross TV Time Sales by Product Groups For January 1954, Compared To 1953

<table>
<thead>
<tr>
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<th>1954</th>
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</tr>
<tr>
<td>TOTAL</td>
<td>$8,074,157</td>
<td>$7,608,970</td>
</tr>
</tbody>
</table>

### Leading Radio Network Advertisers By Product Groups During January, 1954

**Agriculture & Farming**
- General Mills Corp.
- General Electric Co.'s
- Gulf Oil Corp.
- Co. 65,043
- Co. 117,952
- Co. 16,042

**Automotive, Automotive**
- General Motors Corp.
- Ford Motor Co.
- Chrysler Corp.
- Mercury

**Drugs & Remedies**
- Procter & Gamble Co.
- Hall Brothers
- Curtis Publishing Co.

**Food & Food Products**
- General Foods Corp.
- Colgate-Palmolive Co.
- Hall Brothers

**Household Fu...**

### Network Radio

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td>$2,494,727</td>
<td>$2,386,663</td>
</tr>
</tbody>
</table>

### Network Television

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$2,494,727</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,386,663</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,352,391</td>
</tr>
<tr>
<td>$9,239,661</td>
<td></td>
</tr>
</tbody>
</table>

### Network Radio Total To Date

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$2,459,534</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,329,343</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,142,693</td>
</tr>
</tbody>
</table>

### Network Television Total To Date

<table>
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<tr>
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<tr>
<td>CBS</td>
<td>$2,415,534</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,285,343</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,120,653</td>
</tr>
</tbody>
</table>

**April 5, 1954**
FACTS & FIGURES

KBS FINDS SMALL-TOWN AUDIENCES LOYAL

Small-town residents listen to their local stations more than residents of larger cities do to theirs, according to a Keystone study of Nielsen Coverage Service data.

Radio families in the nation's small towns and the surrounding countryside are loyal listeners to their home-town radio stations, according to an analysis of Nielsen Coverage Service data made by Keystone Broadcasting System, a recent NBC subscriber. The study shows that approximately three-fourths of the total audience of these small town stations is made up of regular daily listeners rather than occasional turn-ins, KBS said.

Elimination from KBS' list of 700 affiliates all stations of more than 5 kw power, those in cities of 20,000 or more population and those in metropolitan areas, leaves 479 KBS affiliates in small city areas. Of these, KBS pointed out:

- 74% of the homes listening weekly in the stations' total coverage areas are also part of the stations' audience on the average day.
- 79.1% of the homes listening weekly in the stations' home areas are also average daily listeners to their home-town stations.
- Compared with these figures a similar study of 36 major market stations showed a total coverage area loyalty index of 68% and a home area loyalty index of 68.9%.

As the adjoining tables show, the small town station loyalty index figures are relatively unaffected by the size of the community, with little difference percentagewise between towns of less than 5,000 inhabitants and those of more than 15,000. Nor does the number of stations in the community make any significant change. In all cases, the home area audiences are slightly more loyal to their local stations than are the total audiences.

The study also shows that stations in the smaller towns appear to build up a pattern of listenership and audience loyalty in which a larger share of their total audience comes from outside their home NCS areas than is the case for stations in larger towns. This probably is explained by the fact that most stations in smaller towns are in regions where stations are quite some distance apart. In these cases, each station performs an important community service over a relatively large geographical area, indicating its total audience may be far in excess of the size of its home town.

Translation of the percentage figures into the number of families reached by the 479 small town stations reveals a combined average daily audience of 4,770,410 homes, which rises to a total of 6,444,980 homes reached per week. Background data on these affiliates is as follows:

| Table I |
| Number of KBS Stations Located in Various Size Towns (1,500 Census) |
| Population of Town | No. of Stations |
| Under 10,000 | 324 |
| 10,000-19,999 | 155 |
| **Total** | **479** |

| Table II |
| Number and Percentage of KBS Stations in the Study Located in Towns with Varying Number of AM Stations |
| No. of AM Stations in Town | No. of Stations in Such Towns | Percentage of Stations in Such Towns |
| One | 425 | 89.9% |
| Two and Three | 53 | 11.1% |
| **Total** | **479** | **100.0%** |

| Table III |
| Regional Location of the 479 KBS Stations Included in this Study (1,500 Census) |
| Region | No. of Stations | Percentage of Stations |
| **Northeast** | 25 | 5.2% |
| **North Central** | 100 | 21.8% |
| **South Central** | 278 | 58.0% |
| **West** | 70 | 14.8% |
| **Total** | **479** | **100.0%** |

| Table IV |
| Average Loyalty Index to Daytime Audiences to the 479 Stations in this Study |
| Loyalty Index | In Home NCS Areas of Station | Percent of Total Audience |
| **All Stations** | 74.6% | 79.1% |
| By Home-Town Population: | | |
| Under 5,000 | 71.9% | 76.5% |
| 5,000-9,999 | 74.6% | 79.8% |
| 10,000-19,999 | 73.7% | 78.3% |
| 20,000-29,999 | 74.9% | 80.6% |
| By No. of Stations in Home-Town: | | |
| One | 73.9% | 79.0% |
| Two or Three | 76.1% | 80.5% |

| Table V |
| Average Percentage of Stations' Audiences in the Home Area of the Stations, by Town Size |
| Town Size | Weekly | Average Day |
| Under 10,000 | 83.2% | 86.0% |
| 10,000-19,999 | 85.8% | 86.3% |
| 15,000-19,999 | 85.9% | 87.3% |

Nielsen Radio List Puts 'Benny' at Top

CBS Radio's Jack Benny Show led the A. C. Nielsen Co. list of top evening, once-a-week evening network radio shows for the week of Feb. 21-27. Next in order were CBS' Amos 'n' Andy and Lux Radio Theatre. The listings:

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<td>83.8%</td>
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<td>Our Miss Brooks (CBS)</td>
<td>Under 10,000</td>
<td>75.0%</td>
<td>79.8%</td>
<td>83.9%</td>
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<td>83.9%</td>
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<tr>
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<td>Mr. Keen (CBS)</td>
<td>Under 10,000</td>
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<td>Mr. and Mrs. North (CBS)</td>
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<td>83.9%</td>
</tr>
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</table>

Weekly (Average for All Programs) (1,775) :
1. Romance of Helen Trent (CBS) 3,079
2. Aunt Jenny (CBS) 2,845
3. Our Gol, Sunday (CBS) 2,845
4. Guiding Light (CBS) 2,752
5. Wendy Warren and the News (CBS) 2,703
6. This Is Your Life (CBS) 2,666
7. Boof of Life (CBS) 2,672
8. Stella Dallas (NBC) 2,472
9. Arthur Godfrey (Pittsburgh) 2,456
10. Packages Week (CBS) 2,426

Day, Sunday (Average for All Programs) (884) :
1. Shady, The (MBS) 2,192
2. Home Greens (MBS) 1,759
3. Cecil Brown Commentary (MBS) 1,586

Day, Saturday (Average for All Programs) (1,333) :
1. Years Over Hollywood (CBS) 2,472
2. Theatre of Today (CBS) 2,397
3. Bill Shadel and the News (CBS) 1,912

Copyright 1954 by A. C. Nielsen Co.

Direct Mail Gains

DIRECT MAIL advertising expenditures for the month of February were reported by the Direct Mail Advertising Assn. last week to have amounted to $103,902,873, said to represent a gain of 5.86% over expenditures for February 1953. DMAA noted the total amount for the first two months of 1954 was $209,412,970.

BROADCASTING • TELECASTING
Buy **WHO**
and Get Iowa's Metropolitan Areas...
**Plus the Remainder of Iowa!**

**TAKE AUTOMOTIVE SALES, FOR INSTANCE!**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar Rapids</td>
<td>5.4%</td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>4.5%</td>
</tr>
<tr>
<td>Des Moines</td>
<td>13.3%</td>
</tr>
<tr>
<td>Dubuque</td>
<td>2.6%</td>
</tr>
<tr>
<td>Sioux City</td>
<td>4.3%</td>
</tr>
<tr>
<td>Waterloo</td>
<td>4.0%</td>
</tr>
<tr>
<td>Remainder of State</td>
<td>65.9%</td>
</tr>
</tbody>
</table>

**THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:**
(Which You **MISS** Unless You Cover the Entire State)

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.6% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 65.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1953-'54 Consumer Markets

---

**FREE & PETERS, INC., National Representatives**

---

**BUY ALL of IOWA—**
**Plus "Iowa Plus"—with**

**WHO**

Des Moines...50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Parsons Like Radio-Tv

PRESBYTERIAN ministers do not allow themselves much time for recreation, but when they do, tv and radio are their favorite modes of diversion.

A recent survey by the Rev. Keith H. Sackett, Kansas City, Mo., of that city’s Presbyterian ministers, revealed that almost half of the ministers who replied to the questionnaire listed “lack of time” as the primary reason for inadequate recreation. Many don’t even take a day off during the week. Others replied that when they do take time off, their recreation is generally “unplanned.”

However, when they do find time for diversion, the ministers’ preferences for family recreation are, in order: tv and radio, picnics, games and movies. Nonfamily, spectator-type sports, that they prefer watching are; football, baseball, boxing and basketball.

Jan.-Feb. Radio-Tv Output Drops Back to ’52 Level

RADIO and tv set output at factories dropped during January and February from the 1953 level to about the 1952 point, according to Radio-Electronics-Tv Mfrs. Assn. Production in the two months of 1954 totaled 847,504 television sets compared to 1,449,831 in the same 1953 period and 814,269 in 1952.

Output of radios totaled 1,641,213 sets in January-February compared to 2,285,581 a year ago and 1,566,590 in the first two months of 1952. Of 769,232 radios made in February, 12,298 had fm tuning circuits, with another 1,297 tv sets having fm circuits.

Uhf tuning facilities were built into 92,275 of the 426,933 tv sets produced in February, or a little less than one-fourth of the output.

Radio and tv set production during the first two months of 1954 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television Sets</th>
<th>Portable Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>420,571</td>
<td>271,036</td>
</tr>
<tr>
<td>February</td>
<td>420,522</td>
<td>220,063</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>847,504</strong></td>
<td><strong>504,199</strong></td>
</tr>
</tbody>
</table>

**Lucy** And Groucho Lead ARB’s Lists for March 1-7

AMERICAN Research Bureau rated CBS-TV’s “I Love Lucy” as the top evening, once-a-week network tv show for March, based on viewing for the week of March 1-7. ARB reported NBC-TV’s “You Bet Your Life” was No. 1 of the top 10 shows in television viewers reached during the same period. The ARB list:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>62.7</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>60.1</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>57.2</td>
</tr>
<tr>
<td>4</td>
<td>Talent Scouts (NBC)</td>
<td>55.2</td>
</tr>
<tr>
<td>5</td>
<td>Jackie Gleason (CBS)</td>
<td>49.0</td>
</tr>
<tr>
<td>6</td>
<td>Life of Riley (NBC)</td>
<td>46.1</td>
</tr>
<tr>
<td>7</td>
<td>Over the Broads (NBC)</td>
<td>44.6</td>
</tr>
<tr>
<td>8</td>
<td>This Is Your Life (NBC)</td>
<td>44.1</td>
</tr>
<tr>
<td>9</td>
<td>Truth's Act of Kindness</td>
<td>41.7</td>
</tr>
<tr>
<td>10</td>
<td>Kraft tv Theatre (NBC)</td>
<td>41.4</td>
</tr>
</tbody>
</table>

**Budget Figures**

In his letter to stations, Mr. Harrington pointed out that 93% of the entire Brown & Williamson advertising budget is devoted to television and 85% of all spots used for Kools are 10-second ID announcements. "While the use of 10 second spots is an economical way to reach consumers," he said, "it is equally true that 10 seconds does not afford the advertiser very much time in which to deliver his message, either visually or on the sound track.

CONGRATULATIONS are in order following election of new officers and governors by members of the Chicago Chapter of the American Assn. of Advertising Agencies in that city last fortnight. L to r; George B. Bogart, vice president, J. R. Pershall Co., New vice chairman; Richard L. Scheidker, New York AAAA office; James G. Cominos, vice president and radio-tv director, Needham, Louis & Brody, new Chicago Chapter chairman, and Clinton E. Frank, Clinton E. Frank Inc., retiring chairman.

said that “we are contemplating the production of new commercial spots within the next two weeks” and asked for an early reply. Late last week an agency spokesman said that it was too soon to know how many stations would go along with the proposal. Mr. Flanagan said that he had heard from a number of stations, which, so far, he knew, were “unanimous in opposition to the proposal.”

the cooperation of a committee of tv station representatives and agency timebuyers in consultation with stations and advertisers. Aimed at simplifying and standardizing mechanical requirements for IDs and establishing an ID rate based on video-audio time shared by advertiser and station, the committee’s efforts produced a standard that had helped to create more national tv spot sales, he said.

"SRA’s suggestion," the bulletin concluded, “is that the current and future questions of related nature be resolved by a continuing joint committee of SRA and 4A members. That would assure a simple, convenient and businesslike procedure for handling such mutual problems in the light of tv’s ever changing scene and with due consideration for the real problems of all concerned.

"The accent should always be on how best to use spot tv to sell more goods and services.

FLANAGAN URGES SRA-4A JOINTLY STUDY REQUEST FOR AUDIO-ONLY IDS ON TV

Kools’ agency originally had suggested that the full screen be utilized by the advertisers during the ten second filmed announcements.

Noting that the “advertising impact is further diminished” by the requirement of some stations that their call letters appear in the top 25% of the frame, Mr. Harrington reported that “many stations around the country” are scheduling IDs without this stipulation. “The full use of the ten-second spot is necessary to the best results in a campaign,” he stated, emphasizing that the results of a campaign determine the allotment of appropriations for future campaigns.

Commenting on this thought, Mr. Flanagan, in his bulletin, said: “If our good friends, the advertisers and agencies, require more time and space than are available in a tv station ID under SRA ID standard, then that might suggest the need for an announcement—not an ID—that is not now on stations’ rate cards.”

Mr. Flanagan reminded the tv broadcasters that the SRA ID standard was “evolved through
CBS IN PITTSBURGH

the new

K Q V

announces the appointment

of

Paul H. Raymer Company INC.

as

NATIONAL REPRESENTATIVES

KQV  CBS RADIO  5000 WATTS  1410KC
TELEVISION CODE problems are discussed with Chairman John W. Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Committee, by the NARTB Television Code Review Board at a conference last Monday. Seated: Sen. Bricker and Mrs. A. Scott Bul litt, KING-TV Seattle. Standing (l to r): Ewell K. Jett, WMAR-TV Baltimore; J. Leonard Reinsch, WSB-TV Atlanta, review board vice chairman; John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman; Thad Brown, NARTB tv vice president; Robert K. Richards, NARTB administrative vice president, and Edward H. Bronson, director of tv code affairs. The board also met with other senators.

RADIO-TV HIGH ON AAAA AGENDA

American Assn. of Advertising Agencies has given broadcasting a top position for study at the upcoming White Sulphur Springs convention. Color tv to come under scrutiny of delegates.

TELEVISION and radio have a primary role on the agenda for the 36th annual meeting of the American Assn. of Advertising Agencies, to be held April 22-24 at the Greenbrier, White Sulphur Springs, W. Va. A panel on color television is slated to launch the meeting at 9:45 a.m., April 22, while two discussions based on the broadcast media are booked for the closed business meeting the preceding day.

Marion Harper Jr. of McCann-Erickson, New York, will moderate the color tv panel discussion, in which “top authorities from leading networks and manufacturing companies” will review latest information on color sets, programming, costs, and production problems. This session is slated at 9:45 a.m., April 23.

Labor Relations

In the April 22 morning session closed to all but agency people, Edward G. Wilson of J. Walter Thompson Co., New York, chairman of the AAAA special committee on labor relations, will examine “Labor Relations in Radio and Television.” His address will be followed by an appraisal of “Agency Services and Compensation in Television” by J. Davis Danforth of BBDO, New York, chairman of a special joint subcommittee.

Other highlights of the April 22 morning meeting, aside from elections and reports, will be a discussion of the Justice Dept.’s current investigation of advertising, by George Link Jr., AAAA counsel, and a report on “What the Advertising Research Foundation Has Produced So Far.”

Theme of the Thursday-Saturday sessions is “Keeping Business Good—Making Advertising Better.” The program is being planned by the operations committee of the AAAA Board, headed by Chairman Earle Ludgin of Earle Ludgin & Co., Chicago, and Vice Chairman William R. Baker Jr., of Benton & Bowles, New York. Total attendance will be limited to 500, including members, guests and ladies. Meetings of April 23-24 will be open to invited advertiser and media guests.

Except for April 22, when sessions will not be open to guests, mornings will be devoted to business, afternoons to sports.

The April 22 meeting, starting at 10 a.m. with Chairman Ludgin presiding, will include election of officers and directors; reports by President Frederic R. Gamble and Treasurer Winthrop Hoyt of Charles W. Hoyt Co., New York. Mr. Hoyt also will present proposed amendments to the constitution and by-laws. John P. Cunningham of Cunningham & Walsh, New York, will present the report of the committee to nominate officers and directors, while August A. Nelson of the AAAA will present nominations of sectional councils.

After the reports on the Justice Dept. investigation, AFR progress, radio-tv labor relations and agency services and compensation in tv, the members will divide into three groups, according to size of agency, for luncheon and afternoon meetings. Louis N. Brockway of Young & Rubicam, New York, will head the over-$15 million group; Charles L. Rumrill of Charles L. Rumrill & Co., Rochester, the $2-$15 million group, and Arthur G. Rippey of Arthur G. Rippey & Co., Denver, the under-$2 million group.

An organization meeting of the new board is set for 5 p.m., followed by cocktails and dinner for AAAA members and ladies.

The April 23 session, slated at 9:45 a.m. to noon, will open with the panel on color tv, followed by a session in which Fairclough M. Cone of Foote, Cone & Belding, Chicago, will speak on the need for devoting interest and best skills to the field of creative advertising, and Robert J. Keith, vice president of Pillsbury Mills, will discuss better integration of sales and advertising.

The annual reception and dinner will get underway at 6 p.m., April 23.

The April 24 program, starting at 9:30 a.m., will open with a showing of the joint AAAA-Assn. of National Advertisers film on “The Future of America,” followed by a talk on “Who’s Having the Fun?” by Charles H. Brower of BBDO and a slide presentation by Walter Margules, president of Lippincott & Margules, New York, industrial designers. Final session will feature a “Newsweek Periscope” panel on advertising and other Washington developments, moderated by Ernest K. Lindley of Newsweek, and a speech by Roy E. Leaven, president of Time Inc., director of The Advertising Council, and chairman of the National Citizens Commission for the Public Schools.

The annual meeting will be preceded, on April 21, by the fifth annual council and chapter governors’ day, with governors of six AAAA sectional councils and 16 chapters meeting in an all-day conference to exchange information.

Fetzer Says Tv Code Is Improving Programs

SELF-REGULATION of tv by means of the NARTB code is improving caliber of programs and advertising, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Television Code Review Board.

In a preconference report to the board’s expanded staff monitoring, he said Wednesday after a Monday-Tuesday board meeting at NARTB Washington headquarters. The monitoring project was started early last autumn and has had what Mr. Fetzer called “a salutary effect upon the educational processes which are so essential to a self-examination process of this sort.”

Edward H. Bronson, director of television code affairs, reported to the board that in more than half of the cases where changes had been proposed those recommended had been put into effect by stations and networks involved.


Memorial Drive

With the number of industry code subscribing stations having increased from over 100 to over 200 in the year the board decided to conduct a membership drive to bring in more stations.

All four networks are members. This message has been sent to non-subscribers:

The Television Code Review Board has just completed its 10th meeting since its formation on March 1, 1952. We are encouraged to prove that the code in this difficult period of formation and administration has gained substantial acceptance among its subscribers. The service rendered by the board and its staff in an advisory capacity has assisted station operators in their genuine effort to establish basic tenets for good taste in advertising and programming.

However, the total effect of such an indispensable-wide effort in the last analysis depends upon the total effort exerted by all broadcasters. The board sincerely believes that those who subscribe serve not only their self interest but the larger and more significant public interest. It respectfully solicits your support in this movement toward continuing improvement of the profession with through continuing self-examination of its product.

Board members who attended the quarterly meeting besides Chairman Fetzer were J. Leonard Reinsch, WMAR-TV Baltimore, vice chairman; Ewell K. Jett, WMAR-TV Baltimore and Mrs. A. Scott Bul litt, KING-TV Seattle. Walter J. Dammt, WMJ-TV Milwaukee, was absent.

Taking part in the meeting were NARTB President Paul E. Fairfax, Arthur G. Richards, administrative vice president, and Thad H. Brown Jr., vice president and tv counsel.

BROADCASTING   TELECASTING
WLS NOW FULL TIME STATION

FCC APPROVES MERGER RADIO STATIONS WLS AND WENR

BETTER SERVICE FOR CHICAGO AND MIDWEST LISTENERS

Leading Stars of Both Stations and ABC Network, Plus Popular New Features, to Bring Listeners the Best of Everything on the Air

SEE FOLLOWING PAGES FOR DETAILS

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY BLAIR & CO.
The WLS National Barn Dance has been broadcast every Saturday night since April 19, 1924, making it the longest continuously broadcast program in radio. Although it has had many imitators through the years, this granddaddy of folk music shows is still the best of them all.

Right from the start the show was so popular the listeners wanted to see it, so WLS became the first station to have a studio theater. But by 1932 reservations there were being made 7 months in advance.

In that depression year WLS chalked up another radio "first" with its record-breaking show. It took over Chicago's 8th St. Theater, broadcasting the Barn Dance in two complete shows and charging admission. Since then more than 2,350,000 people have paid to see it.

In 1934 when the Barn Dance was 10 years old, it was asked to put on one show at the Century of Progress Exposition. Fair officials expected 10 to 15 thousand to attend but between 25 and 35 thousand arrived. This one-time engagement was expanded to five weeks.

In 1944 when the show was twenty years old, the cast went to Hollywood to appear with Robert Benchley in the Paramount picture "National Barn Dance" which was premiered at the 8th Street Theater.

As a star-maker the Barn Dance has had no equal. Even a partial list of artists who got their start or appeared as established performers on the program reads like a "Who's Who" of show business.

There was Ruth Etting, Les Paul, Win Strake, Curt Massey, Gene Autry, Fibber McGee and Molly, Sam and Henry (later Amos 'n Andy), George Goebel, Smiley Burnette, Red Foley, Rex Allen, Pat Buttram and Max Terhune, to mention only a few.

Sponsor-wise the show has always been a record-breaker. Altogether the present sponsorship adds up to 74 years of advertising, with two advertisers having been with the show since 1933.

With the listeners it's a record-breaker, too. Last year such stars as Bob Acker, Lulu Belle and Scotty, Capt. Stubby and the Buccaneers, Woody Mercer, The Beaver Valley Sweethearts and Dolph Hewitt, played before more than 1,500,000 in the Midwest. In addition, the "SRO" sign is up almost every Saturday night at the 8th St. Theater.

As it enters its thirty-first year of entertaining, this friendly, folksy show is the listening "must" in the homes of the Midwest that it has been for more than a generation.

**WLS NATIONAL BARN DANCE CELEBRATES THIRTY YEARS ON AIR 24th OF THIS MONTH**

The new full-time WLS began broadcasting on its clear channel frequency of 890 kilocyles with 50,000 watts on April 1st and is a full-time ABC affiliate.

**MANY WLS LOCAL PROGRAMS ARE NATIONALLY FAMOUS**

School Time, a program feature on WLS since 1937, has been recognized nationally by seven citations, including Freedoms Foundation and the du Pont Award.

The picture shows Josephine Wetzel and School Time cast, broadcasting to an estimated audience of 1,360,000 pupils in Midwest grade schools. The programs, prepared in cooperation with an Advisory Board of nationally known educators, teaches good citizenship and cultural and social relations.

WLS has always had programs of special interest to its homemaker audience, too. Kitchen Club is one such welcome visitor in our listeners' homes.

Because of her long experience in planning homemaker shows, Martha Crane's programs are women's magazines of the air as she discusses home decoration, child rearing, entertainment and food preparation.

WLS prides itself on the fact that it is the only Chicago radio station that has a radio pastor—Dr. John Holland. More than a generation has grown up listening to his "Little Brown Church of the Air" since it started March 18, 1928.

WLS is proud of "Dr. John" and the other WLS personalities the listeners love—who give them service and fun in the high WLS tradition.
By continuing the policies that have been successful for WLS, the new full-time station will render an even greater service to both listeners and advertisers.

WLS BRINGS LATEST NEWS ON ALL IMPORTANT EVENTS

WLS, recognizing the importance of news, is one of America's leading radio stations in the amount and quality of news broadcast daily. The facilities include news wires from the Associated Press, United Press and special news services. In Chicago, the WLS news staff often reports on-the-spot events, frequently recording the voices of the people in the news. All WLS newscasts are carefully edited by experts to see that both sides of the story are told accurately and objectively. WLS does not "take sides" in its news programs.

Pictured here is a telephone recording of "news on the spot." Using a recording like this, WLS often reaches the scene of an event just moments after it takes place.

The news staff is headed by William Small and Jim Horstman. Among the newscasters at WLS are such outstanding personalities as Bill Duane, Larry Alexander, Jim Johnston, Jack Stilwill, Ulmer Turner and Dix Harper. In addition, WLS also features the latest ABC network news. For accurate and complete news reports at breakfast, at noon, in the late evening—all through the day, it's WLS—Mid-America's Number One Station for complete news coverage of local, national and international events.

WLS FARM PROGRAMMING IS COMPLETE, AUTHORITY AND UP-TO-THE-MINUTE

WLS broadcasts the most complete and authoritative farm programs because the WLS farm program staff is made up of some of the best informed agricultural leaders in the Midwest.

Taking part in this service to Midwest agriculture, are members of the editorial staff of Prairie Farmer, one of the nation's top farm publications. Headed by Paul Johnson, editor-in-chief, Prairie Farmer writers and field reporters, are not only "on the air" giving first-hand information on agricultural developments, but maintain a steady flow of important farm news to WLS.

Dinnerbell, the oldest continuous farm service program in radio, started in 1924 and broadcast during the noon hour, keeps the vast farm audience informed concerning important farming events and up-to-the-minute developments. Agricultural leaders from all over the world have spoken to the WLS Dinnerbell audience from WLS studios, state fairs, agricultural meetings, farm youth rallies, community festivals, or simply from a farm home.

The WLS radio personalities who conduct the farm programs include Maynard Berich, who is well known through his past work as Indiana Field Editor for Prairie Farmer; Dix Harper, farm specialist and WLS Farm News Editor; and Harry Campbell, farm expert and formerly Information Specialist with the United States Department of Agriculture.

Since marketing is the key to successful farming, WLS has the most complete schedule of market reports in the Midwest including the latest livestock, grain, poultry, butter and egg reports, broadcast at the time of day that the farmer wants them.

WLS broadcasts a complete livestock market report each day, direct from its own studio at the Chicago Livestock Yards, and grain market reports directly from the Board of Trade in Chicago.

Because "on-the-farm" sales of poultry and eggs are more important than terminal market sales, reports of these sales are telegraphed to WLS just prior to broadcast time each day. Another important service is the report of future markets on the Chicago Mercantile Exchange. Direct lines to the U. S. Weather Bureau give WLS listeners the latest authentic weather information throughout the entire day.

It is little wonder that so many of Mid-America's best farmers turn to WLS for service, for information, and for the most accurate and objective reporting of farm developments.

April 5, 1954 • Page 41
N. Y. METROPOLITAN OPERA
HEARD REGULARLY ON WLS

WLS listeners are privileged to attend a performance of the Metropolitan Opera in New York City every Saturday afternoon during the opera season. Millions of listeners by a twist of their radio dials are transported to the world-famous opera house for hours of enchantment as the world's greatest artists perform the dazzling duets and arias of the master composers. It is estimated that in the WLS area an audience of more than 343,000 people in 181,000 homes take advantage of this great cultural treat.

The brilliant 1953-54 season got under way with the broadcast of Gounod's "Faust" with an outstanding cast led by Jussi Björling in the title role.

Verdi, who seems to be everyone's favorite composer, has been well represented with the broadcasts of his "Aida", "Il Trovatore", "La Traviata" and "Rigoletto".

Other favorites have been Donizetti's "Lucia di Lammermoor", Mozart's "Don Giovanni", Wagner's "Die Walkure" and Moussorgsky's "Boris Godunov".

On June 23, 1953 Don McNeill looked over a morning show called "The Pepper Pot", introduced a new format—four calls to breakfast, March Time and Memory Time—and the Breakfast Club was founded.

Since then the program has become a day-starter as traditional as the morning cup of coffee to its more than 7 million listeners across the country.

The show's original format has remained through the years, with now and then an added feature. In 1944 Don introduced the "Moment of Silent Prayer" for a "world united in peace". The "Sunshine Shower" which was started in 1946 has resulted in thousands of cards being sent to patients in hospitals by faithful Breakfast Clubbers.

On June 23, 1953, the twentieth anniversary of the program was proclaimed "Don McNeill Day" in Chicago by Mayor Kennelly.

That year the program was named the top radio variety show by Radio-Television Daily, and ended its anniversary year by establishing a new studio attendance record.

Three years before, ABC signed Don to a 20 year contract, assuring his services for the Breakfast Club until 1970. So the show's loyal fans can look forward to enjoying the fun for a long time to come.

Following the popular Breakfast Club, WLS features story programs which are favorites with the women listeners. "My True Story", "Whispering Streets" and "Modern Romances" relate complete stories each day. 

"Where's a Girl Married" is a long-time favorite serial which relates true-to-life episodes in the married life of Joan and Harry Davis. When it's "Time for Betty Crocker", America's First Lady of Foods crowns a lot of fresh, zesty ideas into her five minute shows with valuable homemaking tips and culinary how-to's.

Moppets will continue to hear their favorites — the interplanetary adventures of their friends of "Space Patrol" and the stories of frontier days with "The Lone Ranger" and his pal, Tonto.

Older listeners enjoy the songs of Jack Berch, the gay troubadour, reports of sportscaster Bill Stern, and fearless commentator Walter Winchell. The Nelders, America's favorite family, air their hilarious adventures in "The Adventures of Ozzie and Harriet."

All these programs provide shows for all tastes. They make certain that WLS listeners in the future will do as they have always done— "Just leave the radio at the 890 spot on the dial."

DON McNEILL & HIS FAMOUS BREAKFAST CLUB HEARD ON WLS WEEKDAY MORNINGS

The WLS merchandisable area where WLS is listened to, as proved by mail response and the research studies.
Nation's Broadcasters Laud Judge Miller

JUDGE JUSTIN MILLER, for 8½ years president and board chairman of NARTB, headed westward to his Pacific Palisades home Friday bearing the best wishes of the broadcasting industry and leading figures in the nation's political and economic life.

He left Washington at the wheel of a Chevrolet station wagon presented by 600 guests (for list of guests, see page 92) at a Wednesday testimonial dinner at the Mayflower Hotel. The dinner marked Judge Miller's retirement from active service at NARTB, though he continues as legal consultant on call.

Tributes to his industry and legal attainments were paid at the dinner by G. Richard Shafto, WIS-AM-TV Columbia, S. C., who presided and who was a member of the original committee that selected him to become NAB president Oct. 1, 1943; Chief Judge Bolitha Laws of the U. S. District Court (D. C.); Arthur B. Church, president of KMBC-AM-TV Kansas City, pioneer broadcaster, and NARTB President Harold E. Fellows.

At the head table, besides the speakers, were Mrs. Miller; FCC Chairman Rosel H. Hyde; Associate Justice Tom C. Clark, U. S. Supreme Court; Fred Gamble, president, American Assn. of Advertising Agencies, and Carl Haverlin, president of BMI. Mrs. Miller was presented a silver candelabra.

Frank M. Russell, NBC Washington vice president, and Ben Strouse, WWDC Washington, were co-chairmen of the dinner committee. Clair R. McCollough, Steinman Stations, and Robert D. Sweetzy, WDSU-AM-TV New Orleans, were co-chairmen of the reception committee. Mr. Haverlin was chairman of the entertainment committee. Other members were Paul W. Morency, WTIC Hartford, and J. Leonard Reinsch, WSAM-AM-TV Atlanta.

Entertainers at the dinner were Marguerite Piazza, soprano, and Ruggiero Ricci, violinist. The orchestra was conducted by Dino Cortese.

Mr. Shafto recalled the industry's regulatory and legislative problems in 1943 as a special committee sought a leader to replace J. Harold Ryan, Storer Broadcasting Co., who had agreed to serve as interim president after leaving the wartime Office of Censorship as assistant director in charge of broadcasting censorship. Members of that committee also included William B. Way, KVOO Tulsa; Mr. Reinsch; Frank Stanton, CBS; T. A. M. Craven, consultant; and the late John J. Gillin Jr., WOW- Omaha.

Judge Laws, a personal friend of the guest, paid tribute to Judge Miller's legal contributions, saying that many important legal precedents in his rulings have attained wide acceptance. "Obfuscation will never overtake his distinguished name," Judge Laws said.

Mr. Church lauded Judge Miller for his leadership during the postwar period, with its Blue Book, restrictive legislative proposals and television debut. He called him "our friend, counselor, executive and champion of the broadcasting industry," and emphasized the efforts of Judge Miller to lead the industry to professional stature in the American scene.

Mr. Fellows, who became NARTB board chairman, Judge Justin Miller, included this head table group (l to r): Fred Gamble, president of the American Assn. of Advertising Agencies; NARTB President Harold E. Fellows; Judge Bolitha Laws, Chief Justice, U. S. District Court (D. C.), and Judge Miller.

TESTIMONIAL dinner to NARTB's retiring chairman, Judge Justin Miller, included these figures in the broadcasting industry and those in other programs and fields of endeavor who have known him and who will continue to have contact with him.

The Judge at the Wheel

chairman and president in a dual role Thurs- day morning in New York. He is still the association's "The ages have known them before and will know them again—but I should not be surprised that history will record appropriately Judge Miller's unwavering and courageous contribution to freedom of broadcasting. One who admires him as I do can only hope humbly that he can emulate that sturdy resolve and constant purpose. I take heart in the fact that he is still in the association with all of us broadcasters as a consulting counsel and that thus we will lose neither the genius of his mind nor the companionship of his person."

Public Relations Assn.

ELECTS SMITH PRESIDENT

JOHN H. SMITH Jr., NARTB promotion manager, today (Monday) becomes president of the American Public Relations Assn., at the association's 10th anniversary convention, being held at the Hotel Biltmore, New York. He is a past president of APRA's National Capital Forge, in Washington, and has been a national board member.

Mr. Smith was elected in a mail ballot. Others elected were J. E. Drew, Lever Bros., eastern vice president; H. F. Williams, Manufacturers & Employees Assn., midwestern vice president; Larry Crosby, Bing Crosby Enterprises, western vice president; Joan Shumway, Bryn Mawr, Pa., secretary, and Yates Catlin, American Waterways Operators, treasurer.

Among the speakers at the convention will be Lee H. Bristol, president and director of the Bristol-Myers Co.; Elmo Roper, director of International, Public Opinion Research Inc.; Barry Wood, NBC-TV color coordinator, and Galen Drake, CBS Radio commentator.

Va. AP Broadcasters to Meet

ALL-DAY meeting of the Virginia Associated Press Broadcasters will be held April 9 at the National Press Club, Washington. Ben McKeilway, editor of the Washington Star, will speak at the evening banquet. A series of awards for commentary, sports, farm, women's and other programs will be given. John M. Hightower, AP State Dept. reporter and winner of Pulitzer, Raymond Clapper and Sigma Delta Chi awards, will be luncheon speaker.

April 5, 1954 • Page 43
STANTON POINTS TO RADIO, TV GROWTH, CBS INITIATIVE IN TALK TO BANKERS

Citing growth of radio and tv in general and that of CBS-AM-TV in particular, the CBS Inc. president sees 90% U. S. tv set saturation and $1.25 billion in tv revenue by the end of 1957.

Radio continues as a healthy industry with a fundamental, long-term vitality, and television faces tremendous growth based on extended service to national advertisers and the impact of color, Dr. Frank Stanton, CBS Inc. president, asserted last week.

Dr. Stanton also cited a steady sales increase in the record industry and a challenge to CBS Inc. in the transformation of the set and tube manufacturing field caused by color tv.

Dr. Stanton spoke before the Investment Bankers Assn. of America, Central States Group, at a luncheon last Wednesday at the Drake Hotel in Chicago.

He said figures for the first two months of 1954 show CBS Radio's gross sales are running 50% higher than those of "its nearest competitor," adding that CBS carries 9 out of 10 of the most popular evening programs and all 10 of the most popular daytime shows.

The CBS president observed that, while there has been some sloughing off in network radio gross time sales since tv, the aggregate figures are overbalanced by the continued upward movement of spot and local time sales.

"Nothing, it seems to me, illustrates the continuing vigor of radio, more dramatically than greater than that of the industry as a whole, he declared. The network's gross billings rose from 30% of the overall industry total in 1949-51 to over 40% last year. In January 1954 alone, he added, he had 100 times greater than that of the same month in 1949.

And last year CBS-TV edged into first place in tv network billings, he added.

Citing CBS Televis' initiative in the daytime tv field, Dr. Stanton stated: "There is no better illustration of the inter-dependence between program and sales leadership than the recent announcement that an additional $9 million worth of daytime business will be placed on CBS Television by Procter & Gamble. . . ."

Dr. Stanton pointed out that all media grew in expenditures from 1949 to 1953. Television did not cut into any competing medium and was financed "out of the increased aggregate advertising expenditure rather than the expense of other media."

Fewer Clearance Problems

He said CBS Television will grow because of clearance problems "should substantially disappear" with development of multiple station markets. Advertisers in the future will desire 100 to 225 stations. Gross time revenue, which hit $16,000 for an evening half-hour in 1951, can be expected to increase "to something over $60,000 in the not too distant future," he said.

The realization of color tv will not be easy, Dr. Stanton said, alluding to technical characteristics of the color system. Noting the complexities and cost of present receivers, the CBS president said, "The history of black and white television affords an encouraging example of the possibility of simplicity of circuitry and the reduction in the cost of the components."

Dr. Stanton asserted that until 17-inch or 21-inch tubes are produced commercially, there will be little demand for color receivers. He predicted the CBS-Colortron "205" "will go a long way toward providing the basis for a general go-ahead for color television."

CBS' confidence in the Colortron is further bolstered with its development of the Chroma-coder (color) camera system to be manufactured by General Electric Co., he reported. In the next seven or eight years, he added, 30 to 40 million color receivers may be sold at prices considerably higher than those which prevailed for monochrome.

Ohio Broadcasters Seek Libel and Tax Reforms

OHIO broadcasters are expected to seek legislation at the next session of the state General Assembly to obtain relief from the use-tax imposed on radio-television equipment. Speaker William A. Suthe, Speaker of the Ohio House, lauded the Ohio Assn. of Radio & Television Broadcasters last Tuesday for the successful effort to obtain passage of a libel relief bill.

Robert W. Ferguson, WTRF Bellingham, presided as executive vice president at the spring meeting, held in Mansfield. Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, spoke on "Human Relations in Broadcastings." Lanning Lindquist, radio-television director of Ketchum, MacLeod & Grove, Pittsburgh agency, discussed radio-television special events. Ralph W. Hardy, NATRB vice president, reported on current legislative developments affecting broadcasting at the national level. Carlton Dargusch Jr., OARTB counsel, reviewed proposed legislation to come before the 1955 General Assembly and outlined association activities.

Rogers Elected President of W. Va. Broadcasters

LAWRENCE H. ROGERS II, WSAT-AM-TV Huntington, was elected president of the West Virginia Broadcasters Assn. at its spring meeting, held March 27 at Huntington. He succeeds Alice Shein, WBTH William, only woman to head a state broadcaster's association.

John Phillips, WHTN Huntington, was elected vice president and Al White, Huntington, secretary-treasurer. Elected to the board were John Bevins, South C. Bevins, WKYR Keyser; Melvin Barnett, WLOH Princeton; John T. Taylor, WSMO Moundsville; Andrew W. Vickers, WMOM Montgomery; F. T. Flanagan, WHIS Bluefield; Joe L. Stewart, WILS Beckley, and Paul Miller, WWVA Wheeling.

A legislative committee was formed with Miss Shein as chairman. Other members are Harry Browley, WHCS Charleston; Mr. Miller; C. T. Garten, WSAT Huntington, and George Gray, WKNA-TV Charleston.

Attorney Retained

Zane Grey Staker, Williamson attorney has been retained to state the industry's position on Canon 35 of the American Bar Assn., now before the W. Va. Supreme Court. The case covers publicizing of court proceedings.

"It is the position of WVBA in this case," Mr. Staker said, "that with utmost respect to the organized bar the substantive content of Canon 35 constitutes an approach to the matter of publicizing of court trials which is fundamentally contrary to the legal and public interest in the United States;

"That the public has the right to know what is going on in the court and should not be denied that right arbitrarily and without the most compelling reasons; that trials in our courts are public in the fullest sense of that word and with application to modern means of communication should remain that way."

Resolutions were adopted urging reappraisal of FCC Chairman Rosel H. Hyde and opposing a proposal to place a consumer sales tax on the sale of advertising. The association decided that talk about economic gloom should be met by a positive approach to business news.

Ashland Oil & Refining Co. was host at a Friday reception.

Chicago AAAA Chapter Names Cominos Chairman

JAMES G. COMINOS, vice president and radio-television director of Needham, Louis & Broby Inc., has been selected chairman of the AAAA's Chicago chapter.

Other officers elected at the annual meeting a fortnight ago were George B. Bogart, vice president, I. R. Pershall Co., vice chairman, and F. Strother Cary, administrative vice-presi...
One Moment, Please

Tearing apart a television camera may not be Paradise to Harold Holland—but it's within walking distance. Technical master of all he surveys, Mr. H. supervises engineering operations for WFBM AM & TV, plus affiliates WFDF, Flint; WEOA, Evansville; and WOOD AM & TV, Grand Rapids. This adds up to a lot of tubes, condensers, resistors, tv cameras, (a dozen of which he made himself) and technicians (nine dozen to be exact).

H. H. blends into his surroundings like a fast dissolve; he has been known to spend three weeks at a stretch out of his office. At such times secretaries locate him by looking for a smoking soldering iron. While unable to crawl completely into a camera, those closest to him swear that only his shoes remain visible when on safari.

Since few men have had more impact on electronic behind-the-scenes hereabouts, it seems fitting to set forth a few of his contributions—not to make you buy more time, but to suggest that the Hollandized time you do buy is technically Grade AAA, with every minute full of rosy-cheeked, pear-shaped seconds.

Through thick and a certain amount of thin, Holland pursues his better-equipment ideas to deadlock or happy ending. Among the latter are our Holland-made tv cameras, complete with synchronizing generators and amplifiers; a shadow box for pix or commercials which illuminates any one or more of twenty cards and allows direct pick-up of illuminated cards, saving burn-outs, card shuffling and temper; a power-driven, operator-ridden mike dolly, peripatetic with live camera; an adapter which permits superimposed slides on remote sportscasts and saves lugging poster-size cards around.

Because a broadcasting factory is not exactly placid, Holland relaxes at home—with a machine shop. He has two sons in the Air Force, a daughter whom he adores (and vice versa), and a wife whose only complaint is that neither of their home tv sets works properly.

Holland is now getting ready to put up a thousand-foot stick and boost power to 100 kw for WFBM-TV. He is also working with color equipment for both tv stations. He'll build it himself, of course.

WFBM WFBM-TV
INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids
Color Tv Top Subject For Engineering Meet

COLOR television will highlight the eighth annual NARTB Broadcast Engineering Conference to be held May 25-27 during the annual industry convention in Chicago, while aural broadcasting and black-and-white tv also come in for expert attention by leading electronic specialists.

Since industry technicians are interested in the development of new equipment and services, all such engineers can cover the ground all the way from equipment operation to studio and transmitter development.

A. Proe Walker, NARTB manager of engineering last week announced the three-day conference agenda. Mr. Walker said the agenda format was compiled first, and then industry specialists were selected to prepare papers on these subjects.

Engineering luncheons will be held jointly with the main NARTB Management Conference. A joint management-engineering meeting will be held the afternoon of May 25, with operating problems to be discussed from the management standpoint. An engineering reception will be held after this joint session. Engineering delegates will participate in the industry banquet the evening of May 27.

Registration fee for the conference, including banquet and luncheons, is $25.

Radio discussion will include the recent FCC proposal to permit multiplexing on the fm broadcast band. Remote control of am and fm transmitters with high power and directional arrays will be discussed. Curtis B. Plummer, chief of the FCC Broadcast Bureau, will talk on the Commission's allocation philosophy.

Members of the engineering conference committee are Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Earl M. Johnson, MDS; Frank Leydorf, WRJ Detroit; Willard J. Drew, WWJ Schenectady; WGY Schenectady; WGWR Buffalo; A. James Ebel, WMBD Peoria, Ill.; and J. Dexter Russell, KXTV Colorado Springs.

Conference Agenda . . .


TRAE ASSNS.

M. WALKER M. GUY


NCAA Retains Strict Football Tv Policy

Thirteen games will be allowed for network tv, at least one from each district. Big Ten opposes the plan.

NCAA will retain its grip on telecasts of 1954 college football games, following an outline of stringent control laid out at its annual convention in Cincinnati earlier this month. The new plan was released by NCAA's TV Committee Wednesday and sent to members earlier for their approval. It is substantially similar to the pattern used by NCAA last year.

Again, only television networks, by the Big Ten, through its tv committee, which Tuesday called on its members to "record their protests against the inadequacies" of a blueprint which failed to meet any of the Big Ten principles for regional control.

The NCAA 1954 plan will become effective if approved by two-thirds of its members in a mail referendum by midnight April 9. Within 15 days of this mail vote, conference officials are scheduled to meet in New York to hear bids from networks and sponsors, who in turn will deal directly with colleges for game telecasts.

Here are the highlights of the 1954 NCAA tv plan:

- There will be 13 national or network "game of the week" telecasts between Sept. 18 and Dec. 4 inclusive, covering 12 Saturdays and Thanksgiving Day (Nov. 25).
- Only on Thanksgiving Day may there be unlimited football telecasts, but small or non-power colleges may televise under certain conditions at other times.
- At least one of the 12 Saturday contests will originate in each of the eight NCAA districts and no more than three from any one college district.
- The other telecasts would be toward the reference to colleges which did not take part in network telecasts in 1952 or 1953. Member colleges may appear only once on live tv, but may be arranged for live tv Saturday nights and holidays but the appearance counts against them. There will be no live tv of college games on Sundays.

The Western Conference had proposed that national network football telecasts be limited to early September and post-Thanksgiving and that during a nine-week period certain race telecasts would replace one network pickup each Saturday in designated regions.

There was no immediate indication as to what lefbers of the conference would give their adherers as a result of the "vote" on the "package." The plan is non-appealable.

NCAA's TV Committee said it had discussed the Big Ten plan at length and recognized "unfavourable effects" which would have been done to the college programs of the new plan. The plan satisfies the objectives of the NCAA's program and better serves the interests of inter-collegiate football and the nation's universities and colleges.

The committee said it rejected the "sellout exception" because of reports of resentment among people who bought end-zone seats on the promise the game would not be telecast. Also, it felt that many potential ticket buyers held off their purchases in the thought the game will be a sellout and thus telecast.

Handlan Named President of W. Va. AP Radio Assn.

WCOM Parkersburg President Joseph M. Handlan was elected president of the West Virginia AP Radio Assn. at its organizational spring dinner meeting March 25 in Huntington.

Other officers, all re-elected: Vice presidents, Paul A. Myers, assistant managing director, and J. J. Whelching; J. Patrick Beacum, president, WWVW, WJFB TV Fairmont, and P. T. Flanagan, general manager, WHIS Bluefield; treasurer, Frelm J. Evans, general manager, WPHL Huntington, and secretary, Richard K. Boyd, Huntington AP correspondent.

James B. Davis, assistant, to Oliver S. Gramling, AP general manager in charge of the radio division, outlined to 30 delegates the formation of the AP Radio Members Committee and discussed sales and promotion of the news.

Mckinney Elected ABA Head

W. N. McKINNEY, KEEL El Dorado, was elected president of Arkansas Broadcasters Assn. at the last week's convention at Little Rock. He succeeds W. V. Hutti, KLRN Little Rock. Other officers elected were L. B. Tooley, KZAT Fort Smith, vice president, and Melvin B. Spann, KWAK Stuttgart, secretary-treasurer. Directors are W. M. Bigley, KVMA Magnolia; C. J. Dickson, KWFC Hot Springs; C. R. Horne, KXXR Russellville, and Meers. Spann and Tooley.
UPSTATE N. Y. STATION HAS “FORMULA FOR UHF SUCCESS.” Capital District’s WTRI on air Feb. 28th

WTRI Transmitter Site: Mount Rainforesque, Troy, N. Y.

TOTAL COST OVER THE HALF-MILLION MARK

Long Range Planning Pays Off!

WTRI officials began laying groundwork last October, holding meetings with TV receiver dealers and distributors in the area to acquaint them with WTRI's anticipated coverage and the latest techniques in conversion of receivers to UHF. Reports have poured in to the station attesting to the clarity and strength of the signal. Chief Engineer A. H. Chismark credits his initial success to the equipment, its location, and the fine co-operation he received from both his staff and the General Electric field engineers who helped install the equipment.

Co-owner Also Operates “Cinerama”

The Stanley Warner Theatre Corporation, of “Cinerama” fame, jointly owns this new TV outlet with radio station WTRY, CBS affiliate in Troy, N. Y. Under operation of the Van Curler Broadcasting Co., WTRI boasts an impressive array of station facilities, headed by Colonel Harry C. Wilder as president.

“We feel the cards are ‘stacked in our favor’,” says Richard B. Wheeler, general manager of WTRI, the New York Capital District's newest television outlet, on the eve of his opening. “There are 70,000 TV sets in the Albany-Troy-Schenectady area ready to receive our top-flight CBS and local programs. Our equipment is not only the finest, but it’s located in a perfect position so engineering brains can determine. Most important of all, WTRI opens as the highest powered UHF station in the area.”

Wheeler’s optimism was well-founded. A week before WTRI began operating, dealers reported that WTRI had definitely stimulated set and converter sales, and credited the spurt to the excellent quality of WTRI’s picture signal. One distributor, Fort Orange Radio Co., Albany, reported that dealers were 10-deep at the counter on the sixth day after WTRI put its test pattern on the air, and that it was not able to keep converters in stock. Other distributors reported equally strong enthusiasm.

The three principal cities in the area—Albany, Troy and Schenectady—and the important outlying markets of Amsterdam, Glens Falls, Saratoga, Johnstown, Gloversville and Lake George (all New York), Bennington (Vt.), and North Adams and Pittsfield (Mass.) all report excellent reception.

WTRI Programming and Personnel Key to Success

Top CBS programs such as Studio One, the Jo Stafford Show, Red Buttons and many others with mile-high ratings provide the opening line-up of national programming over WTRI. This already impressive roster will grow as negotiations with sponsors of other leading shows are completed. Syndicated film and sports events are also lined up to give added variety.

WTRI will provide extensive spot news coverage. The film news department is headed by Bill Hartigan, who covered the Korean combat zone and subsequent peace talks for CBS Television News Department. News equipment includes an Auricon film camera with Zoomar lens. In its first week of operation, the new station scored two news scoops of area interest.

Other members of the station staff have extensive backgrounds in television work and came from widely separated sections of the country to give WTRI a well-rounded, experienced crew.
TV HEARINGS TOO COMPLEX, BROADCAST BUREAU TELLS FCC

Appeal in Miami ch. 7 case puts expediting procedures and practices of examiners and attorneys under review. Policy was to cut contests to essentials, pleading says.

FUTURE of the FCC's expediting procedures for TV hearings was put squarely up to the Commission last week by its own Broadcast Bureau.

Using the Miami ch. 7 hearing as a test case, the Broadcast Bureau officially asked the Commission to overrule a hearing examiner who had accepted points of reliance submitted by the four applicants for the Miami vhf channel.

The points of reliance, the Broadcast Bureau said, were broad and general and lacked the "specificity" required in order to narrow a hearing down to essentials. This defeats the whole purpose of the hearing procedures adopted early in 1953, the Broadcast Bureau said, and unless examiners and applicants are required to abide by the rules hearings will return to the pre-1953 mold.

At the same time the Broadcast Bureau also asked FCC Hearing Examiner James D. Cunningham to suspend all further moves in the Miami hearing until the Commission rules on its appeal.

The Broadcast Bureau also is preparing a similar appeal in the Charlotte, N. C., ch. 9 case involving three applicants.

The Bureau's 16-page document asked the Commission to reverse Examiner Cunningham in the Miami case, order him to require that points of reliance be more particular to the part of all applicants so that the hearing will be occupied only with essential and vital points of difference among the four applicants.

Purpose of the new procedures, the Broadcast Bureau recalled, was to cut down the length and complexities of comparative hearings. To this end, it said, the Commission established the hearing conference technique, at which time the applicants were to establish their points of reliance—differences between their case and that of their opponents—which was to be accepted by the examiner and on which the testimony was to be heard.

Policy Was Supported

This had the backing of such groups as the Advisory Committee on Procedure Before Administrative Agencies of the Judicial Conference of the U. S., and of the President's Conference on Administrative Procedure, the Broadcast Bureau said.

Vital issue regarding facts in points of reliance was determined by the Commission in the Evansville case last year, the Broadcast Bureau said, that "sharpens points of difference," it recalled. It also pointed to a Commission decision a week after the Evansville ruling which required exchange of information.

The Broadcast Bureau said it is the "duty of the Examiner to control the conference, to rule upon points of reliance and to issue an order for the conduct of the hearing. . . ."

In referring to the Miami ch. 7 case, the Broadcast Bureau claimed that all the applicants agreed upon points of reliance that were lacking in the particulars which would highlight points of difference among them. In essence, the Broadcast Bureau characterized the points as being "conclusory in nature, too general, not tending to show the issues and lacking reasonable specificity."

Acceptance of these points by the examiner is a "rejection or an abandonment" of the "letter and spirit" of the Commission's procedures, the Broadcast Bureau said. It "frustrates" the Commission's objectives, it added.

"It is immaterial that all applicants have agreed on such a source of action," the Broadcast Bureau said. "Here, as under all pre-trial procedures, it is up to the hearing officer to impose limitations on the conduct of the hearing, regardless of any agreement by the parties not to be limited. As in any litigation, the contesting parties can settle their case out of court if they wish, but if they use the forum they must abide by its procedure."

". . . The points of reliance accepted by the Examiner in this proceeding will necessarily result in the admission of any evidence which is relevant to 'every conceivable issue' of possible comparative difference among the parties . . . Such a result is illogical and absurd. The so-called points of reliance adopted herein permit the applicants to do exactly what applicants did under the old 'boiler plate' issues, which were discarded in favor of a procedure which required that the evidence be restricted to the actual significant differences."

The four Miami ch. 7 applicants are Biscayne TV Corp., comprising Niles Trammell, former NBC chairman, and WQAM and WIOD Miami; South Florida TV Corp., including former FCC Chairman James Lawrence Fly; East Coast TV Corp. and Sunbeam TV Corp., composed of businessmen.

The Charlotte ch. 9 applicants, being heard by Examiner H. G. Opheim, are WOC; Piedmont Electronics, with WTVI (TV) Miami principals as major stockholders, and Carolina TV Corp., owned principally by WIS Columbia, S. C., interests.

Discussion of how well the new procedures have been working is the subject of a staff report which is being coordinated with broadcast subcommittee members of the Practices and Procedures Committee of the Federal Communication Bar Assn. It is believed that a stern expression from the Commission, possible revision in some elements of the procedures, might be forthcoming. The Broadcast Bureau's appeal last week may give the Commission the lever with which to act. It is no secret that many attorneys are not in sympathy with the Broadcast Bureau's definition of how the procedure is to work.

FCC PROPOSES 'EXCLUSIVE' AREA LIMIT

The Commission's proposal, which would restrict a station's "exclusive" right to a network program to the community where its channel is allocated, is considered an effort to help struggling uhf outlets.

MORE STRICT interpretation of the territorial exclusivity provision of its chain broadcasting policy was proposed by the FCC last week in what is considered an effort to shake more network programs loose for struggling uhf outlets.

The Commission noted that under the present provisions of Sec. 3.658(b) of its rules, "a network affiliate which renders coverage to a substantial portion of the service area of a station located in another community may, if it has so contracted with the network, preclude the station in that other community from carrying particular network programs, even though the programs' sponsors and the network desired that they be broadcast by the latter station also."

The change would forbid an affiliate to keep programs from stations in another community.

The proposed revision would substitute "community" for "area," presently used in the rule, with such community being that listed in the TV allocation table. Hence, an affiliate's "exclusive" territory would be decreased from its present contour area to the principal community it serves.

The Commission, however, said, "It does not appear that adoption of this proposal would require any drastic revision of present network-affiliate relationships. In this connection, we note that two of the four major networks, in most instances, now grant their affiliates 'first call' or 'the right of first refusal' limited substantially in the manner specified by the proposed revision, while one does not appear to grant any 'territorial exclusivity.'"

FCC did not identify the networks discussed.

Comments are requested on the proposed change by May 3.

The suggested rule change follows.

Sec. 3.658(b) Territorial exclusivity. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station located in the same community from broadcasting the network's programs, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between the station and a network organization pursuant to which the station is granted the first call in its community upon the programs of the network organization.

As employed in this paragraph, the term "community" is defined as the listed city to which the channel of the station is assigned in the Commission's Table of Assignments and all other cities not listed in the Table of Assignments located within 15 miles of the listed community.

Senators See Color

CAPITOL HILL got an eyeful of color television Wednesday. Senators, administrative assistants and others on the Senate side of the Capitol watched the 11 a.m. to noon, NBC-TV program, the Home show, which was broadcast in color. Senators appeared satisfied with color entertainment. The telecast was shown on the RCA color television in the Interstate & Foreign Commerce Committee hearing room.
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Putting the yearn on everyone to want something more, new or better. That's *Wantmanship*, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. *Wantmanship* explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

**the CROSLEY GROUP**

Exclusive Sales Offices:
*New York,* Cincinnati, Dayton,
 Columbus, Atlanta, Chicago, Hollywood

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**6th in CSI**

Per Household

Metropolitan Wichita ranks sixth highest in Consumer Spendable Income per Household in the entire country.

**59th in Total Retail Sales**

Retail sales in metropolitan Wichita rank 59th in the entire country.

Source: SBD 1954 Consumer Markets

**Represented by**

Edward Petry & Co., Inc.

**Coming Soon**

254,000 Watts

Highest Power in Kansas
BRICKER SAYS CONGRESS WILL COME UP WITH ANSWER ON LICENSE FEE QUESTION

This is the Senate Interstate & Foreign Commerce Committee chairman's follow-up to the committee's resolution requesting FCC to postpone its license fee proceeding.

CONGRESS should come up with an answer to the B&T question by July 1, 1955, according to Sen. John W. Bricker (R-Ohio).

Sen. Bricker is chairman of the Senate Interstate & Foreign Commerce Committee.

The Ohioan said he was confident that "standards and guidelines" for the agencies to follow would be set up by that date.

The Senate committee has asked FCC and other agencies under its jurisdiction to hold up action in setting fee schedules for services rendered until July 1, 1955. A resolution Tuesday by the committee went a step further than that issued previously on FCC "B&T, March 29."

Sen. Bricker said his committee felt "Congress should set up the basic standards for each agency to follow in imposing charges for licenses. Those charges must be fair and equitable."

"The committee is not hostile to the idea of assessing fees and charges. But committee members are of the unanimous opinion that such a proposal raises basic questions with regard to the fundamental philosophy of regulation," Sen. Bricker said.

Along with the resolution, Sens. Bricker and Edwin C. Johnson (D-Colo.) co-sponsored a bill ($320) that would prohibit all administrative agencies under the committee's jurisdiction "from charging more than nominal fees for charges for inspections, certificates, registra-
tions, licenses, permits, or applications issued or provided by them."

This bill was similar to a measure introduced by Sen. Johnson affecting only the FCC.

Sen. Lennon Objects

At the same time, it was revealed to B&T that Sen. Alton A. Lennon (D-N.C.) had informed broadcasters in his home state that he is unalterably opposed to any levy of fees on radio or tv stations.

Sen. Lennon's office said that since the Sena-
tor had given this assurance on March 27 to the North Carolinians, the lawmaker has re-
ceived a "large number of endorsements from station people and others who support our legislation."

His office said Lennon was preparing material he expects to send to the FCC in opposition to the fees plan.

The Senator was said to be concerned that the small station operator would be burdened with fees and payments. And, Sen. Lennon's office said, the Senator is aware of "the public service contribution of the broadcasters and of other media as well." The Senator, it was explained, would be compelled to come to the aid of any other media which was "so imposed." FCC has been gathering comments on its proposed schedule of fees which proposes a basic charge of $325. By deadline Thursday, NARTB, the U.S. Information Agency and others had filed—all in opposition.

Under the Budget Bureau directive (Nov. 5, 1953) FCC and other agencies of the Government had until next May 1 to report their fee schedules. Bureau spokesmen told B&T that so far as they knew agencies were expected to comply with the directive which was issued as a result of an authorization by Congress contained in the Independent Offices Appropriation Act of 1952 (Title V).

The spokesmen noted, however, that the Senate committee resolution would have to be considered alongside the appropriations act.

At FCC, officials were mum as to what action, if any, would be taken on the license fee proposal in the light of the Congressional demand for a postponement.

The new commerce resolution covers the Inter-
state Commerce Commission; Civil Aeronautics Board; Federal Trade Commission; Dept. of Commerce including the Civil Aeronautics Administration and the Federal Maritime Board; Federal Power Commission, and the U. S. Coast Guard.

It had been indicated previously that the Senate group's initial action on FCC was re-
garded by committee members as the policy-
maker for other agencies in levying fees for services.

NARTB delivered its request, that the FCC resubmit its fee proposal, on Thursday's deadline. Its stand was similar to that outlined be-
fore the Senate group during a March hearing (B&T, March 22).

Basis of NARTB's objections to the fee proposal for broadcast services was that Congress-
ional intent was permissive but not mandatory. It also said that the Senate Committee on Ex-
penditures in the Executive Department rec-
commended legislative hearings before any such fees should be imposed. It noted FCC had previously expressed reservation concerning the proposed imposition of license fees.

Levy of a fee for broadcast applications and licenses would result in discrimination against mass media and a deterioration of broadcast service, NARTB said.

Similar oppositions were filed last week by Wisconsin Broadcasters Assn., Montana Radio

SEN. EDWIN C. JOHNSON (D-Colo.) said Friday he "will not be a candidate again for the U. S. Senate." His current term expires at the end of this year (Jan. 3, 1955).

The Senator said he would retire from the political arena because his wife longed for their return to Colorado.

"Mrs. Johnson has de-
veloped a complex about living longer in Wash-
ington, so retirement is a must. This is our 18th year here and she insists on spending the rest of our days in Colorado."

He said the decision is "now final and ir-
revocable." The Senator also quashed reports he was leaving the Senate "for baseball or any interests in communications."

He often has been described as a self-
appointed "watchdog" over the FCC and its policy in radio-television. He repeatedly has stressed that FCC is an arm of the Congress. Thus, he consistently has prodded congressional interest in such policy-making de-
cisions of FCC as licensing, frequency allocation, uhf, multiple ownership, license fees and a host of other matters of top importance to the industry.

With McFarland

The Coloradan worked closely with former Sen. Ernest McFarland (D-Ariz.), author of the major communications legislation (the Mc-
Farland Act) passed by the Congress in recent years. That measure, an overhaul of the Com-

Johnson was then chairman of the House Interstate and Foreign Commerce Committee which has heard legislation affecting the FCC. He has lived in Colorado since 1928.

Johnson was 70 on Jan. 1, 1954. The veteran lawmaker served as chairman of the Senate Commerce group in the 81st and 82d Congress (January 1949-January 1952).

His full name is Edwin Carl Johnson. He was born in Scandia, Kan., raised on a cattle ranch in western Nebraska, but Johnson in northwestern Colorado and operated a farmers' cooperative milling elevator and produce busi-

The Senator served four terms in the Colorado House, a single term as lieutenant governor and two terms as governor. He had held his Senate seat since 1937.

He married Fern Armitage of Kenesaw, Neb. They have two daughters, Mrs. Grace Howsam and Mrs. Henry Arrance of Denver.

THE SENATOR and the correspondents talk things over. The principals are (l to r) Gripping Bemont, moderator, CBS Radio's Capitol Cloakroom; Bill Schadel; Sen. Edwin C. Johnson (D-Colo.); Daniel Schorr. Occasion was the March 26 broadcast of the CBS Radio program which marked its sixth anniversary. Sen. Johnson was the first national figure inter-
viewed on the show when it began and he has appeared on every anniversary show since. Cloakroom is heard Fridays, 10:10-10:30 p.m. EST.

other activity." He said of his role as Senator, "there is no position private or public which compares with it in challenge and appeal."

Often referred to as "Big Ed" by his friends and acquaintances, the Senator has become a familiar figure to the radio and television industry. As former chairman of the Senate Interstate & Foreign Commerce Committee and as a close observer of the broadcast industry, Sen. Johnson has been noted for his actions and

JOHNSON SAYS HE WILL NOT RETURN TO U. S. SENATE

BROADCASTING • TELECASTING

April 5, 1954 • Page 51
Stations Inc. and Texas Assn. of Broadcasters. New Jersey Broadcasters Assn. asked the Commission to postpone action until it had given the matter further study.

Also opposing the proposal were Radio-Electronics Inc. of New York, the U. S. Information Agency. The latter said the proposed fees would cost about $20,000 a year for Voice of America installations, which it could not afford.

Exemption from paying a charge was requested for noncommercial, educational broadcast stations by the Joint Committee on Educational Television. Wayne U., KFTC (TV) St. Louis, KJOW-TV Beaverton, Ore.; Loma Linda University, Cal.; WFIU TV, Bloomington, Ind.; and WHPA (FM) Berkeley, Calif. Officials of the latter two stations said: "WHPA will be likely to give its approval but will be undecided how many dollars a station fee would cost." They said their stations were: James C. Curtis, KFTC Longview, Tex.; Martin D. Hinkle, WFIU Bloomington, Ind.; William C. Grove, KFHP Cheyenne, Wyo.; J. Frank Jarman, WHPA Berkeley, Calif. WFIU Michael J. Curran, WHPA Bloomington, Ind.; WDIA Walton, N. Y.; William R. Ormes, WAGG Philadelphia, Pa.; and WNAC-AM-FM-TV Boston, Mass. Directors of WNAC-AM-FM-TV, and the Statler's Radio-Elec.

The KNUZ stockholder has been meeting with the uhf operators to urge them to appear in Washington. According to Mr. Green, "Meetings have been called in many sections across the nation of uhf operators in their particular sections to discuss the problem." Mr. Green said his station was to be in Houston over the weekend and said "uhf television station operators can contact me at KNUZ-TV." The Washington rally would be at 2 p.m., April 26 in the Statler's Michigan Room.

Meanwhile, a blustering attack on FCC policy affecting uhf, clear channels, and the license fee proposed among others, was made by Farris Rahall of Beckley, W. Va. Mr. Rahall's complaint was in a letter sent to eight Senators including Ed C. Martin (D-Mich.,) Potter; Edward Martin (R-Pa.); James Dough (R-Pa.); James H. Bridges (R-N. H.); Robert W. Upton (R-N. H.); Harley Kilgore (D-W. Va.) and Matthew M. Neely (D-W. Va.).

Rahall Charges Monopoly

He said that Philadelphia uhf stations, all with network affiliations, have signals penetrating the Lehigh Valley. He said that WCAU-TV was advised by CBS that WCAU-TV would not permit them [CBS] to establish a CBS-affiliate station in the Lehigh Valley because WCAU-TV was claiming it covered the market. An engineering study revealed that WCAU-TV has very poor coverage in the market. He noted that WPTZ, TV, an affiliate, and WFIL-TV, an ABC affiliate, "have some coverage" also in this area.

"If Congress or the FCC is going to permit power stations like WCAU to dictate to the networks, we can expect approximately 35 tv stations to claim coverage to the U. S. population which I think establishes monopolistic operations," Mr. Rahall asserted. He asked how a Philadelphia station, some 60 miles away, could be expected to offer local programs to the Northeast.

Mr. Rahall said he supported Sen. Johnson "for opposing the network and more tv stations' demand for more tv stations." He said he believed that "the FCC committed an error" in permitting power stations to dictate to the networks. "It is like establishing 50 kw am stations." He also alluded to the clear channel group, saying "apparently, past experience and hearings on the breakdown of the Clear Channel group was no value to the FCC" and that he could not understand why the FCC has not broken down the channels.

Mr. Rahall said that when he was objecting, he wanted to comment on the license fee proposal: If the Government was to collect a charge then stations operators ought to charge gov- ernment agencies for airing public service shows.

Carpenter Favoried for Bangor

Carpenter Favoried for Bangor

INITIAL decision proposing to grant ch. 2 at Bangor, Me., to Murray Carpenter & Assoc. was issued last week by FCC Examiner Elizabeth C. Smith. Former competitive applicant WBZ Bangor has option for 40% interest in the tv station, if the proposal is approved by the Commissioners. Carpenter was part owner of WABI-Bangor, and president-part owner of WPOR Portland.

General Teleradio Violates Rules -FCC

The Commission says General Teleradio appears to be violating the new multiple ownership rules. FCC indicates con- fusion over "Gordon Grays" and 'William O'Neills.'

ON THE HEELS of its precedent ruling in the Westinghouse case, FCC last week advised General Teleradio Inc. that the latter appears to be in violation of the new multiple ownership rules limiting holdings to seven, seven from one group of tv stations.

The Commission said its records show that General Teleradio and its parent firm, General Tire & Rubber Co., and their officers and directors own or have interests in 10 am, 4 fm and 5 tv stations, and hence violate the am limits. Reply by May 10 is requested.


The letter pointed out that, in addition, I. B. Putnam, General Teleradio director, owns WARE Ware, Mass.; Gordon Gray, General Teleradio vice president and director, "is principal owner of WSJS-AM-TV Winston-Salem, N. C. ," and William O'Neill Jr., stockholder in General Tire and owner of permittee of WJLK-Winston-Salem, N. C.; General Teleradio vice president-director and owner of WJW-AM-FM Cleveland. [Editor's note: General Teleradio's Gordon Gray and that of WSJS is not the same person.]

The letter also noted confusion as to the two William O'Neills and asked correction of inaccuracies or omissions.

Directors Have Other Interests

Further, FCC observed, Dwight W. Martin, General Teleradio vice president-director, owns 13% of Mobile TV Corp., holder of proposed permit, as a result of an initial acquisition in Dec. 5. The firm holds 7 tv stations and 2 fm stations at Mobile, Ala., while two other General Tele- radio vice presidents-directors, William Pabst and Ward D. Irigin, are each 47.5% owner of San Francisco-Oakland TV Inc., contestant for tv station in the Westinghouse case. Mr. Pabst is manager of General Teleradio's KFRC, which dismissed its ch. 2 bid there.

Meanwhile, prospective purchase of WLBQ-Ann Arbor, Mich., by Memphis based Teleradio for $2.5 million from Harding College has been reported [B&T, March 8].

Interpretation by FCC that its new multiple ownership rules applied to other broadcast inter- ests of officers or directors of even a parent firm was put forth by the Commission several weeks ago after inquiry by Westinghouse Broadcasting Co. [B&T, Feb. 22, 15]. The Commission held Westinghouse Electric Corp. in violation in view of the other interests of three directors of Westinghouse Electric Corp., none of which were officers or directors of the broadcasting subsidiary.

FCC revision of the multiple ownership rules had been pending more than five years [B&T, Nov. 30, 1953]. Shortly after their adoption, the Commission proposed to expand the tv limitation to seven, but with not more than five tv stations [B&T, Dec. 26, 1953]. This proposal has met opposition in the Senate.

Page 52 April 5, 1954
Three doors to bigger sales...

Homemaker's Institute

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

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular women personalities, cover almost every subject of interest to homemakers... from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From 1:30 to 2:30 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes... Homemaker's Institute, packing a three star sales punch for you!
FCC ORDERS CH. 2

CHICAGO HEARING

Zenith must go into contest with CBS, not Balaban & Katz, FCC says in order designating hearing pursuant to its interpretation of a mandate by the U. S. Court of Appeals.

COMPARATIVE hearing between CBS and Zenith Radio Corp., for Chicago’s ch. 2 was ordered by the FCC last week. Hearing is scheduled to begin April 30.

In its order, the Commission turned down a Zenith objection to designation of CBS asMovr. (WLOL); (:DKA); (:WBBM) in the consideration of a temporary Authority for its operation in the ground service for WBBM -TV. The Hearing order resulted from the past designation for hearings by the Commission.

The Commission said it believed that the "totality" of the Court of Appeals ruling "clearly contemplates a comparative hearing between Zenith and CBS." The Commission said that since Balaban & Katz’s sale of the former WBBK (TV) facilities to CBS was final, "we do not understand that the past or present merits of Balaban & Katz as a licensee could properly be in issue."

Emphasizes Hearing Subject

The Commission also emphasized that the hearing is to determine whether the proposed show-cause order moving the former WBKB from ch. 4 to ch. 2 should be final or whether the Zenith application for ch. 2 should be granted. Also involved, the FCC pointed out, is the renewal application on ch. 2, now occupying the channel, WBBM-TV.

No consideration will be given CBS’ operation on ch. 2 in the hearing, the FCC said. The FCC pointed out that the court’s opinion that the status quo should be maintained as much as possible—even though it approved permitting the Commission granting a temporary authority for WBBM-TV to operate on ch. 2.

Hearing order resulted from a two-year legal fight by Zenith to overturn an FCC decision dismissing its 1948 application for Chicago’s ch. 2. The FCC held that it had "waived" its rights by not participating in the allocation proceedings or in the WBBK renewal proceedings in 1952. The Court of Appeals ruled in January that the Commission erred in dismissing the Zenith application without a hearing.

During the course of its appeal, Zenith pointedly asked the court to order the Commission to grant it a hearing with Balaban & Katz, and not CBS. Whether Zenith will accede to the Commission’s order setting its application for a hearing with CBS, or whether it will return to court for further litigation, was not known at week’s end.

Five TV Contestants

Set for Hearing

FIVC more comparative television proceedings, including the Pittsburgh ch. 11 contest, were dismissed by the FCC last week, all to commence April 30.

Cities, channels and applicants follow: Pittsburgh ch. 11—Westinghouse Bestg. Co. (KDKA); WWSW Inc. (WWSW), and Pittsburgh Radio Supply House Inc. (WJAS). Odessa, Tex., ch. 7—Ector County Bestg. Co. (KDAK); Channel Group Co., (under common ownership with KOSA there); and the Odessa TV Co., a co-partnership. Minneapolis ch. 8—Independent Bestg. Co. (WLOL); Family Bestg. Co. (KEYD), and Twin Cities Bestg. Corp. (WDGY), Klamath Falls Or., ch. 2—KPJI Bestg. (KFJ) and Klamath Falls TV Inc. Latter is headed by Henry J. Chandler, manager of radio interests of Southern Oregon Pub. Co., including KFLW Klamath Falls and KNRN Roseburg.

Hearing order resulted from the court’s statement of personal assets, giving the Commission the facts involved in the financial qualification and whether both WIBC and Mid-West can be expected to perform their financial proposals. WIRE contended Mid-West's proposal on leasing and/or purchasing its studio building through agreement in part with Union Federal Savings & Loan Assn, involves "self-dealing" contrary to banking laws since George Sadlier is president of both Mid-West and Union Federal.

WIBC Petition

WIBC petitioned FCC to question Mid-West’s financial qualifications and took issue with Mr. Sadlier’s statement of personal assets. WIBC alleged the figures involve "blown-up or watered values and give rise to a reasonable doubt as to his ability to meet his stock subscription."

Mid-West’s first petition said WIRE is owned by the Pulliam family, which owns 100% of the Class B stock issued by Indianapolis Newspapers, constituting 70% of the voting stock in the newspaper firm. On the other hand, the petition asserted, WIBC is owned by the Fairbanks family, which owns 100% of the Class A stock of Indianapolis Newspapers, representing 30% control.

In addition, Mid-West contended, the Fairbanks family owns $3.8 million in bonds of Indianapolis Newspapers and the latter owes $347,000 worth of notes executed by members of the Fairbanks family. The bond holders elect a majority of the board in event of default, it was noted.

"From the above facts, it is clear that the Fairbanks family and the Pulliam family are in close business privity and have substantial common interests in Indianapolis Newspapers Inc.," as well as the success of one another’s radio stations, the Mid-West petition held. "Whichever of these two applicants is successful in this proceeding, Indianapolis Newspapers Inc. will be associated with its ownership."

FCC’s Budget Passes

House, Goes to Senate

THE MONEY bill containing FCC’s budget for its fiscal 1955 operation is rolling through the congressional mill.

The House passed the measure Wednesday and sent it to the Senate. Because the appropriations include many other agencies and functions of Government operation, it can be expected the Senate will come up with different figures than the House. And, thus, the bill most likely will be headed for joint congressional conference once the Senate considers it.

The House did not change a penny of FCC’s request as approved by the House Appropriations Committee [At DEADLINE, March 29]. Total FCC budget for the year beginning next July 1 is $6,694,000 which includes $150,000 the agency did not spend in fiscal 1954 [BT, March 15]. Under the budget, the FCC would trim $372,704 from its current spending on broadcast activities, giving the Commission about $1,231,190 for its radio-television work.

Cut from the overall appropriation was a $950,000 request for a frequency usage monitoring program.

Indianapolis Bidders

File Counter Charges

QUALIFICATIONS of all four applicants in the Indianapolis ch. 13 tv contest were put in dispute last week in counter-petitions filed with FCC.

Mid-West TV Corp. asked the Commission to direct Indianapolis Broadcasting Inc. (WIRE) and WIBC Inc. (WIBC) to elect which one of their respective two applications is to be prosecuted in the contest, charging common interest in both is involved through stock and bond holdings Indianapolis Newspapers Inc.

In a separate pleading, Mid-West challenged the availability of the proposed transmitter sites of WIRE and WIBC, plus Crosley Broadcasting Corp.—WLWA (TV) Atlanta, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati—the fourth applicant.

In turn, WIRE asked FCC to enlarge the issues to determine whether Mid-West is financially qualified and whether both WIBC and Mid-West can be expected to perform their financial proposals. WIRE contended Mid-West's proposal on leasing and/or purchasing its studio building through agreement in part with Union Federal Savings & Loan Assn, involves "self-dealing" contrary to banking laws since George Sadlier is president of both Mid-West and Union Federal.

FOR MER broadcasters who will help publicize the Army's spring maneuver in the Fort Bragg-Camp Mackall area of North Carolina, "Exercise Flash Burn," which will include tests of the new atomic cannon, are (l to r): Pvt. Bill J. Bailey (formerly WSWN Belle Glade, Fla.), Smith Rea Jr. (WLAF La Follette, Tenn.), Donald C. Murray (WFOM Marietta, Ga.), R. Bailey Morkham (WNUR-FM Evanston, Ill.) and Cpl. Lee W. Kinard WABZ Alabamare, N. C.).
How to Tie Up Long Distance!

To climax its sponsorship of the 1954 Vanderbilt basketball games on WSM-TV, the Third National Bank in Nashville, through the Doyne Advertising Agency, presented on March 9 the Kentucky-LSU Conference Championship Game — and was promptly swamped with expressions of gratitude, including no fewer than 25 long distance telephone calls immediately after the game.

In a letter to WSM-TV, Third National Vice-President J. W. Clay called the venture "one of the finest advertising and public relations efforts we have ever made . . . it is impossible to count the expressions of thanks . . . they ran into the hundreds."

And he adds: "We are already looking forward to next season!"

It's a pretty good clue, we think, to the power of WSM-TV's sports coverage—something you'll want to investigate for your own clients.

Contact Irving Waugh or any Petry Man for details.

WSM-TV Channel 4, Nashville
WSPA-TV GIVES UP STA FOR PARIS MT.

Action follows stay order by Court of Appeals on interim operation. Station tells FCC it will rush plans for regular operation.

WSPA-TV Spartanburg, S. C., last week turned back to FCC its special authority to operate on an interim basis from Paris Mt., near Greenville, S. C. Action followed a U. S. Court of Appeals order earlier in the week staying the effectiveness of the STA until the court could hear an appeal brought by WAIM-TV Anderson and WGV1 (TV) Greenville, both South Carolina [B*T, March 22].

In notifying the Commission that it was turning back the special authorization, WSPA-TV (formerly WORD-TV) said it was obvious there could be no final decision by the court on the appeal until after the interim authorization expired. The STA had an expiration date of July 27.

"In the light of these facts, it would obviously be idle to devote any further time and energy to contesting what is in effect a moot case," the station manager of WSPA-TV said.

WSPA-TV holds a construction permit for a ch. 7 installation on Hogback Mt. It had planned to begin service from the existing tower of former WFBC-FM Greenville on Paris Mt. and to have Hogback Mt. construction could be completed. Paris Mt. is six miles from Greenville.

The Paris Mt. plan move brought objections from the uhf stations on the surrounding area. In a new indication that WAIM-TV and WGV1 (TV), the original request was protested to the Commission by WSCV (TV) Spartanburg, S. C. The Commission granted the special authority on March 14, [B*T, Feb. 1]. Protestants claimed that WSPA-TV was required to move to Paris Mt. in order to secure a CBS-TV affiliation. They also claimed economic injury due to what they said would be the implication that WSPA-TV was a Greenville-Spartanburg station.

WACH-TV Ceases on Ch. 33, Plans Fall Resumption

WACH-TV Newport News, Va., ceased operation on ch. 33 March 26, because of continued operating losses. FCC ruled last week, but the uhf station plans to resume transmitting sometime in the fall after reorganization.

Meanwhile, another uhf station in the Norfolk market, ch. 27 WTV-O-TV, petitioned the Commission last week to allocate a new uhf channel there, indicating ch. 13 could be assigned to Princess Anne, Va., a county seat southeast of Norfolk [CLOSED CIRCUIT, March 25].

WACH-TV reported that Harold Seville, onetime with WACV Norfolk, has been appointed general manager of WACH Newport News (formerly WHU) to succeed Fred Clair, who resigned as manager of WACH-AM-TV two months ago to establish his own consulting firm at Norfolk on installation. WACH plans to expand its program and sales staff, it was reported, and will change program format.

WACH-TV may oppose the proposal of WTV-O-TV to allocate ch. 13 in that area, it was indicated. WTV-O-TV told the Commission ch. 13 is available at New Bern, N. C., hence could be deleted there with ch. 36 substituted and ch. 12 added to nearby Arapahoe, N. C. This would allow ch. 13 to be assigned at Princess Anne.

The Norfolk area now has two uhf channels assigned. WATR-TV on ch. 4 carries ABC, CBS and to acquire tv rights can be negotiated. Kinescopes in the main are used, Mr. Streibert said. At present they are being acquired from independent producers and tv networks.

Mr. Streibert said semi-annual surveys made by the agency indicated more than 3 million tv sets in use abroad, a 600% increase above 1950 figures. He said 23 foreign countries are transmitting regular or experimental broadcasts, compared with only five in 1950. By 1955, he predicted 40 countries will have tv. Europe, Latin America and the Far East in total have a tv audience of an estimated 30 million people.

Motion Picture Houses Hail Admission Tax Cut

MOTION PICTURE theatre operators last week hailed the Government's cut in Federal excise taxes as a boon to their business. President Eisenhowe signed the excise tax bill into law Wednesday. The reductions in excises, which includes luxury items such as jewelry, furs and collegiate sports admissions, also takes in movie house admissions and household appliances such as stoves, refrigerators and dishwashers. Radio and tv sets, which are taxed a 10% excise at the manufacturing level, are not affected.

The movie house operators, through the Council of Motion Picture Organizations, New York, said Thursday the exemption of admissions up to 50 cents from the Federal excise levy was a threat of bankruptcy because of more than 4,800 small-town film theatres ... Another 1,300 theatres now in a precarious marginal financial position will be placed on a more secure footing by the lowering of the tax rate from 20% to 10% on admissions over 50 cents."

It was predicted by council representatives that perhaps as many as 1,000 theatres, forced to close because of financial loss, would renew operations "in the near future."

Postage Stamp Purchasers

MINT SHEET Brokerage, 8470 Blue Ash Rd., Rossmoyne, Ohio, offers to redeem for cash surpluses of postage stamps in amounts of $500 or more which broadcasters have on hand. The firm says it will buy the stamps "at a nominal discount" from their face value, varying with denomination, quantity, condition and packaging.

The firm said its plan enables broadcasters to dispense with coins in receiving premiums and other mail-ins and to put money received in the form of stamp mail-ins back to work.

KBS Adds Nine Affiliates

ADDITION OF nine new affiliates was announced last Wednesday by Keystone Broadcasting system, bringing its total to 708. New stations are WAVY Portsmouth, S. C.; WEMR Johnstown, Pa.; KWIN Ashland, Ore.; KGEZ Kalispell, Mont.; WABO Waynecore, Miss.; KDBS Alexandria, La.; WSIP Paintsville, Ky.; KLIL Estherville, Iowa, and KRDU Dinuba, Calif. The additions were announced by Blanche Stein, KBS station relations director.

Tv Column Ends 1st Year

"INSIDE TV," a column on television by Eve Starr of Hollywood, syndicated to newspapers by General Features Corp., New York, has completed its first year of syndication with more than 70 U. S. newspapers, Miss Starr reports. The column, which began a year ago [B*T, May 11, 1953], retails not only information about video performers, but also "the multi-phases of the industry as a whole," according to Miss Starr.

James F. Waters Dies

FUNERAL mass for James F. Waters, 56, creator of the Court of Missing Hets radio program, was offered in New York last Saturday, Mr. Waters died Tuesday in the Columbia-Presbyterian Medical Center in New York. The program was carried over CBS 1939-49. In recent years, Mr. Waters was a freelance writer.

Eulogy for Wentworth

A resolution was passed by the Virginia BMI Clinic last fortnight paying tribute to the late Ralph C. Wentworth, who died March 18 [B*T, March 22]. In part, the resolution reads: "Ralph was known, admired, loved and respected by broadcasters from coast to coast for his contribution to radio and television through his energetic and productive activity in the field of music."
LOCAL 802 STRIKE SPREADS TO WINS

DIFFICULTIES of Local 802, American Federation of Musicians, were intensified last week when the union declared a strike against WINS New York while its labor dispute with WOR-AM-TV New York completed its fifth week.

The local voted a strike against WINS at midnight Wednesday because agreement could not be reached on a new contract. Spokesmen for the stations and the union reported that WINS wanted to retain only one of eight musicians who had been employed at WINS. Al Manuti, president of Local 802, declared that this offer was "something that we cannot countenance."

Pickets were installed at WINS studios early Thursday.

Another session was to be held last Friday before the Federal Mediation and Conciliation Service in New York in an effort to resolve the WOR-AM-TV dispute.

Last Monday, Thomas F. O'Neil, president of General Telerikio, replied to a challenge by the local for a debate over the two stations on the issues of the dispute. In a signed telegram, Mr. O'Neil said:

"Upon return to my office today, I find your telegram of March 26. In view of the fact that this dispute is now in the courts, I believe that I should respectfully decline your invitation to debate the dispute over WOR and WOR-TV."

On Wednesday, Mr. Manuti sent the following telegram to Mr. O'Neil:

"Thank you for your reply to my telegram in which you decline to debate the issues involved because "the dispute is now in the courts."

As you know, the only legal aspect of this dispute is on the question of whether Local 802 has the right to picket WOR. You also know that the New York State Supreme Court has upheld us in this Right, and that your current appeal to the Appellate Division is on this aspect of the dispute only.

The basic issues involved in our dispute with you, and on which my proposal for a public discussion was made, therefore, have nothing to do with this legal phase, and remain regardless of any decision the courts make. I therefore repeat my original proposal of March 26th and again insist that the public, which has a vital stake in the matter, be presented with your version and ours. I will appreciate an immediate reply.

The dispute at WOR-AM-TV began on midnight Feb. 27 when the stations dismissed 40 staff musicians because agreement could not be reached on a new contract.

RTDG Strike Threatens Radio, TV Networks

STRIKE threat was directed last week against all radio and television networks by the Radio & Television Directors Guild following the expirations of contracts last Wednesday.

A spokesman for the union explained that a new contract covering the radio networks was "virtually set," but that one for TV networks may result in difficulties. He said the union had set today (Monday) as a deadline for acceptance of union's demands. Networks currently are studying the union's proposals, he said, and have until today to make counter-proposals, which will be evaluated at a meeting of RTDG tonight.

The demands of the union, he said, are not for a wage increase although certain proposals might benefit some members financially. Among them are demands that directorial employees on local tv shows be paid commercial fees as is the practice on network programs; that associate directors be hired at the time of pre-production planning instead of at "on-camera" rehearsal as at present; arbitration of discharges of associate directors and floor man-

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**Of 16 Top Once-a-Week shows**
- TV Hooperatings give WABT 12
- Telepulse only gives WABT 11

**On Top Multi-weekly shows**
- TV Hooperatings give WABT 11 out of 12
- Telepulse gives WABT 8 out of 10

**On Quarter-hour wins**
- Telepulse gives WABT 391 out of 441
- TV Hooperatings, WABT 365 out of 440

**There's a Difference Of Opinion!**

**But, any way you look at it**

**WABT is WAY Out in Front!**

**Play it SAFE**

**Put your Shirt on the FAVORITE**

**Alabama's Best in Television**

316,000 Watts

Represented by CBS-TV Spot Sales

Broadcasting • Telecasting
agents; network rates be applicable no matter where the program originates, and a national agreement be made with all networks, instead of individual agreements as at present.

RTDG, a spokesman said, represents about 1,500 directorial employees, of whom 600 are located in New York.

AFTRA Appeals to NLRB After Dispute With AFM

AMERICAN Federation of Television-Radio Artists in Chicago has filed a complaint with the local National Labor Relations Board office alleging that AFM President James C. Petrillo and Local 30 Secretary Edward Benkert had coerced its members by preventing them from joining AFTRA. The complaint was signed by Ray Jones, executive secretary of AFTRA's Chicago office.

The AFTRA complaint claimed that musicians who qualify for AFTRA membership by delivering spoken words on television were discouraged from joining the actors guild. It said musicians had been warned and advised they would be thrown out of professional music pursuits if they joined AFTRA.

The fight has been brewing locally for several weeks as an aftermath of a dispute involving the appearance of Homer & Jethro, music-comedy team on ABC's WBKB (TV). Latter's Courtesy Hour program was cancelled a fortnight ago by the ABC outlet because of fear the jurisdictional issue might break out into open warfare. Earlier they were dropped from ABC's Breakfast Club.

UK ROLE CITED IN EUROPEAN TV NETWORK

B'T presents this special report by L. Marsland Gander, radio-televisory editor of the 'London Daily Telegraph,' on the United Kingdom's part in the eight-nation European TV hookup planned this summer, and on the importance of British TV equipment to other video systems.

This summer eight European countries are to join for about a month in June and July to inaugurate the first European television network. These are the United Kingdom, Europe, France, Belgium, Holland, Western Germany, Switzerland, Italy and possibly Denmark. Five of the eight will be using British-made equipment to some degree, perhaps the best tribute to United Kingdom television.

Improved economic circumstances have enabled the British Government to permit the British Broadcasting Corp. to build another 14 stations, which by 1957 will make a total of 18 permanent stations in operation, covering 97% of the population, or more than 48 million people. By that time licensed TV sets, now numbering some three million, will have reached nearly six million.

Britain, because of its smaller area, already has a better television coverage than the U.S., although the latter, with three times the population, has hundreds of stations and millions more viewers. At present the U.K. has only one national network, but a second is about to be authorized for competitive commercial television, to be run by a corporation which will rival the BBC. BBC itself may possibly have a second network.

Immediately after World War II the difficulties of selling British TV equipment to other countries seemed insurmountable. Other nations could not be persuaded to adopt U.K. standards. Today U.K. firms are making television equipment adapted to standards used anywhere in the world. Moreover, practicable methods of converting from one to another definition have been discovered, together with means of relaying the programs over any distance, provided microwave links are convenient and resources are available.

Overseas Orders

Equally important has been the development by U.K. firms of cameras with ever-increasing fidelity and sensitivity. There are probably no more than a dozen firms in the world today capable of supplying television studio equipment and transmitters on any scale, and three of these are British, namely, Marconi's Wireless Telegraphy Co. Ltd., Pye Ltd., and Emitron Television Ltd., a subsidiary of Electric & Musical Industries.

Marconi's has sold nearly $2.8 million in television-transmitting equipment overseas since the end of the war, the bulk being cameras and associated equipment and outside broadcasting vans. In Canada the company secured $700,000 in orders for supplying Toronto and Mont-

national advertising representatives

BRANHAM

NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

Page 58 • April 5, 1954
all needed to do in 29 of the most important counties of our
Prosperous Piedmont is seek out the nearest TV antenna.
It will be pointed toward WFMY-TV. Navigate from there, and
you'll be headed straight toward the favorite television
station of a huge multi-market region where more than
$1,500,000,000 a year waits to be spent.

All across these Piedmont counties, with their many well-known
cities and towns, is a humming pattern of factories and farms,
of payrolls and prosperity, of vast selling opportunity.
The only TV station that taps all of this potential is WFMY-TV
— and with a degree of persuasive influence that makes it
top choice of so many advertisers.

Advertising-wise, you can't get lost in the Piedmont. Not
if you tell your story via its favorite TV station. The sooner
you find WFMY-TV, the sooner you get your share of this
$1,500,000,000 buying power.

WFMY-TV
Basic CBS Affiliate—Channel 2
Greensboro, N.C.
Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

Starts TV Representation
RADlO REPRESENTATIVES Ltd., Toronto
and Montreal, is expanding operations to in-
clude representation of Canadian television
stations, following a meeting of west-
Canada er Canadian stations represented by
the organization at Quebec. Wilf
Dippee continues as manager of the Montreal
office and Alec Bedard, who has been tempo-
rarily in charge of the Toronto office for the
past year, becomes manager, succeeding the
late Jack Slatter. In addition to expanding into
television, the firm also will take on additional
stations for Canadian representation.

INTeRNIoNAliSTM featured the Que-
bec convention of the Canadian Assn. of
Radio-TV Broadcasters March 22-24. [B*T,
March 29]. Among the speakers: Goar
Mestre (I), CMQ Havana, Cuba, and
Malcolm Muggeridge, editor of Punch,
London.

Real studios, besides transmitters for Ottawa
and Vancouver. Other orders include studios
for Vancover, Winnipeg and Halifax, and two
"televans"—mobile stations used largely for
outside tv broadcasts.

Venezuela has been supplied with the largest
television station in South America. Marconi's
also has sent $840,000 in equipment to Italy,
including studios in Milan and Rome and trans-
mitters in Rome and Pisa. A televan unit has
just been delivered to Switzerland.

Pye, of Cambridge, has supplied two com-
plete studios for Brussels costing $196,000,
plus a $50,400 outside broadcasting unit. The
firm also has provided camera and studio
equipment for Munich and Hamburg, cameras
for Zurich, an outside broadcasting van for
Turin and another van for Toronto. Pye
.cameras and other studio equipment have been
sold widely in America through the company's
associate General Precision Labs, and in Asia
it has equipped two Japanese stations. Pye
also has constructed in Casablanca the first
television station in Africa. Two com-
plete Pye mobile units are being sent there.

Emitron Television's most important over-
seas orders recently have been film scanners
for Rome and six microwave links for the
newly inaugurated Swiss service. The links will
make it possible for Switzerland and Italy to
join the European network for the "Eurovision"
hook-up this summer, when millions of viewers
in the eight countries will watch, for example,
international football played in Switzerland.
THOMPSON CO. CITES CANADA TV GROWTH

Five CBC and three privately-operated Canadian tv outlets now have 2½ million viewers for 625,000 tv sets, J. Walter Thompson Co. Ltd. reports, predicting 14 more tv stations will commence this year.

TELEVISION in Canada is in the "growing pains" stage, with tv set ownership at more than 625,000 as compared with 100,000 a year and a half ago and tv stations now numbering eight in contrast with two in operation a year and a half-ago.

This pattern of growth is shown in a report on Canadian television by J. Walter Thompson Co. Ltd., Montreal, made available to B+T last week. The rate of growth is on the ascendancy, according to the report, which predicts that at least 14 more tv stations will go on the air before the end of 1954.

Stations already on the air have an estimated audience of 2½ million, the report states. Five of the stations are operated by CBC and the remainder are privately owned.

There are five stations in the province of Ontario, with four more slated to begin operations, and two in Quebec, where three more stations will go on the air.

Canada's bi-lingual composition is reflected in the programming, the report shows, with live programs in English originating from Toronto and in French from Montreal. Ottawa's CBC-operated station telecasts a mixed French-English schedule but there are indications that a separate French station may be established in this area. Programming from the U. S., the report points out, is relayed live or by kinescope through Buffalo, or is distributed as a film package.

Currently Kraft Foods is the only Thompson Co. client placing a television program in Canada, with ABC-TV's Kraft Tv Theatre (Thurs., 9:30-10:30 p. m., EST) picked up live from Buffalo and relayed to Toronto, Ottawa, Montreal and Kitchener. It was reported that the Hamilton (Ont.) station also will carry the program live by the end of April. Stations in Vancouver and Sudbury currently carry a kinescope of the NBC-TV Kraft Tv Theatre and it is planned to make this kinescope available to other tv stations as they go on the air.

Absorbine Spots

Other television activity by J. Walter Thompson in Montreal is a 20-second spot campaign for Absorbine Jr. The Toronto office has purchased a newcast in Hamilton for Shell Oil Co., and this series will be used on other independent stations as they start telecasting.

A television panel study, the report stated, indicates that U. S. programs currently out-pull Canadian shows in the Toronto area where viewers have a choice of programs. It was pointed out that in Montreal where viewers can tune in to local stations only and where English programs have been in operation for a couple of months only, there are no figures available on the relative popularity of Canadian versus U. S. programs.

Canadian Tv Outlets Report on Progress

CĂLҒAR Y's new tv station has been assigned the call letters CHCT-TV. The ch. 2 station is scheduled to start operations in the fall.

CKWS-TV Kingston reports it will be represented in Canada by All-Canada Television, Toronto, Montreal, Winnipeg, Calgary and Vancouver.

CICB-TV Sydney expects to be on the air with test patterns in August and to start programming early in September.

Rates for CFPL-TV London are to be increased on May 1 to $275 per hour, class A network time according to notice of the Canadian Broadcasting Corp.'s commercial department. Rates for CHCH-TV Hamilton also have been announced by the CBS tv department at $300 an hour for class A time, with microwave connection at $40 an hour from Toronto to Hamilton and $90 an hour between Toronto, Hamilton, Kitchener and London.
PROGRAMS & PROMOTION

KVOA-AM-TV COLOR BROCHURE

THREE-color promotional brochure from KVOA-AM-TV Tucson, Ariz., points out the stations serve a "completely self-contained market, not covered by any 'outside' radio or tv," with $212 million in retail sales and a 170,000 population. Moreover, brochure tells of "bonus" offered advertisers, community antenna systems in Bisbee, Ajo and Prescott, Ariz., Nogales, Mexico and soon to start in Douglas, Ariz., which give clear reception far out of normal signal radius.

MODEL T KICKOFF

JACK MCELROY, host of new, five-weekly 45-minute McElroy at Sunset programs on KNBH (TV) Hollywood, started that show by making his appearance in a 1921 Model T Ford. Part of the first program March 29 originated from famed corner of Hollywood Blvd. and Vine St., with host McElroy, singers Barbara Logan and Phil Gray, and station organist Eddie Baxter arriving nostalgically in the "tin lizzie." Daily features of program include representatives from local charities selling products, donated by various of 37 participating sponsors, on Hollywood streets with proceeds going to that charity, and aspiring high school journalists presenting the day's news.

HOST TO TEACHERS

TWENTY Lansing, Mich., teachers were the guests of WILS-AM-TV there on the annual B-I-E Day (Business-Industry-Education). The B-I-E Day program was sponsored jointly by the Lansing Chamber of Commerce and the Lansing Board of Education. Host WILS provided the teachers with a resume of the activities of the station and then took them on a tour of the station to watch the actual operation. The station reports that the teachers expressed amazement at the amount of work that goes into radio and tv programming and production.

RHYME IN TIME

THE improvisation of two Lynn, Mass., disc jockeys saved WLYN that city's The Record Men from serious deficiencies in continuity, recently according to Don Sherman, one of the d.j.'s concerned. Two of four turntables used on the five-hour show went out of commission, leaving only one serviceable table in each studio. Sherman and Jack McDermott, the other d.j., invented a gimmick—rhyming introductions for each record. Listeners were asked to phone in rhymes and for each listener contribution his request was played. The turntables were repaired in 45 minutes, but the rhyming game had caught on so much, according to Mr. Sherman, the lines were practically jammed during the repair period. Both d.j.'s were glad to get out of a tight spot and listeners were requesting them to continue the rhyming game.

RADIO BOOSTS RADIO

WCUE Akron, Ohio, is sending to appliance dealers, distributors and department stores a letter signed by Tim Elliott, president-general manager, which describes the promotion that station is undertaking to help boost the sale of radios, especially portables. A minimum of 20 spot announcements daily will be broadcast pointing out the value of radio as a constant companion. Spots are aimed at retailers also, urging them to equip their establishments with radios for their customers' and employees' en-
joyment. The letter ends by saying that the promotion will last a month and is designed to tie in with the addresser's seasonal promotion of portable radio sets.

**KFBB FARM BROCHURE**

KFBB Great Falls, Mont., has published a brown and white promotional brochure for distribution to agencies, distributors and national and regional accounts. The booklet points out that 20,000 farm families in 20 Montana counties rely on KFBB farm programs and lists programs and availabilities. A list of prominent advertisers who use the station's facilities is shown with the statement: "You're in the finest company on KFBB." Station personalities and various special events covered by KFBB are emphasized by pictures and the last page tells the reader that for availability on "the station that serves the richest farm-city market of Montana," write to KFBB or contact a Headley-Read representative.

**TV PROMOTES MOVIES**

TWENTY-THREE different movies have been successfully promoted on WLWA (TV) Atlanta in the past nine months, according to that station. Latest given the WLWA promotional treatment was "The Creature From The Black Lagoon," being shown at the Paramount Fox Theatre there. Station reports that the theatre was frequently compelled to put up the "Standing Room Only" sign, in spite of the fact that the theatre is the fourth largest in the world. WLWA reports that its "Draw the Creature" contest, with a 21-inch Crosley set as top prize, helped to spark the promotional campaign. The Fox Theatre has been used in 12 of the 23 movie promotions and several times, WLWA says, the station-plugged movies were held over for an extended run.

**COLLEGE CAPSULES**

CAPSULES of college-level subject matter are being presented over KCMO-TV Kansas City in an alternate-Monday series titled "Door of Knowledge," according to that station. Programs utilize a demonstration technique as against the lecture and panel format and students and teachers from Rockhurst College in that city participate in the programs. Topics range from biology to public speaking. KCMO-TV says the series is being presented as a public service with an objective of presenting the subjects in a manner that is both interesting and educational.

**SAFETY COUNCIL AWARD**

NATIONAL Safety Council presented to the U. S. Steel Corp. an award of honor in recognition of the low accident frequency rate among the corporation's employees during 1953. The presentation was made on the United States Steel Hour (ABC-TV, Tues., 9:30-10:30 p.m. EST) by Ned H. Dearborn, president of the Council, to Clifford F. Hood, president of the corporation.

**WKY-TV NEWSPAPER AD**

A REPRODUCTION of an advertisement that appeared in the Sunday Oklahoman and Oklahoma City Times which boosts WKY-TV that city, is being sent to agencies by that station. The ad reports that in the Hooper ratings for the 15 top tv shows, 14 are carried over WKY-TV. Pictures of the WKY-TV staff, a typical day's program schedule and a description of the station's facilities are also shown.

**KOTV (TV)'s 'SHERIFF SAM'**

HARRY STRANG, Hollywood motion picture star, plays the feature role in Sheriff Sam, a new series on KOTV (TV) Tulsa. The series, which is produced locally and is televised live from KOTV, centers around the days of the wild West when familiar sights were sheriff's posses, wagon trains and attacking Indians. Mr. Strang, as "Sheriff Sam," takes time out from his story-telling each week to show the children how to make things out of wood, clay and paper.

**'HORSE RACE' PROMOTION**

TO HELP promote the 18 radio and television stations represented by NBC Spot Sales, the unit last week sent to advertising agency executives throughout the U. S. a promotion piece centering around a game called "Magic Race." Imprinted on each game is the copy, "You pick a winner when you choose the radio and television stations represented by NBC Spot Sales..."

**KCEB (TV) NEWS PROMOTION**

THE Tulsa (Oklahoma) Tribune dedicated a 14-page section to new KCEB (TV) there, which went on the air March 11. The section is mainly devoted to KCEB personalities with biographies and pictures of each. Parts of the section cover programs that are being carried by KCEB and a diagram shows the station coverage area. Portions of the feature are concerned with the station's facilities and many facts about television are included.

**SCHOOL IN KPTV(TV) STUDIO**

TELECAST of actual classroom sessions have been started in the studios of KPTV (TV) Portland, Ore., under direction of H. T. Santas, superintendent of the Lake Oswego school system. A nine-week schedule got under way last week, with final program to be staged May 12, according to Russell K. Olsen, KPTV general manager. Children are given a 15-minute pretelecast period to get used to studio surroundings. Classroom settings are used.

**KBID-Spanish Programs**

PROGRAMMING block aimed at estimated 200,000 Spanish-speaking population in central San Joaquin Valley of California occupies a 3½ hour KBID-TV Fresno, time segment each Saturday. Participating sponsors include San Francisco Brewing Co., S. F., (Burgermeister Beer), Pepsi-Cola Bottling Co., Santa Fe Vintage Co., L. A., (Santa Fe Wines), and Betty Shoppe, Fresno, (ladies apparel). The block consists of two live variety programs, Ben Ramirez y Sus Amigos, and The Juan Mercado Hour, and a full length Spanish motion picture.
OVER 100,000 SETS...

WINDY, the bright spirit of TV in Central Kansas, can hardly believe his eyes! Now...more than half the homes in the KTVH area have TV®. Besides, a recent Pulse report shows KTVH has 15 night-time and 10 multi-weekly shows with top ratings. A golden opportunity awaits you at a KTVH sales office in Wichita or Hutchinson. Studios in Hutchinson; HOWARD O. PETERSON, General Manager.

KTVH
HUTCHINSON - WICHITA

CHANNEL 12
VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS
218 OILMEN COMPETE FOR MILITARY CONTRACTS

Keen Bidding Assures Armed Forces of High Quality Oil Products at Lowest Possible Cost to Taxpayers

The Armed Services Petroleum Purchasing Agency reports that a recent invitation for bids on military contracts was answered by 218 oil companies.

Military spokesmen point out that highly competitive bidding by hundreds of oil companies—large and small—makes it possible every year to buy the finest oil products at the lowest possible cost to U.S. taxpayers.

These facts may be news to those who think the oil industry is made up of only a few large companies. But this is just an everyday example of the way keen competition among America's oilmen pays off for everybody in the U.S.

One example close to your daily life is the competition for the motorist's business. In their efforts to reach the public first with finer motor fuels than their rivals, oil technologists have improved gasoline quality so much that 2 gallons of today's gasoline do the work 3 gallons did in 1925. Yet gasoline still costs about the same—only taxes are higher.

Every day you and your family benefit from the competition among America's oil businesses.

American Petroleum Institute, 50 W. 50th St., New York 20, N. Y.
- A radio classic continues to grow on WLS Chicago. Page 66.

- How to brighten tv programs with inexpensive visual aids. Page 70.

A PAUSE FOR STATION IDENTIFICATION

THIS is a sample standby slide when transmission interference occurs at WFAA-TV Dallas. Above is the station's January "trouble" ID. They change monthly stressing the main attraction of each particular month.

ID's are frequently used to publicize public service shows on WFAA. This slide was shown on station breaks to promote the outlet's March of Dimes Telethon, held in conjunction with the national polio drive.

ONE of WFAA's telecasts for junior viewers, Space Patrol, gets a graphic plug on this ID. In program promotion, the station does not use a straight identification but attempts to tie in the show with the ID.

THE emphasis placed on public service at WPIX (TV) New York is illustrated with this ID picturing West Point cadets parading in New York on Armed Forces Day.

STATION's lofty antenna location "on top of New York" at the Empire State Bldg. is used to promote the outlet with this ID station break slide.

BASEBALL games telecast frequently during the season on WPIX are drawn to viewers' attention when this announcement is flashed on the screen.
THE DANCE THAT LASTED 30 YEARS

ONE SATURDAY evening, three decades ago, in a tiny mezzanine studio in Chicago's Sherman Hotel, WLS Chicago, a new radio outlet, went on the air for the first time with a special program transmitted from New York over leased wires through WEAF and rebroadcast by WLS.

The date was April 12, 1924. For its initial broadcast WLS had promised "the most witching, sumptuous, glorious, ear-glaadding and impressive show ever heard on the air." There were musical numbers, songs and addresses by public officials. Such names as Gloria Swanson, Cornelia Otis Skinner, Ethel Barrymore and Rudolph Valentino were associated with that first show.

Response from listeners was enthusiastic. Telephone calls, letters, postcards and telegrams assured WLS that its initial venture had been "ear-glaadding" indeed. The following Saturday, April 19, a variety of local entertainers gathered in the studio to do a folk music show. One of the performers was William Hart, one of the first of a long line of cowboy personalities, who stymied his "mike" fright long enough to sing a few songs.

That broadcast was to be the genesis of a new era in American folk music and more specifically the WLS National Barn Dance, which celebrates its 30th anniversary this month as a Saturday evening WLS broadcast. The show currently is aired in two segments: 7:30-9:30 p.m. and 10-12 midnight.

It is not difficult to ascertain what makes the WLS National Barn Dance the institution that it is. The broadcast has listener loyalty and advertiser acceptance. The growth of Barn Dance has paralleled that of WLS itself.

Despite the impact of television, Barn Dance keeps growing in popularity. One measurement of its success is its ability to attract studio audiences—which pay to get in. More than 2,360,000 people have paid 95 cents for adults and 50 cents for children to see the show since it moved into Chicago's Eighth Street Theatre in 1932.

Sponsor acceptance of the Barn Dance has been gratifying to WLS. Present sponsorship represents some 74 years of Barn Dance advertising. A weekly half-hour in the show costs an advertiser about $40,000 in time and talent per year.

WLS also has had a way of putting its advertisers on the business map, particularly in the early days of radio, and gaining rural acceptance of new products like Miles Labs' Alka-Seltzer. Companies such as Miles have grown with the Barn Dance and WLS by staying with the station and program.

Currently sponsoring the show are Keystone Steel & Wire Co., Peoria, Ill., since Jan. 14, 1933; Miles Labs Inc., Elkhart, Ind., since Feb. 14, 1933; Warp Bros., Chicago, since Oct. 8, 1938; Phillips Petroleum Co., Bartlesville, Okla., since Sept. 16, 1944; d-Con Co., Chicago, since Jan. 11, 1953. Murphy Products Co., Burlington, Wis., was on Barn Dance from 1936 until last year.

On the Networks

Because of its bucolic appeal and roster of artists, the Barn Dance also was aired for several years on NBC Blue and Red networks. Additionally, one segment (for Phillips 66 gasoline) was carried on a selected ABC hookup for years. Today the WLS 50 kw clear channel signal assures the show a considerable audience.

Probably the greatest success story associated with WLS National Barn Dance advertisers through the years is Miles Labs Inc. The Barn Dance is generally credited with helping to build this firm (Alka-Seltzer, One-A-Day vitamin tablets, Bactine) to its present place of prominence in the national field. It ranks 19th among top network radio-tv advertisers, according to Publishers Information Bureau figures for December 1953, with expenditures of nearly $9 million.

All told Miles has been a Barn Dance sponsor 21 years. When it bought an hour of the program in 1933, it introduced Alka-Seltzer to that segment of the buying public harassed with the normal complaints of heartburn and acid indigestion.

The public bought in great quantities and Alka-Seltzer sales shot up phenomenally. "Where they had been negligible, they became important," according to Larry Davidson of Geoffrey Wade Adv., which handles the account.

Miles had purchased the one-hour segment on a local basis, extended the show to three NBC Blue outlets and then gave the program national network coverage for about 11 years until 1946.

Miles finally cancelled "regretfully" but continued a series of station breaks each Saturday evening. Last May, Miles returned to the WLS National Barn Dance with a half-hour plugging Bactine Antiseptic. Miles took the 8:30-9 p.m. period vacated by Murphy Products Co. and put in Bactine Hayloft Party.

Miles' success with the Barn Dance has proved what every good radio broadcaster knows: If you have a good product and a good program, people will hear about it and you will have repeated sales. That's what happened to Miles and Alka-Seltzer.

The story of Phillips Petroleum Co. is a case in point that the Barn Dance has been a commercial success for advertisers it has lured into its select family through the years.

Ten years ago, Phillips bought a half-hour segment. On March 19, 1949, the Phillips 66 National Barn Dance portion, only now in the 9-9:30 p.m. slot, was extended to nearly 1,000 ABC outlets in the midwest, western and southern regions. This coverage was later abandoned.

Another satisfied sponsor is Keystone Steel & Wire Co., which has advertised fencing products for some 21 years on the Keystone Barn Dance Party. Keystone takes apparent pride in the knowledge that, just as farmers love square-dancing and WLS, so too have they indicated a tangible preference for its fence products through Keystone dealers.

Keystone spends about 25% of an esti-
mated $75,000-$100,000 budget on the Barn Dance each year in time and talent, in addition to other sums for about 24 quarter-hour shows on other stations in the firm's 11-state area. Its overall radio budget: between $50,000 and $65,000.

"We know that going through the country, farmers do hear the program and that it must be valuable for Red Brand fence or we wouldn't have the program," Harold Hayes, account executive at Fuller & Smith & Ross, told B+T. Keystone's volume has held up extremely well in the face of its competition, he added.

The d-Con Co., which uses very little space in the country necessary to reach the rural audience. WLS is one of the basic four or five with its Barn Dance." And with rising sales, d-Con's revenue has risen too.

At present d-Con has the 10-10:30 p.m. segment but alternates its sponsorship of periods in each 13-week cycle.

Current sponsor of the 7:30-8 p.m. segment is Warp Bros. Mfg. Co. The firm has used the Barn Dance for about 16 years.

Warp uses the broadcast on behalf of its Flex-O-Glass, Glass-O-Net and Wy-O-Glass. It selected the program "as the best suited to tell the greatest possible cross section of Midwest America about the merits of its cheaper-than-glass window materials," according to Marquis Smith, Presba, Fellers & Presba Inc., which handles the account.

"What do we think of the Barn Dance?" asks Harold Warp, the company president.

"The best answer to that question is to tell you that for many years, every one of our advertisements in all the national magazines we use has prominently mentioned the WLS National Barn Dance."

The list of agricultural advertisers who have stuck with WLS and its folk music programming is a lengthy one. Some of the more impressive farm advertisers and their records of longevity with WLS: Keystone (over 25 years); Oshkosh B'Gosh (over 21); Little Crow Milling Co. (over 20); Allied Mills (over 18); Warp Bros. (over 18); DeKalb Agricultural Assn. (over 17); Funk Bros. Seed Co. (over 17); Pioneer Hi-Bred Corn Co. (over 17); Dr. LeGear Medicine Co. (over 16); Oelwein Chemical Co. (over 15); Crow's Hybrid Corn Co. (over 13); Pfister Associated Growers (over 11); Nutrena Mills (over 10 years).

Primary farm advertisers are not the only ones to use WLS facilities, however, and to capitalize on listener loyalty with quick acceptance of advertised products. Examples of spot announcement buyers who use WLS are Metropolitan Life Insurance Co., Peter Paul Co., Procter & Gamble, Lever Bros. and Colgate-Palmolive, among others.

WLS Spot Accounts

WLS also stresses a breakdown on advertiser comparisons for 1953, which tends to put the station in good company. Its sales promotion department reported that last year, 209 non-network advertisers used WLS facilities; that 125 or 59.8% of non-network advertisers had used the station some time in the past, and that 84 new non-network advertisers used WLS in 1953.

The confidence of advertisers seems justified on the basis of Chicago Area Radio Station Share of Minutes compiled by the Nielsen Radio Index, despite its then part-time status. In December 1953 WLS emerged second in the daytime 6 a.m.-6 p.m. and morning 6-12 noon periods with 6.2 and 8.1, respectively. It came in third in local time listings with 6.2 for the 6 a.m.-12 midnight spread.

In a comparison of the four network-affiliated or owned stations, the Barn Dance in the same month also pulled down some impressive ratings. WLS ranked first from 9:15 to 12 midnight, according to Nielsen, in terms of total audience homes (per 1,000) and share of audience. At 9:15 it commanded 16.5% of audience share and at 11:45 it got a whopping 31.8%. It took second place at 7:30 and 7:45 p.m. in both categories—at a time when the Barn Dance just begins to roll.

The Barn Dance is doubtless responsible for keeping WLS' mail volume high each year. From 1934 through 1951 it ran substantially over the million mark.

The early days of the Barn Dance were grounded in the philosophy of the late Burridge Devenal Butler and the Prairie Farmer which he bought and operated in 1909. When broadcasting started in 1920, it was Mr. Butler who felt it ought to be made to serve the farmer. In October 1928 the newspaper took over WLS and Mr. Butler put his philosophy to work for a common purpose. Mr. Butler, a native of Louisville, Ky., thus "added the tools of radio to the working tools of Prairie Farmer."

Until the farm paper took over the reins, folk music entertainers had been featured only on the Barn Dance. Sears, Roebuck & Co., which operated the station from April 12, 1924, until Oct. 1, 1928, had not attempted to commercialize either the Barn Dance or other WLS programs, but used the properties to build good will.

With the concurrent advent of commercial radio, Prairie Farmer incorporated some changes, employing a sales department and extending programming hours. It set out to retain and increase the WLS farm audience, and to spread the talents of Barn Dance entertainers to other programs.

In the fall of 1928, Mantle Lamp Co. (Aladdin Lamps) bought the first Barn Dance segment, which it later abandoned because of rural electrification techniques. Mantle, Purina Mills and other advertisers

April 5, 1954 • Page 67
started buying WLS folk music shows in quantity during the first five years under Prairie Farmer.

Meanwhile, the _WLS National Barn Dance_ was drawing more and more out-of-towners to its doors. Groups of 60 people were admitted into the Hotel Sherman's "Little Theatre" for 30-minute "looksees" at their favorites. Removal of WLS studios to larger quarters in the Prairie Farmer Bldg. tripled accommodations, but ticket requests mounted and tickets were issued six and eight months in advance.

In March 1932 WLS moved the show into the Eighth St. Theatre for four weeks—and it has been there ever since.

The development of radio was, of course, accompanied by a similar revolution in music that finally took hold in the aural medium. Folk music came along slowly, but surely and the _WLS National Barn Dance_ was on hand to make the most of it with people who felt Tin Pan Alley didn’t quite "ring true." The _Barn Dance_ parlayed simple traditional and nostalgic melodies of the southern mountains and western ranges—folk songs, cowboy ballads and oldtime square dance tunes.

Folk Music Popular

Today the popularity of American folk music is at an all-time high. WLS has a carefully nurtured formula that has helped establish this popularity.

(1) A format built around one act with a large, loyal and responsive audience. (2) A program well-balanced between bright and sure-fire folk ballads. (3) A program that moves along easily and naturally. (4) An announcer who fits into the format of the show, his commercial messages delivered in an "across-the-fence" conversational manner.

Just as the popularity of the _Barn Dance_ has grown, so too has WLS power through the years. The station went to 5 kw in 1925 and became a 50 kw clear channel outlet in 1931.

Glenn Snyder, general manager of WLS since 1931, joined the staff of _Prairie Farmer_ in 1930 and, after a year as commercial manager, moved to his present post under James E. Edwards, WLS president. Under the recent WLS-WENR merger, Mr. Edwards is president and Mr. Snyder first vice president of WLS Inc., new corporation which replaced the Agricultural Broadcasting Co.

As program director of WLS, Harold A. Safford has contributed considerably to building the station's acknowledged listener loyalty and programs to fit their needs and interests. Mr. Safford joined WLS over 25 years ago and originally was an m.c. on the _WLS National Barn Dance_ as well as publicity director. Sears, Roebuck lured him away for five years but "leaving radio was too doggone tough," he recalls, and he returned to the fold. He has proved especially solicitous of listeners' suggestions and criticisms through his own show, _Around Radio_, a sort of question box program.

Work on the _Barn Dance_ itself is handled now by Herb Howard, a former WLS production man who rejoined the station last October after a program director's stint with WNAW Yankton, S. D. He returned to the station as assistant to the program director. George C. Biggar, now president, general manager and part owner of WLBK DeKalb, Ill., was director of the _Barn Dance_ for five years and a program executive for 15 with WLS.

Within the past fortnight, WLS began operation as a full-time affiliate of ABC under a managerial and organizational realignment that had been brewing for years and finally culminated in the merger of WENR and WLS under WLS Inc. effective April 1.

But what of the future? And of the _WLS National Barn Dance?_ And television? There probably will be no changes in what has become one of radio broadcasting's most enduring features.

Says Glenn Snyder:

"We're still in the broadcasting business. The next 30 years will be a lot of fun... It's a grand and glorious feeling."

**HOW RADIO MAKES RECORD HITS**

MAKING a record a hit overnight and bringing a new star to the public attention is the sort of challenge radio is well equipped to meet. The formula for such a rapid rise to stardom recently was put to the test at WBNS Columbus, Ohio. The platter that got its first plug on disc jockey Gene Fullen's show has since sold close to 7,000 copies in the Columbus area alone.

Rusty Bryant, a tenor saxophone player, and a three-piece rhythm section had been playing various clubs around Columbus for a number of years. One night the band decided to cut a few records on a home-type recording machine from the bandstand of the Carolyn Club. Two of the records—"Castle Rock" and "Night Train"—were pressed and distributed to disc jockeys around town.

The few spins that Gene Fullen gave the discs drew an immediate response. Within a few days, retail record dealers were calling WBNS to ask for the source of the record. It was for sale at the Carolyn Club under the newly created Carolyn label. Dealers began buying it up in 200 lots on both speeds and orders are still going strong.

The prompt success which Mr. Bryant and his new recordings enjoyed outgrew Columbus when Mr. Fullen spread the word to Walter Phillips of WLW Cincinnati, and Bill Randle, a Cleveland d.j.

With the record being pushed in Ohio's three key cities, radio has been instrumental in establishing Rusty Bryant's first record as a hit. The air publicity which the Bryant version of the tunes has received has already attracted major recording company representatives who have contacted the band in hopes of turning a state-wide success into a national one.

Page 68 • April 5, 1954
Green hands

or red hot flashes

Are you bothered with one or both, Mr. TV Executive?

There are two "occupational diseases" harassing every TV executive today—Green Hands and Red Hot Flashes. Sounds rather ominous, doesn't it? But, there's a cure—even when things look darkest.

First it is important to understand the maladies. Green Hands, perhaps the more prevalent of the two, is manifest in the form of the inexperienced neophyte who wants to be in television because it is glamorous. It's a "game" and would be fun—training and experience are believed unnecessary.

Red Hot Flashes, undoubtedly insidious because hard to detect at first, can be diagnosed as the would-be "expert" with the big front and, so he says, vast experience. He's a floater with all the answers except the one on how to do a good job and hold one.

Now you recognize the two and you know you've had "it" (both of them, that is). For the big problem in television is "competent people." The selection of key personnel, of course, isn't easy, but finding qualified assistants is equally difficult.

Here we believe we can help you. Northwest Radio and Television School has successfully served directors and station managers for many years. We are known as the school graduating qualified students...the school that trains for Production...Engineering...Arts and Talent covering radio speech, control room operation, writing, production, news editing, research, lighting, make-up and a host of other subjects.

We instill in the student the realization that Radio-TV is a serious business, demanding hard work at all times. We foster the will to succeed by working up to the top. Our concept is not to make "experts" of our graduates but to give them a workable, fundamental background, plus proper attitude toward television so they BLEND into the operation of a TV station.

Maybe you need willing, eager, energetic, and "competent" assistants now—TODAY. If so, why not call or write us? We can refer qualified graduates for any phase of TV-Broadcasting to you immediately, at no charge. If you write, use the handy coupon.

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☐ Arts & Talent

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April 5, 1954 • Page 69
brightening tv programs with cheap visual aids

MORE than ever, the need for program improvement without added costs becomes a vital factor to successful station operation. Single station markets are rapidly disappearing and competition for viewers is on the increase. No longer will "captive audiences" gaze in rapture at anything presented on the tv screen. Now, both advertisers and audiences demand quality and interest in programs.

One can almost hear the small station operators and limited budget program directors wince in recognition of these facts. There is no need, however, for despair; for skillful use of simple and inexpensive visual aids plus a little ingenuity can produce the most startling results.

Let us take stock and analyze the visual aid situation. It is to be remembered, first, that the setting in which the visual aid is seldom related to the cost. There is a tendency on the part of many directors to accept price as an indication of quality. This premise is basically untrue. As a matter of fact, frequently a "five and dime store" can provide material to produce an effective visual aid model, capable of telling a more effective story than elaborate art work or expensive scenery and props.

Another factor to be remembered is that visuals which appear effective to the eye may or may not be effective on television. Any number of things influence the actual perception of a visual aid on television. For example, a visual aid depending upon several pastel colors to distinguish its parts may be pleasing to the eye but may wash out completely on the screen.

Sight, Motion, Sound

Good television is sight, motion and sound, in that order of importance. Good visuals, therefore, perform a vital function in tv programming. To take full advantage of the power of television, a program director is always aware of this factor.

However, low budgeted shows frequently cause producers to eliminate visual aids entirely which may be disastrous to audience building and eventual sponsorship.

The major objective of an economy-minded producer should be to obtain effective visual aids at a minimum cost. Some stories and programs are easier to visualize than others. Choice obviously should relate to the subject matter and the manner of use and the manner in which the visual is used.

Let us analyze some of the factors which make for effective visual aids.

1. The most important qualities of effective visuals are (a) to get attention and (b) to maintain attention. To get or maintain attention best, motion must be employed. For example, moving pictures are usually more interesting than stills and still pictures showing action are better than non-action stills. In other words, "motion" is almost a must. If a static visual must be used, it should be combined with visuals that have motion. The television camera itself can be used to add motion to static visual aids. Panning, tilting, fades, superimpositions and other techniques lend motion and action to what otherwise might be static material.

2. A combination of visuals is usually more effective and provokes more attention than one alone.

3. Simplicity is equally important. Since a visual aid remains on the screen for only a few seconds, it should be clearly and quickly understood.

4. Each visual should have a definite tie-in with the program, convey a specific point and make a contribution to the telling of the story.

5. Visuals for television should be dependable, durable and transportable. They should be easy to light up, display and manipulate before the camera. They should be inexpensive to reproduce and readily available.

If we keep in mind the three principles below there will be less difficulty in choosing the right kind of display for a specific program. First, a visual aid should add motion to static material; second, it should provide variety to the method of presentation; third, it should be used to cut production costs. Obviously, there are hundreds of types and variations of visual displays. However, space limitations require that we mention only a few.

The easel is the most elementary of display devices and should be used as often as possible. It must be adjustable and sturdy. Display maps of, for example, the United States and of the world can be used over and over again to visualize regional events, weather forecasts, etc. A well-equipped studio should possess maps, from simple outline drawings to three dimensional models.

A flannelgraph can be made with three-quarter inch plywood board 36 by 48 inches and covered with high quality flannel cloth. The cloth is stretched tightly over the wood and tacked down to make a smooth surface. Cut-outs of heavy cardboard and backed with flannel or strips of sandpaper will adhere to the flannel surface of the board, permitting easy movement of display pictures anywhere on the board without pins or tacks.

The size of the cut-outs and lettering, and the light reflection from the surface are important factors. The cut-outs should be large enough, no less than six inches in diameter and stiff enough to prevent warping under the heat of the lights. They depend on surface contact and if one should bend, it may not only reflect light into the camera but also may fall off the board. Artistic drawings can be used to tell a visual story that will have motion and arouse interest and curiosity on the part of the audience.

A magnetic board is a board similar to the flannelgraph which uses magnetic attraction instead of friction to hold the cut-outs. Usually the board is magnetized and the cut-outs are backed with metal strips. Although more expensive than the flannelgraph, the magnetic board is more dependable and creates more interest.

An endless roll-up, consisting of two rollers, works on a vertical frame about four feet high. Canvas or oil cloth makes an endless belt around the rollers which can be turned by hand or machine. This device is particularly good for displaying credits and titles.

Other important visual aids that should...
NOW...try the revolutionary new Soundcraft MicroLac® RECORDING DISCS

After months of exhaustive pre-testing in leading recording studios throughout the country, Soundcraft brings you its all-new MicroLac Recording Discs. These revolutionary new discs:

1. Are unmatched for play-back perfection.
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Check these qualities to see why the new MicroLac Discs are the finest high-fidelity recording discs in the world:

- Noise level well below that of your own recording equipment.
- Perfected thread throw, especially for microgroove recordings.
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- Mirror-flat surfaces providing . . .
- Constant depth of cut, with or without advance ball.

Soundcraft MicroLac Discs are made on the finest aluminum bases, optically tested for flatness and smoothness . . . degreased for permanent lacquer adhesion . . . deburred for perfect edge seal.

Their new lacquer coating is forced through eight stone filters to a maximum particle size of less than one micron. It is applied automatically in a 250-foot-long sealed tunnel in which four air conditioners in series, each with a Precipitron, remove the last possible traces of dust.

Revolutionary as the new MicroLac Discs are their brand new, high strength, parcel post and tumble tested shipping containers. They deliver your discs factory new. They open easily as a drawer. They make ideal permanent storage chests, with numbered spaces for individual disc titles.

Try the sensational new Soundcraft MicroLac Discs right away. See and hear for yourself why we believe them to be the world’s finest!

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10 REASONS WHY YOU SHOULD BUY A SCHAFER REMOTE CONTROL SYSTEM

$1000 you save as compared to the average cost of other systems.

$1570 total price for the basic system ready to install.

the basic schafer system is a complete system. no expansions later.
24 metering circuits... 40 control circuits... uses two phone lines.

no tubes in the schafer system...
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parts replacement never a problem...
all parts made by national manufacturers, available through your local jobber now or 20 years from now.

any transmitter or group of transmitters can be controlled by one system... thirty page manual covers complete instructions for installation and maintenance.

no engineering compromises... no circuits worked against ground...
no high voltages or currents on phone lines; telephones built in.

we specialize in remote control! we sell direct from the factory to you...
you save the difference, and you get immediate delivery out of stock.

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Page 72 • April 5, 1954
be used in television stations include: Opaque and overhead projectors, title drums, animated books with pages attached to levers underneath a table permitting turning of pages "off camera," blackboards and transparencies. Incidentally, dramatic effects can be obtained with transparencies if handled with care. Made of transparent plastic sheets or film, they are prepared photographically or by free hand drawing with an ordinary grease pencil. Their versatility is their most attractive feature. Drawings and figures made on plastic sheets and used to show cumulative stages add motion and a magical effect to what otherwise would be uninteresting video.

Value of Charts, Maps
Charts, maps and graphs are "musts" when other visual aids are not available. Cleverly prepared, they add substance to static programs. For example, the "strip tease" chart always adds interest and movement. Here, parts of a chart, map or graph are covered with pieces of paper and removed on camera as particular parts are discussed.

Posters and placards can be effectively employed, and slides, projected on screens, always add "color" to shows.

These are just a few of possible visual aids which can and should be used on slow moving, static programs. With a little ingenuity, plus some materials from your art department, there need never be a television show which lacks movement because of "low budgets."

BROADCASTING  •  TELECASTING

Advertisers
Jack Canaan, account executive, Barnes Chase Co., L. A., to Sunset Oil Co., that city, as director of advertising and public relations.

James D. North, vice president, Market Research Corp. of America, to Associated Products Div., General Foods Corp., N. Y., as manager of marketing department.

J. C. Haley, co-founder and president, Brown & Haley Co., Tacoma, Wash. (candy manufacturer), died in that city March 25, following a long illness.

Agencies
Edwin H. Badger, assistant general manager, Foote, Cone & Belding's Houston office, elected a vice president of the agency.

Carlton W. Hartness to Sherman Adv., S. F., as vice president and account executive.

Amon B. Godshall, formerly with N. W. Ayer & Son, to McCann-Erickson Inc. Detroit office, as account executive.

Robert F. Orenschall, account executive, McCann-Erickson Inc., N. Y., to Wank and O'Rourke, S. F., in similar capacity.

William J. Geissinger and William J. Gillihan, account supervisors, Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents.


Graham Edeblute, account executive, in realignment of duties, heads promotion-publicity department.

William S. Friday, account executive, WONZ Dayton, to Bridges Sharp & Assoc., that city, in same capacity.

William F. Marleib, formerly with Grey Adv. Agency, N. Y., to Storm & Klein Inc., same city, as assistant to media director and account executive; Sheldon J. Karlan named assistant to director of publicity and account executive.

Fred Ziegler to Blow Co., N. Y., as account executive on Bulova Watch Co. account.

Lawrence D. Dunham, formerly advertising and sales promotion manager, Wine Growers Guild, Lodi, Calif., to Dancer-Fitzgerald-Sample, S. F., as account executive.

Irving J. Pastanack, formerly with WOR New York, to Herbert W. Cohon Adv., N. Y., as account executive.

G. C. Copeland, former vice president and copy director, Cecil & Pressbrey, N. Y., to Blow Co., N. Y., in creative dept., where he will work on special copy assignments.

Albert W. Hellenenthal, director, production department, KCCC-TV San Francisco, to Clark & Elkus, that city, as head of commercial tv production dept. and account executive.

Ronald J. Foster named creative copy supervisor, Betteridge & Co., Detroit.

Earl Pollins, formerly with Albert Frank-Goethe Law Inc., Boston, to Levy Adv. Agency, Newark, as production manager.

Arthur Lewis Zapel, creative head, Kling Studios Inc. Chicago, to copy group, J. Walter Thompson Co., same city, on tv commercials.

Bob Marcato, freelance film producer, to radio-tv dept., Kenyon & Eckhart, N. Y.

Sheldon Bonnewell, formerly with Foster & Kleiser Co., L. A. (billboard advertising), to Speer Adv. Agency, that city, as head of copy department.

Charles Gadsby, advertising and public relations manager, Merchant Calculators, S. F., to Jean Scott Frickelton Adv., that city.

John R. Hurley, public relations counsellor, to N. W. Ayer & Son, Hollywood, with assignment to handle special publicity campaign for CBS-TV That's My Boy which starts Saturday (April 10).


Stations
James Allen, director of tv promotions, Crosley Broadcasting, takes on additional duties as di-

April 5, 1954  •  Page 73
Mike Kirmeyer, sports director, KONG Station, as well as WLW Cincinnati.

William H. Youry, former promotion and merchandising director, WGTV (TV) Easton, Pa., appointed sales service supervisor, WBZ-TV Boston.

Paul Mills, program staff, WISE Ashville, N. C., to WISE-TV, as program director.

Bill Anderson, sports director, KWO Cheyenne, Wyo., promoted to general manager.

Mr. Youry

Mr. Satterfield

Otis H. Segler, sales manager, KOLN-TV Lincoln, Neb., to WDEF-TV Chattanooga, Tenn., in same capacity. The following also move from WOLN-TV to WDEF-TV: David Andrews, as promotion director; Rich Miller, as floor manager; Emory Williamson, as art director, and Richard Phipps, as director of continuity.

Andy Anderson, announcing-sales staff, KABQ Albuquerque, N. M., appointed manager, same station; James Van Osten to KABQ sales staff.

Dick Sanders, news and promotion director, WORD Spartanburg, S. C., to WJDX and WLBV-TV Jackson, Miss., as assistant news director for both stations.

Kenneth Leslie promoted to sales manager-assistant station manager, WCTC New Brunswick, N. J.; John Allen Potts, chief announcer, promoted to program director.

Clayton Kaufman, assistant director of promotion and publicity, WCCO Minneapolis-St. Paul, promoted to director of promotion and publicity, succeeding Fred S. Heywood who resigns to join CBS Inc.

Frank V. Gaudiese is the new program manager of WITG (TV) Washington, D.C., as program manager, as announced last week (B&T, March 29).

Sterling P. Madding, formerly with National Biscuit Co. and Schmidt Lithographing Co., appointed promotion and merchandising manager, WBBR-TV Birmingham.

Arthur L. Harper Jr., appointed merchandising manager, WOA1-AM-TV San Antonio, succeeding John Baade; Frank R. Holloway, program director, KFY0 Lubbock, Tex., to WOA1-AM-TV announcing staff.


Paul C. Munroe, formerly with Biow Co., N. Y., to sales staff, WPX (TV) New York.

Eileen Mack, formerly coordinator of The Bob Elson Show and Chet Paree program, WMAQ Chicago appointed public relations director, WCFL, same city, handling all promotion, publicity and advertising.

Jack Murphy, news editor, KPHO-TV Phoenix named executive producer, that station.

Peter Roberts, news commentator and announcer, WNBC New York to WINS same city, as director of news and special events.

J. W. R. Graham, formerly assistant supervisor, national farm broadcast service of CBC, to CBLT (TV) Toronto, as assistant director.

Jack Wiggins, formerly film director, WTOP-TV Winston-Salem, N. C., to WFMY-TV Greensboro, in same capacity.

Dorothy Lombardo, assistant in sales service div. WPX (TV) New York, promoted to newly-created post of sales service supervisor.

Tom Osborne appointed office manager, WBBK (TV) Chicago, succeeding Ken Christiansen, who resigns to join NBC.

George Goyan, formerly with Walter Schwimmer Productions, to sales staff of WBBM-TV Chicago. Art Hein, sales service manager, to sales dept. same station. Robert Reblinger, formerly salesman, Continental Copper & Steel Co., succeeds Mr. Hein.

Everett Karas, Moore Equipment Co., Dayton, to sales staff, WLDW (TV) same city.

Phyl and Lu Dumont, formerly of WHEB Portsmouth, N. H., to WMUR-TV Manchester, N. H., in copy dept., as announcer-producer, respectively.

Eleanor Meck Pontius named copywriter in public relations dept., WKY-TV Oklahoma City.

Jo Anne Noll, WKY-AM-TV to KL2-TV Denver, as public service director and conductor of afternoon woman's program.

Lothar Loewe, with Berlin, Germany Der Abend newspaper, named exclusive European radio correspondent, KGW Portland, Ore.

Paul E. Millen, formerly sales manager, National Co., Boise, Idaho, to sales staff, Lee Broadcasting Inc. (KFUA-TV Hamhill, Mo., WTAD Quincy, Ill., and KGLO-AM-TV Mason City, Iowa.)

Edward J. Lynott, WION St. Cloud, Minn., Warren Rhyner, WSAU Wassau, Wis., and Sheldon Burke, WTV-TV Rockford, Ill., join WNAM-AM-TV Neenah, Wis.

Charles Winkler, chief engineer, KFOR Lincoln, Neb., to KLMS same city, in same capacity.

Carlton Borell, formerly with WBMS Boston, to educational WTUN Tampa, Fla., U. of Tampa outlet, as associate director of radio.

Tom Sutton, formerly of WWJ-TV Detroit, to production staff, CHCH-TV Hamilton, Ontario.

Barbara Norman to traffic dept., KYW Philadelphia; Shirley Rubin named assistant record librarian, same station.

Donald Holden, formerly with WROK Rockford, Ill., named announcer, WBFB Rock Island, Ill.; Jacqueline David to publicity staff, and J. C. Bruggeman to technical staff, same station.

Gail Kathleen Manning named to traffic dept., WPEN Philadelphia.

James Brown, announcer, KFDA Amarillo, Tex., to KSON San Diego, in same capacity.

Lou German, disc m.c., WORL Boston, to WHEC Rochester in same capacity.

William B. Caskey, general manager, WPEN Philadelphia, named radio-tv director, Philadelphia Cerebral Palsy Drive.

Gene Wilkey, general manager, KMOX St. Louis, named chairman, radio-tv committee, Speech Assn. of America.

Bob Flemiag, promotion-public relations director, WCKY Cincinnati, named chairman of radio-tv, local Easter Seal sales campaign, conducted by Hamilton County Society for Crippled Children and Adults.

Spencer Allen, news director WGN-AM-TV Chicago, appointed member of Illinois AP Freedom of Information Committee.


Paul Marion, Carolina sales manager, WBTV (TV) Charlotte, N. C., father of girl, Patricia Harden, March 23.

Bob Miller, account executive, WHLI Hempstead...
HOUSTON-FEARLESS
ALL-METAL TRIPOD
Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height – lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS
FRICITION HEAD
Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS
TRIPOD DOLLY
Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.
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Les Johnson, V. P. and Gen. Mgr.

Now available under a new selective

low cost family plan

that's practical, flexible and economical. Send for details and rates without obligation.

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WHFB

telco building, rock island, illinois

Represented by Avery Knodl, Inc.

WHBF

rock island, ill. CBS for the Quad Cities

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area have now TV sets. (264,811)

now available

stead, l. i., father of boy, scott robert, march 16.

Lou Ronder, program director, WCFI Chicago, father of boy, James Carlos.


Jim Daley, engineer, WPEN Philadelphia, father of boy, Mark Denis, march 23.

Billy Easch, WVEC Hampton (Norfolk) Va., father of boy, march 24.

networks

James H. Nelson, manager of advertising and promotion, NBC Radio, named a staff assistant to sylvester l. (pat) weaver jr., NBC President.

Edward r. murrow, CBS commentator, chosen as one of five nationally known americans by tau kappa alpha, national collegiate honor society in speech, as speakers of the year for 1953. Mr. murrow was cited for his activities in educational, scientific and cultural fields.

Howard coleman, staff writer, appointed assistant manager of NBC Chicago press dept.

Paul B. evans, formerly with Paul H. raymer Co., station representative firm, to radio spot sales staff of NBC Central Division.

Laura fairchild, former associate producer, William esty Co., named shopping editor, NBC TV home show (Mon.-Fri., 11 a.m. to noon EST).

Steve douglas, freelance Washington sportscaster, and formerly with NBC, named sports commentator, CBC TV network at Toronto.

madeline beatrice lynn cleary, business manager, network sales dept., DuMont TV network, married to Capt. charles A. Christenson.

Frank fus, creator of CBS-AM and NBC-TV my little margie, father of girl, Kelly margie.

David Dominguez, 69, CBS Hollywood stagehand since 1933, died March 27.

John Howard, 55, senior morning set-up man, NBC Hollywood, died march 20.

film

Bradford K. cross, eastern district sales manager, princeton film center, princeton, n. j., promoted to national director of sales and promotion.

Bernard S. Brody, handling music clearances for syndicated Liberace and Life With Elizabeth, TV films, assigned by Guild Films to perform similar duties on forthcoming Florian Zabach TV film musicals directed by duke Goldstone.

Al lee vine, formerly Chicago manager of Consolidated Television Sales, assumes similar duties for George bagnall & associates, recently named sales organization for cts properties.

Ellen Parve, formerly with Shelley films, Toronto, to film production staff, S. W. coldwell Ltd., Toronto.

James Nielson, director of Cornwall Productions' Janet Dean, to Sam Bischoff Productions, RKO-Pathe Studios, Culver City, as director on upcoming for the defense TV series. James van Trees, cameraman, Warner Bros., to new firm in same capacity.

Bill Harder, assistant director, production div., Kling Studios Inc., Chicago, promoted to director.


Jo pagano, novel-screen writer, to William F. Broidy Productions, Hollywood, as executive assistant in charge of creative material. Murray alper, actor-writer, to same firm as assistant to story editor.

George Raft, star of I am the Law TV series, honored for 25 years in show business with testimonial dinner by Friars Club, Beverly Hills.

Roger and selby daley, formerly on staff of various Hollywood animated cartoon studios, and more recently with dibujos Animados, Mexico City, to Gene rogers Associates Inc., S. F., as animation artists.

Jerry Zola alexander, assistant production supervisor, sovereign productions, Hollywood, died March 26, following a heart attack.


Louis Silvers, 64, composer of popular music and musical director from 1937-50 CBS radio Lux Radio Theatre, and musical director of many-motion pictures, died in Hollywood on March 26.

manufacturers

Charles E. Jacobs appointed field sales representative in Northern New Jersey area, Sylvan Electric Products Inc., N. Y.


Jacob L. Miller, formerly sales promotion manager, Henkel-Clauss cutlery, fremont, Ohio, appointed regional sales manager, Cabela-Karstonsworth Co., Charlotte, N. C.

Frank J. hogan, previously in sales and merchandising posts with Admiral Corp., Aveo Mfg. Co. and Allen B. DuMont Labs, named a district manager for CBS-Columbia in Ohio, Ind., Mich., and Ky., with headquarters in Euclid, Ohio.

Thomas R. joyce appointed general superintendant of production process control and Walker M. Cordiner appointed plant manager of tape production, both within tape department, Minnesota mining & Mfg. Co.

trade associations

Morse opper elected president of motion Picture sound editors, professional, educational and social group of film, Sound & Music editors, Local 776, IATSE. Other officers are charles freeman, vice president; Lawrence...
Kaufman, secretary; Richard Jensen, treasurer, and Ed Scheid, sergeant-at-arms.


Blount Slade, vice president and director of creative services, Brooke, Smith, French & Dorrance, N. Y., elected chairman of board, Michigan Council of American Assn. of Advertising Agencies.

Albert D. Hecht, account manager, Bill Sturm Studios Inc., N. Y., named vice president in charge of production, National Television Film Council.

Frank Burke Jr., president and general manager, KFVD Los Angeles and president, Southern California Broadcasters Assn., named to executive committee for 1954 observance of Invest in America Week (April 25-May 1) in southern California. Sally Smalley, public service representative, SCBA, named to selection committee for Alexander Hamilton award, to be presented to a southern California firm best publicizing the American way of life.

Ann Roberts and Emory Dennis appointed to fill vacancies on Screen Extras Guild board of directors. Ben Bancroft named sergeant-at-arms replacing James Gonzales.

George J. Flaherty, business agent, IATSE Studio Projectionists Local 165, elected a Hollywood AFL Film Council trustee succeeding James Noblitt, resigned.

Norman Land, former account executive, Freddie Von Ziv Co., to Television Programs of America in similar capacity, covering Philadelphia, Baltimore and Washington.

Government

David Bellino, NBC copywriter before Army induction, promoted to first lieutenant prior to discharge this week. He expects to return to NBC in April.

Representatives

Philip D'Antoni, formerly with CBS sales and research, to sales staff, Weed & Co., station representatives.

Personnel Relations

Hilda Black, director of public relations, Publicists Guild, Hollywood, author of "The Eternal Miracle," published this month (March) by Dodd, Mead & Co.

D. L. Daniels installed as president of Hollywood Sound Technicians Local 695, IATSE. Other officers include Tom Carman and Francis Scheid, first and second vice presidents respectively; John Stack Jr., secretary; E. Weldon Cole, treasurer.


From where I sit
by Joe Marsh

Easy Does It—Again!

The Ladies Aid Society had their annual rummage sale the other night—and as soon as the doors opened, "Easy" Roberts was inside.

Without a word, he headed straight for the coat counter, picked out a shabby old tweed jacket, and paid for it. "Easy" told me a little later that buying his jacket back was getting to be a regular habit.

"That's been my favorite smoking jacket for years," he said. "And my wife talks me into giving it away regularly. Then I get to thinking how much I like it and hurry down to buy that jacket back. This is the third time I've done it!"

From where I sit, everyone's entitled to his own preferences—whether it's a sports jacket, a baseball team, or the beverage he likes to have with dinner. For example, the wife likes coffee along with Saturday night spaghetti while I like a glass of beer. We never try to "sell" each other on our personal preferences.

Joe Marsh

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Ohio State Radio-Tv Institute Underway

Formal sessions begin Wednesday, with allied groups beginning meetings today.

HIGHLIGHTS of Ohio State U.'s 24th annual Institute for Education by Radio-Television, to be held Wednesday through Saturday at the Deisher-Hilton Hotel, Columbus, have been announced. Allied groups, in conjunction with IERT, have scheduled meetings beginning today (Monday) and lasting to Sunday.

Two featured speakers at IERT general sessions will include NARTB President Harold E. Fellows, who will address the Institute's annual dinner Friday evening, and U. S. Information Agency Chief Theodore C. Streibert, who will be main speaker at the Thursday evening dinner in cooperation with the National Assn. of Educational Broadcasters.

FCC Chairman Rosel H. Hyde will speak at an NAEB luncheon Thursday.

Other general sessions are those Wednesday evening, when talks will be made on "What Future Broadcasting?—Radio in a Television Age"; "How Good Is Uh?"; and "Have Educational Television Stations a Future?" and on Saturday morning when educational television programming will be discussed and outstanding U. S. local educational programs demonstrated, in cooperation with American Council for Better Broadcasts.

The first day's preliminary sessions will include a morning meeting by Assn. for Education by Radio-Television; an AERT luncheon to be addressed by William Hodapp, executive director of Teleprograms Inc.; an afternoon AERT session, and an evening meeting for chairmen and secretaries of work-study and special interest groups.

Work-study groups will convene Thursday, Friday and Saturday mornings and special interest groups will meet Thursday and Friday afternoons.

Allied groups have scheduled meetings as follows:

Today (Monday)—All-day NAEB board meeting Tuesday—All-day meetings of Assn., of Junior Leagues Inc., of NAEB board, Alpha Epsilon Rho (national radio-tv fraternity) and an evening meeting of NAEB's In-School Committee Wednesday—Breakfast by Junior Town Meeting League's board of trustees, all-day meeting of Alpha Epsilon Rho and morning "coffee hour" by AERT Thursday—Breakfast by JTML's board, council, consultants and representatives; all-day meeting of Alpha Epsilon Rho and morning "coffee hour" by AERT Friday—Round table luncheon for Joint Committee on Educational Television. Saturday—Afternoon meetings of Intercollegiate Broadcasting System's governing council and ACBB and an evening dinner meeting by ACBB, followed by an ACBB Panel meeting on "Oriental-Occidental Understanding Through Radio and Television." Sunday—Morning meeting of IBS board of directors.

WHLI Scholarship Fund Honors Elias Godofsky

ESTABLISHMENT of a scholarship fund for Long Island High School students in the memory of the late Elias Godofsky, founder and first president of WHLI Hempstead, has been announced by Paul Godofsky, president and general manager of WHLI. A $500 scholarship will be awarded to an outstanding student for attendance at Hofstra College, Hempstead.

A station spokesman said that Elias Godofsky had planned the creation of annual scholarship awards by WHLI before his death in November 1951. He added that the station intends to hold an essay contest dealing with the fostering of brotherhood in the Long Island community, a project to which Mr. Godofsky had given much of his time and effort, as a basis for choosing outstanding high school students. Final selection of the scholarship winner will be made by Hofstra College.

Emerson's Abrams Gives WQED (TV) Educ. Grant

EDUCATIONAL television "cannot be a charity patient dependent upon the benevolence of commercial interests," Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Thursday night in presenting to WQED (TV) Pittsburgh the third of the $10,000 grants offered by Emerson to the first ten non-commercial educational tv stations in the U.S.

Speaking at the dedication of WQED, Mr. Abrams said educational programs on commercial stations are "just a drop in the bucket, and a very unsatisfactory drop, at that." He asserted:

"It is obvious that commercial television exists to make money, and that it as it should be. But, more and more non-commercial educational stations must be created to exist side by side with commercial television. They must be independent."

Earlier recipients of $10,000 Emerson educational television grants were KUNH (TV) Houston and KTHE (TV) Los Angeles.

USC Students Organize Television Fraternity

WITH intentions to expand nationally, four U. of Southern California students have formed Tau Alpha Sigma tv fraternity. Believed to be the first national tv fraternity, it was founded for the advancement of tv arts and sciences "and to bring together academically trained students and professionals of the industry, and foster cooperation between students and faculty for the advancement of television, both artistically and scientifically, and to provide honorary recognition to those so engaged."

Associate members include Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles; William Sener, head of USC's telecommunications department; Seymour Klate, art director, ABC-TV Hollywood; Ernest Lee, personnel director, KTTV (TV); and Ivan Campbell, program director, KTHE (TV) Los Angeles.

Founding students are Dave Worth, Barbara Lindemann, Ken Himes, and Tom Pflinnie.

N. Y. School Tv Charter Due

SPOKESMAN for Metropolitan Educational Television Assn., N. Y. has reported that with passage of legislation granting power to New York Board of Regents for establishment of non-commercial, educational tv stations in the state, the group is expected to receive its charter from regents within the next few weeks. META filed for the charter several months ago but was advised by regents that enabling legislation had to be approved. Last fortnight, Gov. Thomas Dewey on March 25 signed a bill giving regents full authority to incorporate groups for constructing, owning and operating educational tv stations in the state. META hopes to operate a tv station in the New York metropolitan area and will begin a campaign for funds after the charter is issued.
O. S. U. IERT CITES RADIO STATIONS

Annual awards to be made in Columbus this week.

RADIO awards and honorable mentions of the 18th American Exhibition of Educational Radio & Television Programs, held in conjunction with the annual Ohio State U. Institute for Education by Radio-Television being held this week in Columbus (see story page 78), are being announced today (Monday).

Similar awards in television were to be announced. The radio awards are based on programs entered by U. S. and Canadian stations, networks and organizations in 10 categories. Awards were as follows:

Group I, National—Network or Transcription
CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.
First Award, Trans-Canada Matinee, CBC, on CBL Toronto and CBC Trans-Canada Network.
Special Award. The Eternal Light, NBC in cooperation with the Jewish Theological Seminary of America, N.Y.
CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)
First Award, CBC Wednesday Night, CBC, on CBL Toronto and CBC Trans-Canada Network.
Honorable Mention, NBC Lecture Hall, NBC.
CLASS 3—Personal and Social Problems
First Award. The Challenge of Our Prisons, NBC.
Honorable Mention. The Way of Children, CBC, on CJBC Toronto and CBC Dominion Network.
CLASS 4—Public Affairs
First Award. Press Conference, CBC, on CBO Okawa and CBC Dominion Network.
Honorable Mention. Travel Documentary, CBC, on CBL Toronto and CBC Trans-Canada Network.
CLASS 5—Basic Freedoms
First Award. Letter From Father, UN Radio and UNSCO, on various stations in the English-speaking world and on ABC.
Honorable Mention. Broadcasts from the Concluding Conference, CBC, on CBL Toronto and CBC Trans-Canada Network.
CLASS 6—Special One-Time Broadcasts
First Award. The Vigil, CBC, on CBB Montreal and CBC Trans-Canada Network.
First Award. Peace on Earth, UN Radio, on WNBC New York City and NBC.
CLASS 7—Children and Youth (Out-of-School Listening)
First Award. Roundabout, CBC, on CBM Vancouver, B.C., and CBC Trans-Canada Network.
First Award. Peace on Earth, UN Radio, on WNBC New York City and NBC.
CLASS 8—For In-School Use by Pupils in Primary Grades
No awards.
CLASS 9—For In-School Use by Pupils in Intermediate Grades
No awards.
CLASS 10—For In-School Use by Pupils in Junior and Senior High School
No awards.

Group II, Regional Networks, Regional Organizations, and Regional Clear-Channel Stations (5 to 30 kw)
CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.
No first award.
Honorable Mention. Happy Home, KMBC Kansas City, on KMBC and KFMR, Kansas City.
CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)
First Award. The Classical Tradition, KUOM Minneapolis (U. of Minnesota).
Honorable Mention. Let's Think for Ourselves, KMBC and KFMR Kansas City in cooperation with U. of Kansas City.
CLASS 3—Personal and Social Problems
First Award. Marks' Speaks, WLL Urbania, Ill. (U. of Illinois), on the NAEB tape network.
CLASS 4—Public Affairs
First Award. Opinion Unlimited, KGBP Portland, Ore.
First Award. Why Do They Do It?, CKWX Vancouver, B.C.
Honorable Mention. This Week, CFAC Calgary, Alberta.
Special Award. World Affairs Forum, KOMO Seattle in cooperation with Seattle World Affairs Council.
CLASS 5—Basic Freedoms
First Award. They Fought Alone, WUOM Ann
AWARDS

Honorable Mention. Portland City Council, KOIN Portland, Ore.
CLASS 6—Special One-Time Broadcasts
First Award. The Phoenix, KOIN Portland. One in cooperation with Oregon State Defense Dept.
First Award. Story of a Tornado, KFAB Omaha, Neb.
CLASS 7—Children and Youth (Out-of-School Learning)
First Award. Young Book Reviewers, WMCA New York.
Honorable Mention. The Children's Circle, WGBH Boston (Lowell Institute Cooperative Broadcasting Council).
Honorable Mention. The Ecco Pinza Show, WNYC New York.
CLASS 8—For In-School Use by Pupils in Primary Grades
First Award. The Magic Book, KMBC and KFCA Kansas City in cooperation with Kansas City Public Schools.
Honorable Mention. Music Time, KMBC and KFPM Kansas City in cooperation with Kansas City Public Schools.
CLASS 9—For In-School Use by Pupils in Intermediate Grades
First Award. Senatora Jones, to Board of Education, WNBY New York, on WNBY and WNBY New York.
CLASS 10—For In-School Use by Pupils in Junior and Senior High School
First Award. Word in Words, to Dept. of Education of Western Provinces, on CBW Western Regional Network.
First Award. People and Places, Wisconsin Station of the AIR U. of Wisconsin, on WDA Madison and Wisconsin State Fm Network.
Special Award. Big Pict., WOUM and WUM Ann Arbor (U. of Michigan), on Michigan "tape network" including 31 commercial stations.
SDX-2 Program (Music Multimedia) Special Award. New Dimensions, WMAQ and WMAQ-FM Chicago.
CLASS 1—Special Interest Groups: Women's, Agriculture, Religious, etc.
First Award. Aba, PTA, KFRE Fresno, Calif.
CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)
CLASS 3—Personal and Social Problems
First Award. A Message from the Deep South, to Station WUOA University, Ala. (U. of Alabama).
CLASS 4—Public Affairs
No first award.
CLASS 6—Basic Freedoms
First Award. Chief Nightman: An Evolving Concept in Democracy, Howard U. and WCFM Wash ington, D. C.
CLASS 7—Special One-Time Broadcasts
First Award. Crucible of the Bell, CUFM Toronto, Ont.
Honorable Mention. Don't Be Jones' Reunion with Kentucky, to Dept. of Radio Arts, U. of Kentucky, Louisville, Lexington and 42 Kentucky commercial stations.
CLASS 8—Children and Youth (Out-of-School Learning)
No first award.
Honorable Mention. Candy Cone Lane, South Dakota School of the Air, U. of South Dakota, on WNDM Vermillion.
CLASS 9—For In-School Use by Pupils in Primary Grades
First Award. Radio Music Time, Radio Schoolhouse of Western New York, on WFCB Dunkirk and WJTN Jamestown, N. Y.
Honorable Mention. Radio Storytime, Radio Schoolhouse of Western New York, on WFCB Dunkirk and WJTN Jamestown, N. Y.
CLASS 10—For In-School Use by Pupils in Intermediate Grades
No first award.
Honorable Mention. A World of Wonders, Radio House, U. of Texas, on KTTX Austin.
CLASS 11—For In-School Use by Pupils in Junior and Senior High School
First Award. The World's a Stage, Board of Education, WNBY New York, on WNBY and WNBY New York.
Honorable Mention. Illled and Odyssey, Board of Education, KSLU-FM Los Angeles.
First Award. So to Speak, Board of Education, WBOE Cleveland.

HARRY NOVIK (I), general manager of WLIB New York, accepts the first award ever made to a radio station by the National Assn. for the Advancement of Colored People "for substantial contribution to the development of interracial understanding." Making the presentation are Dr. Channing Tobias (c), NAACP chairman, and Walter White, NAACP executive secretary and WLIB commentator.

Davis, Murrow Top Overseas Press List
OVERSEAS Press Club at its annual dinner last Monday in New York presented to Elmer Davis, ABC news analyst, its award for the "best radio interpretation of foreign affairs" during 1953 and to Edward R. Murrow, CBS commentator, a companion award for the "best television interpretation of foreign news."

Award for the "best consistent radio reporting from abroad" went to Howard K. Smith, European news chief for the CBS Radio and TV networks. David Schoenbrun, CBS Paris correspondent, was runner-up to Mr. Smith; Eric Sevareid, CBS chief Washington correspondent, was runner-up to Mr. Davis; John Daly, ABC vice president in charge of tv news, special events and public affairs, was runner-up to Mr. Murrow.

Mr. Murrow, who arrived at the dinner late because of his regular 7:45 p.m. newscast, was greeted by a spontaneous ovation, the entire group standing and applauding until he was seated. For heading the campaign to raise funds for a Memorial Press Center, to be opened in New York in August, Mr. Murrow was given a gold membership card.

Porter to Present Awards
PAUL PORTER, Washington radio-tv attorney and former FCC Chairman, will make the presentation of this year's Peabody Awards for the outstanding programs of 1953 at the Radio & Television Executives Society luncheon April 14 at New York's Hotel Roosevelt. Mr. Porter, a member of the Peabody Committee, will substitute for the committee's chairman, Edward Weeks, who is in England.

Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, under whose auspices the awards are made, will announce the winners.

Johnson, Murrow Win TV Reporting Awards
GERALD W. JOHNSON, WAAM (TV) Baltimore commentator, and CBS newscaster Edward R. Murrow last week received $500 Sidney Hilman Foundation Awards for outstanding television reporting in 1953.

Mr. Johnson was honored for telecasts dealing with the government security program, Congress and civil liberties. Mr. Murrow's award was for "splendid examples of the use of television as a medium." It was received in his behalf by Fred W. Friendly, who is Mr. Murrow's co-producer on See It Now.

Sidney Hilman Foundation is a joint industry-union venture established in 1947.

CITATION from the Jewish Theological Seminary of America is presented by Emil Hirschfeld (I), program chairman, to Ward Quaal, vice president and assistant general manager of Crosley Broad casting Corp., who accepts for Crosley Board Chairman J. D. Shouse, for carrying on with WLW Cincinnati the NBC program -- Experimental -- that recognizes efforts of the Jewish faith and culture for "brotherhood and intergroup understanding."

BROADCASTING • TELECASTING

Page 80 • April 5, 1954
GEORGE STORER JR. ELECTED AS V.P.

KGBS-AM-TV managing director will head Storer's planning and finance division.

ELECTION of George B. Storer Jr., managing director of KGBS-AM-TV San Antonio, as vice president in charge of planning and finances of the Storer Broadcasting Co. is being announced today by SBC President George B. Storer.

Bill Michaels, manager of KGBS-AM-TV and former Texas sports broadcaster and newspaperman, was promoted to succeed Mr. Storer as managing director of KGBS-AM-TV.

The new Storer Broadcasting vice president will assume his new duties immediately at the Miami Beach headquarters of the company. The office of planning and finance, it was explained, is a newly-created division dealing with the future expansion program of Storer Broadcast-
WRATHER-ALVAREZ SELL KOTV (TV) FOR $4 MILLION TO WHITNEY FIRM

New York investment firm turns to broadcasting field after capital ventures in other growth industries. Sale is subject to FCC okay.

ENTRY of John Hay (Jock) Whitney interests into television broadcast station ownership was announced last week with the signing of a $4 million contract to buy KOTV (TV) Tulsa from Helen Alvarez, Jack D. Wrather Jr. and Mazie Wrather, subject to customary FCC approval.

A new firm organized and wholly owned by J. H. Whitney & Co. acquired the 4½-year-old ch. 6 station in a transaction negotiated by Howard E. Stark, radio and television station broker, New York, and announced Friday by the Whitney firm and the sellers, Mrs. Alvarez, J. H. Whitney & Co., parent of the purchasing corporation, is a venture capital firm organized by Mr. Whitney in 1946 to finance the development of growth industries. Companies in which it has major investments include Spencer Chemical Co., Minute Maid Corp., Great Northern Paper Co., Morton Packing Co., and others in power tool, home equipment, oil and natural gas and oil refining fields.

The Whitney company also has furnished the capital for community television systems in six cities. The system, constructed and operated by Jerrold Electronics Corp., Philadelphia, are:


Mr. Whitney said, in explaining his company's entry into the tv broadcasting field: "Television is one of the most dynamic postwar growth industries. We feel that television broadcasting offers an exceptional opportunity to serve the public interest. We are pleased that our first investment of this type is in the progressive city of Tulsa."

Mr. Petersmeyer said, "KOTV enjoys a


Mr. Wrather and Mrs. Wrather, his mother.

Individually and through General Television Inc., the Wrather-Alvarez group owns all stock of KOTV. They also are principal owners of KFMB-AM-TV San Diego. Additionally, Mr. Wrather has a grant for ch. 44 in Boston and he and Mrs. Alvarez have interests in a bid for ch. 10 at Corpus Christi.

Although for the present, there are no indications of the Whitney organization acquiring other broadcast stations, news of the KOTV purchase kindled speculation that such an interest may be aroused at a later date.

The purchasing company is Osage Broadcasting Corp. and is headed by C. Wrede Petersmeyer, a Whitney partner who represented his firm in the negotiations.

Mrs. Alvarez and Mr. Wrather will be members of the Osage Broadcasting board of directors, along with President Petersmeyer and two other Whitney partners, William H. Jackson and Robert F. Bryan.

Mr. Wrather is an independent oil producer of Dallas and Los Angeles and has served as president of KOTV. He is also a film producer. Mrs. Alvarez, of Tulsa, has been general manager as well as co-owner.

In a statement for himself, his mother and Mrs. Alvarez, Mr. Wrather said: "We are very proud of KOTV and are relinquishing our ownership reluctantly in order that we may devote more time to other interests we have acquired since our first venture into television in Tulsa."
dominant position in eastern Oklahoma and adjacent areas. Tulsa is an exceptionally attractive television market because of its high economic level and growth prospects.

"KOTV has been well managed and we expect to continue to operate with present personnel. Plans are now in the blueprint stage to expand the station’s power and facilities so that the highest quality of service can be provided to the maximum area. We hope to become an integral part of the Tulsa community and look forward to the opportunity of working with its citizens."

KOTV commenced operation in October 1949 and currently is one of two television stations there. The other is KCEB (TV) on ch. 23. Additionally, a grant has been issued for KSPG (TV) on ch. 17. KOTV is a basic affiliate of CBS-TV and also is served by other networks.

Mr. Whitney is married to Betsy Cushing, sister of Barbara Cushing, who is married to CBS chairman William S. Paley. Both families live in Manhasset, L. I., New York suburb.

The New York law firm of Cahill, Gordon, Zachry & Reindel represented the Whitney firm in the negotiations, while Monte Livingstone, Los Angeles attorney, represented Wrathier-Alvarez. Washington counsel representing the Whitney group in preparing the FCC application is Haley, Doty & Schellenberg; representing Wrathier-Alvarez is Welch, Mott & Morgan.

**Bowley Named Chief Eng. For WBC’s WPTZ-KYW**

RAY J. BOWLEY, chief engineer of WPTZ (TV) Philadelphia since its purchase by Westinghouse Broadcasting Co. last June, has been named chief engineer of the combined WPTZ-KYW radio-tv operation, according to Ralph N. Harmon, WBC’s engineering manager.

Sidney V. Stadig, tv technical supervisor of WBZ-TV Boston, has been named assistant chief engineer at WPTZ-KYW. Mr. Harmon said his chief responsibility at the outset will be technical operation of KYW. Thomas T. Ely, chief engineer of KEX Portland, Ore., will be transferred to Boston as assistant chief engineer of WBZ-WBZA.

**Boston Named Chief Eng. For WBC’s WPTZ-KYW**

**MR. BOWLEY**

Boston-Springfield and WBZ-TV, reporting to Willard H. Hauser, radio-tv chief engineer in Boston.

Jack Erwin, technical supervisor at KEX, has been named acting chief engineer during Mr. Ely’s tour in Boston, where he is to gain experience in tv. Joseph Patterson will be KEX technical supervisor.

Get on the air

**WEEKS EARLIER with the new VIDEKO Videco package tower!**

You’ll get on the air earlier . . . reduce by weeks that non-profit period between permit validation and sign-on . . . when you specify a Videco package tower for your new UHF station!

Developed by Ideco, Videco is a medium-height guyed tower in a “package” that can be delivered complete to your site within 6 weeks. Videco heights range from 300’ to 620’, will accommodate any UHF antenna; for VHF, will carry any 3 to 5 bay low band antenna or 3 to 6 bay high band antenna.

Speddy erection is a feature of the Videco . . . prefabricated units jg-welded and jg-drilled during the precise Ideco shop-fabrication go up fast, safely, easily. Complete fabrication eliminates manual adjustments on the job, insures a “true” tower free from undue stresses that meet all RFMA specifications. Videco towers are completely Hot-Dip galvanized after welding to insure rust-cheating resistance to the weather.

**Whatever Your Tower Height**

. . . even way over 1,000 feet . . . all your problems can be resolved safely, sensibly, by letting Ideco engineers assume the responsibility for every step. Place your tower problems in their capable hands under a single contract with Ideco or your equipment supplier . . . design, foundations, fabrication, erection, equipment installation, rigid final inspection . . . with complete insurance coverage all the way. For your tower . . . come to Ideco . . . write, wire, phone!

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Tall or short . . . for TV, Microwave,
AM, FM . . . IDECO tower “know-how” keeps you on the air!

**Visit IDECO “World’s Tallest Tower” exhibit at NARTB Convention**

April 5, 1954 • Page 83
Providence and Weslaco TV Stations Start Today

TWO more TV stations were scheduled to begin regular operations today (Monday).

WNEX (TV) Providence, R. I. (ch. 16), on test patterns since March 25, is ready to go commercial today as a CBS-TV affiliate. The station is represented by Paul H. Raymer Co.

KKGW-TV Weslaco, Tex. (ch. 3), first station there, is due to start commercial operation today, after construction difficulties had delayed its start many times. It will be affiliated with NBC-TV and DuMont networks and also represented by the Raymer company.

Another two stations began commercial programming April 1, bringing first local video to as many cities. The new stations are: WLBB-TV Albany, Ga. (ch. 10), and WMFD-TV Wilmington, N. C. (ch. 6).

Starting date of June 1 has been announced by KTEN (TV) Ada, Okla. (ch. 10). Erection of its 750-foot tower has already started.

KTEN (TV) held a meeting last month with representatives of chambers of commerce from surrounding cities, explaining that the new station will bring community programming to the area emphasizing conventions, farm programs and sports events.

WINO-TV West Palm Beach plans to commence in August on ch. 5 with both indoor and outdoor studios, Walt Denis, general manager, reported last week. Indoor studios will be in what are now the formal gardens of the Playhouse, whose theatre facilities also will be available to the station. Outdoor studio will be located on the south side of the building. The.

KRLD-TV, WFAA-TV TO SHARE TOWER

Competing Dallas vhf's plan a $1 million-plus structure with dual antennas. It will be the nation's second highest.

TWO competitive Dallas television stations have joined forces to share a common antenna tower, scheduled to rise 1,521 ft. above the Texas flatlands.

An application to secure FCC approval for changes in antenna sites was filed last week by KRLD-TV on ch. 4 and WFAA-TV on ch. 5. Both stations also intend to increase their powers to the maximum 100 kw and 316 kw on their respective channels upon approval and completion of the tower and antennas.

The new antenna structure to rise higher than the Empire State Bldg., is one mile west of Cedar Hill, Tex., about 16.5 miles southwest of Dallas.

The tower, triangular, guyed tower will be 1,438 ft. above ground, surrounded by a platform on which will be mounted 83 ft. superstructures. Intended antennas will be used for Class B service, and 100 miles for good rural reception. This will more than double the service area of each station and insure equalized coverage for both stations to the entire Dallas-Ft. Worth metropolitan area. Effective antenna height above average terrain for each antenna will be 1,685 ft.

Antenna site is 928 ft. above mean sea level (compared to the average 200-300 ft. AMSL in the Dallas area), and occupies 254-acre plot.

The structure will be affiliated with NBC-TV and represented by Meecker TV Inc.

The following stations have reported they plan to begin operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); WQOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WBBM-TV Chicago, Ill. (ch. 2); KDKR-TV Sedalia, Mo. (ch. 5); WMAT-TV Massillon, Ohio (ch. 23); KVAK-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 13), educational; WDEF-TV Chattanooga (ch. 12); KCGV-TV Weslaco, Tex. (ch. 5), KULA-TV Honolulu (ch. 4), and WAPA-TV San Juan, P. R. (ch. 4).

For details see TELESTATS, page 103.

KATV (TV) Pine Bluff Opens Facilities in Little Rock

KATV (TV) Pine Bluff, Ark., operating on ch. 7, is now using additional studio facilities of KRTV (TV) Little Rock, ch. 12, which it recently acquired, the station reported last week. KATV maintains staffs in both cities and is affiliated with ABC-TV and CBS-TV networks.

Several of the KRTV staffers will be maintained as part of the new operation. John Fugate, former KRTV general manager, has been named manager of the Little Rock facilities. Bruce Compton, KATV national sales manager, remains in Pine Bluff.

James P. Walker is KATV general manager.

Fifteen sets of double-guy wires will support the tower and platform, with the longest guys extending more than 1,000 ft. from the base of the structure. An elevator hoist will run from the base of the tower to the platform. The tower will be built to withstand wind loads of 60 lbs.

Under the name of Hill Tower Inc., joint owners KRLD-TV and WFAA-TV plan to build and own its own transmitter building, including transmitter, amplifiers, and other radiating equipment. KRLD-TV plans to spend $300,000 for its transmitter building with equipment; WFAA-TV, $400,000.

Advantages of the unique, candelabra-type antenna structure, according to the engineers who designed it, are that standard antennas can be used and that installation and maintenance are simpler than with stacked arrays. The structure was evolved by T. A. M. Cran- ven, consulting engineer, and B. B. Cullum Jr., consulting engineer for KRLD-TV, and A. Earl Cullum Jr., consulting engineer for WFAA-TV.

The proposed tower is that of KWTX (TV) Oklahoma City, which is 1,572 ft. above ground. The Empire State Bldg. antennas, which are used by all New York’s seven TV stations, are 1,465 ft. above ground.

KRLD-TV, owned by the Dallas Times Herald, is a CBS affiliate. WFAA-TV, owned by the Dallas Morning News, is affiliated with NBC, ABC and DuMont. The stations began operating late in 1949. There are estimated 325-370,000 tv receivers in the area.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

Central New York’s most popular timekeeper on Central New York’s top-rated local morning program. At least five years’ continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday,

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NBC AFFILIATE

Page 84 • April 5, 1954

L. A. May Rescind Ban On Charity Telethons

WITH PROTESTS mounting and legal action threatened, Los Angeles City Council may rescind the city Social Service Commission’s edict that fund raising telethon charity appeals be confined to “emergency purposes” only [B&T, March 29]. The public health and wel- fare committee has been ordered to make a “thorough investigation” of the situation.

Fear was expressed by local officials of many national organizations making annual charity appeals that if S.S.C.’s ban holds, it may be adopted by other cities with added restrictions,

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Write for Catalog No. 114, Mr. White, Dept. B&T

BURKE & JAMES, Inc. 325 Valley St., Pittsfield, Mass.

Page 84 • April 5, 1954

Broadcasting • Telecasting
forming the edict "a form of censorship which has not been condoned by any court in recent years," Milton J. Brock Sr., president, United Cerebral Palsy Assn. of Los Angeles County, declared his group feels it has legal grounds for protest. He said the ruling is a "denial of the rights of freedom of speech and free enterprise."

"Present day telethons are simply television advertising," he said, pointing out that in the UCPA fund-raising appeal "station time is purchased outright" with "music and all phases of production paid for at union rates."

Following last year's telethon, expense reports show UCPA gave $30,045 to theatre authorities, which clear entertainers for the events and in turn distributes its receipts to organizations of actors, crafts and others workers; $1,699 for tv station time; $7,084 for advertising and publicity.

Three NBC Cleveland Executives Get Promotions

PROMOTIONS of three WTAM-WNBK (TV) executives were announced last week by Lloyd E. Yoder, general manager of the Cleveland NBC stations.

Lawson Deming, WTAM operations supervisor, has assumed the additional duties of WTAM program manager. George W. Cyr, operations supervisor of WNBK, has been named program director of that tv outlet. Mr. Walz, creative program manager for NBC Cleveland, has been appointed manager of continuity acceptance and public affairs for both WTAM and WNBK.

WTVR (TV) at Mid-Point Of Color Expansion Plans

WTVR (TV) Richmond's $200,000 program covering installation of color telecasting equipment at the station is 50% complete and the outlet should be ready to introduce color television by early summer, Wilbur M. Havens, president-general manager, said last week.

He said the additional equipment needed by the station for color television broadcasting will be installed as soon as it arrives. Ch. 6 WTVR, WMBG and WCOD (FM) Richmond are licensed to Havens & Martin Inc.

WNBW (TV) Sets Sales Record

A RECORD sales day was recorded March 25 by WNBW (TV) Washington, NBC 600 outlet. The station received bookings of over $50,000 for program sponsorship and spot announcements, setting a new record for a single day business, according to Joseph Goodfellow, director of sales.

Mr. Goodfellow also reported that the volume of business for March 1954 is "considerably in excess" of the same month last year.

Among the program sponsors that were signed are: Sunnybanks Margarine, Joe Pollock, Eversharp, Eversharp Theatre (film drama), and Safeway Stores, Ludlam's Lodge.

Cowling Named Gen. Manager Of KAVR; May Start Planned

CHARLES H. COWLING, West Coast manager of AM Radio Sales Co., and national sales manager of KMPC Hollywood, has been appointed general manager of KAVR, new 5 kw station on 960 kc, now being built in Apple Valley, Calif.

Appointment was announced by Newton T. Busk, president of the Apple Valley Broadcasting Co. and Apple Valley Building & Development Co. He estimated that the studio building, erected as a wing of Apple Valley Inn, represents an investment of more than $50,000. Station is scheduled to start operating May 25, preceded by an extensive promotion campaign, according to Mr. Cowling.
Fetzer Says Tv Industry Will Profit by Ch. 12 Sale

Sale to the U. of Nebraska would promote new techniques in educational television and in training personnel.

A REAL contribution for the entire television industry will occur if new techniques in the presentation of educational programs and the training of qualified personnel are accomplished through his offer to sell ch. 12 in Lincoln, Neb., to the U. of Nebraska, John E. Fetzer, owner, said last week.

"My purpose in setting up a trusteeship under the direction of Mr. Byron J. Dunn as temporary custodian of ch. 12 is to make it possible at the option of the U. of Nebraska to operate a television station for the express purpose of developing new techniques in the field of educational programming," Mr. Fetzer said.

"My observation of the University indicates that it is amply qualified to carry on such a program. It has been my feeling for many years in radio and later in television that the problem of trained personnel is the most acute. If the U. of Nebraska can accomplish these two purposes, then I believe a real contribution will have been made for the entire tv industry." Mr. Fetzer explained that in setting up the trust agreement, Mr. Dunn will be the licensee of the ch. 12 facilities and that the U. of Nebraska will have first call to purchase the properties for $100,000. If the University is unable to accept this offer, Mr. Dunn has the authority to offer the facilities to other educational or charitable institutions, Mr. Fetzer explained.

If Mr. Dunn is unable to find a buyer by the end of two years he will return the ch. 12 permit to the FCC, Mr. Fetzer emphasized.

The U. of Nebraska has not bought the ch. 12 facilities, Mr. Fetzer made clear, nor will the grant revert to Mr. Fetzer if Mr. Dunn is unable to dispose of the station as reported in B & T last week (B & T, March 29).

Mr. Dunn and Mr. Fetzer provide that, until the University decides whether to buy the plant or not, it may operate the ch. 12 transmitting facilities under Mr. Dunn's supervision, in cooperation with a Television Advisory Board to be appointed by the Chancellor of the University. Mr. Fetzer also offered the facilities of KOLN-TV studios to the students and faculty of the University in operating the ch. 12 installation during this interim period. Maintenance costs would be borne by Mr. Fetzer, it was made clear.

Mr. Fetzer bought KOLN-AM-TV Lincoln, Neb., last summer for $500,000. KOLN-TV now operates on ch. 12. Last month, the FCC approved his purchase of KFOR-TV on ch. 10 in the same city for $300,000 on the condition that he dispose of his present ch. 12 facilities.

The arrangement with Mr. Dunn is the proposed compliance with that condition. Upon FCC approval, Mr. Fetzer will move his KOLN-TV, maintaining those call letters, to ch. 10. KOLN-TV will become a major CBS affiliate.

It is now affiliated with ABC and DuMont.

In balance sheets submitted with the KFOR-TV transfer, the KOLN stations were shown to have total assets of $332,000 and Fetzer Broadcasting Co., the parent company, total assets of $2.4 million, both as of Nov. 30, 1953.

Gen. Clark Associates With Jefferson Standard

THE ASSOCIATION of Gen. Mark W. Clark, president of The Citadel and former supreme commander of UN forces in the Far East, with the Jefferson Standard Broadcasting Co. (Closed Circuits, Nov. 30, 1953), was confirmed last week in an announcement by J. M. Bryan, president of the company.

Gen. Clark becomes a special consultant to the company on international affairs and will serve in an advisory capacity on matters relating to South Carolina educational and cultural affairs, Mr. Bryan said. He said Gen. Clark also has agreed to broadcast over Jefferson Standard radio and television facilities from time to time on public interest subjects.

Mr. Bryan said the arrangement was negotiated by Charles H. Crutchfield, executive vice president and general manager of the company. Jefferson Standard owns WBT-WBTV (TV), Charlotte, N. C., and WBTW (TV) Florence, S. C., scheduled to start this summer.

Sun Oil Co. announced that Gen. Clark has been retained as guest commentator on its NBC Three Star Extra [At Deadline, March 29].

Irene Anthony, KFI V.P., Dies

FUNERAL services for Irene Kelly Anthony, 66, wife of Earle C. Anthony, owner of KFI Los Angeles, were held Wednesday in Forrest Lawn Memorial Park, Glendale, Calif. Mrs. Anthony, who died March 27 after a heart attack, was a vice president and board member of Earle C. Anthony Inc., licensee, and Packard distributor. A son also survives.

BLAIR PROMOTES EASTMAN, DILCHER

ELECTION of Robert E. Eastman as executive vice president of John Blair & Co. and Charles F. Dilcher as vice president was announced Thursday by John Blair, president of the national station representative firm, following a meeting of the board. The appointments were effective Thursday, 21st anniversary of the company. Mr. Blair also announced that 1953 had been the largest sales year for John Blair & Co. and its associate company, Blair TV, culminating for the radio company 21 successive years of volume increases.

Mr. Eastman joined the Blair organization in 1943 as a radio salesman, later becoming national sales manager and a vice president. He will continue to serve as national sales manager of Blair & Co. in addition to his new duties as executive vice president.

Mr. Dilcher, newly named vice president, will continue as manager of the Chicago office of the Blair organization, a post he has held for the past two years.

Perley Named Manager Of KYOK Houston

CAL PERLEY, veteran broadcaster, has been appointed manager of KYOK (formerly KATL) Houston. Mr. Perley has had 19 years radio experience and was once manager of KLEE Houston (no longer in operation).

It also was announced that Robert Mabry, formerly with KNUZ-TV Houston, will be KYOK's commercial manager, and Webb Hunt, formerly with KATL, will be program director.

KYOK was purchased more than a month ago by Jules J. Pugin and Stanley W. Ray Jr. It becomes the fourth station to carry their "OK" call.

Frigidaire Success

FRIGIDAIRE used a spot campaign on KELO and KELO-TV Sioux Falls to promote a cooking school in a theatre with such success that at its first session it had to turn away more than 3,000 people because the capacity of the theatre was only 1,000. Frigidaire repeated the show the next day to take care of the overflow. The firm was so pleased with the successful sessions that it is sponsoring a one-hour cooking school show on film on KELO-TV next Sunday at 2 p.m. As a merchandising assist, Red Owl Stores, a local chain of super markets, tied in all the products used on the show.


WGAU-TV Increases Rates

WGAU-TV Philadelphia has announced general rate increases, effective April 1, to apply to all time categories except class D. This is the first general rate increase since September 1951. The new rate structure calls for a basic class AA rate of $2,400, and an overall increase of 20%.

$75,000 Paid for WGKV; Buyers Identified with WSAZ

ACQUISITION of WGKV Charleston, W. Va., by individuals identified with WSAZ Inc., Huntington, W. Va., for $75,000, was consummated last Thursday, subject to usual FCC approval.

Purchases of the NBC outlet is from Kanawha Valley Broadcasting Co., headed by R. M. and H. W. Venable, principal stockholders and Willard H. Erwin Jr., 30% stockholder. The station, established in 1939, operates on 1490 kc with 250 w. The transaction was arranged through the Blackburn-Hamilton brokerage firm.


WGMS to Handle Series For Library of Congress

WGMS Washington has reached agreement with the Library of Congress to handle broadcast distribution of the Library's internationally famous record concert series. The agreement was worked out between M. Robert Rogers, station president, and Harold Spivacke, chief of the Library's music division, with the approval of Verner W. Clapp, acting librarian of Congress.

Under the plan, WGMS will distribute the programs to stations by several means: Network lines, fm relay between stations and delayed broadcast by high fidelity tape transcriptions. WGMS is authorized to recover its costs in providing the service and participating stations will pay a fee of from $5 to $20 per program depending upon the size of the market. The programs last about 90 minutes and include an intermission feature a round-table discussion on a literary subject moderated by the Library of Congress.

Since 1948, WGMS, known as the Good Music Station, has broadcast all of the Library's concerts in their entirety, and in December 1951 the station started to feed the concerts as a public service to an east coast network.

In February, WGMS began to identify the Library broadcasts as a noncommercial service of their new fm network, known as the Good Music Network. Immediately requests came to the station from all parts of the country asking if they could participate in the service. Mr. Rogers then proposed the new distribution plan.

STATION SHORTS

KSL-TV Salt Lake City announces the installation of a United Press facsimile machine in its newsroom, claiming it to be the farthest one West and the only such machine operating West of the Rockies.

KLZ Denver, Colo., moves to new building at 131 Speer Blvd., that city.

WTYP Decatur, Ill., announces rate increase effective April 15th, which raises from $200 to $250 one-time class A rate.

Strong Pull

...keeps viewers tuned to

KMJ-TV FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. KMJ-TV is your best buy in the Valley.

Paul H. Raymer, National Representative
NBC AWAITS SPONSOR BEFORE TESTING CONTROVERSIAL MINUTE-SPOTS PLAN

Network is scheduled to begin the idea this week, but member stations haven't indicated they'll accept. Swezey, affiliates committee chief, says 80% have endorsed the plan—but this statement, too, is controversial, according to spokesmen for the network.

THE SUCCESS of NBC in winning acceptance of its plan for selling one-minute announcements in network radio programs, tentatively scheduled to start this week [B ET, March 1, et seq.], comes up to the target date still undecided.

Network officials said they would not solicit affiliate approval until they have made a sale under the plan, which they had not done as of last Thursday. When a sale is made, they said, stations will be asked to give it and thus will make their reactions known.

On the other hand, Robert D. Swezey of WDSU New Orleans, chairman of the NBC Radio Affiliates Committee and leader of a subcommittee which endorsed the plan, wrote stations that NBC sources had told him "that over 80% of the affiliates have already accepted it."

NBC spokesmen explained this seeming contradiction as either a misunderstanding or perhaps a reference to informal discussions which network authorities undoubtedly have held with some stations individually to appraise the plan's prospects. They reiterated that affiliates have been informed about the plan but have not been asked to indicate acceptance or rejection.

Mr. Swezey's statement was contained in a letter, made public last week, which he sent to stations to report that he had received seven requests for a general meeting of affiliates to discuss the spot-announcement proposal but that "in the circumstances" he saw no justification for such a session—that indeed, he thought affiliates should engage in "hard thinking" about a more fundamental problem.

While there is "no reason why any group of affiliates cannot meet and discuss the immediate proposal or any other matters of mutual interest," he said it seemed to him that "there is at the moment less need for congregation than for cerebration." He said he considered the network participation proposal "merely one small facet of a much larger question" that he asked the affiliates individually to ponder and submit suggestions on.

That question: "What major changes will occur in the radio industry in the years and what steps can we as network affiliates take to assure ourselves and our network strong competitive positions in the changing pattern of the industry?"

Affiliates asked to answer that question, if submitted to the affiliates committee, might well result in "some concrete proposals for thorough consideration by a general meeting of the affiliates and possible recommendations to the network officials," Mr. Swezey wrote.

Nevertheless, protests against the spot-announcement plan continued to be heard, with reports that affiliates in at least 15 major markets have made up their minds to reject it even though it carries the blessing of most members of the seven-man group, headed by Mr. Swezey, who discussed it with NBC officials in advance.

Hanna Opposes Plan

One member of that subcommittee who has openly opposed it is Robert Hanna of WOY Schenectady, who branded it "another short-range expediency measure" that "cannot begin to solve the network's financial problems" and will lead to "a weakening of the stations and consequently of the network and the radio medium as a whole." [B ET, March 8]

The proposal provides that NBC may sell one-minute participations in certain programs—not more than four programs in addition to its present weekend (Sun., 4-6 p.m.), Road Show (Sat., 2-6 p.m.), Big Preview (Sat., 7:30-9:30 p.m.), and the three quarterly-hour strips that constitute the "Three Plan."

Last week NBC designated one of the additional programs that will take place under the plan. It is a new Sunday night show that will start April 18 and feature Dave Garway, and will be heard at 8-10 p.m. An advertiser may buy one or more participations in this program at $2,000 gross for time and talent per participation, and 16 such participations will be available in each two-hour period.

The program probably will include taped excerpts from NBC-TV's early-morning Today program, which also features Dave Garway, but will also have new material, records, news, etc.

Meanwhile, NBC announced last week that it had just signed Carter Products to the longest contract yet placed on the "Three Plan," but officials said the contract did not come under the participation proposal which is in controversy. Carter Products signed on a 52-week basic one participation per week period of one of the three "Three Plan" strips involved—Second Chance (11:45 a.m. to noon); Fibber McGee and Molly (10:40-11:15 p.m.), and It Pays to Be Married (5:45-6 p.m.).

A distinguishing feature of the sales format for "Three Plan" is that its advertisers have been required to buy at least three participations per week, whereas in the other participations programs they have had only two.

Mr. Swezey told B ET he had been informed by NBC that "80% of affiliates had indicated apparent willingness to go along with the spot plan."

No Oratory Contest

"What happens next?" Mr. Swezey asked. "I have no reluctance to call a meeting. But I have no interest whatever in summoning an oratorical contest or gripe session. Can anybody offer any ideas?"

Text of Mr. Swezey's letter to affiliates follows:

At this writing I have received seven requests that I hold a general meeting of network affiliates group be hold to consider the NBC network participation proposal, which, subject matter of your Affiliates Committee report, P. W. 27, and Mr. William Fineshriber's letter of March 5. I have reason to believe some of the NBC affiliates have already accepted the plan. In the circumstances, it seems apparent that your Committee would not be a very constructive general meeting of the affiliates, particularly in view of the inter Wenience and expenses involved.

There is, of course, no reason why any group of independent network affiliates cannot consider any other matters of mutual interest, freedom of the air, etc. Would the, however, that there is at the moment less need for congregation than for cerebration. The network participation proposal is merely one small facet of a much larger question which leads itself to this simple division of the changes which will occur in the radio industry within the next few years; and (2) what steps can we as network affiliates take to assure ourselves and our network a strong competitive position in the changing pattern of the industry. This dichotomy will find no solution in meet- ing, eminent talking, and resolutions. The solution lies in hard thinking—a solitary and dis- tinctively taskful enterprise.

May I respectfully suggest that each one of us interested constitute himself a committee of one to study the question proposed above and that he send for the February mem- orandum of his reasoning and conclusions. Your Committee can then study and integrate the suggestions, and may well end up with some concrete proposals for thorough consideration by a final resolution and possible recommendation to the network officials.

In the meantime, I am still confident, as I am in a previous letter, that NBC can be reasonably expected to do under its present management a sound and wholesome work and a good effect upon our business or our medium.

Color Interconnection Dates

Given by NBC's Shelby

SCHEDULE of color tv interconnections, promised by AT&T, was made known last week by Robert E. Shelby, NBC director of color tv systems development.

Following cities are due to be color-interconnected on date listed:

April 1: Fresno, Calif.; April 15: Providence, Boston; May 1: Kansas City, Oklahoma City, Fort Worth, Dallas, Austin, Tex.; June 1: Jacksonville, Tampa, Miami; June 15: Syracuse, Utica, N. Y., Schenectady, N. Y. Dayton, Ohio, St. Louis, Mo., and Huntsville, Ala.; Aug. 1: Houston, San Antonio; July 15: Winston-Salem, N.C.; Atlantic City, N. J.; Memphis, New Orleans, Jackson, Miss.; Aug. 1: Louisville, and Grand Rapids, Mich.

Mr. Shelby made the announcement at a news conference prior to NBC's Washington pickup of its Home show in color March 31. Following the show, Wood, executive for color, said that the network would begin charg- ing for color telecasts this fall. He also said that on May 9, all of NBC's major live programs, with some exceptions, will have been colorcast at least once. Production costs for
color programs have been about what was expected, Mr. Wood said, about 25% above black-and-white outlays. However, he pointed out, as producers, directors and scene designers become more skilled in color work, that figure will come down somewhat.

Among the 90-minute color "spectaculars" which are due to be presented beginning this fall [B*T, March 29] will be the closing night of the Barnum & Bailey circus in New York, Mr. Wood said. He also said the "spectaculars" would run every fourth week on Mondays from 8 to 9:30 p.m., and Saturdays from 9 to 10:30 p.m.

WLS on ABC Fulltime
After Merger with WENR

Chicago station promises programs of both WLS and WENR stars, ABC Radio and new features. It will air news and weather reports every hour.

WLS Chicago last Thursday became a fulltime affiliate of ABC Radio on 890 kc, amid salutes from network programs and WBKB (TV) Chicago, ABC's other outlet.

Using the identification, "the new fulltime WLS, your Prairie Farmer station," WLS promised readers, in full-page newspaper ads, leading stars of WLS and WENR, with which it previously had shared time and of ABC Radio, as well as new features. It plans to stress news, and weather reports every hour on the half-hour, as well as its traditional farm programming format. It will sign on at 5 a.m. weekdays and 6:30 on Sundays, signing off at midnight.

Among the programs welcoming the station as a full timer were The Jack Bench Show, Bill Stern's sports review, Captain Starr, Three City Bynoe and Turner Calling. WBKB also contributed greetings and short salutes throughout the day.

WLS is carrying about three or four hours of ABC Radio shows each weekday, including the network's block of morning serials after the traditional Breakfast Club. These include My True Story, Whispering Streets, Modern Romances, When a Girl Marries, and Ever Since Eve. Familiar ABC features will number Walter Winchell, Town Meeting of the Air, The Metropolitan Opera, The Adventures of Ozzie & Harriet and The Greatest Story Ever Told.

WLS will carry Ulmer Turner and Paul Harvey, two former WENR newscasters, but some WENR programs were dropped. Only three persons, including Arthur Harre, former WENR manager and new second vice president of WLS, and salesman John Norman, moved to WLS.

The station reported Thursday it is completely sold out after 8:30 p.m. weekdays, with Polk Bros. having bought a 10:30-12 midnight strip for its Western Jamboree. Another program, Mr. Jergens, will fill the remaining hours. WLS artists will blanket the 2-5 p.m. period.

WLS expects to report its plans at a luncheon in the Sheraton Hotel today (Monday).

The WLS-WENR merger was announced in February and approved by the FCC, with a new corporation emerging as WLS Inc. in March [B*T, March 15, Feb. 8].

AT&T Adds TV Service

WTRI (TV) Schenectady and WSLI-TV Jackson, Miss., have been connected to the AT&T nationwide network of tv facilities, making tv network program service available to 287 stations in 182 cities, AT&T reported last week.

HARRY KOPF DIES;
NBC CHICAGO V.P.

FUNERAL services were held last Tuesday for Harry C. Kopf, 51, vice president and general manager of NBC odo WMAQ and WNBQ (TV) Chicago and 25-year veteran with that network.

Mr. Kopf was stricken with a heart attack late on the evening of March 26 at the home of Mr. and Mrs. Rolla Pribble, his sister and brother-in-law. Funeral services were conducted at Hebbloviae Funeral Home in Evanston, Ill., with interment at Oak Woods Cemetery.

A native of Shawneetown, Ill., where he was born Dec. 26, 1902, Mr. Kopf joined the NBC Chicago sales staff in 1931. He was appointed NBC Central Division sales manager in 1939 and became general division manager the following year. He was elected a vice president of NBC in 1941 and transferred to New York in 1946 as vice president in charge of sales.

In 1950 Mr. Kopf returned to Chicago as vice president in charge of WMAQ and WNBQ and through the years was credited with keeping both outlets in the forefront of broadcasting. WNBQ achieved stature as one of the most successful tv operations in the country, under his administration, winning prominence as originating station for many NBC-TV shows.

Mr. Kopf also was recognized as one of the leading radio-tv sales executives in the industry, working closely with such advertisers as General Mills, Procter & Gamble, Woodbury, Andrew Jergens Co., and Brown & Williamson Tobacco Co., among others.

Mr. Kopf attended school in Chicago, including the U. of Illinois where he majored in advertising and sales and received a B.S. degree. He joined the old Chicago Herald-Examiner in local advertising display and later was sales-advertising representative of System magazine and the Literary Digest.

Mr. Kopf is survived by a brother, John, and sister.

Lowe to Head DTN News,
Public Affairs Department

REORGANIZATION of the News and Public Affairs Department of the DuMont Television Network was announced last week by James L. Caddigan, director of programming, with David Lowe, producer-director, appointed acting manager.

Mr. Caddigan said the department will cover the entire field of public affairs, news and special events, excluding sports programs. He said the move is designed to increase live coverage of special events and news by the network, and added that the regular schedule of news shows four times a day will continue.

On Mr. Lowe's staff will be Cameron Cornell, news editor; William Dalzell, staff writer, and Ann Powell, who will handle scheduling of public service announcements.

WBEN has personalities—plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.

Call or Write any CHRISTAL Office in New York,
Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION

April 5, 1954 • Page 89
On the Avenue

NBC-TV will colorcast the New York Easter Parade from 12 noon-1 p.m. EST on Easter Sunday, but not from “traditional” Fifth Avenue. The telecast will originate at the Waldorf-Astoria Hotel, with pick-ups from the lobby and from Park Avenue. None of the networks plan to telecast from Fifth Avenue this year, although spokesmen for ABC-TV, CBS-TV and DuMont reported plans for special Easter programming.

NBC-TV Adds Three New Affiliations

AFFILIATION of WALB-TV Albany, Ga., and KFBC-TV Cheyenne, Wyo., with NBC-TV was announced last week by Harry Bannister, NBC vice president in charge of station relations. WALB-TV (ch. 10) is owned by the Herald Pub. Co. KFBC-TV (ch. 5) is owned by Frontier Broadcasting Co.

WTTV (TV) Bloomington, Ind., will become NBC-TV’s primary outlet for the Bloomington-Indianapolis-Terre Haute markets, effective July 1, replacing WPFM-TV Indianapolis in the NBC-TV lineup, Mr. Bannister said.

WTTV (TV), which recently switched operations from ch. 10 to ch. 4, operates with full 100 kw power from a new 1,000-foot tower at Cloverdale, Ind.

SELL THE
"Golden Market"
OF 10 AMERICA'S NEGR0 POPULATION

WDIA--
50,000 WATTS

Here is a new “golden market" of 1,466,618 negroes! 37% of the total area population... one-tenth of the entire negro population of America! And it can’t be bashed except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

MRP HOOPER AND PULSE RATED STATION IN THIS MEMPHIS MARKET

WDIA—MEMPHIS, TENN.
REPRESENTED BY
JOHN E. PEARSON CO., DORA-CLAYTON AGENCY, SOUTHEAST

CBS INC. REPORTS '53 WAS BEST YEAR,
WITH EXPANSION IN ALL DIVISIONS

Company’s revenue reached $313 million while net income hit $8.8 million. Chairman Paley and President Stanton cite three developments affecting the future: tv station growth, color tv and high-fidelity. They express confidence in 1954 CBS and industry outlook.

WITH EACH of its operating units increasing its sales volume over the preceding year, CBS Inc. enjoyed “the most successful year” in its history in 1953 and looks for “continuing growth” in 1954, Board Chairman William S. Paley and President Frank Stanton said last week in the annual report to stockholders.

They said gross revenues and sales reached a record $513,908,608, up 24.8% from 1952, while consolidated net income, also at a new high, totaled $8,894,642 ($3.80 a share) as against $6,445,506 ($2.75 a share) for the preceding year.

The report covered the activities of CBS Radio, CBS Television, Columbia Records Inc., CBS-Hytron, CBS-Columbia, and CBS Labs— with individual reports by respective heads of these units—and also pointed out that CBS International established a new division which will handle export sales of products of the company’s manufacturing units.

Three Important Events

Mr. Paley and Stanton cited “three extremely important events (of 1953) affecting the company’s future growth”: (1) tv station expansion which saw 228 stations commence operations during the year; (2) FCC approval of NTSC compatible color standards, and (3) “an amazing wave of enthusiasm for high-fidelity reproduction of phonograph records” that “swept the country and reached unprecedented proportions.”

Referring to these developments and surveying the outlook for 1954, Chairman Paley and President Stanton said:

“We wish to express our great confidence in the strength and soundness of the country’s economy and in the continuing growth of our industry, and of CBS...”

“It is tempered only by the uncertainties as to the speed of color television’s growth and its effect on the sales of black and white receivers. In addition, our overhead costs are still rising and the development expenses of introducing color television will inevitably be abnormally high. We are confident, however, that these can be brought into balance within a reasonable time and that color television will over the long-term prove to be an additional and substantial asset to our business.”

In his summary, President Adrian Murphy of CBS Radio said this division in 1953 sold more units of time than in 1952 and also had a 5% greater dollar volume of sales. For the full year its advantage over its nearest competitor in dollar volume was 38%, compared with 24% the year before. The demand for daytime availability on the CBS Radio network continued to exceed the supply, and the network was completely sold out from Monday through Friday.

Mr. Murphy noted that three leading advertisers returned to nighttime CBS Radio during 1953—Manhattan Soap Co., Tonic Co., and Longines-Wittnauer Watch Co.—and that General Electric Co. expanded its time on the network from one nighttime half-hour to two.

Reviewing CBS Radio’s programming, Mr. Murphy said that “for the entire year, the network attracted larger program audiences than any other network, averaging 18% more homes at night, 17% more during the daytime hours. In every nation-wide audience report CBS Radio had more of the most popular programs and personalities than all other networks combined.”

Number of CBS Radio affiliates grew from 215 to 219.

CBS Television President J. L. Van Volkenburg said in his summary that “advertisers’ use of television made 1953 the biggest year in the history of broadcasting, and more of their funds were invested on CBS Television than on any other network.”

CBS Television showed the greatest increase in dollar volume, a gain of more than $28 million over 1952. This was a 41% rate of increase compared with 22%, 16%, and 15% for the other networks.

There was another significant testimonial to the network’s advertising effectiveness. It was the continuity of its sponsors’ schedules. Only three of CBS Television’s 98 advertisers during 1953 interrupted their sponsorship during the summer—and these were for special reasons.”

Reviewing CBS-TV program developments during the year, Mr. Van Volkenburg said the network “continued to concentrate its greatest energies in creative network programming, and further increased the nation’s preference for its shows and performers.”

Color programming during 1954 will be expanded from the current weekly schedule, will include colorcasts of sponsored programs from New York, and, later in the year, will include network originations from CBS Television City in Hollywood, Mr. Van Volkenburg reported. He pointed out that CBS-TV has acquired the RKO 81st Street Theatre in New York for color studios in addition to the existing color studio at CBS headquarters, and 10,000 square feet of Television City is being converted for color in Hollywood. During 1953, the summary noted, CBS-TV’s interconnected group of affiliates grew from 66 to 113, while the total network increased from 74 stations to 157.

Record Sales Upsurge

James B. Conkling, president of Columbia Records Inc., called attention not only to the upsurge in record sales, but to CBS’s first full year in the phonograph business and the public response to its high-fidelity “360” phonograph, plus completion of plans for “the most extensive and revolutionary manufacturing program in the history of the record industry.”

Charles F. Stromeyer, who has succeeded Bruce A. Coffin as president of CBS-Hytron, the CBS tube division, cited that unit’s introduction of the CBS-Colortron, a tri-color tube whose outstanding features were described as “its simple design, its lower cost, and its reader adaptability to mass production in large sizes.” He said industry acceptance of the tube was “extremely gratifying,” that mass production was scheduled to start in March, and that “as soon as tools is completed, the CBS-Colortron will be produced in a substantially larger size.”

Summarizing other activities of CBS-Hytron, Mr. Stromeyer said “ground was broken for a huge new picture plant at Kalamazoo, Mich. A new transistor plant was opened at Lowell,
Mass. Sales in dollars were 28% higher than for the preceding year.”
Seymour Mintz, who has succeeded David H. Cogan as president of CBS-Columbia, set-manufacturing division, said sales of CBS-Columbia tv receivers "increased in 1953 by 30%, compared to the industry’s increase of 11%.” He also called attention to the introduction of the Columbia “360” sound system into many models of its tv line; its work on color sets; its expanded sales program, and the opening of its new plant at Long Island City.

Peter C. Goldmark, president of CBS Labs, said major accomplishments of that division in 1953 “covered the fields of NTSC color television studio equipment, home color receivers, color tubes and phonographs.” The Labs developed the Chromacoder system which “provides simplification in the operation of color television studio equipment and permits greater economies in operation,” and also, among other developments, designed and built a color film pickup device operating on FCC-approved standards.

**RCA COLOR STRIPE UNIT READY SOON**

Local tv stations equipped with new generator will aid servicemen in adjusting color sets. The Stripe is barely discernible in monochrome.

RCA’s color stripe generator, for use by tv stations equipped for color in broadcasting a narrow marginal green-yellow stripe to aid servicemen in checking on the operation of colors receivers [Radio & Television News, March 22], will be available on or about May 15 at a price of approximately $500. E. C. Cahill, president, RCA Service Co., said Thursday at a trade news conference in New York.

Demonstration of the equipment revealed that in the home color set it produces a thin green-yellow stripe along the right hand side of the picture, which was noticeable but not disturbing to viewers If it is on during reception of a black-and-white telecast. On a monochrome receiver, the stripe shows up in pale gray, scarcely observable. Mr. Cahill reported that extended tests in Baltimore and New York had failed to evoke a single comment from the viewing public.

RCA’s proposal, however, is that the color test generator be used only during station breaks, at 15-minute or half-hour intervals.

Because good reception from one station does not insure good reception from all, every station that is equipped to broadcast network or local programs in color should add a color stripe generator to its basic color equipment, Mr. Cahill said. This generator will also serve as a continual check on the quality of the station’s color signal, be noted, and perhaps give warning of set trouble in time for it to be corrected in advance of the station’s next scheduled colorcast.

Also demonstrated at the conference were a portable dot-bar generator for making convergence adjustments in the receiver, a color bar generator to produce multiple color patterns on the receiver screen and a five-inch dual-band width oscilloscope for observing the color-burst signal and checking the operation of the color-burst circuit. The dot-bar generator will be priced at about $150, the color bar generator at about $250 and the oscilloscope at about $400. All will be available in about 60 days.

The idea of transmitting regular periodic color test signals such as the green stripe produced by the RCA device has been informally approved by the service committee of RETMA and by a group of observers from NARTB, RCA reported. The FCC, following a demonstration, noted that the test bar is “not objectionable” on black-and-white sets and stated that the proposed transmissions do not violate any of the Commission’s rules.

**DuMont Distributors Become Incorporated**

ESTABLISHMENT of the factory-owned distributorships of Allen B. DuMont Labs in New York, New Jersey, Florida, Illinois and Indiana as separate corporations was announced Thursday by Dr. Allen B. DuMont, president of the parent organization, who also will act as president of the new Florida corporation. Charles H. Coombe, who joined the organization earlier this year, becomes vice president and general manager of DuMont Florida.

Philip P. Geth, manager of the DuMont New York factory branch since last October, is president of DuMont New York. B. L. Graham is treasurer; Edwin A. Falk, secretary, and George Etkin, assistant secretary.

Irving Sarlin, who joined DuMont as New Jersey distributing branch manager early in 1952, will be president of DuMont New Jersey, with Messrs. Graham, Falk and Etkin holding the same posts as they do with DuMont New York.

William H. Kelley, vice president of DuMont Labs in charge of marketing, has been made president of DuMont Illinois and DuMont Indiana. H. Joseph Sarlin becomes vice president of DuMont Illinois.

**Emerson ’54 Tv Sales Up**

EMERSON Radio & Phonograph Corp., New York, announced last week that sales of television receivers during February were 14% higher than in January and that combined sales for January-February showed an increase of 31%.
The increase in sales was attributed by S. W. Gross, vice president for charge-out sales, to a heavy concentration by the company on production of low-cost table models and to the introduction of color. He noted that Benjamin Abrams, Emerson president, frequently had voiced the opinion that when high-priced television sets were compared by the public with low-cost black-and-white receivers with large screens, sales of black-and-white sets would increase.

Skinner Named V. P. For Philco Tv Division
JAMES M. SKINNER, Jr., for the past two years vice president in charge of distribution for Philco Corp., has been appointed vice president of Philco's Television Division, Frederick D. Ogilby, division vice president-general manager, said last week. Mr. Ogilby said Mr. Skinner, who he has become known throughout the industry for his direction of Philco's distributor-dealer organization and that in his new position, Mr. Skinner will help coordinate all activities of the Television Division, including product planning, manufacturing, engineering, advertising, sales promotion and sales.

DeForest Discloses Patents On Color Tube, Tape System
PATENTS for a tv color tube and a video tape recording system have been applied for by Dr. Lee DeForest, pioneer in technical development of present-day radio and television, he revealed to B & T last week. The DeForest color tube utilizes an NTSC tube chassis and signal, conforming to adopted standards, but would transmit colors directly onto a fluorescent screen, not through a plate as in the present RCA tube, he said.

DeForest announced production of a new 12-inch coaxial speaker identified as 12AX. It has a nominal impedance of 12 ohms with power capacity 20 watts. Graysby Electric Co., N. Y., has concluded agreement with Magne-Tronics Inc., N. Y., for national distribution rights to Magne-Tronics' long-playing pre-recorded tape for use on tape reproducing equipment as background music in hotels, restaurants, banks, factories and street-markets. Magne-Tronics is a musical library company headed by Percy L. Deutsch, a veteran in the phonograph, recording and music fields.

Sylvania Electric Products Inc. announced that it had notified its regional managers, district managers, salesmen and distributors that prices on its tv picture tubes would be reduced across-the-board 10% to 15% at the retail level. The price reduction was adopted, a spokesman said, to "establish some stability in the fast-moving market of ever-changing equipment.

Gray Research & Development Co., Hartford, Conn, last week announced production of an improved Gray 3-B single lens Telojector for projection of standard 35mm transparent slides by tv stations. A spokesman said that by means of a push-button operation, either locally or at a remote location, the new unit can provide uninterrupted sequence in tv commercials, new photographs and station break signals.

Amplifier Corp. of America, N. Y., announced the Magnemite 610A long playing battery operated portable tape recorder, bringing to six the number of self-powered recorder models in the Magnemite series designed for all types of field recording. Complete technical specifications and prices now being furnished by the company to 398 Broadway, New York 13.

General Instrument Corp., Elizabeth, N. J., has announced a new combination all-channel vhf-uhf tuner which it describes as "smaller, lower-priced, higher in performance and more adaptable than any previous model." Tooling has been completed and production scheduled to start in early April.

Phaestrn Co., South Pasadena, Calif., announces complete line of custom panel instruments (non-ruggedized and non-sealed) for applications not subject to extreme shock. Custom metal-cased instruments, both bevel and round shaped, meet JAN-16 and MIL-M-6A specifications, incorporating same basic ruggedized instruments, except for shock mounts.

FOR THE RECORD

Guests Attending Testimonial Dinner for Judge Justin Miller, Retiring Chairman of NARTB
(See story on page 43)

MIDWEST

TWO (2) NETWORK STATIONS $150,000.00
$175,000.00

These two network stations serve adjacent markets, are owned by the same company. In addition certain television options for minority stock go with the deal. Properties make good money—can make more. Possible to buy station separately. Financing can be arranged.

Appraisals - Negotiations - Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubbsfield
Washington Bldg
Sterling 3-4541

SAN FRANCISCO
Lester M. Smith
255 Montgomery St.
Exhbrook 2-6972

Adams, Mr. Ernest, WHO-TV Dayton; Adelson, Mr. William, ABC.
Akers, Mr. Ford,ofil Cadilac-Olds Co.; Albertson, Mr. Fred W., attorney;
Allerton, Mr. & Mrs. Richard; Allen, Mr. & Mrs. Richard; Anderson, Mr. Ray, office of Sen. Potter; Anderson, Mr. Robert; Andrews, Mr. & Mrs. Howard; Andrews, Mr. & Mrs. H., FCC; Arrington, Mr. & Mrs. Campbell, WTAG Norfolk, Va.; Aslin, Mr. & Mrs. J. Leslie; Bell, Mr. G. E. (WATG) Washington, D. C.; Bassett, Mr. & Mrs. J. Potter; Bates, Mr. & Mrs. T. FCC; Fielder, Mr. James; National Republican Committee; Battison, Mr. & Mrs. John Henry; Capital Radio Engineering Institute; Baudoin, Mr. & Mrs. J. E. Westinghouse, Bldg by Wm. Co.; Beatty, Mr. & Mrs. Frank; Broadcasting-Telecasting; Beckman, Mr. Albert, ABC; Bell, Mr. & Mrs. Howard H., NARTB; Belshe, Colonel & Mrs. Tom; Bergmann, Mr. Ted, DuMont TV Net.

Page 92 - April 5, 1954
Station Authorizations, Applications
(As Compiled by B-T)
March 25 through March 31

Includes data on new stations, changes in existing stations, ownership changes, rules & standards changes and routine roundup.

<table>
<thead>
<tr>
<th>Abbreviations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP—construction permit. DA—directional antenna. ERD—effective radiated power. STL— Studio-Transmitter; Lnk—link, synth, amp.—synchronous amplifier; vhf—very high frequency. uhf—ultra high frequency, ant.—antenna, avr.—aural, vis.—visual, kHz—kilowatts, w—watts, mc—megacycles. D-day, N-night, L-local sun.</td>
</tr>
</tbody>
</table>

### FCC Commercial Station Authorizations

<table>
<thead>
<tr>
<th>As of Feb. 28, 1954*</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Licensed (all air)</td>
</tr>
<tr>
<td>CPs on air</td>
</tr>
<tr>
<td>CPs not on air</td>
</tr>
<tr>
<td>Total on air</td>
</tr>
<tr>
<td>Total authorized</td>
</tr>
<tr>
<td>Applications in hearing</td>
</tr>
<tr>
<td>New station requests</td>
</tr>
<tr>
<td>Facilities change requests</td>
</tr>
<tr>
<td>Total applications pending</td>
</tr>
<tr>
<td>Licensed in Feb.</td>
</tr>
<tr>
<td>CPs deleted in Feb.</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational tv and radio stations.

**Authorized to operate commercially.

Am and fm Summary through March 31

<table>
<thead>
<tr>
<th>On</th>
<th>Air</th>
<th>Licensed</th>
<th>CPs in Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM</td>
<td>TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am</td>
<td>2,544</td>
<td>525</td>
<td>101</td>
</tr>
<tr>
<td>FM</td>
<td>962</td>
<td>533</td>
<td>58</td>
</tr>
</tbody>
</table>

### Television Station Grants and Applications

Since April 14, 1952:

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

| Commercial on air | 7 |
| Noncommercial on air | 2 |

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New</th>
<th>Am</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>25</td>
<td>137</td>
<td>28</td>
</tr>
<tr>
<td>Educational</td>
<td>26</td>
<td>26</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th>299</th>
<th>377</th>
<th>733</th>
<th>551</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sixty-two CPs</td>
<td>12 (vhf, 50 uhf)</td>
<td>have been reconsidered.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One applicant did not specify channel.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes 29 already granted.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes 52 already deleted.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ACTIONS OF FCC

**New Tv Stations**

**GRANTS**

Montgomery, Ala.—Montgomery Bestg Co. (WFFA), granted vhf ch. 12 (304-319 Mc); ERP 318 kw visual, 158 kw audio; antenna height above average terrain 1,938 ft., above ground 3,533 ft., first year operating cost $76,000, revenue not estimated. Post Office address: Box 117, Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry. Transmitter location: On Mt. Carmel, 21 mi. South of Montgomery. Geographic coordinates: 31° 21' 15" 15" W., 86° 39' 44" S. Licensed RCA: Legal counsel: Spearsman & Roberson, Washington, Consulting engineer: George E. Goodwin, Washington. Includes President David E. Dunn (115%), Vice President Robert R. Houston; C. H. Durden (36%), R. F. Hudson, Jr. (16%), and Sehie B. Smith (8%). Granted March 26.


KTVZ TV—TV station, Portland, Ore.—Announced for new station purposes, granted vhf ch. 11 (392-404 Mc); ERP 29 kw visual, 10 kw audio; antenna height above average terrain 700 ft.,Granted March 26; announced March 30.

WQNX-TV—Las Vegas, Nev.—Announced for new station purposes, granted vhf ch. 12 (379-391 Mc); ERP 12 kw visual, 6 kw audio; antenna height above average terrain 4,375 ft. Granted March 25; announced March 30.

WAVY—Charles, 26—Wradio Inc. Granted for new station purposes, granted vhf ch. 6 (336-348 Mc), ERP 50 kw visual, 16 kw audio; studio and transmitter to be located 2-1/2 mi. SW of the city of Charleston, S. C. Geographic coordinates: 33° 00' 15" N., 81° 56' 15" W.; antenna height above average terrain 21 kw visual, 10 kw audio; first year operating cost $25,000, revenue not estimated; estimated construction cost $125,000. Granted March 25; announced March 30.

WIOB—Madrid, Idaho—Announced for new station purposes, granted vhf ch. 9 (406-418 Mc); ERP 17 kw visual, 5 kw audio; antenna height above average terrain 1,375 ft. Granted March 25; announced March 30.

### APPLICATIONS DISMISSED

Eugene, Ore.—Television Air Ways Inc. FCC dismissed bid for new station on vhf ch. 6 for lack of prosecution. Dismissed March 28.

### Existing Tv Stations

APPLICATIONS AMENDED

Boston, Mass.—Columbia Bestg, System Inc. Amends bid for new tv station on vhf ch. 5 to change ERP to 515 kw visual, 45.7 kw audio; transmitter location to 500 ft. W. of Needham St., Needham, Mass.; antenna height above average terrain 1,090 ft.Filed March 24.

Beckley, W. Va.—Daily Telegraph Printing Co. Amends bid for new tv station on vhf ch. 8 to specify Bluefield, W. Va.; ERP 59.839 kw visual, 17 kw audio; antenna height above average terrain 1,469 ft.

Beckley, W. Va.—Joe L. Smith, Jr. Amends bid for new station on vhf ch. 6 to specify Logan, W. Va.; ERP 51.9 kw visual, 17.1 kw audio; antenna height above average terrain 1,469 ft.

KQTV (TV) Sioux City, Iowa.—Cowles Bestg, Co. Granted CP for vhf ch. 9 to change ERP to 17 kw visual, 18 kw audio; antenna height above average terrain 700 ft. Granted March 25; announced March 30.

KVTV (TV) Fayette, La.—Lawrence Bestg, Co. Granted for new station purposes, vhf ch. 12 (379-391 Mc); ERP 12 kw visual, 6 kw audio; studio location to transmitter site at 2 mi. SE of the City of Lafayette, La., geographic coordinates: 30° 10' 85.6" N., 105° 57' 20" W. Filed March 24.


### CURRENT LIVE BROADCASTING 

BROADCASTING & TELECASTING

BROADCASTING & TELECASTING

BROADCASTING & TELECASTING
WKJR-TV Pittsburgh, Pa.—Agnes J. Reveneus, Greer granted modification of CP for uhf ch. 53 to change ERP to 714 kw visual, 29.3 kw audio; antenna height above average terrain 510 ft. Granted March 25; announced March 30.

KNYA-TV (Corpus Christi, Tex.—Coastal Bend Broadcasters, Inc., seeks change of CP for uhf ch. 22 to change ERP to 20.4 kw visual, 11 kw audio; antenna height above average terrain 360 ft. Granted March 16; announced March 22.

WPBS-FM Watervliet, N.Y.—F. L. Bost, granted modification of CP for wk day, change from ERI to 169 kw visual, 89.1 kw audio; antenna height above average terrain 772 ft. Granted March 24; announced March 28.

STATIONS DELETED

KGWR-TV Yuba City, Calif.—John Steventon, FCC deleted station on uhf ch. 32 at request of owner. Granted March 23; deleted March 16.

KPFC (TV) Salem, Ore.—Lawrence A. Harvey, Sr., drops station from FCC docket after filing application at a January 31 meeting of the station's board of directors. Granted March 24; announced March 30.

APPLICATIONS

KPHJ-LV Los Angeles, Calif.—General Tele- radiotelephone Corp. seeks CP change for ch. 9 to change ERP to 162 kw visual, 81 kw audio; antenna height above average terrain 2,931 ft. Filed March 24.

KLED (TV) Wichita, Kan.—KEDC Inc. seeks modification of CP for uhf ch. 18 to change ERP to 181 kw visual, 81 kw audio; antenna height above average terrain 888 ft. Filed March 24.

KEMP (TV) Topeka, Kans.—C. L. Kellough, Inc., seeks modification of CP for uhf ch. 22 to change ERP to 50 kw visual, 20 kw audio; antenna height above average terrain 559 ft. Filed March 25.

WTVF (TV) Nashville, Tenn.—Coordinating Board seeks consideration of applications for new CPs for WTVF, WTVZ, and WTVX. Granted March 27; announced March 30.

NEW AM STATIONS

WKJR-AM Jonesboro, Ark.—Jerry Seay, owner of WKJR-TV, granted CP to change ERP from 9 kw to 27 kw, antenna height above average terrain from 435 ft. to 475 ft. Granted March 25; announced March 30.

WCHL-AM Chicago Heights, Ill.—Chicago Heights Bestg. Co. FCC granted request to change license and delete fm station on ch. 260.

OWNERSHIP CHANGES

WMXK-AM-FM Mt. Vernon, N.Y.—Mt. Vernon Radio & TV Co., an Illinois corp., granted voluntary assignment of license to a Delaware corp. of the same name. No consideration involved as it is a change from one party to retain identical interest. Granted March 25.


USCJ San Jose, Calif.—Santa Clara Bestg. Co. seeks voluntary transfer of control to W. Gordon Allen and Lewis E. Pett as tenants in common, through sale of all stock for $10,000. Principals include W. Gordon Allen, partner KGAL, Leba- non, KGAB Salem, both in Ore., and permittee of KLQG Seattle, Wash., and KXGA Springfield, Ore.; and Lewis E. Pett, district sales manager of Allen B. DuMont Labs Inc. Filed March 26; granted March 31.

WKY Radio Richmond, Ky.—Dages J. Boyle seeks authorization to sign off at 7:00 p.m. until Sept. 30, pursuant to voluntary transfer of all stock for $10,000. Granted March 22; announced March 31.

NEW FM STATIONS


WBNM-FM West Hartford, Conn.—R. J. B. H. R. Robillard through sale of all stock for $3,000 and assumption of notes totaling $15,000. Mr. Robi- lard is a registered pharmacist. Filed March 24.

APPLICATIONS

KSDO San Jose, Calif.—Santa Clara Bestg. Co. seeks voluntary transfer of control to W. Gordon Allen and Lewis E. Pett as tenants in common, through sale of all stock for $10,000. Principals include W. Gordon Allen, partner KGAL, Leba- non, KGAB Salem, both in Ore., and permittee of KLQG Seattle, Wash., and KXGA Springfield, Ore.; and Lewis E. Pett, district sales manager of Allen B. DuMont Labs Inc. Filed March 26; granted March 31.

WKY Radio Richmond, Ky.—Dages J. Boyle seeks authorization to sign off at 7:00 p.m. until Sept. 30, pursuant to voluntary transfer of all stock for $10,000. Granted March 22; announced March 31.

NEW AM STATIONS

WKJR-AM Jonesboro, Ark.—Jerry Seay, owner of WKJR-TV, granted CP to change ERP from 9 kw to 27 kw, antenna height above average terrain from 435 ft. to 475 ft. Granted March 25; announced March 30.

Existing Am Stations . . .

ACTIONS BY FCC

WKJV Vera Beach, Fla.—Tropics Inc. granted modification of CP to increase power from 100 kw to 105 kw, licensed to WKNY-AM, Peekskill, N. Y. Granted March 25; announced March 30.

WKTV-AM Easton, Md.—Elgin Bestg. co. granted authority to sign off at 3:00 p.m. until Sept. 30, pursuant to voluntary transfer of all stock for $10,000. Granted March 25; announced March 30.

KXOV Moorhead, Minn.—KXOV Bestg. Co. granted CP to change from 130 kw to 150 kw un- limited. Granted March 25.

KLEA-AM Hanover, Ind.—David E. Johnson, President of E. J. Johnson Co., granted CP to change from 105 kw to 150 kw unlimited. Granted March 25.

WHRO Piedras, P. R.—Master Bestg. Corp. granted CP to change from 1 kw unlimited to 5 kw at night to 7 kw unlimited on 1320 kc. Granted March 25.
Murray Carpenter and ‘ceased’ to Antoinette TA

WTRK, Durham, N.C.—Durham Bestco, Enterprises Inc., seeks voluntary assignment of license to WTRK, Inc. for $10,000. Principals include Chanticleer Bestco. Co., (51%), license of WCTC-AM-FM New Brunswick, N.J., owner of WRII, Sr. Pierce, Fla., and WMWD-TV Beachwood, Ohio. President-Treasurer James L. Howe, president; 51% owner of Chanticleer Bestco. Co., general manager WIRA, and secretary-treasurer of the company. Secretary Robert J. Williams (40%), station manager. 38% stockholder WCTR, Norwalk, Conn.

WMOA Marietta, Ohio—William G. Wells seeks voluntary assignment of license to William G. Wells (51%), Sr. 40% interest, and John B. Beiler (46%), Co. through sale of 20% interest by Mr. Wells to Mr. Guyer for $5,000. Filed March 18.

WZST-AM-FM Wooster, Ohio—Wood Repub
clic Printing Co. seeks voluntary transfer of control to Raymond D. and Robert Dix, co-management directors of the estate of R. D. Dix (56%), deceased. Filed March 19.


WWAI Woonsocket, R. L.—Antonella D. Mailloux (50%), successor to Raymond A. Mailloux, deceased, Jack J. Salera & Roger A. Nault (40%), deceased. James D. Beiler (6%). Friendly Bestco. Co. seek voluntary assignment of CP to Friendly Bestco. Co. for stock transfer in an amount of $12,000.00. Stockholders include Jack J. Salera (32%); Vice President Jack J. Salera (32%), engineer at WAPI Pawtucket, R. L.; Secretary Roger A. Nault (12%); Treasurer Dino Toto and John A. Newberry (10%); Dr. Leonard Daniels (10%); Jack J. Salera (9%); and James D. Beiler (6%). Filed March 19.

KISD Sioux Falls, S. D.—KISD Inc. seeks voluntary transfer of control to Rev. K. Thompson through retirement of remaining 50% interest by Mr. Thompson. Stipulated March 16.

KEVA Shamrock, Tex.—Albert Cooper, James Daniel Abbott and Roger J. Clark, (Mr. Abbott for $18,000.00, Mr. Cooper purchases 20% and will now own 49% interest) and Mr. Clark and Meira Jumpers purchase 49%. Filed March 23.

Hearing Cases

INITIAL DECISION

Banger, Mo.—New tv, ch. 2. FCC Hearing Examiner Elizabeth C. Smith issued initial decision denying pending motion seeking declaratory judgment that Murray Carpenter and Associates for construction permits issued to Murray Carpenter has no right to a hearing of the pending motion. In re: Murray Carpenter and Associates for construction permits issued to Murray Carpenter, before Examiner, March 12, subject to the condition that no stock in any entity owning or operating a television station in the same television market be transferred to WLBE, Banger, under the agreement. Mr. Carpenter has dis
vested himself of all interest, direct or indirect, in WGUI and the further condition that WLBE will have no rights in the applicant corporation or the proposed television station unless and until such transfer of stock is effectuated. Action March 30.

OTHER ACTIONS

Miami, Fla.—VHF ch. 10 proceeding. The Commission announced its intention to deny petition of Reliant TV, Inc., having filed the petition on March 26, denying petition filed Jan. 25, by WKAT Inc., seeking enlargement of license to construct station with respect to the financial qualifications of North Dade Video Inc., licensee of WNDV, which granted the licence of WNDV, Miami Beach, Fla., to B. L. Wilson, North Dade Video Inc. and Public Service Co., Miami, for tv stations on ch. 10. Action March 29.

Haddonfield, N. J.—VHF ch. 9 proceeding. FCC designated for hearing on April 30 the applications of WOMF and WJZV Owensboro, Ky., for new tv station on ch. 9. Action March 31.

Kiaman, N. J.—VHF ch. 9 proceeding. FCC designated for hearing on April 30 the application of WCDI-TV and Kiaman Falls Inc., for new tv station on ch. 9. Action March 31.

KURV Edinburg, Tex.—KURV Inc. granted CP to change from daytime to unlimited, directional night, operating power to 1 kw. (30 kw was denied without prejudice to Applicants) Action March 25.

Odessa—VHF ch. 7 proceeding. FCC designated for hearing on April 30 the applications of KCKX and Odyssey TV Co. for new tv station on ch. 7. Action March 25.


Bluefield, W. Va.—Ch. 6 Allocation. By memo
tandum order and order, denied petition filed Mar. 24, by The High Point Enterprise Inc., High Point, N. C., requesting the Commission to re
converter part of its action of Feb. 26, insofar as it assigns ch. 6 to Bluefield, W. Va., and re
certified to the Commission to considering the proposed allocations not to constitute approval of the previous action on ch. 6, this proceeding will be dismissed. Action March 26.

Hearing Calendar

April 5

St. Louis, Mo.—VHF ch. 10, further hearing before Examiner Claire W. Hardy—KWKW, KKKK, Motion pictures, et al. Filed March 25.

Wichita, Kan.—VHF ch. 10, oral argument before the Commission en banc—KKHX, Mid-Conti
tinent TV Inc.

Pl. Wayne, Ind.—VHF ch. 6, oral argument before the Commission on pending licsence issue before Examiner William G. Butte—Manif
dale Journal Co., Fergun Theatre.

April 6

Portland, Ore.—VHF ch. 12, oral argument beore the Commission on pending application before Examiner, Columbia Empire Telecasters Inc., Northwest TV & Bestco. Co.

Sacramento, Calif.—VHF ch. 10, oral argument before the Commission en banc—KKFK, Sacra
drome Telecasters Inc., Fillmore, Calif.

Bristol, Va.—VHF ch. 5, further hearing conference before Examiner Isadore A. Honig—WNOH, Bristol, Va.


April 7

Charlotte, N. C.—VHF ch. 9, before Examiner H. Gifford Iron—WBOC, Piedmont Electronics & Fixture Corp., Carolinas TV Corp.

Seattle, Wash.—VHF ch. 7, further hearing before Examiner Thomas H. Donahue—KINO, KXX, KVL.

April 8

Knoxville, Tenn.—VHF ch. 10, further hearing before Examiner Herbert Sharman—WNOX, WBIN, Tennessee TV Inc.

Augusta, Mich.—New am, 1240 ke, pre-
PROFESSIONAL CARDS

JANSKY & BAILEY
Executive Office
1733 DeSales St., N.W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Abrams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

—Established 1928—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111.
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLVD., D. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-2821
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

PAGE, CREUTZ,
GARRISON & WALDSCHMIDT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-3670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W., Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas 5, Texas
JUSTIN 6108
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Washington 6-4446
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
WASHINGTON 6, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-4721
1100 W. Abram
ARLINGTON, TEXAS

D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

Vandivere,
Cohen & Warn
Consulting Electronic Engineers
612 Evans Blvd.
NA 6-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

DAWKINS ESPY
AM-TV Broadcast Engineering
Complete Field Measuring Service
10620 Wilshire Blvd., Los Angeles 5922
Sutter 1-3454

QUALIFIED ENGINEERING
is of paramount importance in getting your
AM, TV, or FM station on the air.
Publish a Professional Card and join these engineers,
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0ur services are oriented to the ABC and TV industries
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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineers on duty all night every night
JACKSON 5305
P. O. Box 7037
Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE.
To Be Seen by 75, 936 "Readers"
among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and facsimile facilities.
* 1954 ARB Projected Readership Survey

TO ADVERTISE IN THE
PROFESSIONAL OR
SERVICE DIRECTORY
Contact
BROADCASTING+TELECASTING
175 DEBALES ST., N.W., WASH., D. C.

April 5, 1954 • Page 97

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Lincoln 8-2708

Broadcasting • Telecasting
**Help Wanted**

**Managerial**

Manager for 1000 watt full-time network station in one of the top eastern markets of 140,000. Must have strong sales experience and managerial ability. Will train in operational policies in our group-owned organization. Please send full resume of experience, personal background and photo. Box 989C, B-T.


Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, you’ll find an unusual opportunity here. Excellent commercial manager and later manager. Box 940C, B-T.

Local, experienced time salesman for independent good market, car essential. Excellent opportunity to sell. A closer can make money with this station. Box 980C, B-T.

Wisconsin Mutual full-time affiliate needs experienced salesman, Salary plus commission. Box 872C, B-T.

Salesman—announcer. Emphasis on sales. Must be good bet. $60.00 guarantee against 25% of salary. Located in southern California. Box 935C, B-T.

A tough sales job always pays more than a soft one. If you’re tough enough to turn up your collar and realize you may make rapid progress toward $10,000 a year, isn’t worth your而去 for you? Box 985C, B-T. Small market, major network affiliate with new upcoming. Box 980C, B-T.

Shopping for good salesman, this side of high pressure type, for our versatile community, KCNI, Broken Bow, Nebraska.

Radio advertising salesman. Selling and service work. Full salary, unlimited opportunities. Send for application form. Gene Ackery, Radio Station KCCO, Alliance, Nebraska.

Salesman to service and sell local accounts. Salary plus commission. Good market, ABC station. KFRO, Longview, Texas.

Salesman wanted. Play-by-playman, salary and commission and talent fee. Very sport minded station. Box 1360, Odessa, Texas.


**Salesmen**

**Situations Wanted**

First phone engineer—announcer for 1000 watt daytime radio station in resort area. The right job for the right man. Send audition, photo and previous employment record. Box 905C, B-T.

Computer WNNT, Washington, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

Engineer, 1st or 2nd class. Full-time employment for right man. Control and engineering experience. Box 910C, B-T. Send resume and background to Chief Engineer, WPFW, Middletown, Ohio.

Good local newsmen. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real personality is required. Will have excellent opportunity for good coverage. Salary open. Good working conditions, opportunity. Box 961, B-T.

University assistant professorship, effective September. Master’s degree and station programming or sales experience. Nine months’ instructing. $6000. Box 715C, B-T.

Experienced copy writer middle-western radio station. Long established North Carolina radio station has immediate opening full-time farm director. Prefer native North Carolinian and State College graduate with at least 5 years radio experience or both. Box 987C, B-T.

Network station in Ohio town of 50,000 has opening for experienced announcer. Male or female. Salary open. Box 972C, B-T.

Midwest independent, large city, needs experienced announcer-writer-copier. $10.00 per week. Send resume, photo and previous earnings. Box 989C, B-T.

Wanted copywriter, some relief announcing. $50.00 weekly. Carolina. Details Box 986C, B-T.

**Television**

Salesmen

Well established midwestern producer of tv film commercials offers a splendid opportunity to a man with: (1) film experience, either with producer or station; (2) creative ideas; (3) selling ability. Involves living in city of 150,000 and travelling within limited radius (home week-end). Box 901C, B-T. Excellent salary and expenses. In first letter (conf.) give vital statistics and complete history, including present and previous earnings. Box 988C, B-T.

Hard hitting aggressive salesman for midwest television station. First 15 markets. 30% commission. No ceiling on earnings. Box 982C, B-T.

**Production-Programming, Others**

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample. Salary. Box 985C, B-T.

**Help Wanted**

**Announcers**

Compo announcers, 1st engineers or salesmen. Immediately. Indians. Box 489C, B-T.

Compo-program director—morning personality. Looking for strong idea man with enthusiasm for infusing new life into breakfast and-better side of am-tv operation in coastal New England city. Must also anticipate doing personality early morning continuity. Problems and staffs not considered. Box 885C, B-T.

Combination announcer-first class ticket, top voice, forty years on radio, state qualifications, experience and availability. Box 987C, B-T.

Don’t apply unless you’re ambitious. Good job for young man. First phone, top voice required. $150.00. Must have good background. Send particulars, audition, KKEM, Spokane.

Compo with first ticket. Must be good all around announcer capable of good news. A good job with a good station, $250.00, plus tape and back-ground to KSTT, Davenport, Iowa.

Experienced announcer, strong on news and commercials. Some copywriting. Opens with long established network affiliate, send audition, references and background to KKHO, Aberdeen, Washington.

Central Florida station needs good announcer who likes shirt sleeve climate. First ticket. Send tape. Background, or call WLDE, Leesburg, Florida.

Announcer, with or without first class ticket, wanted immediately by full-time NBC station in beautiful Eastern North Carolina. WPNP, Broadway, N. C.

Announcer, capable and willing to run board. WRKO, Richland Center, Wisconsin.

Immediate opening for good announcer, WRWF, Washington, North Carolina.

WYOP, Yiddlia, Georgia, 1000 watts, needs experienced announcer. $75.00, for 60 hours to start. Must be able to do news and good job on record shows. Contact Manager, WYOP, Yiddlia, Georgia. Telephone 3032.

**Technical**

First class engineer, forty hours per week, no Sunday duty. Box 949C, B-T.

Opening for am first class operator. Start $65.00 for 48-hour-six-day week. Expect to begin vhf-tv within year. Excellent future for responsible tv position. Box 884C, B-T.

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity for advanced man. Located in New York State. Box 985C, B-T.

Immediate opening for chief engineer—announcer, Eastern daytimer. Good pay. Details Box 986C, B-T.

First phone also announced. Box 985C, B-T.

Suburban Chicago am-fm. To be trained to take over as chief engineer. Immediate opening, 1st class, auto, permanent. Interested in ability more than experience. Salary requirements? Write WEAW, Evanston, Illinois.

Experienced man to be chief, combination preferred. WIVK, Knoxville, Tennessee.
**Situation Wanted—(cont’d)**

**Salesmen**

Salesman—sales manager, four years experience at large job doing practically all sales for an independent upper Midwest am station. Want position where potential is greater. Will go on production basis. Al M. Farber, Box 11, Centerville, Iowa.

Top-flight-salesmen, announcer-local, newswriter, first class engineers. Academy of Broadcast Arts, 10 East 46th Street, New York 16, N. Y. MU 6-3721.

**Announcers**

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B.T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball plus creative sports programs. Veteran, 27 years old, family man, 8 years experience. Personal reference is current employer. Write Box 745C, B.T.

Announcer: Ready to move up, diversified abilities, news, a specialty, strong on sports and special events, 891C. Experienced. Presently employed NBC affiliate in south. Wish to settle down back home in northeastern New York and will go on a part-time basis. Avail. April 20. Tape and resume on request. Box 794C, B.T.


Well grounded in speech and all phases, can read news with a real impact. "Dramatic reader description" earning top marks. Announcing have been tutored three years. Will go anywhere. Box 858C, B.T.


Once you lacked experience. Veteran wants a chance. For record demonstrating abilities, write Box 865C, B.T.

...Anouncer-staff: Limited commercial radio, some TV college, reliable veteran. News, agriculture interests. Locate anywhere. Box 870C, B.T.


Announcer-engineer. Recent broadcasting school graduate, specializes in commercial disc jockey show. Third class ticket. No experience. Box 884C, B.T.


Play-by-play, now employed midwest am-tv. Wants California, Arizona, New Mexico. Would like to return to Detroit. Wants permanent deal. Baseball a must. Box 891C, B.T.


Announcer. 6 months experience with 5000 watt independent. Good DJ, ad-lib, strong on news and commercials. Will operate board. Draft exempt. Free to travel. Box 898C, B.T.

Young ambitious negro announcer, first low-DJ, newscaster. Experience light. Box 902C, B.T.

 Experienced announcer-engineer with 1st class license desires position with station in New York area. Will travel outside of New York if salary is right. Box 908C, B.T.

Nine years radio-television experience as staffer, news director, program director. Network quality delivery. Box 904C, B.T.

Announcer-engineer, 6 years experience. All phases of radio including play-by-play sports. Excellent voice. Box 905C, B.T.

Veteran, 24, recent graduate Midwest Broadcasting School. News, commercials, DJ, sports, board work, continuity. Interested in start wherever best opportunity. Box 906C, B.T.

**Situation Wanted—(cont’d)**

Experienced, mature, announcer wants summer replacement or immediate work. Taught radio. Experienced production, direction, copy, movie narration. Box 911C, B.T.

Personality DJ. Varied types of comedy, impersonations, situations, geared to local taste. Proven successful. Need style? I have it. Box 912C, B.T.


Announcer: Hollywood trained in all phases, strong on news and commercials. 26, two years college, third class ticket. Tape. Box 918C, B.T.


DJ Desires station staff connection. Studied under one of the greatest stars on tv today. Need more experience. Half hour ticket on request. Resume. Box 924C, B.T.

Combo man, 18 months experience. First phone, strong on news, commercials, DJ with gift of gab. Prefer states near Missouri. Lynn Bradley, Leonard, Missouri.

Announcer-DJ-control board, smooth news, commercials, friendly voice, some experience, married, veteran. Art Loring, 2106 Daly, Bronx 60, N.Y. Fordham 7-5492.

News, DJ, commercials, control board. Conscientious and reliable. Married veteran, free to travel. Limited experience. Tape upon request. AI Martin, 881 Union Street, Brooklyn, N.Y.

Staff, midwest. Year experience: ability with good prospects. Clear mature commercial-news voice; pleasing DJ. Charles May, 3619 Paseo, Kansas City, Missouri. Phone 1446.

Announcer, 3rd class ticket, operated board, seeking start in radio, reliable. Tape and photo upon request. Robert Muther, Bark River, Michigan.


Announcer-control board operator, station staff, news, commercial, DJ. Experience light, potential good, sober, reliable, travel, permanent connection, resume, tape. Steve Skokan, 705 Amboy Avenue, Fordham, N. Y.

Announcer, 23, several months experience, newscasting, DJ work, 3rd phone. Available at once. Box 850, 1230 Central Ave., Far Rockaway, N. Y. HY 8-9676.

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Stueh, 2601 Lakewide Drive, Minneapolis, Minnesota.

Negro DJ, announcer, newscaster. Recent graduate of Cambridge School of Radio Broadcasting, N. Y. C. Strong DJ personality, down to earth selling. Audition, tape on request. Ambitious and will work diligently. Curtis Witherspoon, 1628 Dean Street, Brooklyn 16, N. Y.

**Technical**


Engineer, first phone. Experienced all phases broadcast. Prefer southwest. Box 865C, B.T.

Have first phone, light transmitter, control, am. Experience, available. Box 871C, B.T.

Engineer-fourteen years radio. Radio broadcast all phases. Now in television. Box 872C, B.T.

First-phone, recent RCA graduate. Seeks radio or television studio position. Box 884C, B.T.

Technician—1st class license, six years experience, console transmitter, recording remotes. Box 890C, B.T.

(Continued on next page)
Situations Wanted—(cont'd)

Five years experience radio engineering. Installed remote equipment on transmitters, production, and studio equipment. Four months experience tv engineering. Veteran, 29, married, have car. Box 989C, B.T.

CIRE graduate, first phone, amateur license. 30 years electronic experience. Want transmitter job. No broadcast experience, East Coast. Box 915C, Martin, Box 111, Campbell Hall, New York.

Topak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No experience, will travel. Try before buy, Broadcast Equipment Corp., 125-61 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Experienced, reliable radio newcomer desires switch to tv programming in midwest. 1938 journalism degree. Top recommendations. Married. Box 194C, B.T.

Newswriter-editor. Ready to take over as assist editor metropolitan newspaper. News experience includes three years Washington, direction regional net. Box 811C, B.T.

Unusually versatile program director who announces, writes both commercials and scripts, age 34. Have gone through preparation for tv hearing. Hard working, dependable. Available for $60.00, week. Box 986C, B.T.

Male Copywriter! Seven years experience. Enthusiastic references from satisfied sponsors. Samples on request. Will travel. Box 912C, B.T.

Television

Situations Wanted

Managerial

Tv merger—am sales make available top refer- ences. Unqualifiedly recommended by previous manager. Will welcome opportunity to discuss your guidance in full autonomy. My qualifications are not above accepting lesser capacity with good name. Box 815C, B.T.

Announcers

Tv announcer, personality work and weatherman. Nine years radio-television experience. Top references. Box 887C, B.T.

Technical

Chief engineer—College graduate, six years television experience, all phases, uhf-vhf. Box 988C, B.T.


Production-Programming, Others

Experienced tv art—Production planning, set design, lettering, illustrations, announcing. Now with large network affiliate, seeking smaller station—where diversification is a must. Box 890C, B.T.

Photographer—18 months television experience covering news, promotion, sales. 7 years photography experience. Thorough knowledge all phases tv photography. Box 895C, B.T.

Tv and radio writer: Copywriter for 8 advertising agencies of scriptwriting. Some directing and producing. Box 896C, B.T.

Want attractive gal with radio, tv talent experience? Now doing 11 live telecasts weekly. Large market, excellent pay, me too. References, resume. Box 886C, B.T.

Experienced tv producer-director. Presently employed in large midwest market. Got ideas, want chance to use them. References, resume. Box 870C, B.T.


Program director, thoroughly conversant with programming and production, desires position with new station. Excellent references. Box 959C, B.T.

Situations Wanted

Offering to tv stations unique and exciting ideas. Available immediately. Box 925C, B.T.


For Sale

Stations

One station market, 1kw daytime independent. Gross $50,000. Owners willing sacrifice. Box 886C, B.T.

250 watt full-time, Mutual affiliate, now making good money. Good opportunity for owner-manager. Box 989C.


Ask for our free list of good radio buys. Jack L. Stoll & Associates, 6955 Melrose Ave, Los Angeles 29, California.


Equipment, etc.

Used 5 bay RCA superturnstile TPEA antenna channel 5 but tunable to 4 or 6. Box 915C, B.T.

Like new—Amplex console, model 403, tape recorder, complete with remote control head. Original cost approximately $150.00, not including freight charges. $750.00. cash. Henderson Brothers, Chief Engineer, Radio Station KGKO, Dallas, Texas.

Stancil-Heffern "minitape." Excellent electrical, mechanical condition. Records half hour with batteries. $195, cash. WXOK, Framington, Mass.

Like new Presto BA recording amplifier. Gates de lux model 30 console with power supply as is. WPPIK, Alexandria, Virginia.


It's smart to be shifty. Why buy a maggie to a remote when you can use a Topak walkie tape "studio." No charging, no lines, just you and your equipment. Broadcast Equipment Corp., 135-61 Liberty Ave., Richmond Hill 19, N. Y.

Wanted to Buy

Stations

All or part of 1000-watt or under in Tucson or Phoenix, Arizona. area. Box 917C, B.T.

Equipment, etc.

Want field strength meter, RCA model WX-3C. Box 920C, B.T.

1 to 3 kw fm transmitter with frequency monitor, four doughnuts. Box 861C, B.T.

3 or 4 channel remote amplifier complete. Also two microphones. WGAC, Augusta, Georgia.

2—250 foot antennas. 2—5kw-am transmitters, 1—kw-am transmitter, 3—consoles, 4—turntables and associated equipment, 2—remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

Used camera chain wanted for instructional purposes. Box 920C, B.T.

Instruction


Help Wanted

OCCUPANCY

North Carolina radio and television sta- tions offer excellent opportunities for qual- ified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

Television

Situations Wanted

Managerial

ANYONE FOR MAKING MONEY?

TV—Stations owners General Managers This man will make you money as your

SALES MANAGER

Proven Record in SALES—SALES MANAGEMENT SALES PROMOTION— MERCANTILISING

Read what they say—

"exceptional ability in the matter of sales management."

—Sales Manager, NBC outlet

"I have found him extremely capa- ble, energetic—unusually creative."

—Gen. Mgr, Mutual outlet

"recommend you unqualifiedly as the sales manager for a new or established TV station."


"I have had the opportunity to ob- serve his work as a time salesman and Agency Radio-TV Director. It is a pleasure to recommend him."

—Vice Pres. In Charge of Sales, CBS outlet

"I can recommend him without qual- ification for any type of work involv- ing sales promotion or merchandising."

—Al Ams.

"It will be a long, cold day before I ever run across anyone again who combines all of the above strengths."


Available due to circumstances beyond his control.

SEEKING LONG TERM CONNECTION

Write—Wire Box 914C

MANAGER OR SALES MANAGER for Radio and/or Television. If you are looking for a top caliber man with 16 years of sales and management experience then contact me. Mature executive ability. Outstanding sales record. Best experience in the industry. Box 960C, B.T.

Salamon

TV SALES EXECUTIVE

Top tv sales executive employed with one of the Country's leading television stations, unable to re- main within family so that in turn is looking for the right man to utilize as sales manager of tv station in progressive and alert community. Excellent references. Write—Box 920C, B.T.
BROADCASTING

March 30 Decisions

BROADCAST ACTIONS

Actions of March 26

Granted License

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted license for am station; 1670 kc, 5 kw, D (11-6935).

KJZ Jasper, Tex., Jasper Bestg., Inc.—Granted license covering change in facilities, hour of operation, type transmitter and increase in height of tower; 1350 kc, 1 kw, D (11-6933).

WPBY Perry, Fla., Pasco Bestg., Inc.—Granted license for am station; 1220 kc, 250 w, D (11-6928).

WBON Roseville, W. Va., Blake Bestg., Co.—Granted license covering installation of new transmitter (BL-5234).

WTIX New Orleans, La., Mid-Continent Bestg., Co.—Granted license covering installation of a new transmitter (BL-6929).

WJJK-FM Detroit, Mich., Storer Bestg., Co.—Granted license covering changes in licensed station; ch. 226 (53.1 mc), 30 kw, U (11-6941).

Granted CP

WLIB New York, N. Y., New Bestg., Co.—Granted CP to install new transmitter as an auxiliary transmitter, at present location of the main transmitter, to be operated on 1190 kc, 250 w (BP-9211).

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted CP to change transmitter location (BP-1079).

Modification of CP

WDOT Building, 100 E. W.D.O.T. Corp.—Granted mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BMP-6452).

The following were granted mod. of CP’s for extension of completion dates as shown:

KREM-FM Spokane, Wash., to 9-1-54; WNKB Cleveland, Ohio, to 10-25-54; KSWO-TV Lawton, Okla., to 10-24-54; WECT Elmira, N. Y., to 10-25-54; WPEO Waverly, Ohio, to 7-14-54; condition.

Actions of March 25

WVMI Biloxi, Miss., Radio Associates Inc.—Granted request for waiver of Sec. 330 (a) of the Commission’s permission to locate the studio outside the city limits of Biloxi.

Modification of CP

The following were granted mod. of CP’s for extension of completion dates as shown:


Actions of March 24

Granted License

WHDM McKenzie, Tenn., The Tri-County Bestg., Co.—Granted license for am station; 1440 kc, 500 w, D (BMP-8971).

WMLV Millville, N. J., Union Lake Bestg., Inc.—Granted license for am station; 1460 kc, 1 kw, DA-D (BL-5192).

WRN-FM Richmond, Va., Richmond Newspapers Inc.—Granted license covering changes in station: ch. 271 (108.1 mc), 50 kw, U (BMP-6263).

Modification of License

WHLE Cambridge, Ohio, Land O’ Lakes Bestg., Corp.—Granted mod. of license to change name of station to The McClelland Bestg. Corp. (BML-13580).

Granted CP

WPCR Portland, Me., Mariners Bestg., Inc.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1460 kc, 250 w (BP-9164).

KMMJ Grand Island, Neb., Town & Farm Corp.—Granted CP to install new auxiliary transmitter at present location of the main transmitter, to be operated on 1350 kc, 1 kw (BP-9211).

FOR THE RECORD

April 5, 1954 • Page 101
LOST: Sometime between December 1st and 7th, 1953.
First place position in Pulse Radio Ratings for 3 out of a total
of 72 quarter-hour segments. Need the 3 to complete perfect
set of first-place ratings that would give WHIO-Radio 100%
domination in the Great Miami Valley Market.

WHIO-RADIO ran up an almost impossible rating record for December
with an almost perfect Pulse*. 66 out of 72
quarter-hour segments went to WHIO-AM
over Stations B, C and D with 3 other seg-
ments tied. 2 segments lost to Station B and
1 to Station C by barest margins.

WHIO-TV ran up another strong
Pulse** for that same period: 11 of the top
15 once-a-week shows and 6 of the top 10
multi-weekly shows were carried by WHIO-
TV! And carried to more people with the
World’s Tallest TV Tower and a boost in
power to 316,000 watts.

Dominate with either Saturate with both!

(George P. Hollingsbery representatives
show you how with full facts and figures.)

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS • ABC • DUMONT

*Pulse survey based on 28,000 quarter-hour reports;
6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 5, 7, 1953.

**Telepulse by Pulse—6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 5, 6, 7, 1953.
TELESTATUS

April 5, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets (2) grantees. Triangle (△) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B+I estimate. Stations in italics are grantees, not yet operating.

Alabama

Birmingham—△ WAPI (13) CBS, ABC, DuM; CBS Spot Sis; 225,000
△ WBRC-TV (6) NBC; Katz; 184,300
△ WLN-TV (13) N; Unknown
△ WSGN-TV (46) 12/12/52—Unknown
Decatur—△ WMLF-TV (33) 12/28/52-5/1/54
Montgomery—△ WCIV-TV (20) ABC, CBS, NBC, DuM; Ray-merc; 25,700
△ Montgomery Bestp. Co. (12) Headley-Reed; 2/25-10/19/54
Selma—△ Deep South Bestp. Co. (2) 2/24/54—Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.

Newest Starters

Listed below are the newest stations that have started commercial operation:

WSLI-TV Jackson, Miss. (ch. 12), March 27.
WMUR-TV Manchester, N. H. (ch. 9), March 28.
WJDF-TV Fairmont, W. Va. (ch. 35), March 29.
WKAO-TV San Juan, P. R. (ch. 2), March 28.

Arizona

Mesa (Phoenix)—△ KTLV-TV (12) NBC, DuM; Avery-Knodle; 90,607
△ KDOC-TV (10) ABC, Blair; 80,807
△ KPHO-TV (5) ABC, CBS, DuM; Katz; 90,807
Tucson—△ KOOL-TV (12) CBS, DuM; Forjoe; 21,600
△ KVOA-TV (4) NBC; Raymer; 21,600
Yuma—△ KYFA (11) DuM; Forjoe; 17,602
## ARKANSAS

El Dorado—
South Arkansas TV Co. (10) 2/24/54-Salt Lake City
Fort Smith—
KPSA-TV (23) ABC, NBC, DuM; Grant: 18,500
Hot Springs—
KTVP (9) 11/10/54-Salt Lake City
Little Rock—
KARK-TV (4) NBC; Petry: 6/18/53-4/15/54
KAIT (5) 10/30/53-Salt Lake City
Kreuza—
KTVT (7) ABC; Avery-Knode; 58,732

## CALIFORNIA

Bakersfield—
KKBW-TV (29) ABC, DuM; Forjoe: 95,500
KXAS-TV (10) CBS, NBC, Avery-Knode: 199,092
Berkeley (San Francisco)—
KQED (43) 7/24/53-Salt Lake City
Chico—
KCHV (12) CBS, NBC, DuM; Grant: 34,375
Corona—
KOCO (9) 9/18/53-Salt Lake City
El Centro—
KELB (16) 11/10/54-Salt Lake City
Eureka—
KXJZ (3) ABC, CBS, NBC, DuM; Blair: 10,000
Fresno—
KRRU (32) Meeker
KJFO-TV (47) ABC, CBS, Brannam: 92,902
KJMY-TV (26) CBS, NBC; Rayment: 85,841

Los Angeles—
KBOC-TV (22) 2/10/53-Salt Lake City
KABC-TV (7) ABC; Petry: 1,793,763
KCOP (13) Katz; 1,793,763
KJLH (9) DuM; H: 1,793,763
KWNH (4) NBC; Spot Sls.: 1,793,763
KNXT (2) CBS; Spot Sls.: 1,793,763
KTLA (5) Raymore; 1,793,763
KTTV (11) Blair; 1,793,763
KTTA (32) *28*
Merced—
KMBH (34) 9/18/53-Salt Lake City
Modesto—
KTRJ-TV (14) 2/11/54-Salt Lake City
Monterey—
KMBY-TV (8) CBS; Hollingbery: 190,212
Sacramento—
KABC-TV (46) 6/8/53-Spring '54
KCCC-TV (40) 63,205
McClatchy Bstc. Co. (10), Initial Decision 11/6/53
Salinas—
KSBY (8) ABC, CBS, NBC, DuM; Hollingbery: 381,361
San Bernardino—
KJTV (18) 11/6/53-Salt Lake City
San Diego—
KSWT-TV (8) ABC, CBS, DuM; Petry: 306,383
KPSD-TV (10) NBC; Katz: 206,382
KUSI (11) 12/3/53-Salt Lake City
San Francisco—
KKBX (20) 3/1/53-Salt Lake City (grand
KGO-TV (7) ABC; Petry: 383,600
KPIX (5) CBS, DuM; Katz: 383,600
KRON-TV (4) NBC; Free & Peters; 383,600
KSER (22) McGilvra
San Jose—
KJRS-TV (20) McGilvra
San Luis Obispo—
KVEO-TV (8) DuM; Grant: 65,499
Santa Barbara—
KOFF (3) ABC, CBS, NBC, DuM; Hollingbery: 43,000
Stockton—
KVTU (36) Hollingbery
KOFI (13) 11/14/54-Salt Lake City
Tulare (Fremont)—
KVVV (27) DuM; Forjoe; 123,000

Page 104 * April 5, 1954

## COLORADO

Colorado Springs—
KKTV (11) ABC, CBS, DuM; Hollingbery: 60,743
KKDO-TV (13) NBC; McGilvra: 35,500
Denver—
KETV (6) ABC; Free & Peters; 209,306
KFEL-TV (2) DuM; Blair: 209,306
KLZ-TV (7) CBS; Katz: 209,306
KOAA-TV (4) NBC; Petry: 209,306
KMMA-TV (4) 11/13/53-1054
Grand Junction—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
KCSJ-TV (6) ABC; Avery-Knode: 30,720
KODA-TV (3) McGilvra: 48,000

## CONNECTICUT

Bridgeport—
WCTB (771), 11/29/53-Salt Lake City
WICO-TV (43) ABC, DuM; Young: 50,127
WSJL (49), 8/14/53-Salt Lake City
Hartford—
WBDH (24) 11/13/53-Salt Lake City
WGHN-TV (18), 10/31/53-Salt Lake City
New Britain—
WKNB-TV (30) CBS, DuM; Bolling: 153,406
New Haven—
WELL-TV (59), H; R: 6/24/53-Summer '54
WNHC-TV (8) ABC, CBS, NBC, DuM; Katz: 702,932
WNLC-TV (36) 12/11/53-Salt Lake City
Norwich—
WCTN (63), 11/29/53-Salt Lake City
Stamford—
WTPT (27), 5/27/53-Salt Lake City
Waterbury—
WATR-TV (53) ABC, DuM; Stuart: 117,600

## DELAWARE

 Dover—
WHRN (40), 3/11/53-Salt Lake City
Wilmington—
WDEL-TV (12) NBC, DuM; Meeker; 201,630
WILM-TV (83), 10/14/53-Salt Lake City

## DISTRICT OF COLUMBIA

Washington—
WMAL-TV (7) ABC; Katz: 955,600
WNBA (4) NBC; NBC Spot Sls: 605,000
WTOP-TV (9) CBS; CBS Spot Sls: 598,600
WTGG (5) DuM; Blair: 550,000
WOOK-TV (50) 12/24/54-Salt Lake City

## FLORIDA

Clearwater—
WPPT (32) 12/23/53-Salt Lake City
Fort Lauderdale—
WFTL-TV (22) NBC; Weed: 110,118
WTVT (17) ABC, DuM; Venard: 207,300 (also Miami)
Fort Myers—
WINK-TV (11) ABC; Weed
Jacksonville—
WJAX-TV (30) ABC, NBC, DuM; Ferry: 42,416
WMBD-TV (4) CBS, NBC; Spot Sls: 253,907
WOLS (30) Stars National; 8/12/53-5/1/54
Miami—
WTTV (17) See Fort Lauderdale
WMIB-TV (27) Stars National; 12/23-5/1-54
WMTV (52) 11/1/53-Salt Lake City
WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters: 260,000
WUPF (33), 12/9/53-Salt Lake City
Oviedo—
WDOC-TV (8) ABC, DuM; Blair: 10/14/53-May '54

## GEORGIA

Albany—
WALB-TV (10) Burns-Smith; 1/13/54-4/1/54
Atlanta—
WAGA-TV (5) CBS, DuM; Katz: 360,810
WLOA (11) ABC; Drosely Skl: 340,810
WELT (2) NBC; Petry; 340,810
WXMI-TV (36), 11/18/53-Summer '54
Augusta—
WJBF-TV (6) ABC, NBC, DuM; Hollingbery: 73,100
WJW-TW (12) CBS; Headley-Reed: 50,000
Columbus—
WDAY-TV (28) ABC, NBC, DuM; Headley-Reed: 49,720
WJLB-TV (4) CBS; Hollingbery: 59,693
Macon—
WXEN-TV (47) ABC, NBC; Brannam: 34,682
WMAZ-TV (13) ABC, CBS, DuM; Avery-Knode: 75,583
Romel—
WROM-TV (9) Weed: 94,380

## ILLINOIS

Belleville (St. Louis, Mo.)—
WTVI (54) DuM; Weed: 260,000
Bloomington—
WBLN (15) McGilvra; 113,342
Champaign—
WCLA (3) CBS, NBC, DuM; Hollingbery: 357,500
WCUC (81), 7/22/53-Salt Lake City
WTLC (*12), 11/4/53-Salt Lake City
Chicago—
WBBM-TV (2) CBS; CBS Spot Sls: 1,618,145
WBKB (7) ABC; Blair: 6,186,145
WGCH-TV (9) DuM; Hollingbery: 1,618,145
WHFC-TV (31), 1/18/53-Salt Lake City
WIND-TV (30), 3/9/53-Salt Lake City
WNMQ (5) NBC; NBC Spot Sls: 1,618,145
WOPA-TV Inc. (44) 2/12/54-Salt Lake City
WTTW (12) 11/5/53-Patt 74

Directory information is in following order: call letters, channel, network affiliation, national repre-
sentative; market set count for operating stations; date of grant and commencement target date for franchises.

BROADCASTING + TELECASTING
The Natural Text is not available for this page.
Covers the Mississippi Market  
AND PART OF LOUISIANA  
MAXIMUM POWER OF 100,000 WATTS. The only Mississippi station operating on full power authorized by FCC.

NBC PRIMARY AFFILIATE. WLBT has been ordered for practically every top NBC program.

LARGE LOYAL AUDIENCE. More than 75,000 sets in coverage area and growing every day.

Get the facts about

WLBT is companion operation of WDXM and -FM, the first station in Mississippi for 24 years. . . NBC affiliate since 1929.

Represented Nationally by

GEO. P. HOLLINGBERY COMPANY

NEW YORK  CHICAGO  ATLANTA  SAN FRANCISCO  LOS ANGELES

April 3, 1954  Page 107
### FOR THE RECORD

**TEXAS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>City</th>
<th>Network(s)</th>
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<tr>
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<td>KGBS-TV (5)</td>
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<td>ABC, CBS, NBC, DuM</td>
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<td>Amarillo</td>
<td>KAMR-TV (9)</td>
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<td>CBS, KGBS, KLLN</td>
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<td>Austin</td>
<td>KENS-TV (5)</td>
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<td>NBC, WFST, KENS</td>
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<td>Austin</td>
<td>KLTV (5)</td>
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<td>DuM, CBS, NBC, Raycom</td>
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<tr>
<td>Beaumont</td>
<td>KBTM (11, 12, 13)</td>
<td>Beaumont</td>
<td>KBTM (11, 12, 13)</td>
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<td>Bryan</td>
<td>KBBD-TV (17)</td>
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<td>DuM, Raycom</td>
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<tr>
<td>Brownsville</td>
<td>KPAN (15)</td>
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<td>College Station</td>
<td>KDAV (12)</td>
<td>College Station</td>
<td>DuM, CBS</td>
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<td>Corpus Christi</td>
<td>KSDT (15)</td>
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<td>KDFW (12)</td>
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<td>DuM, CBS, DuM, Raycom</td>
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<td>KCEN (13)</td>
<td>Temple</td>
<td>DuM, CBS, KRB (CBS)</td>
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<tr>
<td>Temple</td>
<td>KTEM (11)</td>
<td>Temple</td>
<td>DuM, CBS, KCEN</td>
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<tr>
<td>Waco</td>
<td>KWAD (13)</td>
<td>Waco</td>
<td>DuM, CBS, NBC</td>
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<tr>
<td>Waco</td>
<td>KTXD (12)</td>
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<td>DuM, CBS, NBC</td>
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<td>Waco</td>
<td>KTXL (10)</td>
<td>Waco</td>
<td>DuM, CBS, KTXL (CBS)</td>
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<td>KTXL (10)</td>
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<tr>
<td>Waco</td>
<td>KTXL (10)</td>
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### SOUTH CAROLINA

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<tr>
<td>Allentown</td>
<td>WAKN-TV (54)</td>
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<td>CBS, NBC, DuM, Weed</td>
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<td>Aiken</td>
<td>WAEI (15)</td>
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<td>DuM, Raycom, CBS, NBC</td>
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<tr>
<td>Charleston</td>
<td>WCSC (12, 13)</td>
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<td>DuM, CBS, NBC, DuM</td>
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<tr>
<td>Columbia</td>
<td>WOOC (5)</td>
<td>Columbia</td>
<td>DuM, Free &amp; Peters, CBS, NBC</td>
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<tr>
<td>Greenville</td>
<td>WVBR (12)</td>
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<td>DuM, CBS</td>
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<tr>
<td>Headley</td>
<td>KNST (5)</td>
<td>Headley</td>
<td>DuM, CBS, DuM, Raycom</td>
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<tr>
<td>Longview</td>
<td>KVTO (5)</td>
<td>Longview</td>
<td>DuM, CBS, Raycom</td>
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<tr>
<td>Myrtle Beach</td>
<td>KCTR (14)</td>
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<td>DuM, CBS, NBC</td>
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<tr>
<td>Newberry</td>
<td>WMBI (13)</td>
<td>Newberry</td>
<td>DuM, CBS, Free &amp; Peters</td>
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<td>North Charleston</td>
<td>WAC (1)</td>
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<td>Spartanburg</td>
<td>WSPA (12)</td>
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<tr>
<td>Sumter</td>
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### SOUTH DAKOTA

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<td>Rapid City</td>
<td>WPDM (8)</td>
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<td>Sioux Falls</td>
<td>KELO-TV (11)</td>
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### TENNESSEE

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<td>Chattanooga</td>
<td>WBN (1)</td>
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<td>Johnson City</td>
<td>WBYD (12)</td>
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<td>CBS, NBC, DuM</td>
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<tr>
<td>Knoxville</td>
<td>WATE (6)</td>
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<td>ABC, NBC, DuM, Free &amp; Peters</td>
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<td>WMC (10)</td>
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<td>Memphis</td>
<td>WHBQ (13)</td>
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<td>Nashville</td>
<td>WSMV (4)</td>
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<td>ABC, NBC, DuM, Free &amp; Peters</td>
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<tr>
<td>Old Hickory</td>
<td>WLAG-TV (5)</td>
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### WEST VIRGINIA

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<td>Beckley</td>
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<td>Clarksburg</td>
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<tr>
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<tr>
<td>Wheeling</td>
<td>WTRF (11)</td>
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### WISCONSIN

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<td>Green Bay</td>
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<td>Wausau</td>
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### WYOMING

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<td>KSPR-TV (2)</td>
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<td>DuM, NBC, DuM, Free &amp; Peters</td>
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<tr>
<td>Cheyenne</td>
<td>KFCB-TV (5)</td>
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<td>CBS, Hirlinger</td>
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</table>

**FOR THE RECORD**

**Broadcasting**

**Telemarketing**

**Directory information**
PUERTO RICO
San Juan—
WAPA-TV (4) ABC, NBC, Dum; Caribbean Broadcasting)
SUPERVISION MARCH 27
* WKAG-TV (2) Inter-American; 6,500

CANADA
London—
* CFTV-TV (10) 35,000
Montreal—
* CBCT (2) 145,000
* CHMT (5) 145,000
Ottawa—
* CBRN (4) 10,100
Sudbury—
* CHSN (5) 5,615
Toronto—
* CHUM (7) 222,500
* CHC (2) 21,575

MEXICO
Matamoros (Brownsville, Tex.)—
* XEFD-TV (7) ABC, CBS, NBC, Dum; Young; 10,100
Tijuana (San Diego)—
* KTVX (6) 6,000; 21,575

Total stations on air in U. S. and possessions: 374; total cities with stations on air: 236. Both total includes stations XEFD-TV and XETV Mexico as well as educational outlets that are operating. Total 82 stations in use 28,963,057.
* indicates educational stations.
+ Cities not interconnected with AT&T.
(a) figure does not include 26,147 sets which WBTV-TV Buffalo reports it serves in Canada.
(b) number of sets not currently reported by WBBN-TV Milwaukee, Ky. Last report was 295,914 on July 14, 1953.
(c) President Gilmore N. Nunn announced that construction of WLPB-TV has been temporarily suspended (B-F, Feb. 23). Company has not been sur-
(d) WACN (TV) and WIFE (TV) have suspended regular operation, but have not turned in CP's.

UPCOMING

APRIL
April 5: NARTB Sports Committee, Ambassador Hotel, New York.
April 7-10: CBE-TV Film Sales Clinic, New York.
April 11-10: Ohio State U. Institute for Education in Radio-Columbia.
April 13: Nebraska Broadcasters Assn., Hotel Pad-
April 9-10: Alabama Broadcasters Assn., Admiral Ser-
April 8-10: Washington State Assn. of Broadcast-
April 11: Replies due to comments on FCC proposed license fee.
April 12-14: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.
April 13-15: National Advertising Agency Net-
April 11: Replies due to comments on FCC proposed license fee.

HALF-BILLION DOLLAR MARKET
Columbia, South Carolina's
14-County trading area

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.


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

Network Affiliation: WNOX-TV Channel 67
CBS-TV—DuMont
WNOX 1230 kw
MUTUAL

PALMETTO RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.
There's Hyde; Why Seek?

Now playing on the Washington scene (but mostly behind it) is a dramatic sequence depicting the extent to which politics, rather than performance, affect the direction of the FCC.

At issue is the chairmanship of the Commission. The Republican National Committee isn't happy about the stewardship during the last year of Chairman Rosel H. Hyde, because he hasn't appointed enough deserving Republicans to the FCC staff. In Congress there is some dissatisfaction, because the FCC hasn't "expedited" VHF hearings in which constituents of certain Senators are involved.

And at the White House, where these gripes have converged, there's the attitude that perhaps a "new broom" is needed. The President names the chairman from among the Republicans. The chairmanship isn't subject to Senate confirmation.

On April 18, the one-year term to which Chairman Hyde had been named, expires. The President can reappoint him, or he can select any other member. Or he can just let Mr. Hyde's chairmanship ride until such time as he makes up his mind.

The President created an undesirable precedent when he named Mr. Hyde for a year. Heretofore the chairman has been named without tenure, to serve as long as the President wished. The chairman then had more certain control of FCC affairs. He wasn't as allergic to the blandishments of politicians who could use a temporary tenure as a pressure point.

Mr. Hyde has accomplished almost the impossible in his guidance of FCC activities. He has kept the FCC out of hot water, except for the bleatings of the self-serving politicians. He hasn't fired hold-over Democrats wholesale for several reasons. There are the civil service regulations to be complied with. There is a dearth of qualified replacements. The FCC isn't and should not be a political dumping ground. It is an expert agency serving a highly sensitive field.

The White House and the Republican Committee have been deluged with endorsements of Mr. Hyde. Most of his own colleagues on the FCC favor his reappointment. It is our view that 99% of the nation's broadcasters are for him. Why the political attitude toward Mr. Hyde?

The President is interested in efficient administration. The FCC, as presently constituted, is just about the best that has ever served, with plenty of give-and-take and interplay of philosophies. He can keep it that way by retaining the existing order and by giving Chairman Hyde the confidence vote he deserves through reappointment without that one-year limitation.

Exercised Over Excise Taxes

The quest of set manufacturers for excise tax relief at this session of Congress was a case of too little—too late.

There had been no concerted drive to convince the tax committees of the need for reductions in imposts on radio and television sets. Yet amusement houses, fans, jewelry, and other commodities hardly in the non-luxury categories are being accorded relief.

RETMA President Glen McDaniel, in his appearance last month before the Senate Finance Committee, made his usual excellent presentation. His arguments were cogent and realistic. But those who know their way around Congress recognize that a single appearance before a Congressional committee doesn't usually impel favorable action.

The industry obtaining varying degrees of tax relief have been active in Washington for years. They have made organized efforts to convince key members in both Houses of their need for help.

Can radio or television be regarded as in the luxury category? Should the public pay (at the manufacturer's level) a 10% tax on sets while minks, diamonds and movie admissions get sharp reductions in excises? Should color television's development be impeded by a 10% levy, when Congress customarily encourages new products, notably in these times when employment in the electronics industry has slumped?

After Mr. McDaniel's appearance, Chairman Millikin (R-Colo.) of the Senate Finance Committee suggested that manufacturers try again next year. It behooves them—and broadcasters too—to keep plugging from now on.

The broadcasters' interest is obvious. Anything that encourages the sale of sets increases the broadcasters' circulation.

Bulls on the Kilocycles

Throughout the nation we sense a change in the general outlook of radio broadcasters. Bears are turning into bulls.

The change is particularly noticeable in established television markets where radio survived the buffeting of first tv impact and has definitely come back into its own as a primary medium.

The unhappy truth is that until quite recently too many broadcasters were thinking only of the day they could get into television. The natural companion to such a yearning was a disinterest, if not dissatisfaction, in their work radio. Happily, events have shown that radio retains the rewards of a healthy business.

If proof of the general improvement in the state of mind of broadcasters were needed, it could be found in such assemblies as the program clinics which have recently been conducted by Broadcast Music Inc. Attendance at the clinics is up, discussion is more lively. Our representatives who have attended these meetings report that broadcasters appear more confident and more vigorous than they have appeared in years.

True, those in areas where tv is just getting started are experiencing what their fellows in older tv markets went through before them. They may take heart, however, in remembering that their difficulties should not be nearly as severe as those which the veterans of the early tv competition endured. They will not have to cope with the antagonism which radio's biggest customers developed three or four years ago when they first fell under the charm of tv. Nowadays, the biggest customers are turning back to radio in spite of greater emphasis on spot.

The new bullishness in radio is not unrealistic. It is founded on the unarguable fact that radio occupies an absolutely unique place among media and that it and television are destined to coexist as advertising services.

'Amateur' Sport$
There have been many “Famous Figures” come from the Heart of America. They have played important roles in government, in literature, in show business, in science and in progress.

To an advertiser with a product or service to sell in the great Kansas City Trade Area, few are more important than the figures who symbolize The KMBC-KFRM Team—Casey and Kansan.

For years, they have been turning in the top performance in Heart of America radio—program-wise, promotion-wise, facilities-wise and most important, SALES-WISE! Yes, indeed, Casey and Kansan, famous figures are producing “Favorite Figures” (sales figures) for many happy advertisers.

Another famous figure which has sky-reoted to the top is that big figure 9—with the CBS television eye. It’s KMBC-TV backed with the same know-how that has spelled dominance for KMBC and KFRM.

Any way you figure, you can hit a new figure with an advertising campaign on The KMBC-KFRM Team, KMBC-TV or both. Write, wire or phone Midland Broadcasting Company, Kansas City, Mo., or your nearest Free & Peters colonel today.

Use the “Famous Figures” who can make your product into a “Famous Figure”!
IN FARM AND RANCH NEWS, Wayne C. Liles is the choice of Oklahoma. For eight years he was County Farm Agent for Tillman County, Oklahoma. He is past president of the Oklahoma County Farm Agents Association, and the winner of numerous awards for his work with farm youth. A graduate of Oklahoma A & M College, he has been prominent in Hereford Breeders Association work. He is a soil conservation expert. Yes, Wayne C. Liles is one of the winners who have made KWTV-9 the choice of Oklahoma City!

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts ERP with a 1572-foot tower in late summer 1954!