Community Recognition through Community Service

During 1953, WCCO-Radio and WCCO-Television devoted, without compensation, time, talent, production and facilities valued in excess of $1,000,000 to community service and charitable projects. In recognition, the people of the Northwest endorse as truly descriptive, these titles:

WCCO
RADIO "Good Neighbor to the Northwest"
TELEVISION "Another Member of the Family"

MINNEAPOLIS • SAINT PAUL
BULOVA—DOES A COMPLETE JOB...

A complete job of skilled craftsmanship, modern methods and smart design have made Bulova a precision timepiece for over two decades. Bulova's time signals on the air combine service and salesmanship to millions of Americans. You can look to Bulova for accuracy and dependability.

Craftsmanship and precision in programming are a distinct Havens & Martin, Inc., Stations contribution to your selling. Fine entertainment and public service have built up large and loyal audiences in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.

WMBG AM WCOD FM WTVR T

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC
pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight Channel 8 programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by
MEEKER TV, Inc.

Page 4 • April 12, 1954
BRANDED as "extremely premature" rather than sheer rumor is report that H. L. Hunt, Texas billionaire, is pondering overtures for purchase of control of Mutual, now held (nearly 60%) by General Tire's General Teleradio. Underwriter of three MBS news-comment shows through its Facts Forum, Mr. Hunt's right-wing, pro-McCarthy stance already has caused consternation among some MBS affiliates and newsmen. Fulton Lewis jr., top MBS commentator, is Mr. Hunt's confidant and advisor on broadcast affairs. Tom O'Neil, Teleradio board chairman and president, unavailable for comment but others close in admit there's been talk. Messrs. Hunt and Lewis reportedly conferred in Dallas last week.

** **

NOVEL question before FCC is request of Motion Pictures for Television as to propriety of exchanging films available for sponsorship for random spot schedules, to be sold to national accounts by MPTV. FCC has asked for copy of contract, but isn't disposed to give advisory opinion, preferring to let facts speak. Question raised is whether this would be "brokerage" and whether option-time provisions of network regulations would apply.

** **

CAMPAIGN for reappointment of Chairman Rosel H. Hyde on "permanent" basis has reached peak with prediction now that President will rename him upon expiration of his initial one-year term April 18. Not only broadcasters but communicators in common carrier and other fields rallied to support when word spread that change might be made on political grounds. But there are still GOPholds for "Eisenhower man" and speculation continued about possible shift of Comr. John C. Doerr to Federal Power Commission with new man to be named to FCC, presumably to be groomed for eventual chairmanship.

** **

WITH PRESIDENT Eisenhower leaving for Augusta, Ga., this week, event of just one year ago on FCC chairmanship may be reenacted. It was on Saturday, April 18, 1953, while he was at his favorite golfing spot, that President appointed Mr. Hyde for one-year term. He will be in Augusta on April 18 this year.

** **

Coca-Cola Bottling Co. of New York, serviced until recently by William Eddy Co., N. Y., reportedly is about to name Hilton & Riggins, N. Y., as its new advertising agency. Formal announcement probably will be made within fortnight.

** **

POSSIBILITY of hearing on proposed $4 million transfer of KOTV (TV) Tulsa to John Hay (Jock) Whitney interests [BT, April 5] is being discussed by FCC. Question raised whether "outside investment" capital should buy into broadcasting on speculative basis. Comr. Robert T. Bartley in recent addresses raised this question prior to development of KOTV transaction. View is that approval might open flood gates to other investment houses buying properties on basis of highest bid.

** **

THERE'S SPECULATION that AT&T may attempt to meet objections to "high" color rates—which it never submitted officially to FCC—by jacking present black-and-white intercity connection charges and lowering proposed color fees. Experimental rate extension runs out May 15 and under normal practice new rate should be submitted to FCC about month before deadline (this week). This is because new tariff cannot become effective for 30 days. Telephone company officials in recent weeks have publically used language implying black-and-white rates not "compensatory." Meanwhile, AT&T continues to color-convert intercity routes, expects to have more than 80 stations in more than 60 cities linked by end of this year.

** **

IT'S STILL good bet that FCC next month will approve change in multiple ownership regulations to raise tv limit of five to seven, not more than five of which could be vhf. Action is expected promptly following close of hearings before Senate Communications Subcommittee May 4-6, on economic plight of uhf, plus multiple ownership situation.

** **

UTTER futility of Sec. 309 (c), permitting anyone with purported economic interest to get hearing, will be pointed out by FCC (perhaps this week) in granting protest of C. B. Highland, Clarksburg, W. Va., newspaper publisher, against new tv station in that city. FCC has asked Congress to rescind economic protest rule, and, after quick oral argument for anti-broadcasting publisher, will cite this incident as another example of ridiculous extremes to which it must go to satisfy provision of McFarland Amendments adopted two years ago.

** **

REPORTS that American Farm Bureau Federation was readying splurge into television with eye on upcoming Congressional elections are heavily discounted by AFBF executives. "First, we don't have that kind of money," one executive said, and "secondly, we never endorse or oppose candidates." Although national organization does not envisage tv expenditures, some state federations have been active in video. Illinois group spends about $300 a week on Farmtown, USA, but this is only for production; time is donated by stations. Iowa state group supplies film shorts to tv stations under special farm program. Ohio federation has "small shows," mainly spots.

** **

BUSINESS is booming for Advertising Research Foundation, with several projects now under full head of steam. Hence, Edgar Kobak, president, and A. W. Lehman, managing director, are looking for top experienced technician in advertising and media research. While Foundation covers all phases of advertising, considerable new activity is in broadcasting, including BAB-Four Network project and audience media study.
*The February-March Hooper rating of 41.4% makes the 29th straight Hooper to score KOWH in first place.

As Mason said to Dixon...
“*It’s Hard to Draw the Line!”*

My! How “little” sister has grown! In eleventh place seven months ago, WTIX now is first by a wide margin of New Orleans’ seven independent stations! Network affiliates? Well, one rates higher in the morning, and two in the afternoon... by a small margin.* But seven months isn’t a long time, and there’s more Hoopers coming!

But while little sister is whittling on the nets, check those low rates! From a cost-per-thousand basis, WTIX is already the best buy in New Orleans!

*March, 1954 Hooper. (7-12 A.M., 12-6 P.M., Monday through Friday)
**NBC-TV Affiliate Group Plans for Summer, Fall**

NBC-TV’s sales and program plans for summer and fall feature prominent names for color "spectaculars"—90-minute musical comedies, dramas, etc. [BWT, March 29]—were principal features of Thursday-Friday meeting of NBC-TV Affiliates Executive Committee with top NBC officials in New York. In what was described as "harmonious" sessions, affiliates conferred with network authorities Thursday, then held private meeting and resumed joint discussions with NBC Friday morning. No date set for further meeting, participants said.

Committeemen on hand included Walter Danun, WTMJ, Milwaukee, committee chairman; C. O. Moore, station manager, WJZ, New York; Ray Gray, WHAM-TV Rochester, Jack Harris, KRHC-TV Houston; E. R. Vadeboncoeur, WGN-TV Syracuse; Fred Mueller, WEZK-TV Peoria; David Balkmore, WEBR-TV Wilkes-Barr, and Joseph Rohrer, KRDO-TV Colorado Springs. Number of NBC executives participated, headed by President Sylvester L. (Pat) Weaver Jr. and Executive Vice President Robert W. Sarnoff.

**BAB Announces Three-Way Project to Improve Selling**

DETAILS of three-point project by BAB to improve selling both on and off the air were disclosed by Kevin Sweeney, BAB president, at meeting of Alabama Broadcasters Assn. in Mobile Friday.

BAB’s contribution toward improving radio’s approach to advertisers this year, Mr. Sweeney said, will be training radio’s salesmen to sharpen radio’s current sales force; plan to recruit new salesmen for radio, and monthly award to local salesman making most imaginative sale. Mr. Sweeney added that training program, which will be recorded, will be previewed by BAB-member stations this summer.

Mr. Sweeney announced that field work on survey of radio listening habits and personal radio set ownership of teen-agers has been completed.

**LAMB CITES ANTI-COMMUNIST RECORD IN REPLY TO FCC HEARING LETTER**

RECOLITING long public record of his anti-communist stand, broadcaster Edward Lamb filed formal reply Friday to FCC letter advising hearing is indicated on license renewal bid of his WICU (TV) Erie, Pa.

Filed by former U. S. Attorney General J. Howard McGrath, plauding category’s denial all charges that Mr. Lamb had been member of Lucas County (Toledo) Communist Party, made financial contributions thereto and associated with Communist Party members, particularly during period 1944-48 [BWT, March 29, 15]. Response noted investigation in this matter had been made by FCC five times before with Mr. Lamb being cleared. Petition said in part: "For several years, Mr. Lamb, or in sympathy with the aims, purposes and motives of the Communist Party, has made financial contributions to the Communist Party and everywhere it stands for." Petition went on to state Lamb has never been charged by this Commission or anyone else, with using the communist party for other than the very best and highest American ideals, traditions and aspirations. . . .

**FIRST NBC SPOT TEST**

NBC RADIO is making first test of station acceptance to controversial "spot announcements" plan on basis of one-spot, Friday, May 18. First and only sale under plan for one-spot in certain network programs [BWT, March 1 et seq.], was to Kiplinger agency (Changing Times magazine), Washington, for single spot in new Dave Garroway show (Sun., 8-10 p.m.) on program’s opening night, April 18. Agency is Albert Frank-Guenther Law, N. Y. Network has notified affiliated stations, pointed out it comes under new “participations” plan, and asked for early acceptance. Number of station representation sources said they knew of 20 to 30 major affiliates which would reject offer. Network sources said Friday acceptance were coming in at “normal” pace. NBC asked only for acceptance of this particular order, did not request signing of affiliation contract. Inasmuch incorporating participations plan.

**KOTA Rapid City Sold By Dean to Associate**

SALE OF KOTA Rapid City, S. D. (plus KOZY-FM), by Robert J. Dean, majority stockholder, and others, to Mrs. Helen S. Duhamel, minority stockholder, for $148,000 announced Friday, subject to FCC approval. Company, whose capital stock would be acquired, has liabilities of about $116,000, primarily in a new building.

Mr. Dean, mentioned for appointment to FCC, and later for secretaryship, will devote primary time to Radio Games Inc., programming company, and to consulting practice. Mrs. Duhamel, who heads cowboy and Indian trade post and is identified with insurance company operations in South Dakota, would become sole stockholder. She now holds 55 of 298 shares. Mr. Dean, with 158.5 shares, is controlling stockholder.

Leo Borin, sales manager WHAY New Brit- in, Conn., will return to KOTA as manager upon consummation. He began with KOTA in 1948 as on-air announcer. Transfer date is May 1 or any date thereafter following approval. Established in 1936, KOTA operates on 1380 kc with 5 kw. It is CBS affiliated.

**McCarthy Ups Murrow Rating**

APPEARANCE of Sen. McCarthy on See It Now was seen by 38% of TV homes in New York area, according to preliminary rating made by Pulse. Figure is more than double program’s normal rating of about 17.5, Pulse said.

**P&G Radio Schedule**

P&G RADIO SCHEDULE: Procter & Gamble’s Joy, through Blow Co., N. Y., starting radio announcement schedule almost immediately in 15 midwest and southwest markets.

**Radio Test**

TIME-Life’s newest magazine, known as The Sports Magazine, planning to break radio announcement campaign to promote mailing subscription promotion. Three-day saturation drive is slated April 13-15, using all radio stations in Indianapolis. If campaign is successful, it will be expanded subsequently. Young & Rubicam, N. Y., is agency.

**Ten-Week Campaign**

Monticello Drug (666 tonic), through Charles W. Hoyt, N. Y., preparing ten-week radio campaign to be launched May 17 in number of markets in malaria areas.

**Scholl Sponsorships**

Scholl Mfg. Co. (Dr. Scholl’s foot aids), Chicago, plans to sponsor Bill Shadel and the News on CBS Radio (Sat., 12 noon to 12:05 p.m.), effective April 24, and to sponsor Nick Carter on Mutual (Sun., 6:30 p.m.) under Mutual’s “MultiMedia Plan”; effective last night. Agency: Donahue & Coo, N. Y.

**Summer Sale**

Pillsbury Mills (cake mixes) and Green Giant Co. (corn and peas) have ordered NBC-TV Saturday 8-8:30 p.m. (EST) summer period for alternating sponsor-ship of Hey, Mulligan, Mickey Rooney tv pack- age, starting date unknown. Program will re-place Spike Jones Show. Agency: Leo Burnett Co., Chicago.

**Business Briefly**

ROGER PRIOR, vice president for radio and television, Foote, Cone & Belding, is official nominee for president of N. Y. Radio & Television Executives Society for 1954-55. Other officers proposed by nominating committee, whose chairman was Robert W. Sarnoff, NBC executive vice president, are: first vice president, Robert Burton, BMI vice president in charge of publisher relations; second vice president, Elliott Sanger, executive vice president, WQXR director, television, BMI treasurer, Joseph A. McDonald, NBC treasurer.
There's a reason why more advertisers, both local and national, both old and new, used more programs . . . more announcements . . . on WAGA in 1953 than the year before. They discovered and re-discovered that WAGA Radio is alive, wide-awake . . . a potent sales weapon in the ever-growing Atlanta market. Let us tell you how WAGA Radio can be used successfully to build more sales for your products or services.
St. Louis Merger Opens Way For Second Vhf Grant There

MERGER of St. Louis ch. 4 applicants Friday opens way for early FCC grant to second vhf station in area. Agreement, which involved withdrawal of competing applicants KXOK and Missouri Valley, would divest itself of interest in KXOK and Missouri Valley. Case has been decided, and it is expected the FCC will issue a license for the KXOK station.

At same time it was announced that Eliey M. Roberts Jr., present president and minority stockholder of KXOK, would divest himself of that interest and together with C. L. Thomas, present general manager of KXOK, purchase the 5 kw 630 kc facilty.

Initial Decision in Wausau, Wis.; Other Actions of FCC

INITIAL decision proposing to grant ch. 7 at Wausau, Wis., to Wisconsin Valley TV Corp. was issued Friday by FCC Examiner Charles J. Frederick following dismissal of competing bid by WSAU owner. Story (page 42). Wisconsin Valley buys WSAU for $170,000 and Charles Lemke, 49% owner WSAU, acquires option for 25% in tv station. John R. Tomek, 51% owner WSAU, is to continue as president.

Wisconsin Valley ownership includes WATK Antigo and WFRH Wisconsin Rapids, plus several newspaper publishing firms including Record Herald Co., Wausau. President is John C. Sturtz, bay antenna.

Six in Boston Contest

BOSTON vch. 5 tv contest increased to six applicants Friday as FCC accepted for filing new bid of Boston Post, purchaser of WCAP there until 1966. Bids from St. Baker & Co., Alvin Beamam and Roy V. Whittam, subject to FCC content (187, March 29). Other contestants: DuMont, CBS, WGBH, WOR, Greater Boston TV Corp., and Massachusetts Bay Telecasters Inc.

FN (TV) Monroe, La., petition KFAZ (TV) Monroe, La., operating on ch. 42, petitioned FCC Friday for rule-making proceeding to alter ch. 12 there. FCC said it was considering permission to switch to that vhf facility. Other operating station there is ch. 3 KNOB TV.

WNBT (TV) Power Increase

NBC-OWNED WNBT (TV) New York was set to increase effective radiated power from 14 to 30 kw, maximum permitted by FCC for ch. 4 in New York, with start of operations Sunday (Sun.), and at same time announced, installation of new RCA color transmitter equipment. Hamilton Shea, general manager of WNBT-WNBT, said power increase would expand WNBT coverage to include 8,400 square miles of land area.

Hamrick Heads Va. AP Group

HOWARD HAMRICK, WRNL Richmond, elected president of Virginia AP Broadcasters at Washington meeting Friday, succeeding Charles P. Blackley, WON Stanford. Others elected: Wendell H. Siler, WRAD Radford, vice president; Frank H. Fuller, AP Richmond bureau chief, secretary; Irwin G. Abell, WLEE Richmond, treasurer.

S2.5 BILLION FROM TV

“TV INDUSTRY, including manufacturing, sales and broadcasting, amounting to nearly $2.5 billion in 1953 from an industry that did not exist in 1946,” Charles B. Jolliffe, RCA vice president and technical director, said in talk prepared for delivery Saturday to Michigan Society of Professional Engineers in Ann Arbor. “It appears today that story may well be repeated—in color,” he said, noting that color sets are being produced and that color reception is already possible in 35 cities, with estimated 125 tv stations to be equipped for color by year's end, providing coverage for 75% of U. S. tv homes.

CBS Radio Spot Sales

MEETS with WBBM Chicago

SALES clinic for CBS Radio Spot Sales executives held in Chicago Friday by network's o&o WBBM, with showing of talent and station shows not previously seen. CBS New York personnel then moved on to KMOX St. Louis for similar session. Heading group were Wendell B. Campbell, vice president in charge of station administration; Henry R. Flynn, general sales manager; Milton F. Allison, eastern sales manager; and Fred M. Baker Jr., manager of sales development; Sherill Taylor, manager of sales promotion, and Gordon F. Hayes, western sales manager.

Burns, Others Named By ABC Film Syndication

PROMOTION of John B. Burns to midwest manager of recently incorporated ABC Film Syndication Division [BT, April 5] being announced today (Mon.) by George T. Shupert, president. Mr. Burns, who joined ABC last fall after resigning from CBS-TV Film Sales, will assume complete responsibility of division's midwestus sales operations, with headquarters in Chicago. Miss Marie Francis has been named promotion manager of division, Miss Harriet Feinberg has joined promotion staff.

Forming Baseball Hookup

WORLD News Service is lining up eastern-southern network to carry daily rehearsals of Brooklyn Dodgers baseball games, according to Charles King, president of World and group of United Broadcasting Stations headed by WOOG-WFAN (FM) Washington. Network will respect home game situation in cities having major and minor league teams.

UPCOMING

April 12-18: National Advertising Agency Network, management conference, Boca Raton (Fla.) Hotel.

April 13: Sigma Delta Chi awards dinner, New York.

April 14: Penn-Del AP Radio Assn., WCAU Radio-TV Center, Philadelphia. For other Upcomings see page 120.

PEOPLE

EILEEN CUMMINGS, Dancer - Fitzgerald Sample, N. Y., to Hicks & Greist, N. Y., as timebuyer. KATHLEEN GREENE, production assistant on NBC-TV's Martha Raye show, joining agency as traffic manager.

ALICE EVERT, Wyatt & Schwartz, N. Y., to Kederman, Baker, Hagedorn & Smith, N. Y., as assistant to Horace Hagedorn, vice president and account executive.

JOHN JACOBS and CLARENCE BITTING elected president and treasurer, respectively, of Tele-Q Corp., N. Y., at meeting Friday of board of directors. Mr. Jacobs has been associated with Tele-Q since 1953 and is said to be responsible for engineering many features of automatic prompting system. Mr. Bitting.left company this year from Projection Index Co., Boston, where he was investment advisor.

LLOYD ESPENSCHIEd, co-inventor (with Herman A. Affel) of the coaxial cable used to transmit tv programs and telephone conversations across country, retired from Bell Telephone Labs. Friday, after 44 years with Bell system.

KEN BEECH, recently with sales service department of ABC and previously with Warner-Legler, N. Y., has been named sales staff of Headley-Reed Co., station representatives. JOHN BROWN, advertising counselor for Brown & Bigelow in New York and formerly with WFTI. Fort Lauderdale station, joined firm in research and promotion department.

WDTV (TV) Boosts to 100 kw

STEP-UP in power to 100 kw has increased viewing potential of WDTV (TV) Pittsburgh by more than 100,000 sets, Harold C. Lund, general manager, has reported. Many set owners reported that WDTV's ch. 2 signal was reaching them for first time, Mr. Lund said. DuMont-owned station's range has increased between 12 and 15 miles, Mr. Lund said, now encompasses nearly million set owners. In addition to power increase, WDTV installed six-bay antenna as replacement for previous three-bay radiator.

Hyde, Bricker in Film

FCC Chairman Rosel H. Hyde, Sen. John Bricker (R-Ohio) and other notables slated to appear in educational television film which will open shot at U. of Iowa last Saturday werecinduind sponsorship of Educational Television & Radio Center, Ann Arbor, Mich. Others scheduled to appear included Pat Meikle, star of WABD (TV) New York's Magic Cottage, children's series, and Edward L. Ryerson, board chairman, Inland Steel Corp. George Probst, head of U. of Chicago Round Table, was to produce.

Mutual Appointments Made

ADDITION of Thomas P. Duggan to Mutual station relations department as western representative and John A. Buning as southern representative announced Friday by Robert W. Carpenter, MBS station relations director. At same time Charles King, who joined department Jan. 4 after service as general manager of WKAL Rome, N. Y., was named eastern representative covering MBS affiliates in Northeast. Mr. Buning has been marketing troubleshooter and advertising coordinator for MacMillan Petroleum Corp. of Los Angeles, formerly was a network sales executive for ABC and also served in executive positions with several Florida radio stations. Mr. Duggan has been with WOR Recording Studios.

Broadcasting • Teletcasting

April 12, 1954 • Page 9
I CONSIDER MYSELF A HELLLUVA SALESMAN! ...and so are Nord and Sheeley and the other boys on my staff at KELO (radio and TV) Sioux Falls. We’ll go behind a counter to sell goods if necessary. Yes, we’ve actually had to do that more than once when commercials on KELO brought more customers into a store than the merchant’s own sales clerks could handle. What do you have to sell that you’d like extra action on? KELO will get it for you—in husky sections of four states.
On the Washington scene...

He presents an impressive figure!

This year, our Mark Evans and the products he sells* will be prominently displayed in 9 out of every 10 supermarkets in the entire Washington metropolitan area. Unprecedented in Washington broadcasting history, Mark Evans Brand Wagon Weeks present the advertiser with 5,840 store days per product of solid point-of-sale merchandising. No wonder the National Food Brokers Association named Mark "the Oscar winner of the grocery world"...and advertisers call him the most sales-effective personality in all Washington radio and television!

**WTOP RADIO**  
Represented by CBS Radio Spot Sales

**WTOP-TV**  
Represented by CBS Television Spot Sales

*Provided they have store distribution*
KABC-TV... Channel 7 ... ABC Affiliate - Licensed to American Broadcasting - Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV's planning. The station employed Kear & Kennedy as engineering consultants. A special G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

KTTV... Channel 11 ... DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer, (right), is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).

KNXT... Channel 2 ... CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Lex Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).
When ever station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles...probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals...only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote...4 out of 5! Why not put your station on the “power team”...on the winning team! Get the complete G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X244-12
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF
THE WORLD WE LIVE IN

Network: ABC Radio
Time: 9:30-10 p.m. EST (premiere, April 2)
Producer-Director: Sherman H. Dryer
Narrator: Charles Penman
Writer: Various
Source Material: Life magazine’s serial, "The World We Live In"
Music: Ralph Norman

EDUCATIONAL radio at its best is typified by the new serial, The World We Live In, an oral documentation of the highly-acclaimed series that has appeared in Life. If the high level of the initial program is maintained, with its emphasis on education and the sense of the dramatic, ABC Radio should have a ready audience among those who are puzzled, but still intrigued, by the world around us.

The first episode, titled "The Earth Is Born," traces the concepts of the origin of the earth from the time of Aristotle up to the present. With Charles Penman providing an informative commentary, scientists through the centuries are introduced in a dramatic sequence in which they speculate on the ways the earth was formed. In turn, the contributions of Aristotle, Cosmo de Medici, Copernicus, Friar Giordano Bruno, Galileo, Newton and Prof. Thomas Chamberlain are presented.

The program generates a quality of mystery with narrator Penman pointing up the significance of each contribution and touching upon areas still to be explored. A word of commendation is in order for the excellent mood music by Ralph Norman.

PRESIDENT’S REPORT

Networks: ABC, ABC-TV; CBS, CBS-TV; DuMont; NBC, NBC-TV; Mutual
Time: Tues., 9:30-10 p.m. EST (except CBS which broadcast the speech from 10:10 to 11 p.m.)
Speaker: President Eisenhower
Producer: Robert Montgomery

PRESIDENT EISENHOWER talked to the people last Tuesday night—man to man.

It was a friendly chat, its serious subject unmarred by any viewer’s sympathetic digits over the speaker’s delivery. That could not be said of many of Mr. Eisenhower’s earlier TV appearances, even after he was in the White House.

Whether Ike learned the lesson alone, or whether his friend and advisor, actor-producer Robert Montgomery, taught it to him one can only surmise. Probably it was a little of both. But the relaxed unposed of the President was more than a little like the superb ease of the experienced Mr. Montgomery.

Ike used no prepared text but relied on cue cards to jog his memory on points he wanted to discuss. The cards, 3 by 5 ft., were printed in letters 2 1/2 inches high, and Mr. Montgomery and Robert Kieve, White House aide, shifted them as necessary. The President kept track of the time by a large clock on the wall facing him. It was thought necessary for Press Secretary Jim Hagerty, at one side, to cue newscaster men to make sure their cameras were rolling during important passages.

Lighting, under the expert guidance of Mr. Montgomery, was excellent. When the occasional Eisenhower grin flashed, the result was natural and warm as compared with the overlighting that gave skin tones of some earlier telecasts a chalky pallor. The President spoke calmly and without effort, as at home as a
A SALUTE to
GENERAL FOODS

ASCAP—The Thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP-licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.
CRACK! There it goes; another BROADCASTING • TELECASTING advertiser's ad sizzling dead-ahead for a record-breaking run.

The batter's B•T, the newsweekly of radio and tv whose every page clicks with on-the-spot news to be found nowhere else.

Little wonder: B•T has the largest editorial staff in its field. B•T has the most news and the most features. B•T has the greatest advertising volume. B•T has the most paid circulation based where it counts.

Want all-hit, all-run results from your advertising promotion? Then team up with B•T. It's the walk-away pennant winner!
Building Car Listening
EDITOR:
... During the last two months I have had occasion to take three motor trips ranging from 325 to 650 miles from home. After I am 75 to 100 miles from Pueblo I have no more idea where on my dial I shall be able to tune in the nearest or the best reception than a man in the moon ... On these three trips there were only three or four roadside signs telling me the network affiliate or the kilocycles ... Each station spending $300 or $400 on medium to small road signs with the kilocycles in Scotchille could get the job done and no one would be hurt ... I feel the radio stations are losing a golden opportunity to do a good job of public relations to the traveling public and to the town or city from which they broadcast.

R. B. Flemont
R. B. Flemont & Sons Adv.
Pueblo, Colo.

Back in Harness
EDITOR:
Ever wonder what happened to Mark Woods? You'll recall he retired from the ABC presidency several years ago after having served for a quarter-century in radio's top echelons. Well, here's documentary evidence of what he's doing.

Name Withheld

[EDITORS NOTE: The Florida correspondent who intercepted the envelope reproduced above reports that Mr. Woods will "cover" the Augusta National golf tournament.]

One and Only
EDITOR:
APRIL 5 BROADCASTING • TELECASTING PAGE
SEVEN REGARDING KFYO AFFILIATION WITH CBS RADIO STATEMENT IN ERROR. KFYO WILL NOT OPERATE AS A DUAl ALIANCE WITH CBS AND ABC. KFYO WILL BECOME A FULL TIME AFFILIATE WITH CBS RADIO NETWORK ON JUNE 1, 1954 AND WILL NOT OPERATE DUAL AFFILIATION WITH ANOTHER NETWORK ...

GORDON THOMPSON
GENERAL MANAGER
KPYO LUBBOCK, TEX.

Fm for Hi-Fi
EDITOR:
... As to am broadcasters, generally, making much of a success day for the so called hi-fi audience, I doubt it for the following reasons:

It is not, engineering wise, economical or practical (in most cases) for the am broadcaster to upgrade the technical performance of his facility, even in the intense signal area, to meet the larger range reproduction standards, which are a prime requisite, and 30 cycles to 15 kc response is only one of the necessary requirements.

If a 50 kw am station actually met the required standards of transmission, its program service would be properly listened to only in a very small part of its accustomed coverage area. This would be brought about by the inordinate amount of interference produced by co-channel and adjacent channel services. Its own wide band service would also produce an illogical increase in interference to the service of other stations.

An fm station, with a fraction of the effective radiated power, could do an incomparably better and more efficient job over a larger area ...

Transcending all technical problems is the question of how an am station would or could afford to program, so as to satisfy the quite discriminating tastes of the subject audience as to type and content, and at the same time, not repel a significant part of the mass audience, upon which its current rating probably mainly depends.

The answer is, in my opinion, to selectively program for and selectively sell this audience through fm, wherever there is a will, energy, wherewithall and the understanding necessary to build it.

Gerald R. Chinski,
Technical Dir.
KXYZ Houston, Tex.

Here to Stay
EDITOR:
WHUM-TV joins with many other uhf stations who I am sure have written to congratulate you on your report of the symposium on "Uhf Television—Boom or Bust" conducted during the recent IRE convention [B&T, March 29].

It seems to me there has been too much negative thinking about uhf television, and not enough positive. Matter of fact, most of the stuff you hear is a lot of misinformation along the lines of ... "I heard it from a friend of mine whose Aunt Tillie knows a guy who knows a fellow, etc. ..."

I say, Rubbish! ...

Keep on giving the facts. Uhf is here to stay.

Robert M. Reuschle,
Natl Sb. Mgr.
WHUM-TV Reading, Pa.

Plea for Realism
EDITOR:
I cover the four state area of the Southwest calling on tv stations only. At present a total of 40 stations exists in my territory and they are popping up like flies all around us.

 Everywhere I go (with a few exceptions) I see lavishness, high investment, large overhead. The more I see, the more firm are my convictions that the only answer to especially the uhf station is a minimum operation. This means low-priced studio equipment for film and live. This means a transmitter room right behind the control room, one studio and not more than a total of an eight-man staff. This means a simple, rectangular building immediately adjacent to the tower ...

The major prerequisites for starting any business can be summed up in keeping the initial investment small, maintaining a minimum essential overhead, and operating efficiently. Today this is possible in television ... Forget about imitating the big boys. They are making money because they were here first.

Mort Zimmerman, Pres.
Commercial Electronics Corp.
Dallas

Page 18 • April 12, 1954
HI FI DO

W E prepared ourselves for a New Experience. The host revved up his test equipment, checked roll-off, measured gram pressure of stylus, interpreted the cathode-ray oscilloscope and various voltmeters, ohmmeters, and a wave-distortion analyzer. The tweeters, the middles, the woofers had their impedance matched and re-matched in the crossover network; the air in the speaker-array’s baffle was vacuum cleaned, the needle brushed, the record brushed, the strobe disk read for turntable speed. All was ready. The house lights dimmed (and why not, with all that load?). The guests, a little dim themselves after an hour of preparation, settled back among the wires, coils, tubes and tools for a sound experience of ineffable pleasure. The needle found the groove, there was an expectant hush . . .

The dog started howling.

Our host was playing his favorite record—at the equipment’s maximum 20 watts. It was a frequency test record, audible in part only to canines.

* * *

Today’s hi-fi aficionados resemble radio fans of the early 20’s, tearing down, rebuilding, getting neurotic about real or imagined hook-up imperfections, often losing sight of the purpose of all the fooling around—the enjoyment of sound.

What’s this got to do with WMT? It has to be dragged in by the tail, but this is what it has to do with WMT. We have a lot of fancy equipment, a lot of power (5,000 watts AM, 100,000 watts TV) but our eye is on the target: building audiences that buy our sponsors’ products.

The Katz Agency will supply hi-fi proof.

WMT and WMT TV
CBS for Eastern Iowa
Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency
"THE MORE THE MERRIER"
WE ALWAYS SAY...

WBNS-TV takes great pride in its fast growing group of
national promotion awards.
Last year WBNS-TV received the Billboard, duPont and
Sigma Delta Chi plaques.
So far this year 4 more have been added!

Namely:
* Billboard's Film Service Poll awards (one first place, two
second places, one third place and one specific mention)
* Billboard's Audience Promotion award.
* Billboard's Merchandising Promotion
* Zenith Television award (for public service programming,
received by WBNS-TV's Fern Sharp for her "Sharp Com-
ments" series)

WBNS-TV accepts these honors as a responsibility. The high
standard of operation which made possible these awards will
continue to provide top ranking service and programming on
both national and local levels.

Charles B. Ganz
on all accounts

A STAUNCH supporter of radio as an adver-
tising medium and of the independent radio
station as a selling force is Charles B. Ganz,
president of Smith & Ganz Inc., Hollywood
advertising firm.

Most of the firm's $300,000 billings for
radio and tv (mainly radio) in its 10 months
of existence have been for local and regional
advertisers, lending authority to the veteran
agency executive's contention that "tv has out-
priced itself for the local advertiser."

Within the specialized field of the Hollywood
firm, that of lead-deal and mail-order selling
for such firms as Hall-Howard Co. and Save-
by-Mail Inc., both N. Y. and Ransom Insurance
Agency (American Family Hospital Plan), Los
Angeles, Mr. Ganz states radio always out-
produces in volume-for-cost against tv.

Over the years, Mr. Ganz has worked out
a campaign which he guarantees to sell any prod-
uct. Concisely, it is to buy a 7-day schedule
of 30 second spot announcements throughout
the broadcast day, one every 15 minutes, on
a minimum of 4 independent stations on 4
different dial positions.

Born in New York 49 years ago, he attended
public and business school there. Starting his
business career early, he sold his first life in-
urance policy at the age of 16, later becoming
the youngest branch manager for Equitable Life
Assurance Co., New York, at 21. Moving to
California in 1926, he entered radio two years
later as an account executive for KGJJ Los
Angeles. After 12 years as a station time sales-
man, he joined Allied Advertising Agency, Los
Angeles, as account executive, moving to Smith,
Bull and McCreery Inc., Hollywood, in a similar
capacity five years later. He became secretary-
treasurer of Walter McCreery Inc., Beverly
Hills advertising firm, in 1949, leaving to form
a partnership with the late Richard (Dick) Smith
in April 1953. Six weeks after the new firm
was established, Mr. Smith died and Mr. Ganz
took over full management of the firm.

In March 1953, when President Roosevelt
took office and closed the banks, Charles Ganz,
like many others, found himself in the embar-
rassing position of having no ready cash on
hand. Intensifying his embarrassment was the
fact he was to marry the former Alice L. Camp.
He laughingly remarks his marriage began on
credit. These days besides reading and trying
to keep up with two lively daughters, Patricia,
14, and Sharon, 11, he spends much time doing
the odd jobs around home in the Westwood
section of Los Angeles.
The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction. Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte's construction was more than twice that of Washington or Baltimore.

Charlotte's out-size construction bill mirrors not only city but area needs. For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

Coverage to Match the Market
Represented Nationally by CBS Radio and Television Spot Sales
A RUGGED-FACED sportswriter-turned-columnist named Edward Vincent Sullivan—whose poker table mien and brittle Irish wit have carried him through a lifetime newspaper career and a depression-era fling at radio, climax ed by a highly successful venture into television—has been knighted with a rather unlikely sounding title: “America’s No. 1 automobile salesman.” This acknowledgment of Ed Sullivan’s inside and outside salesman ship on behalf of the 1,700 Lincoln-Mercury dealers who sponsor his CBS-TV Toast of the Town did not come about through the ballyhoo of some happy press agent. In two years the stern-visaged “toastmaster” has traveled 100,000 miles to meet his sponsors in person and to make appearances tied in with Lincoln-Mercury advertising’s “Modern Living” theme.

That his L-M dealer-sponsors are pleased with the arrangement is patent. Three Sundays ago they completed five years of sponsorship for Toast, which began June 20, 1948. Never before, their ad budget says, has a single individual been so directly responsible for the sale of so many automobiles.

Between shows the 51-year-old television personality and Broadway columnist, a grandfather of two weeks, is making 40 trips a year around the country, emceeing at fashion, furniture and carpet shows and various traffic-building projects put on by major department stores. As a side bet he also appears at charity fund appeals and public service functions.

Proud of being born in New York, in 1902, Mr. Sullivan moved with his family to Port Chester, N. Y., after his twin brother Daniel died. He attended St. Mary’s parochial school and Port Chester High School, where he won 12 letters in sports and captained its champion baseball team.

After leaving school, Mr. Sullivan became sports editor of the Port Chester Daily Item at $10 a week. He also wrote obituaries and covered town board meetings and police. He joined the old New York Evening Mail in 1920 as a sportswriter.

From the Mail, he went to the World, the Morning Telegraph and the Graphic as sportswriter. After 12 years of sports he became a Broadway columnist and shifted later to the Daily News, establishing his “Little Old New York,” which he still writes.

Ed Sullivan not only co-produces and emcees Toast of the Town, but arranges for most of the acts. On his show have been such luminaries as Bob Hope, baseball’s Leo Durocher, Irving Berlin, Ann Jeffreys, Oscar Hammerstein II and Richard Rodgers, Gen. Jonathan Wainwright, and boxing’s Georges Carpentier, Barney Ross and Joe Louis. His biographical sketches on Toast have included such people as Sam Goldwyn, Walt Disney and Sophie Tucker.

As a Broadway columnist he branched out into vaudeville, radio and benefit shows in the early 30’s. His “Dawn Patrol” stage troupe has trod the boards for years and starred some of the nation’s leading entertainers.

Mr. Sullivan is well known for the charity affairs he has arranged, especially during World War II. His big show for Army Emergency Relief grossed $226,500, which is claimed to have broken all records for a one-nighter. Later his gross for the American Red Cross at Madison Square Garden passed that figure with $249,000. The armed forces cited him five times for selling war bonds and taking shows to military hospitals during the war years.

Ed Sullivan made his radio debut on CBS in 1932 with his own program and introduced to the airwaves such notables as Jack Benny, Jack Pearl, George M. Cohan, Florenz Ziegfeld, Jimmy Durante, Gertrude Niesen, Jack Haley, Frances Langford and Irving Berlin.

He feels one of his most important accomplishments in radio was bringing Jack Benny to that medium. He met the comic in a Broadway restaurant one night in May 1932 when vaudeville was going out and radio was coming in, and invited him to be guest on his CBS program. Mr. Benny accepted reluctantly because he “didn’t know anything about radio.” In 1942—on his 10th anniversary of the air—Mr. Benny repeated on his own program the script of the original Sullivan broadcast.

Mr. Sullivan married Sylvia Weinstein in 1929. Their daughters, Betty, who is married to L. Robert E. Precht, Jr., presented them with a grandson March 29.

Ed Sullivan’s wide acquaintance with celebrities of the sports and show worlds and his experience as a vaudeville trouper, stage of benefit rallies and as a big-name newspaperman, helped get his Toast of the Town off to a brilliant start in 1948. With his 30 years of work on New York dailies and as a columnist writing from Broadway, Hollywood, Europe and Latin America, he has made friends with many people in the public eye.

Mr. Sullivan has no intention of dropping out of tv as he did out of radio. About that, he says:

“IT was on the ground floor of radio and dropped out of it, like a big dope. Now, I’m in on the ground floor of television, and I’m not giving up my lease until the landlord evicts me.”
We present it as a practical symbol of the vast industrial momentum that makes our part of the nation so important.

Throughout 116 active counties in five states—all served by WSAZ-TV—you'll find thousands and thousands of time clocks. Day after day, they record the working hours (and earning powers) of people whose skills have helped make this Ohio Valley the veritable industrial heart of America.

Here's a market of jackpot dimensions—in area... in number of families... in annual income... in buying power (and inclination to buy) ... in rate of growth. Many of the nation's best-known industrial names swell its prosperity with their payrolls, adding to a total income that now tops four billion dollars a year!

Only one television station commands all this vista, reaching into its homes with a persuasive influence on buying habits that is wondrous to have working for you. Many top advertisers have discovered the selling power of WSAZ-TV. It can work as well for you.
NEW VIDICON

RCA's Superior

For MULTIPLEXING, or direct use!

RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).
DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA’s TK-21 Film Camera does for film picture quality what the RCA Image Orthicon Camera has done for “live” picture quality.

“Live” picture sharpness!
For unsurpassed picture detail, choose the RCA Vidicon film camera! It’s the only film pick-up system with enough signal output (and low enough noise in the signal) to use aperture response correction. Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. Benefit: You produce finer film pictures...with a quality you get from your studio camera.

“Live” picture contrast!
The RCA Vidicon adds “studio” realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction...0.65, constant over a dynamic range of 150 to 1. Benefit: You get more realistic film pictures than ever before possible.

Low light source requirements!
The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust “wall focus” and “beam” from day to day...then this camera virtually runs by itself.

RCA VIDICON Film-Camera Chain TK-21 includes:
1. VIDICON Camera MI-2627
2. RCA-6326 VIDICON Tube MI-3667
3. Control Chassis MI-2608
4. Deflection Chassis MI-2609
5. Remote Control Panel MI-2624
6. WP-338 Power Supply MI-26085-B

For the finest TV film reproduction you’ve ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

4 picture sources in multiplexed use!

An RCA Multiplexer, Type TP-II allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.
Your dollar delivers 89.4% more on KWKH than on Shreveport's second station!

It's a cinch to figure Shreveport's Number One radio value—it's KWKH, hands down.

KWKH gets three times as many Average Daily Listeners as Shreveport's second station—actually delivers 89.4% more listeners-per-dollar!

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

Ask your Branham man for all the facts about KWKH's superiority, here in the important Arkansas-Louisiana-Texas area.

50,000 Watts • CBS Radio •

```
“B”  KWKH
LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH
A Shreveport Times Station

The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
```
SUMMER SPONSORS BUYING: $40 MILLION IN BASEBALL

SPRING and summer, once a seasonal symbol of declining radio revenues, now offer new sponsors and new money to both radio and TV broadcasters. Starting tomorrow (Tuesday), the baseball season promises well over $40 million in contracts.

And then comes the summer, with indications already pointing to a busy season on agency row in major cities. Besides the usual seasonal buyers of time--beverages and foods--other lines show renewed interests in reaching the warm weather audience.

In a quick check of major timebuyers, BT finds a score of East and West Coast agencies working on plans for summer campaigns. There will be more, many more, within another month.

**COMING MONTHS PROMISE BIG SEASON FOR SPOT**

UPCOMING hot weather promises to swell the spot revenues of the nation's radio and television stations, according to a BT survey last week which revealed a score of national and regional advertisers already placing summer schedules.

The advertisers include ice tea manufacturers, brewers, soft drink producers and makers of ice and ice cream confections.

Two tea companies, Lipton's and Tender Leaf, are preparing their summer schedules.

Thomas J. Lipton Inc., Hoboken, is expected to break its seasonal bid for its iced tea about mid-June with a six-week radio and television spot campaign on about 250 stations in over 100 markets. Young & Rubicam, New York, is handling the account. Actual buying probably will start early in May.

**Standard Brands Shifts**

Standard Brands, for Tender Leaf Tea, New York, as of the first of this year had planned no radio or television budget but had expected to use the money for print advertising. But as of last week, on recommendation of its agency, Compton Adv., New York, a radio and TV spot budget was set aside for a 13-week campaign probably to be launched at the end of May or first of June. The number of markets has not been determined.

Three ice and ice cream manufacturers--Good Humor, Eskimo Pie, and Howdy Doody products--will use radio and television spots.

Good Humor, New York, through David J. Mahoney Adv., New York, effective early in May, will start in five cities for six weeks. The cities are New York, Chicago, Detroit, Cleveland, and New Haven.

Eskimo Pie, New York, through Buchanan & Co. there, is using radio and television spots in 30 markets, starting April 15 and running through the end of July.

Doughnut Corp. of America, New York, has a license from Kagran Inc., New York, to produce Howdy Doody ice cream confections, which will be promoted on a spot schedule. Contracts vary from four weeks to 13 weeks and start late April and early May. Blaine-Thompson Co., New York, is agency.

Three soft drink producers to use spots are White Rock, Kool-Aid, and Bev-Rich Products.

**Hollywood Stars Baseball Fans Will Hear Game Play-by-Play on KFWB**

White Rock Ginger Ale, through its newly appointed agency, David J. Mahoney, which has started a test campaign in New York, is planning to expand its spot schedule in several White Rock bottler area markets.

National advertising for Kool-Aid soft drink powders, Chicago, in 1954 will be doubled over last year in a major campaign using television, magazines, comics and billboards, Jim Andrews, Bayles, New York, to handle its line of premium soft drinks. The company claims to be one of the first to package carbonated drinks in flat top cans. Although SCA&B has just been appointed and its plans for Bev-Rich are still being formulated, radio and television will definitely be used, BT learned.

Falstaff Brewing, St. Louis, through Dancer-Fitzgerald-Sample, New York, effective mid-April, will start a 26-week spot radio and television announcement campaign in 15 markets in the St. Louis area. This is in addition to its heavy radio and television activities, which includes a Saturday baseball game on TV, Mutual's Game-of-the-Day and a number of other sports events on many stations across the country.

Narragansett Beer, Providence, R. I., in addition to its baseball schedule (see below) is using radio spot announcements for a five-week campaign on about 15 stations. Cunningham & Walsh, New York, is agency.

J. A. Folger & Co., San Francisco (coffee), will continue its full radio and TV schedule during the summer, according to Raymond R. Morgan Co. In addition to spot radio and TV in the West, Folger will have six-week Frank Hemingway and the News on 79 Don Lee and Intermountain Network stations plus co-sponsorship of Queen for a Day on KHH-TV Hollywood.

Sunkist Growers, Los Angeles (frozen lemonade), on June 1 starts 40 temperature spots weekly on CBS New York and 60 weekly on WNBC New York, 13 weeks, through Foote, Cone & Belding, Los Angeles.

**Rheingold Starts Spot Series**

Rheingold Brewing Co., Vernon, Calif., subsidiary of Liegman Breweries, on April 19 starts a heavy radio TV spot series in Southern California. It includes 30 spots weekly on each of 40 stations in 10 markets, 37 plus 10 spots weekly on 13 TV stations in six markets. Agency is Foote, Cone & Belding, Los Angeles.

Paine & Co., Los Angeles (Kitchen Fresh, Hickory Smoked potato chips), continues its spot and participation series on seven California radio stations and one TV outlet. Others will be added in the summer, through Jimmy Fitz & Assoc., Hollywood.

Franilla Ice Cream Co., Los Angeles (using Southern California independents, plans a saturation spot summer radio campaign starting in June through Tullis Co., Hollywood.

Ardens Farms Co., Los Angeles dairy products firm and consistent local buyer, will increase spots in mid-June on five Los Angeles area radio stations. It will continue co-sponsorship of The Little Schoolhouse on KTTV (TV) Hollywood and participation in Sheriff John on that station. Allied Adv. Agencies, Los Angeles, has the account.

Nehi Beverage Co., Los Angeles, through Raymond R. Morgan Co., Hollywood, plans a local area summer campaign including spot.

Maier Brewing Co., Los Angeles, through Enterprise Adv. Agency, continues its year-round radio saturation spot schedule on five
stations and programs on four stations. The firm has half-hour and 90-minute programs.

Pepsi-Cola Bottling Co. of Los Angeles, through Blow Co., starts a pre-supper campaign of participations, spots and programs to cover three counties, using Negro, Spanish and Jewish programs. The sponsor will use 12 radio and three tv stations, with more to be added in June.

Los Angeles Brewing Co. (Eastside Beer), placing through Warwick & Legler, continues one-third sponsorship of Hollywood Stars and Los Angeles Angels home games on KFJ-TV plus a heavy radio-tv spot schedule in southern California.

**BASEBALL BROADCAST SEASON SHAPES UP AS RECORD**

BASEBALL’S formal opening tomorrow (Tuesday) will set off a record series of aural and tv broadcasts of major and minor league games, with the season’s package of play-by-play and adjacent features likely to pass the $40 million mark.

Sponsor negotiations have not been completed in all major league cities though the picture was clearing up rapidly at the weekend. Again sponsors as Atlantic Refining, Chesterfields, Valley Forge, Goebel, Burger, Miller, Sinclair, White Owl, Coca-Cola, Carlings, National Bohemian, Falstaff, Colgate, Schaefer, Camel, Lucky Strike and Ballantine will bring home games and round-up programs to the nation [B&T, Feb. 8].

New in the sports picture will be the Baltimore Orioles, formerly the St. Louis Browns. National Beer is sponsoring 89 tv games in Baltimore, dividing among WMAR-TV and WAAM (TV), plus some games in nearby cities with tv. Radio will be carried on WCBM. National is sponsoring the Washington Nationals radio on WWDC there, with 58 telecasts on WITG (TV).

Esskay Meat Products Co., Schmidt Bakery and Sherwood Brothers Sinclair gasoline dealers will sponsor Bobo Newsom, ex-pitcher, on WAAM (TV) and WMAR-TV Baltimore before and after Orioles game telecasts. Van Sant, Dugdale, Baltimore, is Esskay and Sherwood agency.

The Orioles will be greeted April 15 for their first home game with a city parade and celebration.

Atlantic Refining has enlarged its four-city sponsorship, sharing games in Philadelphia, Boston and Pittsburgh with co-sponsors. Like many of the other sponsors, Atlantic has been bringing an extensive schedule of spring training games and commentaries via radio and tv.

MBS again is carrying a “Game of the Day” on ABC-TV and the Saturday telecast, “Game of the Week.”

Minor league cities will have extensive sponsorship, with the usual resentment over major league broadcasts. Again this year some cities are selling blocks of tickets to fans as a way of stimulating attendance and preventing telecasts from hurting the gate.

As in the past, many major league cities will feed their games to radio hookups ranging upward to four stations.

Ballantine Beer, through J. Walter Thompson Co., will sponsor Yankee home games on WPXI (TV) New York, except third and seventh innings, which will be sponsored by White Owl Cigarettes through Young & Rubicam. Mel Allen and Jim Woods will do the play. Red Barber will do 15-minute-before and 10-minute-after commentaries for R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty Co.

WINS New York will carry all Yankee games for Ballantine, through J. Walter Thompson Co., with third and seventh inning sponsorship by White Owl Cigars through Young & Rubicam. Play-by-play will be by Mel Allen and Jim Woods. Leo Reiter will do a pre- and post-game broadcast which will be available for local sponsorship. There will be a 20-station baseball network this year again but sponsorship information is not available.

WMGM New York will carry all Brooklyn Dodgers games on radio, with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO is agency for both. Connie Desmond, Vince Scully and Andre Baruch will announce. Twenty-five-minute pre- and 25-minute post-game features, Warm-Up Time and Sports Extra will be carried, featuring Marty Glickman, Bert Lee and Ward Wilson, and will be available for local sponsorship.

WOR-TV New York will present Dodger home games with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors, both through BBDO. Connie Desmond, Vince Scully and Andre Baruch will announce. Happy Felton will be featured in a one-half hour show before each home game. Krits Holy Gang, which will be sponsored by ten savings banks in Brooklyn and Queens through Muir & Co., N. Y., and in a 15-minute post game feature, Talk to the Stars, for which one-half sponsor-
ticipating basis. Between double-headers, there will be a 15-minute Double-Header Stretch with Bobo Newsom, ex-pitcher, on WMAR-TV New York.

Schaefer, Camel, Lucky Strike and Ballantine will bring home games and round-up programs to the nation.

**GAMES OF MEMPHIS CHICKS WILL BE SPONSORED BY WHBQ BY TENNESSEE BREWING CO.**

Sponsoring contract (I to r): Tom Ragland, WHBQ radio sales manager; E. C. Kroussnick Jr., president of sponsor; Ernest Lee, president of Merrill Kramer Inc., advertising agency.

Ship has been contracted by Pioneer Division, Borden Co., through Doherty, Circle, Steers & Shenfield. Another sponsor is set to be signed.

WPIX (TV) New York will telecast Giants home games with sponsorship by Liggett & Myers (Chesterfield) through Cunningham & Walsh. Russ Hodges and Bob Delaney will announce. Frankie Frisch will do 15-minute pre- and 10-minute post-game telecasts of home contests with one-half of all these telecasts to be sponsored by Colgate-Palmolive Co. through Sherman & Marquette. Sponsors of games or adjacents include Beechmount Packing Co., Petri Wine, Paper Mate Pens, Hoffman Beverages and Pabst Beer.

WMCA New York will carry all games of Giants under sponsorship of Liggett & Myers (Chesterfield), through Cunningham & Walsh. Russ Hodges are the announcers. Johnny Mize and Johnny Most will present 15-minute pre-game feature titled Johnny on the Spot, which is being sold on a local par-

---

_Summer Business & Baseball_
BASEBALL FEATURE by Chuck Dressen, manager of the Oakland Oaks, to be sponsored on KPIX (TV) San Francisco by Frank Edwards Co., is signed up by (1 to r) seated, Lou Simon, KPIX sales manager; Mr. Dressen; George Sundby, Edwards’ sales-promotion auto division manager; standing, Carl Christopher, George Taylor Agency; Robert Edwards, sponsor vice president; Harry Diner, KPIX salesman, and Bob Fouts, producer.

Redlegs Coverage

In Cincinnati, where the Redlegs last year opposed night baseball tv, WCP0-AM-FM-TV will cover baseball, with Burger Brewing Co. buying the entire package, through Midland Adv. Agency, as it has for many years.

Walt Hoyt and Bob Gilmore will take care of descriptions, simulating in some instances. The tv slate includes weekdays, Saturdays and five night games. WCP0-TV also will feed WHIO-TV Dayton and WSAZ-TV Huntington, W. Va. WCP0-FM will feed over 33 stations in Ohio, Kentucky and Indiana.

Lineups also have been set for Chicago.

Four advertisers will pick up the check for complete home and away coverage of the Chicago White Sox and Cubs, with provision for local sponsors along regional network routes. The advertisers are Simonsen’s Inc., General Cigar Co. (White Owls), General Finance Co. and Coca-Cola. Bob Elston and Don Wells will do the Sox on WCFL and Bert Wilson and Robert Elston the Cubs on WIN, with all games aired district or live on the road.

The regional hookups comprise 36 stations for Sox and 24 for the Cubs, the latter’s having been cut down because of the relatively new Milwaukee Braves franchise, knocking out some Wisconsin outlets. The Cubs will be aired on five iowa, nine Illinois and 10 Indiana stations. Sox games will reach listeners in Indiana, Wisconsin, Illinois, Michigan, Iowa and Nebraska.

Co-Sponsors for Cubs

Tv-wise Liggett & Myers (Chesterfields) and Hamm Brewing Co. will co-sponsor 77 Cubs home games and perhaps 55 Sox local games on WGN-TV Chicago, with Jack Brickhouse and Harry Creghten handling commentary. The White Sox club does not permit night telecasts.

WGN-TV Chicago also announced the sponsor lineup for baseball adjacencies covering the White Sox and Cubs telecasts. The Leadoff Man show was purchased by H-A Hair Arranger, through Schwimmer & Scott; first half of the Tenth Innings by United Airlines, through N. W. Ayer & Son; and last half by Walgreen Drug Stores, also Schwimmer & Scott. Another segment, Batting Practice, also is scheduled with Miles Labs as sponsor.

Agency is Geoffrey Wade Inc.

Similar adjacent radio shows have been purchased around the White Sox games on WCFL and WIND Chicago, though details have not been made available.

Midwest Baseball Network will number approximatively 30 stations for Chicago Cubs baseball broadcasts this year, WIND Chicago indicated last week. Network will be larger despite dropping of Wisconsin outlets, with stations committed in Illinois, Indiana and Iowa, according to John Carey, commercial manager. Milwaukee Braves games will be aired in the dairy state. WIND aired Cubs’ exhibition games Saturdays and Sundays from March 6.

Meanwhile, WLOL Minneapolis will carry the major league Game of the Day starting March 28 under co-sponsorship of Gheeka beer and Twin City Federal Savings & Loan, the station has announced. Additionally, WLOL will carry home and road contests of the Minneapolis Millers minor league club.

Miller Brewing Co., through Mathisson & Associates, has about 20 stations for complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braives’ Tv Policy

The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV’s Game of the Week program until it was discovered they couldn’t beam the inter-league games into major league cities. Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-anouncer-station lineup has already been underway through spring exhibition coverage.

WBBW-TV Kalamazoo, WHIO-TV Wilmington, WWTV Lansing, WJIM Lansing, WHB-TV Kalamazoo, and the bulk of the subscribers, it was explained.

Van Patrick and Paul (Dizzy) Trout will handle play-by-play and color. The Tigers have a policy of no-night, no-Sunday and no-holiday television, and the bulk of the telecasts will be on Saturdays.

WJBK-TV will feed five other outlets, WJM-TV Lansing, WNEM-TV Bay City, WTVT (TV) Cadillac, WTAQ-TV Flint and WKZO-TV Kalamazoo, all Michigan. WJBK radio will originate for 33 stations on a regional hookup, all in Michigan except WTOL Toledo, Ohio.

Saturday Schedule

Also on Saturdays, ABC-TV’s Game of the Week, for Falstaff Brewing Corp., St. Louis, will be on KOY-TV Phoenix, KSB-TV El Paso, KJEO-TV Fresno, KGO-TV San Francisco, KKC-TV Sacramento, KBAB-TV Bakersfield, KBTV (TV) Denver and KVOA-TV Tucson. Same program is offered cooperatively on KABC-TV Hollywood (H. J. Caruso, Dodge-Plymouth dealer, L.A., through Warwick & Legler, main sponsor), and KFMB-TV San Diego. Yet unsealed is similar cooperative deal for KDYT (TV) Santa Barbara, Calif.

In addition, some stations are offering coronal interview and pre, post and between-game programs. The list includes quarterly hour KJHU-TV Hollywood Sports Spotlite film series between Sunday double-headers, sponsored alternately by Wynn Oil Co., Azusa, Calif., and Blaine Walsh Inc., through Mathisson & Associates, has about 20 stations for complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braives’ Tv Policy

The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV’s Game of the Week program until it was discovered they couldn’t beam the inter-league games into major league cities. Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-anouncer-station lineup has already been underway through spring exhibition coverage.

WBBW-TV Kalamazoo, WHIO-TV Wilmington, WWTV Lansing, WJIM Lansing, WHB-TV Kalamazoo, and the bulk of the subscribers, it was explained.

Van Patrick and Paul (Dizzy) Trout will handle play-by-play and color. The Tigers have a policy of no-night, no-Sunday and no-holiday television, and the bulk of the telecasts will be on Saturdays.

WJBK-TV will feed five other outlets, WJM-TV Lansing, WNEM-TV Bay City, WTVT (TV) Cadillac, WTAQ-TV Flint and WKZO-TV Kalamazoo, all Michigan. WJBK radio will originate for 33 stations on a regional hookup, all in Michigan except WTOL Toledo, Ohio.

Saturday Schedule

Also on Saturdays, ABC-TV’s Game of the Week, for Falstaff Brewing Corp., St. Louis, will be on KOY-TV Phoenix, KSB-TV El Paso, KJEO-TV Fresno, KGO-TV San Francisco, KKC-TV Sacramento, KBAB-TV Bakersfield, KBTV (TV) Denver and KVOA-TV Tucson. Same program is offered cooperatively on KABC-TV Hollywood (H. J. Caruso, Dodge-Plymouth dealer, L.A., through Warwick & Legler, main sponsor), and KFMB-TV San Diego. Yet unsealed is similar cooperative deal for KDYT (TV) Santa Barbara, Calif.

In addition, some stations are offering coronal interview and pre, post and between-game programs. The list includes quarterly hour KJHU-TV Hollywood Sports Spotlite film series between Sunday double-headers, sponsored alternately by Wynn Oil Co., Azusa, Calif., and Blaine Walsh Inc., through Mathisson & Associates, has about 20 stations for complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braives’ Tv Policy

The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV’s Game of the Week program until it was discovered they couldn’t beam the inter-league games into major league cities. Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-anouncer-station lineup has already been underway through spring exhibition coverage.

WBBW-TV Kalamazoo, WHIO-TV Wilmington, WWTV Lansing, WJIM Lansing, WHB-TV Kalamazoo, and the bulk of the subscribers, it was explained.

Van Patrick and Paul (Dizzy) Trout will handle play-by-play and color. The Tigers have a policy of no-night, no-Sunday and no-holiday television, and the bulk of the telecasts will be on Saturdays.

WJBK-TV will feed five other outlets, WJM-TV Lansing, WNEM-TV Bay City, WTVT (TV) Cadillac, WTAQ-TV Flint and WKZO-TV Kalamazoo, all Michigan. WJBK radio will originate for 33 stations on a regional hookup, all in Michigan except WTOL Toledo, Ohio.

Saturday Schedule

Also on Saturdays, ABC-TV’s Game of the Week, for Falstaff Brewing Corp., St. Louis, will be on KOY-TV Phoenix, KSB-TV El Paso, KJEO-TV Fresno, KGO-TV San Francisco, KKC-TV Sacramento, KBAB-TV Bakersfield, KBTV (TV) Denver and KVOA-TV Tucson. Same program is offered cooperatively on KABC-TV Hollywood (H. J. Caruso, Dodge-Plymouth dealer, L.A., through Warwick & Legler, main sponsor), and KFMB-TV San Diego. Yet unsealed is similar cooperative deal for KDYT (TV) Santa Barbara, Calif.

In addition, some stations are offering coronal interview and pre, post and between-game programs. The list includes quarterly hour KJHU-TV Hollywood Sports Spotlite film series between Sunday double-headers, sponsored alternately by Wynn Oil Co., Azusa, Calif., and Blaine Walsh Inc., through Mathisson & Associates, has about 20 stations for complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braives’ Tv Policy

The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV’s Game of the Week program until it was discovered they couldn’t beam the inter-league games into major league cities. Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-anouncer-station lineup has already been underway through spring exhibition coverage.

WBBW-TV Kalamazoo, WHIO-TV Wilmington, WWTV Lansing, WJIM Lansing, WHB-TV Kalamazoo, and the bulk of the subscribers, it was explained.

Van Patrick and Paul (Dizzy) Trout will handle play-by-play and color. The Tigers have a policy of no-night, no-Sunday and no-holiday television, and the bulk of the telecasts will be on Saturdays.

WJBK-TV will feed five other outlets, WJM-TV Lansing, WNEM-TV Bay City, WTVT (TV) Cadillac, WTAQ-TV Flint and WKZO-TV Kalamazoo, all Michigan. WJBK radio will originate for 33 stations on a regional hookup, all in Michigan except WTOL Toledo, Ohio.
Exchanges, Los Angeles, through Factor-Breyer, same city; KJH-TV Baseball Warm Up, yet upheld; and Scoreboard, Knaholz Gang and Dropouts Interviews, KSAN-TV San Francisco, no sponsors reported.

Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, same city, looms as largest radio-television baseball advertiser on Pacific Coast. Budget around $150,000, supposedly equal to last year's. Besides one-third sponsorship of weekday Oakland A's games on KSAN-TV San Francisco, Lucky Lager will broadcast most of KKL Oak-land baseball on station's own broadcast, KMBC Hollywood Los Angeles Angels, KFBR Sacramento Solons, KWJJ Portland Beavers and KSDO San Diego Padres (last with Franco-American Bakers, San Francisco, and Sicks of Seattle, and Ford Dealers Assn. of San Diego, through J. Walter Thompson Co., Los Angeles.)

In addition, Lucky Lager will co-sponsor daily re-creations of major league games on KMBC Hollywood, KYA San Francisco, KOL Seattle, KPOA Honolulu and KILA Hilo, Hawaii, and is reportedly seeking more stations for such programs.

KYA enters its fifth year of re-created major league baseball programming, Vernonhead, KYA general manager, confirmed that 10 major league teams have entered into agreements for broadcasting of both day and night games on the station, with negotiations underway to carry games of other clubs, KAYO and ASG. Agreement made an out-of-court settlement of minor disagreement in the 1953 contract (see story below).

Other baseball sponsors include Seven-Up Bottling Co. of Los Angeles, through Morgan-Pryvette Inc., same city, KFDB Hollywood Stars games; and Sicks' Seattle Brewing and Malting Co. (Rainier Beer), Seattle, through Miller & Co., same city, taking first half of season at Los Angeles Seals games and opting in co-sponsorship of second half, with guaranteed continued full sponsorship if no other advertiser appears.

KTVQ (TV) Oklahoma City will carry two games of the local club each week. Some 60,000 tickets were to be sold before the season started as admission to the club and but sales fell below that total. Sponsoring the KTVQ games are Thrift-T-Wise food store, with narration by Jack Sherman, KTVQ sport director.

WHHM Memphis will carry 136 games of the Yankees, Dodgers and Giants under sponsorship of Nat Buring Packing Co., a $40,000 package signed by Cecil K. Beaver, WHHM vice president and general manager. George Mooney will handle re-creation.

Half the Cleveland Indians schedule will be sponsored on WBBW Youngstown, Ohio, by Century Foods Markets, with the other half sponsored by other local and national accounts.

WQXI Atlanta has exclusive rights to Cracker games. The station has sponsored MBS games daily for three years.

Consent Decree Settles Cubs-KYA Difference

A CONSENT decree acknowledging the right of the Chicago Cubs professional baseball team to control the broadcast of its home games—including re-creation broadcasts—was signed last week by KWA San Francisco.

The decree was signed in a suit brought by the Cubs and Mutual charging KYA broadcast re-creations of Cubs games in 1952 and 1953 without the Cubs' permission. A judgment for $5,000 damages also was entered against KYA. (KYA reported last week the Cubs were among major league clubs signing for station broadcasts this season. See preceding story.)

The case was brought in the U. S. District Court for the Northern District of California, Southern Division. Mutual carries Cubs games, along with those of other major league teams, as part of its Game of the Day series, under agreements with the teams involved.

Under the consent judgment in the KYA case, which Mutual hailed as "a significant victory" in the battle against "unauthorized broadcasting of baseball games," KYA is forbidden to broadcast without the Cubs' written permission any details of any home games of the Cubs other than "the score at the end of each half inning, team batteries and home runs.

The same applies to re-creations, and KYA also is barred from furnishing such information to others, and from getting it from others, without the team's consent.

Further Restrictions

The decree also enjoins KYA "from advertising, asserting or indicating, expressly or otherwise, that defendant KYA does or will have the right to furnish, transmit, communicate or broadcast any report, description, account or re-creation of any home game of the plaintiff Chicago club, without written authorization of the Cubs, which contains or consists of more than the score at the end of each half inning, team batteries, and home runs.

The station also is barred "from intercepting, converting or otherwise appropriating and using or disposing of for profit any radio or television broadcast authorized, made, distributed, produced or sponsored by either of the plaintiffs without written permission.

The injunction was signed by Federal Judge Louis E. Goodman.

Newman Agency Offers Billboard-Radio Trade

Los Angeles adman gives stations space on his billboards, the stations give him time, and he sells the time to a client.

RADIO time for billboard space is the latest trade gimmick of Ben Allah Newman, Los Angeles advertising man. In the Los Angeles advertising scene for over 30 years, Mr. Newman has dealt with many local stations, and they emphasize they consider his operation ethical.

In the current deal, Mr. Newman owns and controls a number of billboards in the Greater Los Angeles area. He exchanges billboard space with stations for time, which in turn he sells to his clients, either for cash, or for real estate, merchandise or anything of value, with learning.

Radio time is not the only media which the Ben Allah Newman Advertising Service seeks. At least two Los Angeles newspapers have exchanged space for space, and the classified Advertising has appeared in length. "Radio advertising for trade for what of value? Call..."

Stations dealing with Mr. Newman emphasize his clients complete full contracts. He acts only as an agent to line up clients for the required radio time. One station executive declared, "There's nothing wrong with his copy."

Sign Directly

Furthermore, time contracts are signed directly between the independents and Mr. Newman's clients, they point out, allowing stations more control over advertising content.

Mr. Newman's clients include automobile dealers, building contractors, real estate developments, hotels and resorts. In the past, he has dealt extensively with blue chips, exchanging them for radio time, another station man revealed. At least one station used them to entertain sponsors at a Mexican resort.

At present two stations, KFVB Hollywood and KVRF Pasadena, are engaged in the billboard operation, although Mr. Newman trades elsewhere as he develops deals. Asked the extent of his billing, Mr. Newman refused to divulge the information. However, one station reported it had made "some $2,000 in time available over a period."

Still another executive reported his station, a local independent, had not renewed its arrangement with the Newman service because, "We felt it conflicted with our own sales crew and normal agency channels."

"But there's lots worse things around radio in this city than Ben Allah Newman," he added.

Toni Purchases NBC-TV Segment With Tony Martin

THE TONI Co. has completed negotiations for the purchase of a weekly evening quarter-hour segment on NBC-TV with singer Tony Martin. Arrangements of the 26-week contract was to be made this past Friday.

Purchase of the 15-minute period (Mondays, 7:30-8 p.m. EST), the time vacated by the Arthur Murray Party, was the opening gun in Toni's campaign to increase its radio-tv properties for the summer season. Mr. Martin (effective April 26) gives the firm five television shows plus seven radio programs it either sponsors or on which it alternates sponsorship. Mr. Martin will do two shows from
New York and the rest from Hollywood—all live.

Also in the negotiation stage last Wednesday was a contract for a half-hour (Tuesdays, 8-8:30 p.m. EST) on NBC-TV to be vacated by comedian Milton Berle this summer. Toni was reported "in negotiations" for the time block.

The firm, which about a year ago spent in excess of $2 million on radio-tv, is spending "considerably more" in 1954. Toni sales had their best year in 1953, it was noted.

The campaign is on behalf of Toni's various home permanent and related products—Toni, Bobbi, White Rain Shampoo, Tame Creme Rinse, and Pron. The agencies involved are Tatham-Laird, Leo Burnett and Weiss & Geller.

The contract for Mr. Martin was placed through Tatham-Laird.

Toni is slated to assume weekly sponsorship of Arthur Godfrey and His Friends (Wednesdays, 8-8:30 p.m. EST) in June, after having carried the show on alternate weeks for years.

Brewing Firm Revises Radio Ad Plan

VAN MERRITT BREWING Co., Burlington, Wis., has revised a beer distribution project submitted to radio stations last December [BT, Jan. 4]. In a letter on Van Merritt stationery, signed by Jack Scott, as account executive of Bozell & Jacobs, Chicago branch, the brewery offers to send stations a "check for $400 and more as payment in advance on every case of Van Merritt beer ordered by your distributor in your primary area."

The December plan proposed to involve stations in selection of Van Merritt distributors. The new plan is described as "a cooperative arrangement...for your carrying out a broadcasting program that is in keeping with your selection as the exclusive station in your market."

Arrangement With Stations

Stations are to be paid 25 cents for each case the local Van Merritt distributor orders, minus 15% for the agency. This may be cut to 12½ cents later, according to Mr. Glueck's letter. He explains that when a distributor is named in the area, the station initiates its Van Merritt program, using up to 10 announcements per day plus one or more sports and news periods across the board.

Announcement letters would be mailed to chain stores, drug stores, taverns, package stores, restaurants and other outlets. Mr. Glueck offers this suggestion:

"This letter (or any special mailing that you may decide on to accomplish this purpose) would play up the EQUIVALENT expenditure that Van Merritt was making on your station. In other words, your mailing would emphasize the rate card rates of the Van Merritt program...indicate the total equivalent investment that Van Merritt had contracted for during the indicated period of cooperation."

Mr. Glueck adds that the 25-cent allowance is double the usual brewery advertising quota.

O'Keefe Joins S&S Agency

J. F. O'KEEFE JR., director of sales and advertising for Red Dot Foods Inc., Madison, Wis., has been named merchandising director of Schwimmer & Scott Inc., Chicago advertising agency, Jack Scott, S&S president, said last week. He said the move was made to provide clients with better merchandising service. Mr. O'Keefe will continue handling Red Dot advertising and merchandising in his new position.

Product Managers of Vick Chemical Co. were guests at Station Representatives Asn.'s Crusade for Spot Radio clinic at New York's Biltmore Hotel. L to r seated—T. F. Flanagan, SRA managing director; Mort Bassett, John Blair & Co., and Thomas Poole, Frank Davies, Clark Carter and Edward Geliert, all of Vick; standing—Reg Rollinson, Crusade general manager; Tom Campbell, Bronham Co.; Jack Thompson, Free & Peters; James Tuck, Weed & Co.; Robert Fenner, Vick; Frank Fitzpatrick, The Katz Agency; Art McCoy, Avery-Knodel Inc.; Reynolds Moore, Vick, and Byron Goode, Robert Meeker Assoc.

Hardware Promotion Gives Radio Half Its Budget

RADIO—624 spots on 16 stations in 14 markets—gets the $7,000 budget for a local-level promotion in western Washington State for National Hardware Week, April 16-24. Wholesale Schwabacher Hardware Co., Seattle, is sponsoring the promotion, with Keene & Keene, that city, as agency.

Radio and television stations included in the hardware promotion are KWLK Longview, KELA Centralia-Chehalis, KAPA Raymond, KTAC Tacoma, KGY Olympia, KIMA Yakima, KBKW Aberdeen, COMW Omak, KOMP Port Angeles, KPO Wenatchee, KPGU Bellingham, KBRC Mt. Vernon, and KING-AM-TV, KIR, KOL and KAYO Seattle.

Mortimer New President Of General Foods Corp.

CHARLES G. MORTIMER, executive vice president of General Foods Corp. for the last two years and associated with the company since 1928 in various executive capacities in advertising and marketing functions, was elected president and chief executive officer of the company at a meeting of the board of directors in New York last Wednesday.

Mr. Mortimer succeeds Austin S. Ingleheart, who was elected chairman of the board, replacing retiring in line with the company's retirement policy. Mr. Mortimer has been the company's chief operating officer for the past two years, working closely with Messrs. Francis and Ingleheart in over-all management of the firm.

American Tobacco Sales

Register Gains For '54

March sales of the American Tobacco Co., both in dollars and in unit volume, are estimated to be "substantially higher" this year than in March 1953, Paul M. Hahn, president, told the annual stockholders meeting last week in Flemington, N. J. He said exact figures are not yet available.

In answer to a stockholder's question about filter-tip cigarettes, Mr. Hahn said that for such a cigarette to give the consumer what it promises, it must "filter the smoke effectively and do so without sacrifice of the taste and the flavor that makes smoking a pleasure." He said the company is actively engaged in working on the development of such a filter-tip cigarette.

All directors of the company were elected.

Spot New Business

Standard Oil Co. (of Indiana) and Kraft Foods Co., Chicago, using commercials on radio-tv shows and announcements to publicize new Red Crown gasoline and vegetable oil, respectively. Standard will air messages on 30 radio and 10 tv outlets in Midwest. Kraft to utilize Kraft Television Theatre on ABC and NBC tv networks and The Great Gildersleeve on NBC radio to promote products. No extra expenditures involved.

Television Screen Productions, N. Y., announces it has completed a series of 20-second film commercials for the American Legion Auxiliary for use on tv stations before Memorial Day. This marks the third year that TSP has produced the commercial for the campaign.


Network New Business

Adolph's Ltd. (Adolph's meat tenderizer) to sponsor 10-10:15 a.m. segment of Arthur Godfrey Time (CBS, radio and tv, Mon.-Thurs. and CBS Radio Fri., 10-11:30 a.m.) on alternate Fridays, effective last week. Agency: Erwin, Wasey & Co., L. A.

Packer Dealers will sponsor The Packard Program Starring Martha Wright on ABC-TV, Sundays, 9:15-9:30 p.m., for 52 weeks, starting April 18. Agency: Maxon Inc., N. Y.

April 12, 1954
CBS-TV FILM SALES EXPANDS FUNCTIONS

Plans to increase merchandising and publicity, and arrangements for co-production of feature films are announced by Leslie Harris.

In an attempt to help television station owners solve their film problems, CBS-TV Film Sales is expanding its merchandising department effective immediately, increasing its publicity staff and entering into co-production arrangements for feature films, Leslie Harris, vice president and general manager, told BFT last week.

To help stations promote CBS-TV films, the present merchandising staff will be increased, by at least three persons. A substantial increase in promotion pieces such as point-of-sale displays, counter displays at supermarkets, etc., also is planned, in addition to the car cards and bumper strip giveaways already being sent to the stations. The distribution division also plans to help the man whose job will be to travel from station to station to help in merchandising CBS-TV films on a local level.

The publicity staff will be increased and here too the film company plans to hire at least one man who will be on the road constantly to work with stations on publicity.

The motion picture publicity technique of employing publicity and promotion from negotiation with stars, writers and producers on the programs to be the ultimate conclusion and distribution, will be lifted and adapted for television films, Mr. Harris said.

$5 Million For Feature Film

Approximately $5 million has been set aside for co-production of feature films this summer, bringing CBS-TV Film Sales into the feature film syndication field. Two productions have already been selected. The first is a half-hour dramatic medium-length film entitled The Whistler owned by the CBS which will be adapted for 39 films. Negotiations are underway with several stars, among them Teresa Wright, to play the lead on the show. Another property to be filmed will be an adventure series, Soldier of Fortune starring George Sanders. CBS-TV Film Sales will provide the property, writer and star but will hire outside producers for the features. Among such producers, negotiations are now underway with Desilu (I Love Lucy) and Don Sharp as well as others.

The film company also plans to give the stations a balanced programming schedule. Mr. Harris said: "We will not only provide 'entertainment' shows but in addition are planning service shows, among them a woman's show with Margaret Arlen, a cooking show and a variety musical program."

Arrangements to add a series of 25 cartoons produced by J. Arthur Rank, British film maker, are virtually complete, he reported.

The firm also plans to distribute its programs in Great Britain and Mexico, Cuba and other Spanish speaking countries for use on television stations and in theatres.

A clinic which had been scheduled last week for CBS-TV Film Sales personnel has been postponed to late May or June.

TPA Releases Plans For Greater Output

The film production-distribution firm announces it will have nine film series, financed for $8 million, on the air by the first of next year.

A STEPPED up program of activity by Television Programs of America was announced at a news conference in New York last week by Milton Gordon, president, who said TPA will have nine filmed properties, financed for an estimated $8 million, on the air by Jan. 1, 1955.

The company, Mr. Gordon said, was launched by the Ramar of the Jungle series, which was released last September. Since that date, TPA has released Your Star Showcase, with Edward Arnold as host, and 28 feature films produced by Edward Small.

Production Panorama

Future plans, Mr. Gordon continued, include an Ellery Queen series, which is in production in Hollywood, with the first 13 films completed; Halls of Ivy, which will go before the cameras April 19 (84T, April 3); Lassie series scheduled to start production May 19; Captain Gallant of the Foreign Legion, starring Buster Crabbe, which is being filmed on location in Africa; and The Family Next Door and Secret Files of the French Police, which will go into production this summer.

In line with TPA's expanded production and distribution schedule, Michael Sillerman, executive vice president in charge of sales, announced that the sales staff will be increased from 35 to 50 by the end of the year.

Mr. Gordon noted the nine serials are "almost equally divided between those owned by TPA, those in which we are co-producers and those where we are distributing for independent producers."

Italian Film Export
To Buy U. S. Kinescopes

APPOINTMENT of Italian Film Export, New York, as official American representative of Radio Audizione Italiane, government-sponsored radio-television organization, was announced last week by Ralph Serpe, director of IFE's television and co-production department.

On behalf of RAI, IFE is authorized to arrange for the purchase of U. S. tv film material, scripts and story ideas; negotiation of term contracts for writers and directors; initiation of co-production transactions for tv film packages designed for exhibition in both countries.

Mr. Serpe announced he is immediately interested in acquiring kinescopes of outstanding tv shows, which will be dubbed into Italian in Rome. He said he already has completed negotiations for Ramar of the Jungle tv filmed series from Arrow Products and for a package of 52 short subjects from Encyclopaedia Britannica. Work has begun, Mr. Serpe said, on the simultaneous production of a 39-episode tv film package and a feature-length film, based on "The Three Musketeers," which will be produced jointly by Theis Films of Italy and Bob Goldstein.

Bonanza Signs Beebe

BONANZA Products, Hollywood, has signed Lucius Beebe, writer and raconteur, to appear as narrator-host in a new half-hour tv filmed series, Tales of Virginia City, which will be based on stories in the files of the Territorial Enterprise, published in Virginia City, Nev. Bonanza Products was formed by producer Frank Rosenberg and writer Sam S. Taylor.
ABC's Rights to Disney Films Limited to TV

ONLY insofar as tv is concerned does ABC have first "turn down" rights to Disney filmed products, declared Roy Disney, referring to the seven-year contract between Walt Disney Productions and ABC-TV [BT, April 3] which since has been approved by both boards.

"As there isn't the money in tv that there is in theatrical distribution, television will be tailored around us to serve our motion picture program," the Disney firm president said.

Disney will produce a minimum of 23 hour-long tv programs annually for ABC-TV. A studio spokesman revealed the possibility of feature film footage being incorporated into the tv films. For example, he suggested a footage shot of the filming of "20,000 Leagues Under the Sea," upcoming theatrical release, as a potential format for a tv program to demonstrate behind-the-scenes facets of production.

Thus, Mr. Disney emphasized, any use of theatrical footage would be as a "selling gimmick or trailer."

Ziv Makes 'Three Lives' Available to Military

COINCIDENTAL with news of the hydrogen bomb, Ziv Television Programs Inc. reported last week that it will reprints of 1 Led Three Lives tv films dealing with Communist infiltration of civil defense groups and sabotage training have been made available free to three defense organizations.

The requests were from Lt. Col. Roderick L. Francis, chief, Installations Security Division, the Air Provost Marshal, the Inspector General, Washington; Maj. Jerome G. Schweikert, detachment No. 4679th Ground Observer Squadron, Pittsburgh, and Lt. Elliot H. Miller, PIO, Headquarters, 31st Air Division, St. Paul. John Sinn, president of Ziv-TV, said the copies are being made available at no cost since the films are to be used for indoctrination and enlistment purposes. The series currently is carried in 137 cities, with latest sales in 11 markets.

Hillbilly Series in Color Announced by Official Films

PLANS to produce and distribute a half-hour hillbilly variety show filmed in color for regional and local sponsorship were announced last week by Herman Rush, vice president of Official Films Inc. Mr. Rush said that "more than $250 million is involved in the deal over the next few years."

The series is being produced for Official Films by Connie B. Gay, hillbilly impresario of Town and Country Time, transcribed radio program. Mr. Gay will produce 52 half-hour films at the Byron Inc. studios in Washington. Mr. Rush said that the first 26 programs are nearing completion, and the series will be made available starting June 1.

WDSU-TV Joins Vitapix

WDSU-TV New Orleans has joined the roster of stockholder stations of Vitapix Corp., according to a joint announcement made last Monday by Frank E. Mullen, Vitapix president, and Robert D. Swezey, executive vice president and general manager of the station. The addition of WDSU-TV raises the number of Vitapix member stations to almost 50.

MULTI-MILLION DOLLAR contract signing entry of Walt Disney Productions into tv is signed with ABC-TV by Mr. Disney, as (l to r) Robert E. Kinter, ABC president; Sidney M. Markley, ABC vice president and Roy O. Disney, president of Walt Disney Productions; prepare to affix their signatures to the document. Most immediate of the contract stipulations is the production of 26 hour-long tv programs by the 18-time "Oscar" winner, which will be telecast by ABC-TV starting in October.

Official Films Ups Rush, Adds Jaffe

HERMAN RUSH, vice president in charge of film syndication for Official Films, New York, has been elevated to assist President Harold Hackett in nation-wide administration of the firm, it was announced last week. In another executive change, Herb Jaffe, eastern sales manager of Motion Pictures for Television, has been appointed director of sales for Official Films and will assume his new duties on April 19. Mr. Jaffe was with MCA for four years before he moved to MPTV.

Verne Benke, assistant eastern sales manager for MPTV, has been promoted to eastern sales manager, succeeding Mr. Jaffe. Mr. Benke, with CBS-TV Spot Sales since 1950, joined MPTV last November.

FILM SALES

WSTV-TV Steubenville, Ohio, has acquired multiple-run rights over 15-month period to 51 western features from Louis Weiss & Co., Los Angeles. Distribution firm also reports WSJ TV Jackson, Miss., has contracted for double-run rights to 26-half-hour Craig Kennedy Criminalist and 52 western features, starting May 18.

George Bagnall & Assoc., Beverly Hills, has closed three deals on product recently acquired from Consolidated Television Sales, KVAL-TV Eugene, Ore., starts the first of 37 Hollywood Half-Hour films, April 21; WGN-TV Chicago acquired Front Page Detective series of 49 half-hour films plus Hollywood Half-Hour; KGO-TV San Francisco contracted for Front Page Detective.

Washington Power Co. buys Ty Kitchen on KHQ-TV Spokane. Arkansas Power & Light Co. takes the same program on KARK-TV

Little Rock. Agencies: Devine & Brassard and S. M. Brooks, respectively. Series is being produced by Kling Studios Inc.

FILM DISTRIBUTION

Screen Gems Inc. takes over distribution of 44 Fireside Theatre half-hour tv films on a rerun basis, starting next December. Firm will get the product after each 13-week cycle has been telecast by NBC-TV. Series, produced and directed by Frank Ward, is currently syndicated by Ziv Television Programs.

Interstate Television Corp., Hollywood, has been named national distributor of "The Little Rascals," a group of more than 100 comedy films produced by Hal Roach under "Our Gang" title, tv rights to which are owned by Clinton Pictures Corp. Operating under a flexible sales policy, the films, according to G. Ralph Braunitz, Interstate president, will be offered on both a rental and station retention plan. Firm's current expansion program has resulted in opening five new branch offices.

Chicago: 1250 S. Wabash Ave., headed by Rex Gay; Atlanta: Room 401 Georgia Savings Bank Bldg., Richard Osterman; Detroit: 2310 Cass Ave., Robert Miller; Des Moines: 1115 High St., J. Rubin; Dallas: 304 S. Harwood St.

FILM PRODUCTION

Ziv Television Programs Inc., Hollywood, is integrating shooting schedule of Mr. District Attorney with filming of commercials for participating sponsors. Series' star David Brian has completed 20 filmed spots.

Gross-Krasne Inc., Hollywood, is filming 12 tv commercials for Lever Bros. (Rinso), according to Vernon Clark, G-K vice president in charge of commercials. Assisting in the production are Howard Connell and Frank Brandt, vice president-director of radio-tv and manager of radio-tv, respectively, for Hewitt, Ogilvy, Benson & Mather Inc., New York.

April 12, 1954 • Page 33
Giveaways Not Lotteries, According to U. S. Supreme Court Ruling

In an 8-0 decision, the High Court turns down an FCC appeal of a lower court ruling that one of the Commission's key lottery provisions was invalid. FCC found to have exceeded its authority.

[For the full text of the decision, see Fox The Record, page 122.]

The FCC was stretching things when it attempted to rule that giveaway programs are lotteries, the U. S. Supreme Court in effect said last week.

By an 8-0 ruling, the Court turned down an FCC appeal from a 1953 three-judge special New York court decision holding that one of the Commission's key provisions in its lottery regulations was invalid.

Associate Justice William O. Douglas, who took part in oral argument early in February [BWT, Feb. 8], did not participate in the decision.

The Supreme Court decision, written by Chief Justice Earl Warren, found that the FCC exceeded its authority in attempting to define listening to a radio program or watching a TV show as a "consideration" in the meaning of the lottery statute.

Previous court decisions have held that "consideration" means something of value, Chief Justice Warren said. In fact, he pointed out, in the one court case involving a radio giveaway program [Cf. Inc. v. Peoria Broadcasting Co., Circuit Court of Appeals, Peoria, Ill., 1939], the court affirmatively found that listening to a giveaway program was not "consideration" within the sense of the lottery statute.

Justice, Post Office Rulings.

The Chief Justice also pointed to Post Office and Justice Dept. rulings which involved giveaway programs as contrary to the FCC's position.

The Post Office, he said, has ruled that advertising circulars concerning giveaway programs can be mailed and do not violate lottery laws.

The Justice Dept., he said, had refused FCC requests that broadcasters and advertisers of giveaway programs. He noted the Justice Dept. refused to join the FCC in appealing the lower court's decision.

Congress also has failed to legislate against such programs, although FCC requested such legislation, the Chief Justice said.

"The Commission now seeks to accomplish the same result through agency regulations," Mr. Warren said. "In doing so, the Commission has overstepped the boundaries of inter-

prestation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of Sec. 1304 does not provide the remedy."

In affirming the lower court's ruling, the Supreme Court did not take notice of that part of the decision which held that the provision involving giveaway programs also vio-

lated the anti-censorship sections of the Communications Act and the First Amendment.

The case (Nos. 117, 118, 119) involved regulations drawn by the FCC in 1949 spelling out in considerable detail the provisions of Sec. 1304 of the U. S. Code. Sec. 1304 prohibits the broadcasting of lotteries. Among the provisions was one concerning telephone programs. The rules were attacked in their entirety by ABC, CBS and NBC. A New York special court ruled, 2 to 1, that the regulations were within the province of the FCC, but that the sections applying to telephone giveaway programs were illegal [BWT, Feb. 9, 1953].

Pending adjustment of the case, the FCC stayed the effectiveness of the regulations. It is presumed that with last week's Supreme Court decision, the Commission will revise the rules to delete the controversial provisions.

HIGH COURT OKAY OF GIVEAWAYS LAUDED

ABC hailed the U. S. Supreme Court's giveaway decision last week as "a good one," but said it represented "an identifiable ABC programming.

NBC spokesmen said they were "delighted," but the network had no additional comment last week.

Other networks which fought FCC's plan to ban giveaway programs declined to comment formally on the decision, but officials privately tended to agree with the ABC view that present network programming would not be changed as a result.

"The American Broadcasting Co.'s programming will not be affected by the decision since we still plan to be guided by ABC policy which was upheld in this opinion," the ABC statement said. "The Court's decision has never been a major problem to ABC because this company has a policy against broadcasting programs wherein the selection of the winner of a prize from among the other participants is based on chance. This policy will continue in force and all programs involving the awarding of prizes will continue to be as carefully scrutinized as they have been in the past."

"ABC has a policy of interest to the public at large and the public is going to voice its approval or disapproval of programming."

Although the decision was praised in network circles, some attorneys who participated in the case commented that the Court, while knocking down the rules FCC had offered, nevertheless upheld the Commission's right to issue regulations on the lottery question.

Network attorneys had argued that the rules not only wrongly interpreted the lottery law, but also that, since the law is contained in the penal codes, enforcement should be left to the Justice Dept., not the FCC.

Phone Giveaways Declining

In voicing belief that the decision will not bring out a spate of new giveaway programs on the networks, officials pointed out that the number of such shows employing telephone calls—the type at which the rules were aimed—has been on the decline for some time. CBS Radio, for one, does not have a single telephone giveaway program, a spokesman noted.

On the other hand, in a decision rendered last week by the Illinois supreme court, local station giveaways appear to be continuing to enjoy wide use and popularity.

In Chicago, Walter Schwimmer, president of Walter Schwimmer Productions & Radio Features Inc., whose Tello-Test telephone quiz package was the immediate test case, expressed gratification with the high court's decision.

"I am naturally delighted with the decision and particularly the vote of 8-0, proving the complete illegality of FCC's proposed giveaway ban," Mr. Schwimmer said. He hoped "this decision will not mean this country will be flooded with quiz and giveaway programs."

Tracking the history of the litigation, in which Schwimmer Productions filed suit against the FCC and later took the case to a New York federal court and obtained an injunction, Mr. Schwimmer said the Commission's proposed giveaway ban was based on emotional reasons and its arguments were "not of logic or law." He asserted the FCC had been "high-handed, autocratic and stupid," adding that he does not mean to indict the present administration.

Mr. Schwimmer intimated that the giveaway question was raised by "people" on the FCC who were not familiar with broadcasting and telecasting problems. He said it should be recognized that "this is a business" involving the livelihood of businessmen, and should be conducted "within certain boundaries" but devoid of emotional whims.

Telephone vs. Studio Quiz

"If telephone quiz shows have the element of lottery," he suggested, "then so do studio quizzes. Then both must be against the law."

Mr. Schwimmer's Tello-Test currently is being aired over 150 radio stations, notwithstanding the reluctance of some broadcasters to buy the package because of the legal aspect raised by the FCC. Additionally, he said, the litigation of many years has been costly in legal fees as well as in station acceptance. Still, he continued, Tello-Test is being carried by far more outlets today than 10 years ago.

Frank F. Schreiber, manager and treasurer of WGN Inc., whose WGN Chicago was the first station to carry Tello-Test, issued a statement saying the Supreme Court decision was anticipated.

"The Communications Commission under the Communications Act has no authority to control program content except to prohibit blasphemy, obscenity, falsehoods, libel, slander, or treasonable utterances," Mr. Schreiber said. John B. Moser and Compere, Chicago, who filed the original brief on behalf of Radio Features Inc. in 1948, described the Supreme Court ruling as "sound" and "heartening decision."

"Apparently the court followed the basic thinking and reasoning behind the briefs that were filed from the beginning," he observed.
Buy **WHO**

and Get Iowa's Metropolitan Areas...

**Plus the Remainder of Iowa!**

**TAKE FILLING STATION SALES, FOR INSTANCE!**

- 4.4% CEDAR RAPIDS
- 3.4% TRI-CITIES
- 8.6% DES MOINES
- 1.9% DUBUQUE
- 3.1% SIOUX CITY
- 3.7% WATERLOO
- 74.9% REMAINDER OF STATE

---

**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
- 47.9% 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
- 82.0% Drugstores

Source: 1953-'54 Consumer Markets

---

FREE & PETERS, INC., National Representatives
HILL UHF HEARING TO BE HELD MAY 4-6

Word from Sen. Potter is that his work on the McCarthy-Army controversy has forced a shuffling of hearing dates.

THE HERALDED Senate hearing on the status of uhf has been postponed a week, from April 27-29 to May 4-6.

Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.) announced late Thursday the hearing would be pushed back because of activity by another Senate group.

The other legislative unit is the Senate Permanent Investigations Subcommittee which is probing the McCarthy-Army affair. The probe group last week announced hearings on that issue would begin April 22. Thus, Sen. Potter, who is a key member of the investigations subcommittee, wanted the uhf study delayed so that he could have time to spend on the McCarthy probe.

The communications hearing will be on uhf and the relationship of that tv band to the multiple ownership question [BT, April 5, March 29].

Some uhf operators, it was understood, tentatively have been slated to deliver testimony. But the list is far from complete.

Quite definite is the expected appearance of Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn.

Manufacturers Slated

It was understood that the principal uhf transmitter manufacturers—most likely RCA, General Electric and DuMont Labs—are planning to appear.

It was confirmed that the Ultra High Frequency Tv Assn. will have a spokesperson before the committee. Lou Poller, WCAN-TV Milwaukee (ch. 25) and Leon Green of KNUZ-TV Houston (ch. 5) will testify.

Other uhf people have indicated their interest in appearing before the subcommittee but plans are not yet firm.

FCC will be represented, probably by its chairman, Rosel H. Hyde.

Reportedly the network will send representatives to appear before the subcommittee, although details are slim.

The May 4-6 hearing will be held in the same room and hour as were announced previously for the April hearing.

'DRY' BILL HITS TV BEER ADS

A NEW but different "dray" attack against beer advertising on the airwaves cropped up on Capitol Hill last week.

Rep. Hamer H. Budge (R-Ia) quietly dropped a bill in the House which would amend Title 16 of the U. S. Code making it "a crime to televise advertising showing pictures of persons pouring, drinking or opening containers of alcoholic liquors."

Budge learned that the Congressman introduced the bill to affect exclusively because of a great many letters urging action on a now dormant House bill (Bryson bill) would bar all alcoholic beverage advertising.

According to Budge, the most objectionable feature of tv to Idahoans who have written him on the subject is the advertising by beer firms who show the pouring, drinking or opening of beer containers.

Idaho is not a dry state but has state-licensed liquor stores.

The bill (HR 8744), referred to the House Judiciary Committee, would add a new section to the code which would read:

Whoever, being a person licensed to engage in television broadcasting or licensed to operate a television receiving station in the U. S. knowingly transmits, or permits the transmission, over such station of commercial advertising showing any picture of a person or persons pouring, drinking or opening the containers of any alcoholic beverage referred to in section 1261, shall be fined not more than $1,000, or imprisoned not more than one year, or both.

It would become effective about six months (180 days is specified in the bill) after the bill was enacted.

WSPA-TV Applies to Modify CP to Get Back on Paris Mt.

WSPA-TV Spartanburg, S. C., applied to the FCC last week to modify its construction permit for ch. 7 to put its transmitter permanently on Paris Mt., 515 miles from Greenville, S. C.

This is the same site for which WSPA-TV held a special authority for interim operation, but which it turned back to the FCC two weeks ago after the U. S. Court of Appeals issued a stay order prohibiting construction [BT, April 5].

The court's ruling came after appeals by WAIM-TV Anderson, S. C., and WGVY (TV) Greenville, S. C., sought to be CBS since KPPW, TV Green- ville, S. C., was also to be CBS.

They claimed the FCC refused to accept their protests to the interim authorization on the grounds that they were not "parties in interest."

Nub of the problem is that WSPA-TV was required to move to Paris Mt. in order to secure a CBS affiliation. They claimed economic injury.

New WSPA-TV application indicated that the station would use a tower site of WBFBC-FM Greenville, which contains a 400-ft. tower and transmitter building plus a six-room cottage. It would lease this for $500 a month, the application said. It also indicated it would have CBS affiliation.

Present CP specifies 316 kw from 2,000 ft. antenna above average terrain on Hogback Mt. Proposed Paris Mt. site would utilize 200 kw from 1,182 ft. antenna height.

On Friday, WAIN-TV notified the FCC that it intended protesting this modification also.

Cuba-Mexico Dickering Must Precede U. S. Pact

MEXICO hopes to negotiate a bilateral standard broadcasting agreement with the U. S. as soon as that country, which was not signatory to the 1950 North American Regional Broadcasting Agreement, irony out channel differences with Cuba, which is party to the new NARBA.

This was indicated to a Washington NBC State Dept. announced its informal meeting with Mexican communications officials failed to produce an interim agreement but did outline an agenda for a formal session in Mexico City in October [CLOSED CIRCUIT, April 5].

The meeting was concluded by a luncheon at the Mexican Embassy Monday.

The U. S. delegation, with FCC Chairman Rosel Hyde as chairman and Comr. Robert E. Lee and State Dept. Telecommunications' John S. Cross as vice chairman, reportedly had been prepared to tackle a number of standard broadcast channel problems, including protests of certain Mexican station assignments, but Mexico deferred discussion until the formal meeting this fall. Mexico indicated it and U. S. have been getting along without interim agreement, and a few more months wouldn't matter.

Other U.S. representatives attending the closing meeting, which began March 29, included Joseph Kittner, James E. Barr, Bruce S. Longfellow, Donald Kanode and Irving L. Weston, all FCC; Gerald W. Russell, State Dept., and Joseph W. Robinson, telecommunication attaché of the U. S. Embassy.

Mexican officials included Delegation Chairman Carlos Nunez, Ministry of Communications and Public Works; Vice Chairman Lazaro Barajas, and Ignacio Ramirez Carraza and Manuel Zorilla.

First Local Tv Grant Goes to Muskogee, Okla.

FIRST local tv station for Muskogee, Okla., was approved by FCC last week in a ruling making final a hearing examiner's recommended proposal. Ch. 8 there is proposed by Broadcasting Co. [BT, March 8]. Tulsa Broadcasting is headed by John T. Griffin and is licensee of KTUL Tulsa and KPPW Fort Smith, Ark.

Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received $6,000 for expenses incurred.

Tulsa Broadcasting hopes for an August commencement date for the Muskogee ch. 8 outlet, it was indicated at the time of the initial decision. Avery-Knodell Inc. would be station representative while network affiliation is expected to be CBS since KPPW, KTUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network. Mr. Griffin also is principal stockholder in ch. 7 KRTV (TV) Pine Bluff, Ark., an ABC outlet.

Daytime Overlap Puts Sale Of KMO-AM-TV in Hearing

BECAUSE of a question of daytime overlap with KAYO Seattle (formerly KRSC), FCC last week advised KMO-AM-TV Tacoma that it might order $500,000 sale to KAYO's owners "indicates the necessity of a hearing."

Carl E. Hammond has sold the KMO proper-
KEDD CARRIES
2½ TIMES MORE
LOCAL ADVERTISING
THAN ANY OTHER
STATION IN THE
WICHITA AREA

WICHITA, KANSAS
Serving WICHITA
AND THE GOLD COUNTIES
NBC • ABC
NETWORKS

REPRESENTED BY:
Edward Petry & Co., Inc.

Coming Soon!
254,000 WATTS
HIGHEST POWER
IN KANSAS

TO NONE
IN STUDIO
FACILITIES
AND PRODUCTION
KNOW HOW

Channel 16
Tarheel Lawmaker Hits FCC’s Skywave Proposal

Rep. L. H. Fountain (D-N.C.) has taken his complaint against the FCC proposal to provide increased protection to Class 1-A clear channel stations during March 15 to the Commission three times in the past month, it was revealed last week [CLOSED CIRCUIT, April 5]. Rep. Fountain, who is associated with his brother’s (V. E. Fountain) operation of WCPS-AM-FM Tarboro, N. C., told the FCC he did not “think it is fair or equitable, or democratic, for some 20-odd high powered stations in the U. S. to monopolize 20-odd different clear channel frequencies, making it practically impossible for a local station” as exists in his state to broadcast on these frequencies except when there is no interference.

His first letter was sent March 15, the second March 29 and the third last Monday. The Congressman has been informed by FCC that an answer to all three letters was forthcoming. Rep. Fountain, noting that 8% of the U. S. daytime broadcasters are located in North Carolina, said he would curtail certain hours of some daytimers may well force “numbers of daytime stations to end up in bankruptcy.”

The Congressman said it was “inconceivable” to him that the Commission would put into effect an order to “protect the interests of a little over 20 national operations.”

NIAGARA GRANTED CH. 2 AT BUFFALO

In final decision Commission majority held that Niagara-Frontier Amusement Corp. did not pay indirect consideration for the Enterprise Transmission dismissal.

Final decision to grant ch. 2 at Buffalo to Niagara-Frontier Amusement Corp., representing a merger proposal among several applicants and prospective purchase of WGR there for $1.45 million, was issued by FCC last week. It brings fourth tv station there and the second vhf outlet.

The Commission majority substantially adopted the initial decision issued in February by an examiner which found circumstantial evidence that a late-filed competitive bid by Enterprise Transmission Inc. was for the purpose of delay, but could not conclude on the basis of such evidence that Enterprise represented a “strike” bid nor had Niagara-Frontier paid indirect “consideration” for Enterprise’s dismissal by proposing to purchase defeunt ch. 59 WBES-TV Buffalo for nearly $500,000 [BT, Feb. 22].

The final decision denied major exceptions by the Commission Broadcast Bureau which contended the evidence was more than circumstantial and that Niagara-Frontier had paid indirect consideration for the Enterprise disposal by the proposed purchase of WBES-TV [BT, March 15].

Com. Robert T. Bartley, however, dissented from the majority ruling. He said: “I would favor the inclusion of the Broadcast Bureau’s findings. Under the circumstances I could not vote for a grant.”

FCC called for the Niagara-Frontier hearing last late year to question circumstances surrounding the late-filing and subsequent dismissal of the Enterprise bid, including “good faith” of the latter [BT, Dec. 14, 1953]. The merger proposal involves the surviving applicant Niagara-Frontier will give part ownership to former competitors Victory TV Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WHLD Niagara Falls. Niagara-Frontier also would buy WGR, another ch. 2 applicant, for $1.45 million from Leo Fitzpatrick and J. R. Lounsberry. The ch. 2 decision is without prejudice to such action as the Commission might take to approve any future applications to effectuate the merger.

Paley Report Testimony

WILLIAM PALEY, chairman of CBS Inc., appeared Friday before Chairman George W. Marsynder (R-Nev.) Senate subcommittee on minerals, materials and fuels. Mr. Paley testified on the Paley Report, which was compiled under his direction some two years ago. The report, prepared during the Truman Administration, dealt with available natural resources in the U. S., concluding they were not sufficient for the long-range economic welfare of the country.

Stanton at White House

FRANK STANTON, CBS president, was a guest of President Eisenhower Thursday night at a White House stag dinner. The guest list included Sen. Henry R. Luce, Time-Life Inc. editor-in-chief.

BALLPLAYER CAUGHT IN SENATE ROW

BASEBALL fever broke out in the Senate last week with talk of a baseball catcher looking for a radio job and an agency man allegedly helping him find it.

The exchange took place before the Senate Anti-Trust and Monopoly Subcommittee. The subcommittee held a special, one-witness hearing with Sen. Edwin C. Johnson (D-Colo.) sitting in with the Senators.

The witness was Chicago Cubs catcher Joe Garagiola. The purpose of the hearing was at the request of Sen. Johnson. The Senate’s proposal that baseball clubs ought to be subject to anti-trust laws. Original version of his bill applied only to baseball clubs affiliated with the alcoholic beverage industry and was then said to be aimed at Anheuser-Busch Inc. which owns the St. Louis Cardinals [BT, March 22, 1].

Sen. Johnson asked the question whether the brewery firm was “tampering” in violation of baseball rules. To this, Mr. Garagiola replied skeptically—"all he wanted to do was look about for a radio-tv job since baseball is not as "glamorous" as it seems. Anyway, he added that he was only a .250 hitter.

Mr. Garagiola testified he had asked Harry Renfro of the D’Arcy Advertising Co. in St. Louis to get him such a job. The ball player said Mr. Renfro was sure he could get him a $12,000 a year 15-minute radio show for him. To Sen. Johnson, this looked like "tampering" via the brewery-Cards relationship with Mr. Renfro.

In St. Louis, Mr. Renfro admitted the catcher had talked to him about a radio-tv post but that he told the player he had no position to offer him such a job” while Mr. Garagiola was with the National League club or in baseball.

Mr. Renfro denied Sen. Johnson’s suggestion that the baseball firm had "tampered" with the catcher.

Meanwhile, Cliff Jaffe, the Cubs public relations chief, said Mr. Garagiola intimated he would go into radio-tv “after his career is over” and said the baseball player had been on the air last year during the baseball off-season. According to Mr. Renfro, the agency executive had told the baseball player he would discuss the matter with him only after he left baseball. Mr. Garagiola has built a reputation as an after-dinner speaker and is thinking seriously of quitting the sport, according to Mr. Renfro.
77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it!

Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

WKMH
**DEARBORN**
5000 Watts
(1000 WATTS — NIGHTS)

WKHM
**JACKSON**
1000 Watts

WKMF
**FLINT**
1000 Watts
LOUIS HAYWARD as MICHAEL LANYARD...The LONE WOLF
FADE IN: EXTERIOR SHOT - STREET - SHANGHAI LIL - SAN FRANCISCO - NIGHT
CUT TO CLOSE UP OF MICHAEL LANYARD WALKING - NARRATION: - Lanyard
I am Michael Lanyard; some call me Michael . . . others call me "THE LONE WOLF." I have a simple philosophy . . . "live and let live." People always need help . . . when they come to me I listen. Sometimes I resort to unorthodox methods, and while I've been known to bend a law or two, I've never broken one. I've never believed people were meant to live in fear, fear in any form . . . Me . . . I guess I'm a sucker for people . . .

NEW ANGLE: Lanyard - CAMERA DOLLIES CLOSE UP - HAND HOLDING LONE WOLF MEDALLION - NARRATION: - Lanyard
A long time ago, I was given this Ming Wolf Medallion by the High Lama Chien Fe who said: "Michael, it will always come home to you." . . . I've left it in some strange places . . . it always has....

DRESSING ROOM SHOT - Louis Hayward - NARRATION: - Hayward
My name is Louis Hayward, I play the part of Michael Lanyard, the Lone Wolf. With the Lone Wolf Company, I've traveled to the world's most romantic cities shooting the backgrounds for the Lone Wolf stories. Places like Cairo, New Orleans, Honolulu, Mexico City, Paris, San Francisco, London and Las Vegas. I've met a lot of people ....

NARRATION: - Mr. UTF
You've met our star LOUIS HAYWARD who portrays THE LONE WOLF, one of America's most famous literary characters from the pen of Louis J. Vance . . . and now for some FACTS AND FIGURES:

FACT - LOUIS HAYWARD has consistently been one of the most sought after Hollywood stars.
FIGURES - During the last five years, LOUIS HAYWARD'S motion pictures have grossed over $10,000,000.00.
FACT - Every LOUIS HAYWARD motion picture has been a box office success.

FACT & FIGURES - The LONE WOLF series is now available for local and regional sponsorship. There are 39 never to be forgotten half-hour shows.
FACT - If you haven't already received your LONE WOLF press book with all details .. WRITE .. WIRE .. PHONE .. TODAY!

FACT - This series is backed up by a complete campaign . . . Advertising . . . Publicity . . . Exploitation . . . Merchandising . . . and your own personal sales promotion campaign designed to fit your own specific needs!

WRITE .. WIRE .. PHONE .. TODAY!

HOLLYWOOD . . Home Office 650 No. Bronson
Hollywood 9-8321 TWX LA 1432
NEW YORK . . . 444 Madison Ave., Plaza 3-4620
CHICAGO . . . . 360 No. Michigan CEntral 6-0041 or your local office

THE LONE WOLF IS A GROSS-KRASNE PRODUCTION
5 NEW TV OUTLETS GRANTED BY FCC


THREE new tv stations were approved by FCC last week while two other new outlets were approved in final hearing decisions.

Non-hearing for ch. 6 at Marquette, Mich., to Peninsula TV Inc.; ch. 48 at Astonia, N.C., to Air-Pix Corp., and ch. 20 at Seattle to Seattle Construction Co.

Final decisions in hearing cases resulted in authorizations for ch. 6 at Muskie, Okla., to Tulsa Broadcasting Co., and ch. 2 at Buffalo to Niagara-Frontier Amusement Corp. (see separate stories).

Details of the non-hearing permits follow.

Marquette, Mich.—Peninsula Television Inc. granted am plification of ch. 6 with effective radiated power 24.5 kw visual and 15 k, aural and antenna height above average terrain 629 ft. Address: 2625 W. Wisconsin Ave., Milwaukee.

Oconto Falls Co. granted amplification of ch. 48, ERP 14.5 kw visual, 7.95 kw aural; antenna height above average terrain 690 ft. Address: 5 Edward J. Schneider, 200 W. Mercer St. Green Bay.

Peninsula TV is headed by Jerome Stil, part owner of WMLAM-TV Milwaukee. Air-Pix is headed by yarn manufacturer C. M. Robinson with W. C. Bivens, freelance radio-television producer, as vice president. Edward J. Schneider, who also has investment and real estate interests, heads Seattle Construction Co.

The Marquette and Astonia grants are for the first tv outlets in those cities. Seattle has KING-TV on ch. 5 and KOMO-TV on ch. 4 with educational KWOU-TV under construction on reserved ch. 9.

WHZ-TV's Petition Granted

In other tv actions last week, the Commission granted a petition by WHZ-TV Zanesville, Ohio, for waiver of the rules and approval of modification of the station's permit to specify ch. 50. WHZ-TV is operating on the latter channel, carrying all four networks. ERP specified for the ch. 18 operation is 74.1 kw visual and 40.7 kw aural with antenna height above average terrain 540 ft.

FCC designated for hearing May 7 in Washington the competing bids for ch. 9 at Dothan, Ala. These include WOOF there and Altaba Ga TV Inc.

The Commission amended its table of tv assignments to add ch. 68 to Petaluma, Calif., in lieu of ch. 56 in order to avoid interference with proposed educational station of Delta-Sierra Educational TV Corp. on ch. 42 at Stockton. Change becomes effective 30 days after publication in the Federal Register.

Motions Committee Robert T. Bartley approved a petition by WSAI Wausau, WIs., for dismissal of its ch. 7 application and retained in hearing status the ch. 7 bid of Wisconsin Valley TV Corp. The latter proposes to buy WSAI for $175,000 from John R. Tomek (51%) and Charles Lemke (49%). Mr. Lemke gets options for 25% in the tv venture while Mr. Tomek would be retained as consultant [BT, April 5].

Colorado Call

COLORADO friends of Sen. Edwin C. Johnson (D-Colo.) were reported last week to be planning to "draft" the Senator into the race for the Democratic nomination for governor. Sen. Johnson, who a fortnight ago announced he would not be a candidate for re-election to the U.S. Senate [BT, April 5], said he was "not taking [the move] seriously as yet." He said his friends "will cool off later. Democrats hope that by ganging up on his decision not to run for the Senate he can be prevailed upon to run for governor, thus bolstering the Democrats' ticket there.

Home Loan Bank Board Wants New Ad Policy

The board has proposed a new regulation to ban radio-tv advertising of high interest rates on savings and loans outside the bank's home territory.

HOMc Loan Bank Board doesn't like the idea of savings and loan banks advertising high interest rates on savings and loans outside their home territory. The board has proposed a new regulation to ban such advertising in newspapers, periodicals, radio and tv stations, and other media outside a 50-mile radius of the principal office. Hearing on the proposal is scheduled for April 19 in Washington.

What has upset the HLBB is advertising by savings and loan institutions in media distant from the home areas of such banks, which play up high dividend and interest rates for depositors and share owners. HLBB feels this siphons investment money away from areas where such institutions are paying more modest dividends or interest.

"The practice of advertising in distant areas has become so widespread that the Board believes it should hear and consider the pros and cons of the situation," the HLBB recently wrote Cranston Williams, general manager, American Newspaper Publishers Assn. The Board emphasized that the proposed ban only applies to the advertising of rates; it does not prohibit advertising an institution anywhere in the U.S.

HLBB operates the Federal Savings and Loan Insurance Corp., which guarantees up to $10,000 for each savings depositor in savings and loan banks. It also operates the Federal Home Loan Bank System. There are 3,300 savings and loan banks under its jurisdiction, with more than $22 billion in assets.

The suggested rule proposes to add a new section to the rules as follows:

Section 103.30 Advertising Returns Paid to Investors. An insured institution may not advertise the rate of dividend or interest paid on its shares, investment certificates, deposits, or savings accounts in any newspaper or magazine which is published, or over any radio or television broadcast station or other public media which is located beyond fifty miles from its principal office or outside the territory of any other station or system to which the Federal Reserve Bank to which it is subject reports, unless after June 21, 1937, the institution is not otherwise subject to the jurisdiction of such Federal Reserve Bank.

The HLBB also proposed to revise another regulation which would forbid institutions to pay sales commissions or other compensation to salesmen or brokers doing the same thing forbidden to the institution itself.

BROADCASTING • TELECASTING
NEXT "FLIGHT"
TO VENUS --
5:00 PM

For their daily flight into fancy, young jet pilots (and stewardesses) in the DALLAS-Fort Worth area turn to Cap'n Bob on Channel 8. Every afternoon at 5 Cap'n Bob's Kiddie Karnival blasts off to Venus* and points north, east, south and west for thirty minutes of big-time stuff.

In-person audience is limited. Reservations are booked up to several months in advance. Most popular TV flight on the DALLAS-Fort Worth scanning screen, Kiddie Karnival carries more than double the combined audience of two competing kids' programs. Check Telepulse or any survey log.

Naturally, the crew buys lots of "supplies" specified by Cap'n Bob -- including dairy products, photographic portraits, soft drinks, hot dogs, and such. If you'd like your product included in the flight provisions, ask the Petry TV-travel agent.

*Venus, Texas, is an eye-bat by rocket from the WFAA-TV tower, and well within the picture that covers 426,400 families.

Now 330,000 TV homes in the Channel 8 picture!
Somebody say something?

Been some talk about who's biggest in Chicago radio.
Here are the facts:

For a long, long time,* WBBM has always been the big station—the top performer—in Chicago. And still is, day and night.

Daytime: WBBM delivers an audience 43.2% larger than that of Chicago's next station...larger than that of the third and fourth stations combined.†

Nighttime: WBBM's average audience is 27.3% larger than that of the next station...68.0% larger than that of the third station.†

'Nuff said?

WBBM RADIO
Chicago's Showmanship Station
50,000 watts • CBS Owned
Represented by CBS Radio Spot Sales

*Pulse of Chicago
†Pulse of Chicago, Jan.–Feb., 1964
NINE STATION PROPERTIES INVOLVED IN SALES ACTIVITY

Storer group will sell KGBS-AM-TV San Antonio to make room for WXEL (TV) Cleveland and KPTV (TV) Portland. WTWH-AM-TV are sold to the Peoria "Journal & Star." Westhouse buy of KPIX (TV) San Francisco is made official. Other sale plans are filed at FCC.

STATION sales, involving KGBS-AM-TV San Antonio and WTWH-AM-TV Peoria, were announced last week. At the same time, WSUN-AM-TV St. Petersburg, Fla., was put up for lease to the highest bidder.

Also, official announcement was made of the purchase by Westhouse of KPIX (TV) San Francisco. And, filed with the FCC last week were applications for Commission approval of the purchase of KTSA (TV) Tulsa by the J. H. Whitney Co., of KLZ-AM-FM-TV Denver by Time Inc., of KTVK-AM-FM-TX Phoenix by its channel 10 station KOOL-TX, and transfer of 50% ownership of WTRI (TV) Schenectady from Fabian interests to Stanley-Warner Corp.

Sale of KGBS-AM-TV San Antonio by Storer Broadcasting Co. to the Express Publishing Co., owner of KTSA-AM-FM San Antonio, for $3.5 million was announced last week, subject to the customary FCC approval. Express Publishing will be required to divest itself of KGBS by the Commission's duopoly rules.

The Storer company's sale of its San Antonio stations is in conjunction with its $8,500,000-plus acquisition, also subject to FCC approval, of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., which would push the company over the FCC's five-station tv limit. In this transaction also is the Empire Coi Co., licensee of the stations.

Storer owns WJIB-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, and WBCT-TV Birmingham, Ala., as well as KGBS-AM, plus radio stations in those cities and WWVA-AM-FM Wheeling and WGBS-AM-FM Miami. However, the company has filed a court test, in U. S. Court of Appeals for the District of Columbia, of FCC's right to limit the number of stations one entity may own [BET, Jan. 25].

Principals Announce Sale

The KGBS-AM-TV sale was announced jointly by Frank Huntress Jr., executive vice president and general manager of Express Publishing, and George B. Storer, president of Storer Broadcasting Co. Express publishes the San Antonio Express and San Antonio Evening News.

The sale announcement came less than a week after appointment of George B. Storer Jr., former managing director of KGBS-AM-TV, to the new post of vice president in charge of planning and finance for Storer Broadcasting, and the promotion of Bill Michalski, manager of the San Antonio stations, to succeed him as managing director [BET, April 5].

KGBS is on 680 kc with 50 kw day and 10 kw night and is affiliated with CBS Radio, while KGBS-TV is on ch. 5 and affiliated with CBS-TV, ABC-TV, and DuMont. KTTA is on 550 kc with 5 kw and is affiliated with ABC.

Purchase of WTWH and WTWH-TV Peoria, Ill., from Hilltop Broadcasting Co. by Peoria Journal-Star Inc. for approximately $225,000 was announced last week after authorization by the latter's board of directors [CLOSED CIRCUIT, April 5].

Announcement was made by Henry P. Slane, executive vice president and board director of the corporation, which resulted from the recent merger of the Morning Star and afternoon Journal. The transaction was handled through Blackburn-Hamilton Co., radio-tv station and newspaper brokerage firm. It is subject to customary FCC approval.

Hilltop Broadcasting Co. is owned 55% by Hugh R. Norman, who is president of WTWH-AM-TV. He also holds 52% ownership in KSST Davenport, Iowa. L. W. Hicks of Pittsburgh represents 36% of stock in WTWH-AM-TV and the remaining 9% is held by minority stockholders.

approved by the Commission, the Peoria Star and Journal would hold controlling but unspecified interest in the radio and television properties.

WTWH is MBS outlet for Peoria, while WTWH-TV is affiliated with ABC-TV, CBS-TV and DuMont TV Network. WTWH-TV operates on ch. 19, with Edward Petry & Co. Inc. as national representative. WTWH is represented by Sears & Ayer and is on 1590 kc with 1 kw.

At its recent meeting, the board of directors of Peoria Journal-Star Inc. elected Carl P. Slane as president.

The city council of St. Petersburg, Fla., on Tuesday authorized City Manager Ross E. Windom to advertise for bids proposing to lease city-owned WSUN-AM-TV there. The action followed by about a week a legal ruling by the state's highway board clearing conditions of the city's lease on the stations' transmitter site on state-owned land at the east approach to Gulfport. Sales are on municipally-owned Recreation Pier.

It is understood the properties are worth in excess of $1 million.

Last fall, city officials informally were advised by Ted Mack of NBC-TV's Original Amelior Hour and his business associates that they would bid on the stations should they be available. This was disclosed when the city council voted to dispose of the properties "by sale or lease" on condition a fair price could be obtained and legal problems such as the state lease be worked out. [BET, Oct. 12, 1953.]

Mr. Windom indicated the minimum period of the lease would be 20 years with maximum of 43 years. Bids will be received up to 11 a.m. April 28, he said, at which time they will be opened. The city manager indicated his legal department is completing specifications for the bid proposals and said the specifications will be available upon inquiry.

WSUN Founded in 1928

WSUN was founded by the city in 1928 when there was no other local radio service. It is assigned 5 kw fulltime on 620 kc, directional night, and is an ABC outlet. WSUN-TV took the air at the end of May 1953 on ch. 38 and is the only operating tv there, carrying all four networks. Tampa Times Co.'s WDAE Tampa is favored in an initial decision for ch. 13 while WPLA Tampa is similarly favored in another initial decision for ch. 8. Both cases await final rulings by the FCC.

The $6 million KPIX (TV) transaction, under negotiation since last fall [BET, March 8], was announced last Wednesday by Gwyllym A. Price, Westhouse Electric Corp. president, with whom the contract was signed by Wesley I. Dumm, controlling stockholder of KPIX.

It is understood that the sale, subject to FCC approval, involves primarily Westhouse stock, plus cash to go to minority stockholders.

Philip G. Lasky, vice president and general manager of KPIX and its affiliated, KSFO, will continue as the directing head of the television operation following FCC approval, it was learned. Mr. Lasky is West Coast broadcaster and agency executive, holds approximately 14% of KPIX. KSFO is not in-
Color Tv in Sioux City Sue-land

Recently Bekins Furniture Store showed eleven pieces on KVTV—a davenport, two chairs, three tables, a rug, two lamps, two pictures. Immediately after the program, a lady telephoned Bekins to say, “I’ll take the whole bundle of everything you showed on KVTV a few minutes ago.” When asked what colors she wanted, her reply was, “Just send me the same colors you showed on KVTV.”

Commercial:
Even in black-and-white, commercials get a compatible reception in Sioux City Sue-land, where there are more tv sets than in France, West Germany, Denmark, Italy, Japan, and The Netherlands combined. (In real money, this means more than 100,000 sets.)

CBS, NBC, ABC & DuMont
Represented by The Katz Agency

KVTV, a Cowles Station, is under the same management as WNAX-570, the radio station that for 30 years has successfully served one of the world’s major agricultural regions, the five-state area known as Big Aggie Land.
volved in the transaction.

The announcement by Mr. Price, from Sunnyvale, Calif., where Westinghouse was holding its annual stockholders meeting, stated simply that the agreement had been signed, purchase KPIX 5, $250,000, to Mr. Dunn, who was present at the meeting. Originally the transaction contemplated acquisition by Westinghouse of a minority interest (49%) for $2,450,000 (Ch. 8, Nov. 15, 1953). Subsequently it was made to cover 100%.

Upon FCC approval, Westinghouse will have three tv stations, plus five am. The tv outlets are WBZ-TV on Boston and WPTZ (TV) on Plattsburg, N.Y., acquired last May for $8.5 million in a record single station deal. The $6 million deal figure, it is understood, is based on KPIX net earnings before taxes. Intrinsic value of the KPIX physical equipment and real estate, it is understood, are in the neighborhood of $2 million. The station, operating on ch. 5, is CBS and DuMont affiliated.

Westinghouse now has pending applications for tv in Pittsburgh, where it operates the pioneer KDKA, and Portland, Ore., where it operates KEX. Question of technical conflict with the multiple ownership regulation, limiting tv ownership to five, raised a few weeks ago by the FCC, is expected to be cleared up shortly. Three of the Westinghouse parent company directors also are directors of companies holding interests in other broadcast outlets. Steps already have been taken to rectify this condition.

Entire Staff Retained

It was made clear by Mr. Price that not only Mr. Lasky but the entire staff of KPIX would be retained under Westinghouse management. KPIX was organized in December 1948 by Mr. Dunn and his associates as the first tv station in the West Coast. It operates with maximum power of 100 kw. It is expected the formal application for transfer will be filed with the FCC within a fortnight.

"This is part of the Westinghouse plan to acquire and operate television stations in key centers of the country," Mr. Price said. Our desire to acquire KPIX reflects our continued belief in the growth and development of the Pacific Coast, as well as our recognition of the increasing service television performs in the daily lives of its viewers. Westinghouse now operates the largest electrical manufacturing plant in the West at Sunnyvale. We look forward to continued expansion in our West Coast activities, which center in the San Francisco area."

In addition to FCC approval, another contingency in the Westinghouse transaction is the outcome of tax legislation now in Congress. Westinghouse officials, however, evinced little concern about this aspect.

A provision of the new House-passed tax bill, now under consideration by the Senate Finance Committee, deals with corporate reorganization (Sect. 359 of the new bill). Previously, where stockholders of one company were paid in stock of the buying company, they could under certain conditions defer paying the tax on the gain until they sold the received stock. In the revised regulation, this deferment may not be allowed unless the stock paid to the old stockholders was part of the outstanding stock of the purchasing company.

Within a week after the announcement [B*TA, April 15, 1954], a request for FCC approval of the sale of KOTV (TV) Tulsa from Warner-Alvarez ownership to J. H. Whitney Co., New York investment house, for $4 million was filed.

Agreement provides that $500,000 would be paid following FCC approval, with the remainder of the $4 million to be paid at the rate of $500,000 per year, with interest increasing from 4% during the first few years to 5.3% in the seventh year.

In the determination of purchase price, the agreement indicated that KOTV's CBS-TV affiliation is worth $1,250,000 and affiliations with the other networks, $196,000. The Whitney firm, which is capitalized at $10,050,000, has varied interests in oil and gas properties, frozen meats and pies, frozen orange groves, shoe factory, newswrap, research, electronics development, uranium, seaweed extract, manufacturing and equipment firms. It also owns community television systems in Wenatchee, Walla Walla, and Richland, Wash.; Morgantown, Clarksburg, and Fairmont, W. Va.; Williamsport and Bloomburg, Pa., and Winchester, Ky. Most of these are in connection through equipment and managerial contracts with Jerrold Electronics Corp., Philadelphia.

Balance sheet for Warner-Alvarez Inc. as of Dec. 31, 1953, included in the recent KOTV renewal application, showed that the station had total assets of $786,676, of which $483,368 were current assets, and current liabilities of $196,310. Surplus, less dividends, was listed at $71,673.

Sale is in two steps. FCC was asked first to reassign KOTV from its present corporate license to individuals, J. D. Wrather Jr., his mother, Mrs. Maizie Wrather and Mrs. Maria Helen Alvarez. Mr. Wrather and his mother own 50% of KOTV, and Mrs. Alvarez the other 50%. In the second step, the Commission was asked to approve the sale of these interests to Osage Broadcasting Corp., wholly owned by the Whitney firm.

Mr. Wrather and Mrs. Alvarez also each own 38.89% of KFMB-AM-TV San Diego and are 25% owners together of Superior Television Inc., applicant for ch. 10 at Corpus Christi, Tex. Mr. Wrather holds a construction permit for ch. 44 in Boston, under the call letters of WJDW (TV). The other 22.2% of the KFMB stations is owned by Edward Petry & Co., station representatives.

Balance sheet for Warner and his mother indicated that their net worth individually is more than $5 million. Mrs. Alvarez' net worth is in excess of $2 million.

President of the proposed new licensee will be C. Wrede Petersmyer. Among the directors of the Whitney Co. is James F. Brownlee, who is chairman and 4% owner of WKLJ-AM-TV Louisville, Ky., and also a director and owner of less than 1% of R. H. Macy Co., which 10% of General Telediario Inc. General Telediario is the present holder of MSS and owns WOR-AM-FM-TV New York, the Yankee Network stations in New England and the Don Lee stations in California.

The sale's profit, according to Mr. Price, shows that it lost $13,197 in 1952, and made a profit of $32,155 in 1953.

No Personnel Changes

Application indicated that there would be no change in personnel or programming following change of ownership. KOTV began operating in 1949 and until recently was the only tv station in the area. KCBE (TV) on ch. 23 is the second operating Tulsa station. KSFG (TV) holds a grant on ch. 17.

The sale was negotiated by Howard E. Stark, KOTV's program director.

Serving with Mr. Petersmyer will be fellow-Whitney partners William H. Jackson, John H. Schemmer and Robertson D. Ward. Mr. Wrather and Mrs. Alvarez also will be on the board of directors.

Reason for the sale, according to the FCC application, was the desire of Mr. Wrather and Mrs. Alvarez to concentrate on their West Coast properties.

Application for approval of the sale of KLZ-AM-FM-TV Denver, Colo., to Time Inc. for $3.5 million [B*TM, March 8] was filed with the FCC last week.

Time Inc. is buying the Denver properties from some 40-odd stockholders, principal owners being Mr. and Mrs. Harry Huffman, Mr. and Mrs. Hugh B. Terry, Frank H. Rickston Jr., Mr. and Mrs. J. Elroy McCaw and Mr. and Mrs. Theodore R. Gamble.

Application indicated that Mr. Terry would remain as "principal operating executive" and that Mr. Rickston would remain as a member of the board of directors. No change in personnel or programming is contemplated, the application disclosed.

Terms of the transaction call for all payment to be made in cash, $3,513,766. The balance, $533,376, was placed as a down payment, $2,827,008 due on closing, and $533,376 to be held in escrow. Agreement contains a six months cancellation clause from date of closing. It also contains a covenant prohibiting Messrs. Huffman, Terry, Rickston, McCaw or Gamble from engaging in broadcasting within an 80-mile radius of Denver for at least five years from the time of the sale.

Meanwhile, principals of Denver Television Co., which lost out in the fight for Denver ch. 7 to KLZ last year, were reported considering making the FCC offer on the ground that control of the station had passed out of local hands. This was one of the points on which the Commission favored KLZ in that hearing—the first post freeze decision. Denver Television Co. with M. J. Wolfberg, who with his father, Harris Wolfberg, owned a number of Denver stations. Associated with the Wolfbergs were F. Kirk Johnstone, Texas oil magnate; broken startling, motion picture star; Sterling C. Halleray, Texas attorney, and others. Harris Wolfberg died a few months ago, and the young Mr. Wolfberg was reported to be managing theatres in California now.

Reason for the sale, according to the application, is the ill-health of Mr. Huffman and Mr. Terry. Mr. Huffman is suffering from hypertension; it was stated, and Mr. Terry suf-
Big enough and then some

When you’re building national coverage with spot radio, there’s no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation’s buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR’s primary coverage area: 15,000,000 customers
Pardon our yapping... but we're top dog in Central Ohio! We carry the 20 top-rated programs both day and night. Our faithful followers number more listeners than all other local stations combined!
In New England
they'd rather watch

WBZ-TV

WBZ-TV
BOSTON, Channel 4
WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National representatives: Free & Peters, Inc.

Superior local programming is a big reason! On WBZ-TV, televiewers find something for everyone—from lively news programs like NEWS AT NOON to household hints included in PANTRY PLAYHOUSE— from wholesome children's programs such as THE MAGIC WINDOW to the most adult entertainment like that in STARRING THE EDITORS. Seasoned to the New England taste, these programs pull a surprising — and gratifying — number of replies and sales! We'll be glad to tell you the full story of how WBZ-TV covers an area of 12,390 square miles, accounting for total retail sales of more than 6 billion dollars. Just write or phone.
last year. They began operating last fall. Agreement provides for $1,000 down payment, and the balance to be paid within 30 days after FCC approval. A Sept. 15, 1954, deadline is placed on the contract.

KOY principals are John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook and Glenn Snyder, who also own KYMA Yuma, Ariz. Messrs. Cook and Snyder also own 25% each of KTUC Tucson, Ariz., and both have stock holdings in the Prairie Farmer Publishing Co., owner of WLS Chicago. Mr. Snyder also owns 25% of WINN Louisville, Ky.

KOY-AM is not involved in the transfer. Market balance sheet for KOY Broadcasting Co. as of Jan. 31 of this year, showed total assets of $176,466, with current assets of $81,771, and current liabilities of $76,126. It also showed a surplus of $43,939, or $56,004. KOY had a profit of $27,087, but KOY-AM was shown with a loss of $45,464.

Both KOY and KOOL have a $52,220 equity in "Channel 10 Television" operation, the application showed. Each invested $96,159, and operating expenses took $43,939 from each.

Besides cowboy movie-star Gene Autry, who owns 70%, other KOOL owners are Frank Beam, 5%, and Tom Chauncey, 20%. Mr. Autry also owns 48% of KOPO-Tulson; 48% of KNOG, Nogales, and 70% of KOLD Yuma, all Ariz; and 51% of KMPC Los Angeles.

Costs & Billings

The application indicated that the combined KOOL-TV and KOY-TV operating expenses have been running at the rate of $41,000 per month. Billings in March totaled $35,000 per for the two stations, it was shown, and April billings were estimated at $40,000-$45,000.

KOOL made $19,227 in 1952, the application disclosed, and KOOL-AM-AM lost $29,346 of the two stations, Los Angeles.

No personnel changes on the technical side are contemplated, the agreement declared. Transfer of 50% ownership of WTRI (TV) Schenectady, N. Y., from S. H. Fabian and associates to Charlie Warner Corp., theatre owning company, was made known last week with filing of an application for FCC approval. Transfer involves repayment to the Fabian interests of their $150,000 stock subscription in the station and expenses of $48,000.

Theatre Holdings

Fabian interests are 14% owners of Stanley-Wagner company, making them one of the principal theatre chains in Newark and other northeastern states. Other half of WTRI is owned by WTRX Troy, N. Y., whose principal owner is Harry C. Wilder.

Richard Kennard Dies;
Office for 4 Stations

RICHARD J. KENNARD, 53, president of WMAJ State College, Pa., and officer of Clearfield Broadcasters Inc., which operates WCPA Clearfield and WAKR Latrobe, Pa., and WJCM Sebring, Fla., died April 2 of a heart ailment.

Mr. Kennard also was president of Progressive Publishing Co., which publishes the Clearedfield (Pa.) Progress, and was a member of the hotel and restaurant firm of Alken's, Kennard & Mateer. Survivors are his wife, mother and a brother.

WHIO Launches Expansion
Of Radio, TV Facilities

WHIO-AM-FM-TV Dayton last week started expansion of its facilities to add a second large television studio (50 by 64 feet) and three radio studios and general offices to its original television station on Wilmington Pike.

The stations announced that upon completion of the project the Miami Valley Broadcasting Corp. will centralize its entire broadcasting and business operations in the one building upon completion of the project early in 1955.

WHIO-TV last November increased power to the maximum 316 kw after completion of its television transmitter building and 1,104-foot tower on Germantown Road.

The project begun last week will provide almost three times as much space as the present building, the company said. The most important feature will be isolation of visual control operations on a mezzanine extending between the two tv studio control booths, each to be reserved for the director and audio control staff. The three radio studios will be served by a single master control room, the company said.

UNSHADED roof area in this architect's "aerial" drawing of expanded tv and radio facilities and business offices shows the extent of WHIO-AM-FM-TV Dayton's new project. Construction has begun.

WJR Hopes for Tv
In 'Near Future'

WJR, The Goodwill Station Inc. (WJR-AM-FM-Detroit) is "hopeful of expanding into television in the near future," President John F. Patt said in his report to the annual stockholders meeting last Wednesday, at which officers and directors of the corporation were re-elected.

Mr. Patt, in a report described as optimistic, said that despite the firm's television plans, "We believe that radio will always be the most universal, the most accessible, the most flexible," and said WJR's staff executives have "charted a course which we believe will expand our service and our revenues." He added: "We have come through five years of severe competitive conditions and we are sure the future remains bright for your company.

The company's application for ch. 12 at Flint is in hearing status, and an examiner's initial decision issued May 11, 1953, favored competing Trebit Corp. (WFDF Flint).

The seven directors re-elected were: President Patt; Worth Kramer, vice-president-treasurer; William G. Siebert, secretary-treasurer; G. F. Leydorf and F. Sibley Moore, vice presidents; Mrs. Frances S. Parker, and Selden S. Dickinson. George W. Cushing was re-elected a vice president. Mr. Patt commended the WJR staff for maintaining a high level of sales and programming operations, despite what he said was a somewhat lower trend in business generally. He also said employe-stockholders in the company have increased, with 49% now holding stock.

KFEI-AM Plans Electric
Tv Baseball Scoreboard

KFEI-AM-AM Denver General Manager Gene O'dell last week reported no reactions yet from general managers of American and National league baseball teams to his proposal to use an electrical diamond diagram scoreboard for the visual portion of telecasts of certain major league games with play-by-play sportscasters for the audio portion.

In a telegram to the big league managers, Mr. O'dell said KFEI-TV planned to re-create the audio portion of the telecast from Western Union leased wire facilities, but would welcome any alternate suggestions by the majors.

Mr. O'dell said he had discussed with Denver Bears Manager Robert Howsam the re-creation of major leagues games on tv which would not conflict with Western League night games and that Mr. Howsam indicates "extreme interest" in major league clubs' reactions.

The KFEI-AM-AM general manager said he preferred to test audience reaction by using the electric scoreboard tv system on a 60- or 90-day trial basis rather than commit the station for the whole season.

Mr. O'dell said KFEI radio is committed to air Mutual's 1954 baseball season Game of the Day and all Denver Bears games, at home and away.

Jefferson Standard
Promotes Evans, Marion

JEFFERSON Standard Broadcasting Co. has promoted two salesmen to executive positions. J. Robert Covington, vice president in charge of sales, announced last week.

Virgil V. Evans Jr. has been named sales manager of WBT and Paul B. Marion sales manager of WBTiov (TV), both Charlotte, N. C.

Mr. Evans was once commercial manager of WFMV-AM and WGNM-FM and recently named general manager of WOCG, both Greensboro, N. C., before joining the WBT sales staff. Mr. Marion has been with Jefferson Standard since 1952.

Spero to Head KMPC Sales

STANLEY L. SPERO, local sales manager, KMPC Hollywood, has been named general sales manager, a newly-created post. He also has been appointed West Coast manager for AM Radio Sales, taking over duties from Charles H. Cowling, recently named general manager of KAVR, a new 5 kw station at 960 kc now being built in Apple Valley, Calif.
WHAT'S NEW IN TAPE RECORDING

Here's a professional magnetic sound recording tape that offers a new high in permanence and durability. It can be used and stored under the most extreme conditions of temperature and humidity without any ill effects. For all practical purposes, it is virtually unbreakable. Now available on 1, 1½ and 2 mil Mylar*, in standard sizes from 600 to 2,500 ft. Write for Bulletin No. 201.

The new EP Audiotape provides the extra precision that is so important to dependable magnetic data recording and reproduction. It is especially produced to meet the most exacting requirements for uniformity and freedom from microscopic imperfections. Available in ¼" to 2" widths, 1,225 to 5,000 feet. Write for Bulletin No. 207.

Audio tape, now available on green, blue or brown plastic base—and Audiotape reels in red, yellow, green, blue and clear plastic—provide instant identification that can simplify your cueing, filing, recording and playback problems. Write for Bulletin No. 209.

AUDIO DEVICES, Inc.
Dept. A2, 444 Madison Ave., New York 22, N. Y.
Export Dept., 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

* MICAL 

#EXTRA PRECISION magnetic recording tape for telemetering, electronic computers and other specialized applications

manufactured by

AUDIO DEVICES, Inc.
444 Madison Ave., New York 22, N. Y.
Rollins Would Sell WRAP
To Allow WCAV Purchase

MULTIPLE-station operator Rollins Broadcasting Co. proposes to give up the 1 kw-daytime facilities of its WRAP Norfolk, on 1050 kc, and purchase WCAV there, assigned 1 kw full-time on 850 kc directional. Rollins would pay $90,000 for WCAV, purchasing it subject to FCC consent from Cavalier Broadcasting Corp., founded by the late Joseph Light of Washington. Rollins would retain the WRAP call.

Rollins proposes to sell WRAP's daytime facilities to Cy Blumenthal, part owner of WARL Arlington, Va., for $25,000. He would take over the relinquished WCAV cast and operate a folk music outlet on the 1050 kc assignment. Rollins proposes to serve the Negro audience with WRAP on the 850 kc channel.

Rollins Broadcasting, headed by President C. Wayne Rollins, lieutenant governor of Delaware, and Vice President O. Wayne Rollins, also operates WNJR Newark, N. J.; WRAD Radford, Va.; WJWL Georgetown, Del., and WPAI Fayetteville, N. C.

Cavalier last year proposed to sell WCAW to Lurus & Bro. Co., operator of WRVA Richmond, for $125,000 but the application was dismissed after FCC indicated a hearing would be necessary because of a question of overlap between WCAV and WRVA.

WHBF-TV Boosts Power
To 100 kw, Plans Color

WHBF-TV Rock Island, III., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

Ochs Heeds WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announces. His responsibilities at the Crosley station will include local and national sales and new business. Before joining WLTW (TV) Atlanta, now WLWA, Mr. Ochs had served as announcer and salesman at WATL Atlanta, as commercial manager at WDKA West Point, Ga., and account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.

WHMF-TV Reports Operations Start

WHMF-TV Wilmington, N. C. (ch. 6), on test patterns since early last week, was to have begun regular operations Friday, President Richard Dunlea Sr. announced. Affiliated with NBC and represented by Weed TV Inc., it will be the first tv station in Wilmington.

Two more stations reported they expect to go on the air later this week: KARK-TV Little Rock, Ark. (ch. 4), and KDRO-TV Sedalia, Mo. (ch. 6).

Starting date of July 15 has been set by WRST (TV) La Crosse, Wis. (ch. 8), Howard Dahl, president and general manager, announced. An affiliation agreement with DuMont TV Network was signed recently. It signed agreements with NBC and CBS earlier this year.

WTHI-TV Terre Haute, Ind. (ch. 10), has reported steady progress in construction of its studios and technical facilities. The CBS affiliate plans to start regular programming in July.

St. Louis educational outlet, KETC (ch. 9) plans to begin operation in the fall. It presently

Broadcasting  •  Telecating

THESE 5½-inch-thick steel plates, explains Edgar T. Bell (3d from l), general manager of KWTV (TV) Oklahoma City, will support the station's 1,572-foot tower, which, when completed in late summer or early fall, will be the world's tallest man-made structure, says KWTV. Shown are (l to r): Roy J. Turner, president of Oklahoma TV Corp. and former state governor; John Griffin, board chairman; Mr. Bell; board members Henry Griffin, James Leoke and Luther Dolaney. The tower, being fabricated by Ideco, will be part of KWTV's power boost to 316 kw.

WLS, Now Fulltime ABC, Increases Daytime Rates

WLS CHICAGO, which became a fulltime ABC affiliate April 1, will revise its rate card effective May 1, bringing its daytime rates in line with those for the evening hours, it was announced last week.

WLS is raising its daytime rates approximately 8%, according to Chick Freeman, sales director. Under the new rate card, Class A time will be 6:45 a.m. to 10:30 p.m., and Class B 5:45-8:45 a.m. and 10:30 p.m.-Midnight. Time before 5:45 a.m. will be set aside as a "special feature" classification.

Announcement of the new rate card followed a luncheon given by the station last Monday when it announced its new program plans [B&F, April 5].

The station will celebrate its 30th anniversary today (Monday) and that of the WLS National Barn Dance April 24.

Smith, Associates Buy WTMA for $150,000

SALE of WTMA Charleston, S. C., for about $150,000 to Charles E. Smith and associates in WTBO Cumberland, Md., was announced last week, subject to FCC approval.

Mr. Smith, president-treasurer and 10% owner of WTBO, will be joined by George H. Clinton, vice-president-10% owner of WTBO, and David Jeffries, WTBO chief engineer, in the WTMA purchase. Mr. Clinton also is vice-president-general manager of WPAR Parkersburg, W. Va.

WTMA is owned by Evening Post Pub. Co., which is disposing of the property to exercise its option for 10% interest in the proposed ch. 2 tv grant to WUSN Charleston. An FCC hearing examiner issued an initial decision recommending the grant in February [B&F, Feb. 22].

Ochs Heads WLWA (TV) Sales

WHBF-TV Boosts Power
To 100 kw, Plans Color

WHBF-TV Rock Island, III., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

Ochs Heeds WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announces. His responsibilities at the Crosley station will include local and national sales and new business. Before joining WLTW (TV) Atlanta, now WLWA, Mr. Ochs had served as announcer and salesman at WATL Atlanta, as commercial manager at WDKA West Point, Ga., and account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.

WHBF-TV Boosts Power
To 100 kw, Plans Color

WHBF-TV Rock Island, Ill., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

Ochs Heeds WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announces. His responsibilities at the Crosley station will include local and national sales and new business. Before joining WLTW (TV) Atlanta, now WLWA, Mr. Ochs had served as announcer and salesman at WATL Atlanta, as commercial manager at WDKA West Point, Ga., and account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.

WHBF-TV Boosts Power
To 100 kw, Plans Color

WHBF-TV Rock Island, Ill., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

Ochs Heeds WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announces. His responsibilities at the Crosley station will include local and national sales and new business. Before joining WLTW (TV) Atlanta, now WLWA, Mr. Ochs had served as announcer and salesman at WATL Atlanta, as commercial manager at WDKA West Point, Ga., and account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.
Everyone has something he does best...

We'll go that statement one better. What we do best is also the only thing we do—the finest possible representation for quality television stations. The mainspring of our success is that we serve only them—and only television. If you believe that quality representation should have all the dependability of a fine watch, then we have a premise in common that may deserve pursuing further.

Harrington, Righter and Parsons, Inc.
New York
Chicago
San Francisco

the only representative devoted only to television

| WMAM | Baltimore |
| WBEN-TV | Buffalo |
| WFMY-TV | Greensboro |
| WDAF-TV | Kansas City |
| WHAS-TV | Louisville |
| WTMJ-TV | Milwaukee |
| WMTW | Mt. Washington |
planning schedules Thursday. The station offered time to the guild and the Record and Times-Leader-Evening News, to tell their versions of the strike.

Roy Morgan, executive vice president of WILK-AM-TV, said the stations were handling more news and commercial programs and spots, with the tv news coverage including additional live programs. Like other stations, WILK was working from a cooperative standpoint to supply community needs.

John H. Stenger, general manager of WBAX, said a number of merchants were buying time though many were holding off to see if the guild strike would run beyond the weekend. WBAX had an offer from the guild to provide local news coverage.

This caps everything. John E. Pearson, president of John E. Pearson Co., and Russ Walker, vice president for that company's eastern division, stand as honorary coeditors of the New York, New Haven & Hartford Railroad as they peer at their B&T page ode.

Mrs. F. M. Thieriot Dies;
Was an Owner of KRON-TV

MRS. FERDINAND M. THIERIOT, one of the owners of the Chronicle Publishing Co. (San Francisco Chronicle, KRON [FM] KRON-TV), died April 3 at San Mateo, Calif., of causes not disclosed. She had been ill some years and entered a San Mateo hospital March 31, it was said.

Surviving are two sons, Charles de Young Thieriot, assistant publisher of the Chronicle and general manager of the KRON stations, and Ferdinand M. Thieriot, Chronicle circulation director; a daughter, Mrs. Ferdinand Stent, San Mateo, and three sisters, Mrs. George T. Cameron, wife of the Chronicle publisher, and Mrs. Joseph Oliver Tobin and Mrs. Nion R. Tucker.

Radio-TV Provide Aid
In Wilkes-Barre Strike

WILKES-BARRE radio and tv stations stepped into the breach Thursday as the Pennsylvania city was left without either of its two newspapers as the result of a strike by the American Newspaper Guild. They expanded public services programming and provided commercial time for retail advertisers left without their usual weekend space advertising.

WBRE-AM-TV set up news facilities to handle births, funerals, complete police and court house coverage, church news and meeting schedules, according to Ernest Lewis, sales manager.

Mr. Lewis said leading business houses bought heavily of radio and tv time, including Boston Store, The Hub, Acme Supermarkets and A&P stores. Lazarus and Pomeroy's were.

Ziv's 'Three Lives' Tops Film Videodex

ZIV-TV's I Led Three Lives is still at the top of Videodex Inc.'s top ten ratings of tv films, based on a March 1-7 survey of programs that appear in a minimum of 20 markets. The survey includes percentage of tv homes, number of cities, and number of tv homes:

<table>
<thead>
<tr>
<th>Program &amp; Distributor</th>
<th>% of Home</th>
<th># of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Led Three Lives (Ziv)</td>
<td>19.8</td>
<td>100</td>
</tr>
<tr>
<td>Derrum (Diet Film)</td>
<td>17.9</td>
<td>101</td>
</tr>
<tr>
<td>Kirt Corson (ACA-TV)</td>
<td>17.8</td>
<td>96</td>
</tr>
<tr>
<td>Bridge 714 (NBC Film Div.)</td>
<td>17.7</td>
<td>50</td>
</tr>
<tr>
<td>Annie Oakley (CBS-TV Film)</td>
<td>17.3</td>
<td>50</td>
</tr>
<tr>
<td>My Favorite Shop (Ziv)</td>
<td>16.9</td>
<td>99</td>
</tr>
<tr>
<td>Foreign Intrigue (V. Thompson Co.)</td>
<td>16.2</td>
<td>52</td>
</tr>
<tr>
<td>Hapgood Casualty (NC Film)</td>
<td>15.6</td>
<td>1,000</td>
</tr>
<tr>
<td>Life With Elizabeth (Guild Films)</td>
<td>16.0</td>
<td>41</td>
</tr>
<tr>
<td>My Hero (Official Films)</td>
<td>15.4</td>
<td>21</td>
</tr>
<tr>
<td>Cisco Kid (Ziv)</td>
<td>15.3</td>
<td>47</td>
</tr>
</tbody>
</table>

Retail tv Set Sales Exceed 1953 Figure

RETAIL tv set sales totaled 1,267,934 in the first two months of 1954, exceeding the 1,177,195 sets sold in the same period a year ago, according to Radio-Electronics-Tv Mfrs. Assn. February tv set sales totaled 536,017 compared to 537,122 for the same month of 1953.

Radio sales totaled 262,679 in February compared to 310,623 in January, and 507,527 in February, 1953. These retail radio sales do not include auto receivers, of which 331,961 were manufactured in February, or 726,403 auto receivers in the first two months of the year. Retail radio sales in the first two months of 1954 totaled 573,302 compared to 925,248 in the same period a year ago.
Revolutionary 12-kw beam power tube
for UHF telecasting

New RCA-6448 water-cooled beam power tube
features coaxial-electrode structure for
high gain at frequencies up to 1000 Mc.

Representing a significant departure from conventional
tube design, the new RCA-6448 features a unique “inside-out” structure, wherein the plate is centrally located and surrounded by a symmetrical array of unit electron-optical systems. Water cooling the various elements is achieved by a novel built-in “canal” system.

As a result of this new approach to the problem of designing a high power tube for ultra-high frequencies, the RCA-6448 is a comparative midget in size—measuring only 7¾ inches in height and 11¾ inches in diameter. Yet, in color or black-and-white TV service, the tube can deliver a synchronizing-level power output of 15 kw at 500 Mc or 12 kw at 900 Mc. Its construction minimizes circuitry, reduces tuning requirements, results in rugged, simple mechanical arrangements, and makes possible small over-all cavity size. Only one set of cavities is required to tune the entire UHF-TV band.

Further, the design permits operation of the tube as a grid-driven UHF power amplifier to provide a high gain in TV service without need for neutralization. This advantage simplifies both operating and adjustment techniques.

RCA-6448 beam power tubes are used in the aural and visual power amplifier stages of the new RCA-TTU-12A, a 12.5-kw UHF TV transmitter.

For fast, dependable delivery of RCA Broadcast Tubes, call your local RCA Tube Distributor.
Only a combination of stations can cover Georgia’s major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio

ATLANTA
MACON
SAVANNAH

represented individually and as a group by

The KATZ AGENCY, INC.
NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

The TRIO offers advertisers at one low cost:
- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets
PEOPLE

Advertisers

Carl G. Grace, Colgate-Palmolive Ltd., Toronto, appointed executive vice president and elected to board of directors.


Agencies

Bowman Kreer, formerly vice president and creative director, McCann-Erickson Inc., Chicago, elected vice president and appointed assistant manager of Chicago office, Campbell-Mithun Inc.


Barrett Brady and Sidney Olsen, copy supervisors, Kenyon & Eckhardt, N. Y., appointed vice presidents.

Charles M. Halverson, Hicks & Greist, Inc., N. Y., to Bermingham, Castleman & Pierce, same city, as vice president and member of executive committee, effective April 15.

J. Vance Babb, public relations counsel, N. W. Ayer & Son, N. Y., and associated with agency since 1940, elected a vice president.

Hugh H. Johnson, associate media director, Kudner Agency, N. Y., appointed media director, succeeding late Daniel J. Pykett.

William D. Lewis, media director and account executive, Wolfe-Jickling-Conkey, Detroit, to Geyer Adv., as media director of Detroit office, to serve as an assistant account executive on Kelvinator Account.

West P. Woodridge Jr., advertising manager, Pepsodent div., Lever Brothers, to William Esty Co., N. Y., as an account executive, working on Colgate-Palmolive group.


Donald E. Gehring, assistant account executive, Erwin Wasey & Co., L. A., promoted to account executive on Albers Milling Co.'s Friskies dog foods succeeding Eric Lifter, resigned.

Edgar P. Peck, circulation promotion manager, Look magazine, to Grey Adv., N. Y., in account executive div., effective today (Mon.).

Burt B. Roens, Gray & Rogers, Phila., named

"FABULOUS FLINT" WIDENS ITS LEAD AS G.M.'S BIGGEST MANUFACTURING CENTER

With 130,600 people busily at work and with a continuing demand for skilled workers, "Fabulous Flint" continues to be one of the outstanding markets in the United States! . . . For Flint is a RICH market ($325,184,000, in retail sales last year) and it's a BIG market (287,000 population). It's an EXPANDING market, too, meaning MORE workers, MORE sales—MORE prospects for your sales message over WFDF-FIRST in FABULOUS FLINT—the RECORD-BREAKING market!

* Above figures from Sales Management's "Survey of Buying Power"—1953

WFDF

FLINT, MICHIGAN

Affiliate

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids

WFBM and WFBM-TV Indianapolis — WEOA Evansville

April 12, 1954 • Page 59
account executive, Laverson Bureau of Adv., same city.

Lynn Hall, formerly production manager, Foote, Cone & Belding, Portland, Ore., to Searcy Adv. Agency, that city, as account executive.


Ernest Moxly, formerly with Biow Co., N. Y., to Geyer Adv., same city, as film production supervisor; Edward S. Richardson, media dept., appointed a media buyer, same agency.

Harold Sieher, print buyer, Kenyon & Eckhardt, N. Y., appointed media coordinator in media department.


Don Henry, radio and tv writer, Advertising Counselors of Arizona, to Tracy-Locke Inc., Dallas, Tex., as copy writer.


Dan H. Steele, copy director, Carson-Roberts Inc., L. A., named assistant to Ralph Carson in charge of media, merchandising and research, same agency.


Dick Lytle, account executive, Martin R. Klitten Co., I. A., to Western Adv. Agency, that city, as copy contact on various accounts.


Robert Clark, freelance artist, to art dept., House & Leland Adv., Portland.

James W. Daisey, manager of Pat’s Confections, Gloucester, N. J., to research dept., Gray & Rogers, Philadelphia.


Nicholas B. Bjornson, Gray & Rogers, Philadelphia, to The Buckley Organization, same city.

Dallas M. Williams, vice president and account executive, Irwin-Crenshaw Adv., Beverly Hills, resigns to establish own agency, Dallas Williams & Sons., at 442 N. La Cienega Blvd., L. A.


William R. Reid, 49, president, Universal Agency and Craig & Reid Inc., both Hollywood, died April 3 following an operation.

Daniel J. Pykett, media director Kudner Agency, N. Y., died March 29 after a heart attack.

Stations

Harold J. Parise appointed general manager, Head of the Lakes Broadcasting Co. (WEBE
Another

WSM

package show
delivered to
the Network!

When the makers of d-CON products wanted a strong, effective, unified medium to sell the entire nation, they took a familiar step:

They turned to the field whose national popularity is rocketing fastest — country music; to the top folk music talent pool — the cast of WSM's Grand Ole Opry.

So NBC listeners coast to coast are now hearing at 9 p.m. every Saturday, right after the network portion of "Grand Ole Opry," the "Country Tune Parade," starring Ernest Tubb, Goldie Hill, and famous guest stars from the Opry itself.

When your product is ready to ride a network, contact WSM for a sure-fire salesmaking package show. More specifically, contact Tom Harrison or any Petry Man.

Nashville WSM Clear Channel • 50,000 Watts
Duluth; WHLB Virginia; WMFG Hibbing, all Minnesota). Mr. Parise will headquarter in Duluth.

Frederic S. Bailey, general manager, WTAO-AM-TV Cambridge, Mass., resigns. His future plans are undetermined.

John D. Allison, vice president-sales manager, KHON Honolulu, named local sales manager, same station. John plans are undetermined.

AM-TV Cambridge, Minn. Mr. Parise returns from Duluth; WHLB Virginia.

Drue Smith, WAPO Chattanooga, named director of business operations, KFRE Fresno, Calif., and vice president, California Inland Broadcasting Co., licensee, KFRE and KRFM (FM), appointed manager of those stations.

Burton S. Gardner, Kamin Adv. Co., Houston, Tex., to sales staff, KTBC Austin; Carolyn Busch, continuity dept., same station, moves to sales staff.

Elmer G. Francke, sales staff, WMIL Milwaukee, promoted to sales manager.

Adrian Roberts, merchandising manager, KNBH (TV) Hollywood, named account executive. Harry Camp succeeds Mr. Roberts.

Joseph Carleton, Beal, former TV production manager, WDSU-TV New Orleans, appointed manager, new public service division of World Wide Broadcasting System, operator of WRUL, international station with several shortwave transmitters at Scituate, Mass.

Francis R. Busby to Tacoma sales staff, and Edward D. Dever to Seattle sales staff, KTNT-TV Tacoma.

Bob Jones, announcer, to WCOG Greensboro, N. C., where he will conduct two programs, Groans by Jones and Jones' Party Line.

R. Elbert Hutchison, winner of KDKA Pittsburgh agricultural scholarship at Ohio State U. for 1951-52, named agricultural director, WEAU-AM-TV Eau Claire, Wis.

Doris Overland named an assistant to traffic manager, WDRC-AM-FM Hartford.

John L. Scott, announcer-director, WHEN-TV Syracuse, promoted to program director, WHEN same city.

Naomi G. Rector, formerly program director, WPTR Albany, N. Y., to KFIA (TV) Anchorage, Alaska, in similar capacity.

Larry Gutter, formerly writer-producer, WBIM-TV Chicago, appointed director of continuity and commercial production.

Drue Smith, WAPO Chattanooga, named director of...
316,000 WATTS

on channel 7 to better serve the rich WHEELING* market...

On March 25 we increased our signal strength to a maximum 316,000 watts full power, offering better-than-ever television coverage to advertisers and viewers in the big, buying upper Ohio Valley market area surrounding Wheeling.

RADIO AFFILIATES

WTRF - Wheeling
WTRF-FM - Wheeling

WHEELING MARKET

it's WTRF TV

channel 7

in the WHEELING MARKET

represented by Hollingbery

*Wheeling - Steubenville - Weirton - Bellaire - Mansfield - Parkersburg - Wheeling - Martins Ferry - and towns in 26 counties in West Virginia, Ohio and Pennsylvania - all in WTRF-TV's primary market area - over 350,000 television families who look to WTRF-TV for their television entertainment.

Broadcasting • Telecasting

Page 63
tor of public affairs, WDEF that city. Mrs. Smith is originator of Party Line program, which also moves to WDEF.

Fred Harper, production manager, KYW Philadelphia, promoted to program operations manager.

DeVere Nelson, formerly with KFOR Lincoln, Neb., named assistant director, KSAC Manhattan, Kan.

Lionel Monagas, promoted to assistant director, WTOP Washington.

Eugene Show, assumes Jack Eigen, ant chief engineer. Cincinnati, to WISH Albany, Ind.

Robert Brockway, formerly of WLWT WDEF, Cincinnati, to WISH Washington, D.C.

Lionel Monagas, assistant station manager, same station, Philadelphia, named radio and road board president, WIRE Indianapolis.

Eugene Show, assumes Jack Eigen, assistant chief engineer. Cincinnati, to WISH Albany, Ind.

Robert Brockway, formerly of WLWT (TV) Cincinnati, to WISH-TV Indianapolis, as assistant chief engineer.

Jack Eigen, emcee of WMAQ Chicago Chet Show, assumes similar duties on The Holiday House Supper Club at WOKY-TV Milwaukee.

Eugene C. Pulliam, newspaper publisher and president, WIRE Indianapolis and WOAV Vincennes, chosen by Robert R. Young as 11th nominee for 15-man New York Central Railroad board of directors.

William B. Caskey, general manager, WPEN Philadelphia, named radio and tv director, Philadelphia area Cerebral Palsy Drive. Murray Arnold, assistant station manager, same station, also is on the committee.

Joseph Herold, station manager, KBTV (TV) Denver, presented Cerebral Palsy Distinguished Service Award as a token of esteem for his fight against the disease.

Paul L. Woodland, promotion manager KBY Philadelphia, named to publicity committee, Philadelphia Health Fair, sponsored by Junior Chamber of Commerce.

Josh Barry and Bill Montgomery, WNOR Norfolk, Va., presented top award in Virginia AP broadcasters annual achievement contest for description on tape of U.S. submarine dive in Chesapeake Bay.

Bill Leyden, KITV (TV) Hollywood host-m.c., named Los Angeles' best-dressed tv host by Clothiers and Designers Guild.

Lonny Starr, disc m.c., WNEW New York, elected president, Rotary Club of Valley Stream, L. L.

Zoe Lofgren, continuity writer, WHJF Rock Island, Ill., and Donald A. Roos, married March 20.

Pete Greer, photographer, WBAL-TV Baltimore, father of boy, April 1.

Wright King, star of Johnny Jupiter, sponsored by M & M Candies on regional tv basis, father of boy, Meegan, March 30.


Don Rodekell, announcer-disc m.c., KWSO Watson, Calif., father of girl, Judith Mae, March 25.

Jim Daley, engineer, WPEN Philadelphia, father of son, Mark Dennis, March 23.

Phil Waters manager, KOOS Coos Bay, Ore., father of boy, Richard Frederick, March 20.


Networks


Michael Horton, in charge of press relations, NBC color tv operations, promoted to NBC director of information.

Frank Pacelli, director of NBC-TV's Chicago-originated Hawkins Falls show, signed by CBS-TV to a term agreement as producer-director.

Brooke Taylor, program director, WTM Cleveland, resigns to resume freelance performing and producing of radio-tv programs.

Willis Boucher, who portrays title role on NBC Radio's Dr. Paul, assigned role in Columbia feature film release, "The Long Gray Line."

Samuel Chotzinoff, NBC general music director, accepted award for "NBC Television Opera

SUMMER is the BONUS selling season ON KOA!

KOA's Western Market normally delivers 4,163,700 people and opens family pocketbooks.

BUT THEN COMES THE SUMMER WITH BONUS AUDIENCE!

* Bonus Number One — Car radios—a total of 1,854,200! Nearly 1.5 million hours of car radio listening every day! All that-plus tourist listening!

* Bonus Number Two — More than 12.5 million tourists vacation on average of 8.8 days in the Mountain States . . . spend more than $600 million!

Get with it man! Get your message on KOA—

THE SINGLE STATION NETWORK!

WRITE TODAY FOR COMPLETE DETAILS ON KOA'S SUMMER BONUS

KOA serves more people who can't get TV than any radio station in America!
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota
Theatre" from Sigma Alpha Iota, national women's music fraternity, for NBC's "contribution to music in the television field in 1953."

Harry Lillis Crosby, star of CBS Radio's Bing Crosby Show, elected life member of Massachusetts Society of Mayflower descendants.

Robert Griffin, actor on NBC-TV's One Man's Family, and Virginia Woodson were married April 3.

George Gobel, NBC-TV comedian, father of girl, March 30.

Manufacturers


Franklin P. Hauman, named acting manager of manufacturing for division, and Harry F. Pully named manager of plant, Westinghouse Electric Corp's electronic tube div., Elmira, N. Y.

Paul E. Burks, manager, Southern Calif. div., Philco Corp, appointed manager of distribution for corporation, succeeding James M. Skinner Jr., promoted to vice president in television division.

Leonard A. Bayer appointed to newly-created position of manager, product engineering dept., communications products div., Allen B. DuMont Labs., Clifton, N. J.

Edward W. Stone, formerly Southern district manager of electric sales, Graybar Electric Co., appointed Chicago district sales engineering manager, Standard Electronics Corp., subsidiary of Claude Neon Inc.

Caleb A. Shera distributor sales counsellor, Hallicrafters Co., Chicago, appointed district sales manager.

Frank P. Fern, Los Angeles field supervisor, named Seattle manager, Hoffman Sales Corp. (radio-tv set distributors).

Film

John P. Rohrs, manager of Chicago office, United Television Programs Inc., appointed a vice president.

Charles Adams, who has produced and directed tv programs over DuMont and ABC-TV for the past five years, to Loucks & Norling Studies, N. Y., as manager of newly-created tv film department.

William Spier, creator of Suspense and Sam Spade radio programs and associated with Omnibus and Medallion Theatre, to Desilu Productions, Hollywood, as producer-director-writer on The Country Doctor film series, starring Charles Coburn.

David Gordon and Gilbert Kay have been signed by American National Studios Inc., Hollywood, as head of the music department and first assistant director, respectively.

Alfred D. LeVine, formerly midwest sales manager of Consolidated Television Sales and recently appointed to similar duties for George Bagnall & Assoc., new sales organization for CBS properties, has announced his resignation. He was incorrectly identified as Al Lee Vine in the April 5 issue of B*W.

Stuart Stevenson, prop man, ABC-TV Make Room for Daddy film series, father of boy, Timothy Lee, April 5.


Representatives

George Gilbreath appointed to tv sales staff New York office, George P. Hollingsbery Co.

Paul B. Evans, formerly with Paul H. Raymer Co., named radio sales account executive, NBC Spot Sales.

Page 66 • April 12, 1954
inner sanctum

opens the
doors to
higher ratings for
TV stations everywhere

Smart local and regional advertisers in 71 markets have bought "INNER SANCTUM." First reports for this exciting new series already show its audience pulling power. In every case where information is available, "INNER SANCTUM" has drawn a higher rating than the program in that time period before. For proof, look at the figures for these big, competitive markets!

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>TIME</th>
<th>MONTH BEFORE &quot;INNER SANCTUM&quot;</th>
<th>CURRENT, WITH &quot;INNER SANCTUM&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>WNBQ</td>
<td>Sat. 10:00</td>
<td>14.4 (Dec.)</td>
<td>20.8 (Feb.)</td>
</tr>
<tr>
<td>Houston</td>
<td>KGUL</td>
<td>Thurs. 10:00</td>
<td>7.8 (Oct.)</td>
<td>15.7 (Jan.)</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Sat. 9:00</td>
<td>6.4 (Dec.)</td>
<td>9.0 (Feb.)</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WCAN (UHF)</td>
<td>Thurs. 8:30</td>
<td>2.1 (Dec.)</td>
<td>7.5 (Jan.)</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WDTV</td>
<td>Wed. 9:00</td>
<td>31.1 (Oct.)</td>
<td>40.6 (Jan.)</td>
</tr>
</tbody>
</table>

And ratings for the rest of the 39 thrilling half-hour episodes will be much higher, as soon as the public gets to know about the show.

"INNER SANCTUM" is backed by a market-tested advertising, promotion, publicity and merchandising campaign as an integral NBC Film Division Service. Write or call today.

NBC FILM DIVISION
New York • Chicago • Los Angeles
SERVING ALL SPONSORS . . . SERVING ALL STATIONS
Lawrence Cowen, President of the Lionel Corporation, writes:

"The spot commercials you filmed for us proved to be extremely successful . . . The quality of the photography as well as the format reproduced beautifully and had fine public acceptance."

RKO PATHE . . . the organization that gives every inch of film the magic touch of visual excitement born of 31 years of successful movie-making . . .

RKO PATHE . . . the outfit with the know-how and mechanical facilities to meet today's challenge of making action-impact on eyes and ears tired of the pounding of the commonplace . . .

RKO PATHE . . . with the advertising grasp to give you exactly what you hope to get in the visualization of your selling ideas . . . without question, without quibble, without worry as to quality.

RKO PATHE, INC.
"The Professional Company"
625 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-3600
THREE years ago Stuart Reynolds, president of Stuart Reynolds Productions, Beverly Hills, came to the conclusion that the lot of a radio and television program packager is a happy one—if and when the producer delivers the package. But Mr. Reynolds had learned through sad experience that promises often were not fulfilled, and he frequently had a client without a package.

He decided then and there to become his own producer. The wisdom of this move can be supported by the financial and production accomplishments of his organization in 1953. Stuart Reynolds Productions rolled up gross billings of more than $2 million last year and produced 55 half-hour dramatic programs for such blue-chip clients as General Electric (G-E Theatre), Hamilton Watch Co. (Your Jeweler's Showcase) and duPont (Cavalcade of America).

"We are particularly proud of the high quality of our filmed programs at a price that is within the budget of our advertisers," Mr. Reynolds commented recently while on a business trip to New York. "This is no idle boast when you consider that General Electric has contracted for a re-run of 13 of its films for the G-E summer show, starting in June."

Mr. Reynolds is grateful for his long grounding in the advertising business, explaining it has assisted him in producing high-caliber programs that will appeal to a mass market and therefore have sponsor interest. Prior to launching his package business in 1949, he had been associated since 1927 in various advertising copy writing and sales capacities for Lord & Thomas, Chicago; General Mills, Minneapolis; Henri, Hurst & McDonald, Chicago; Erwin Wasey, San Francisco; BBDO, Los Angeles, and the Don Lee Network in Los Angeles. It was with the Don Lee organization's experimental television station, W6XAO, that Mr. Reynolds received his baptism of fire in the television medium.

Chicago-born, Mr. Reynolds attended Chicago Law School while working for Lord & Thomas and received his law degree in 1932. He points out that his legal education is an asset in negotiating contracts with talent and advertisers.

A cardinal rule in producing dramatic TV film programs, Mr. Reynolds contends, is to tailor the show to fit the star. He claims that this is a formula that will enable a producer to cope realistically with production costs that are the bugaboo of many film makers. Since time is such a vital consideration, Mr. Reynolds continued, exhaustive preparations must be made before actual production is launched.

In a projection of things-to-come, Mr. Reynolds said that he believed that eventually 80% of television programs will be on film. Another development, he said, will be the use by advertisers of their filmed shows at least twice to amortize the costs.

Mr. Reynolds taps the talents of radio and motion picture script writers in Hollywood for his productions and voices the belief that radio men are more adaptable for television, though he acknowledged that several screen writers have turned out some top-drawer scripts.

Mr. Reynolds lives in Beverly Hills with his wife, Beverly, to whom he has been married for 20 years, and their daughter, Merrily, 10 1/4. Until a few years ago Mrs. Reynolds confined herself to domestic duties.

"But now she's a full-time member of the team," Mr. Reynolds said. "It came about quite accidentally. I was in New York on a business trip when my secretary left to get married. Beverly went down to the office to help out with the files. Pretty soon she did more and more work. Well, I've found her so valuable that she has stayed on."

Mr. Reynolds used to play golf but lack of time has ruled out that sport. He said that with his present full schedule, his only hobbies are "family and work."
FEATURE FILM

THE PRICE paid by television stations for feature film programs ranges upward in direct ratio to the size of the market served, with average prices varying from around $25 in smaller areas to well over $200 in major metropolitan markets.

These findings are included in a series of revelations covering the use of feature films by tv stations, and the average prices paid by stations to film distributors, as shown by an industry-wide survey conducted by Broadcasting * Telecasting.

The survey brings to light for the first time a number of industry trends which have heretofore been revealed only in scattered comments based on random contacts.

Analysis of the 153 questionnaires returned by the nation’s operating commercial tv stations—there are 371 on the air—show few examples of one-two-three presentation of commercials at any point during the presentation of a feature film. This scarcity of triple-spotting belies the careless commentaries by those who professionally brand television as replete with triple, quadruple and even quintuple spotting.

All questionnaires were kept anonymous to encourage complete and accurate revelation of facts. Since the returns are based on 40% of the entire industry, with all categories proportionately represented, the results are believed to be typical.

The 153 participating tv stations answered a series of questions including hours on air per week; size of market; time devoted to full-length, 1½-hour and one-hour features, along with top, low and average prices paid to distributing outlets; number and length of commercials in single-advertiser and participating film programs, with percentage of local and national sponsors.

The adjoining tables reveal a large number of important trends among tv stations, broken down in some cases by availability of inter-connection facilities as well as size of market.

Among the findings are these:
- Few tv stations permit single commercials of more than two minutes duration during feature films.
- The number of breaks during the showing of a one-hour or full-length feature ranges between two and five, as a rule.
- Films are interrupted more often by stations in smaller markets.
- Local advertisers are supplying a major share of film sponsorship revenue in smaller markets, with stations in larger markets getting over half their film income from national advertisers.

Those answering the questionnaires were given an opportunity to list the distributors from whom they buy television feature films. While the questionnaire was limited to feature and one-hour films, the respondents in some cases appeared to be including all their sources of tv film programs.

The following list of film distributors appears in order of number of mentions on questionnaires. Motion Pictures for Television had the largest number of mentions, Unity was second, and the list continues until all mentioned distributors are included. In a few instances there may have been confusion in mentioning corporate names of distributors. The list follows:

Motion Pictures for Television Inc.
Unity Television Corp.
Hollywood Television
Sterling Telecasting Co.
Tele-Pictures
Atlas Television Corp.
Comet
Hygo
NBC TV Film Div.
Vitapix Corp.
Interstate
Atlantic Television Corp.
Official Films
Ziv Television Programs
M & A Alexander Productions
George Bagnall & Assoc.
Consolidated
Film Vision Corp.
MCA TV

what it costs how much is used how it is sold

<table>
<thead>
<tr>
<th>AMOUNT OF TIME DEVOTED BY TV STATIONS TO TYPES OF FILMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Hours Station Is on Air</td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
<tr>
<td>Per Week</td>
</tr>
<tr>
<td>Under 10 Hrs. (Markets Under 250,000 Population)</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>Over 75 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>Under 75 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>Over 75 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>(Markets 250,000 - 500,000 Population)</td>
</tr>
<tr>
<td>Under 75 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>75-100 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>Over 100 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>(Markets Over 1,000,000 Population)</td>
</tr>
<tr>
<td>Under 75 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>(Markets Over 1,000,000 Population)</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>75-100 Hrs. Per Wk.</td>
</tr>
<tr>
<td>Inter-Connected</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
</tr>
<tr>
<td>(Markets Over 1,000,000 Population)</td>
</tr>
</tbody>
</table>

Page 70 • April 12, 1954
### PRICES PAID FOR FEATURE FILMS BY TV STATIONS

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>LOWEST PRICE</th>
<th>HIGHEST PRICE</th>
<th>AVERAGE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Under $50</td>
<td>% Over $100</td>
<td>% Under $50</td>
<td>% Over $100</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>89.5</td>
<td>47.8</td>
<td>90.0</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>10.5</td>
<td>43.6</td>
<td>5.0</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>100.0</td>
<td>25.0</td>
<td>5.0</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>75.0</td>
<td>22.9</td>
<td>21.4</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>3.7</td>
<td>18.5</td>
<td>6.2</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>100.0</td>
<td>60.0</td>
<td>3.1</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>60.0</td>
<td>36.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>3.1</td>
<td>28.1</td>
<td>3.1</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td>100.0</td>
<td>40.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>50.0</td>
<td>11.5</td>
<td>16.0</td>
</tr>
<tr>
<td>Inter-Connected</td>
<td>11.5</td>
<td>28.6</td>
<td>6.0</td>
</tr>
<tr>
<td>Non-Inter-Connected</td>
<td></td>
<td>14.2</td>
<td>6.0</td>
</tr>
</tbody>
</table>

### HOW FEATURE FILMS ARE SOLD TO ADVERTISERS

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>No. of Commercial Breaks in One-Hour Film Sold to One Advertiser</th>
<th>No. of Commercial Breaks in Participating Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Under $50</td>
<td>% Over $100</td>
<td>% Under $50</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>27.8</td>
<td>19.4</td>
</tr>
<tr>
<td>250,000 to 500,000</td>
<td>25.7</td>
<td>22.9</td>
</tr>
<tr>
<td>500,000 to 1,000,000</td>
<td>18.5</td>
<td>22.2</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>37.9</td>
<td>37.9</td>
</tr>
</tbody>
</table>

### LONGEST SPOTS USED AT ANY ONE STATION BREAK

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>20 Sec. to 1 Min.</th>
<th>2-3 Min.</th>
<th>3-4 Min.</th>
<th>3-4 Min. to 1 Min.</th>
<th>2-3 Min. to 1 Min.</th>
<th>3-4 Min. to 1 Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 250,000</td>
<td>42.1</td>
<td>52.6</td>
<td>5.3</td>
<td>64.3</td>
<td>30.9</td>
<td>2.4</td>
</tr>
<tr>
<td>250,000 to 500,000</td>
<td>37.8</td>
<td>45.9</td>
<td>16.3</td>
<td>57.1</td>
<td>30.9</td>
<td>9.6</td>
</tr>
<tr>
<td>500,000 to 1,000,000</td>
<td>25.9</td>
<td>51.9</td>
<td>14.8</td>
<td>51.9</td>
<td>40.7</td>
<td>7.4</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>26.7</td>
<td>63.3</td>
<td>10.0</td>
<td>61.1</td>
<td>38.9</td>
<td>3.1</td>
</tr>
</tbody>
</table>

### SOURCES OF ADVERTISING INCOME FROM FEATURE FILMS

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>Income from Local Advertisers (By % of Stations)</th>
<th>Income from National Advertisers (By % of Stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Under $50</td>
<td>% Over $100</td>
<td>% Under $50</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>2.2</td>
<td>17.4</td>
</tr>
<tr>
<td>250,000 to 500,000</td>
<td>2.4</td>
<td>23.3</td>
</tr>
<tr>
<td>500,000 to 1,000,000</td>
<td>2.4</td>
<td>25.0</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>6.3</td>
<td>15.6</td>
</tr>
</tbody>
</table>

### Quality
- Specialty Television Films
- Television Exploitation
- Major Television Productions
- Republic Television Features
- ScreenCraft Pictures
- Louis Weiss & Co.
- Chase
- Commonwealth Film & Television
- National Telefilm Assn.
- Standard Television Corp.
- ABC-TV
- Argyle
- CBS Television Film Sales
- DuMont Television Network
- Guild Films Co.

### Productions
- Peerless Television Productions
- PSI-TV
- Television Programs of America
- American-British TV Movies
- Astor Television
- Aurora Productions
- Beverly
- Box Office
- California Major TV Productions
- Cherry
- Film Classics
- Fleetwood
- Fortune
- Foundation Films Corp.
- Greatest Fights
- Harriscopce Inc.

### Broadcasting & Telecasting

April 12, 1954 • Page 71
consolidation pays off in more sales for UTP

A NEW sales record with the distribution of Waterfront was recently set by United Television Programs when more than one sale per working day was recorded from the date the series was released for the next 52 days.

This, in itself, is not exceptional in view of market results on our other products. However, UTP's merchandising chart has been on a constant upgrade since the consolidation of operations last fall in Hollywood, also the site of production.

When the company was taken over by Jack Gross and Phil Krasne in October, UTP's removal of home offices from New York to Hollywood gave rise to an important question in TV film production and distribution. What are the advantages of centering an entire operation, such as ours, under one roof—and in Hollywood, of all places?

In our brief experience at California Studios, several benefits of outstanding importance have been made manifest. That it is more convenient, is obvious. The majority of our producers are here—Bing Crosby Enterprises, Roland Reed Productions, Gross-Krasne Inc., and others. Our owners, our shipping, billing, bookkeeping, contracts departments, sales promotion, advertising and exploitation divisions are here, all in close proximity to impel a teamwork of action. Our executive vice-president, Lee Savin, is available at all times to our producers, sales force and various clients, as is our very capable national advertising and sales promotion manager, Noel Rubaloff, and his advertising agency (Creative Advertising), under the direction of Leonard Staff. The national magazines with whom we advertise and deal have competent Hollywood bureaus and work with us just as they did when we were in New York.

The convenience in turn makes for more personalized relations with the producers. Not only are we more cognizant of their production problems and accomplishments, but there is a greater flow of ideas and suggestions when it becomes a matter of visits to the lots and telephone calls in and around the Hollywood area instead of confusing and detailed memos and cross-country calls.

While UTP, though wholly owned by Phil Krasne and Jack Gross, functions as an independent distribution firm handling products, the majority of which are filmed by other independent producers, we do not hold to the philosophy, "you film it, we'll sell it." No longer has the distributor done his part when he sells a show, accompanied by the standard hackneyed merchandising, to a sponsor for 13, 26, 39 or 52 weeks. An increasingly important duty now rests with the distributor to get in there and pitch to help the advertiser get more dollar results, not to just make a sale and walk away from it.

Under our expanded merchandising set-up, we are out to make the advertisers an integral part of our operation. Louis Hayward, Preston Foster and Ken Murray, stars of Lone Wolf, Waterfront and Where Were You, respectively, are not just movie names a coast away. They are movie names in the immediate vicinity, with whom we can work for the sponsor off the TV screen as well as on it to coordinate a planned advertising and promotion campaign.

Rocky Jones, Space Ranger is a natural to merchandise, having tremendous kid appeal through the demand for badges, school briefcases, "T" shirts, boots, belts, suspenders, watches, etc. In the marketing of Waterfront, UTP has devised sets of glassware emblazoned with a ship's wheel, emblematic of the series, which sponsors may purchase at cost to help promote the program and the sale of their products. Through these items, the Lone Wolf glassware, jewelry, etc., featuring the stylized wolf head, and others, we can personalize our services and directly

Now BONDED'S complete dependable TV Film Service is on the West Coast Too!

- Shipping
- Routing
- Storage
- Examination
- Expediting
- Commercials

BONDED TV FILM SERVICE Inc.
904 North La Cienega Blvd., Los Angeles 46, California
630 Ninth Avenue, New York 36, New York

by WYNN NATHAN

BROADCASTING • TELECASTING
as basic as profits!

Successful television operation demands the new combined* Studio Telescription Library

Studio Telescriptions are as important to profitable television programming as transcriptions are to radio. The Studio Telescription Library, over 1,100 three minute films produced especially for TV, puts the country's top musical talent to work for you... winning audiences and attracting sponsors for your shows.

The Library is complete with handy index files, sample scripts, program ideas and background material for your own MC. In only minutes you can build any number of star-studded shows which sparkle with lavish production settings.

And, the cost is unbelievably low. Even the most budget-minded advertisers are quickly sold on the miracle selling power of this top-talent television with none of the usual high production costs. Find out today how Studio Telescriptions, television's basic film library, can mean bigger-than-ever profits for you.

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

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

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N.Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632
Hillbillies are Big Business!

For the first time on TV!

½ Hour Hillbilly VARIETY Show
Now available for regional and local distribution

featuring JIMMY DEAN AND THE TEXAS WILDCATS,
MARY KLICK, PETE CASSEL, QUINCY SNODGRASS,
THE ECHO INN CLOGGERS,
THE KENTUCKY RUNNING SET,
THE SAINTS AND SPINNERS
and a host of other hillbilly luminaries.

CONNIE B. GAY'S
TOWN AND

TV'S FIRST AUTHENTIC HILLBILLY EXTRAVAGANZA

This jumpin' Jamboree called TOWN AND COUNTRY TIME currently appears regularly on over 1800 radio stations throughout the country. And hillbilly music fans don't just listen — they're loyal to the core! They can't wait to see Jimmy Dean, the Texas Wildcats, Mary Klick, Pete Cassel, and Quincy Snodgrass on TV. (On a recent local broadcast the listening audience was asked casually whether they would like to see TOWN AND COUNTRY TIME on TV — A flood of mail inundated the studio. We'll show you the letters!)

What an astute sponsor can do with this powerful merchandising set-up should make his sales force jump and sing "Bimbo." We've got Jimmy Dean records, Jimmy Dean autographed photos, Jimmy Dean personal appearances and a host of other sales-compelling plans up our sleeve.

Why not call PL 7-0100 today and get the whole story and an audition print on your desk tomorrow.
Last year, hillbilly sheet music and record sales topped seven hundred million dollars... hardly alfalfa!

There are over two thousand disc jockeys, selling in every major area of the United States, who play hillbilly tunes regularly. (No wonder TENNESSEE WALTZ, COLD COLD HEART, CANDY KISSES, GOOD NIGHT IRENE, and ON TOP OF OLD SMOKEY, are among the all-time best sellers in the music industry and RICOCHET, CROSS OVER THE BRIDGE, CHANGING PARTNERS and SECRET LOVE are current whistling favorites with the populace.)

It has been estimated that 50% of all popular records sold are hillbilly songs.

Astounding?

Not to CASH BOX which in a recent issue devoted exclusively to the hillbilly selling rage, declared: “America’s regional music has become America’s national music!”

The deeper a city slicker gets into the hillbilly phenomena the faster his head swims in thousand dollar bills. One “country music” singer has peddled 19 million records in the last 15 years, In 1953 a group of eleven hillbilly artists grossed just under $8,000,000. A local hillbilly radio show charges admission to see the program broadcast and turns away thousands every Saturday night! (A portion of the show is carried on a network to a national radio audience estimated at ten million.) A leading tobacco company has been a hillbilly sponsor for over 20 years. One popular hillbilly performer even ran for Governor!
THE ONLY
COMPLETE LINE OF
BROADCAST EQUIPMENT
FOR
COLOR TV

In color TV instrumentation, one name stands out — TELECHROME. No wonder, for only TELECHROME has had more than three years of experience producing Color TV generating, testing and broadcasting equipment for America's foremost TV stations and networks.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — write for literature on these and more than 100 additional instruments for color TV by TELECHROME.

DELIVERY 60 DAYS

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road  Amityville, N. Y.
AMityville 4-4446

associate the advertiser with his own particular property and TV program.

Our sales force, the most flexible component of UTP's teamwork, is naturally the least concerned over whether the home office is in New York or Hollywood. But, with our new consolidated operation, the salesmen are better equipped for a personal service. This was perhaps carried to extremes not too long ago when one of our representatives, in order to save a cancellation, located the trouble in the sponsor's commercials and turned copywriter to help pep them up.

Nevertheless coordination of thought and planning contributes greatly to the overall efficiency. Additionally, costs of preparing a package and marketing it can be measurably reduced through this centralization, if through nothing more than the saving of steps, time and communications. The time change with Hollywood three hours behind New York and two hours behind Chicago also works for us. If Aaron Beckwith or one of his men close a deal in New York at 6 p.m., it can be reported to us in Hollywood by 3:15 p.m. (our time).

Regional Set-Up

The long arms of personal service reach into the grass-roots from all our regional offices in Hollywood, Chicago, New York, Kansas City, St. Louis, Dallas, New Orleans, Atlanta, Detroit, Pittsburgh, Boston, Philadelphia and San Francisco by means of the personal service agents, who serve as troubleshooters on special assignments, our regular salesmen and our vice presidents, Aaron Beckwith in New York and John Rohrs in Chicago.

We can ship our product any distance from either coast with maximum speed, but to package it with careful and effective dispatch, it is one thousand per cent better to have all departments of the entire operation, as well as our producers, headquartered in one central place. And, the natural place is Hollywood.

COLORCASTING

Advance Schedule
Of Network Color Shows

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

NBC-TV
April 18 (Easter): Easter Parade, 12 noon-1 p.m., Sunday (sustaining).
April 18: The Catholic Hour, 1:30-2 p.m., Sunday (National Council of Catholic Men).
April 21: Kraft TV Theatre, 9-10 p.m. Wednesday (Kraft Foods through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B-T.]
JUNIOR SCIENCE

BRINGS A NEW WORLD OF EXCITEMENT TO TV!

You've got to see and hear JUNIOR SCIENCE to truly appreciate its scope and wonder! Ready for immediate airing ... with 39 fifteen-minute, custom made films! JUNIOR SCIENCE is a public relations "natural" that is bound to get enthusiastic parent, school and community approval! And it has a potent merchandising potential via self-liquidating premiums!

DR. GERALD WENDT, narrator of JUNIOR SCIENCE, is Chief of Science Education for UNESCO. He was formerly Science Editor of TIME and SCIENCE ILLUSTRATED, head of the N. Y. World's Fair science exhibits and Dean of Penn State's Chemistry and Physics College, as well as a noted military and industrial consultant.

For audition, sales plan, and price—write, wire or phone:

VERNE BEHNKE
655 Madison Ave.
New York 21, N. Y.
Telephone B-2000

FRANK O'DRISCOLL
1221 Westward Ave.
Detroit 1, Michigan
Wardway 1-2560

JACK McGUIRE
156 E. Ohio St.
Chicago 11, Illinois
Winfield 3-0000

MAURICE GHESNAM
930 Sunset Blvd.
Los Angeles 46, Calif.
Cheviot 3-6911

GORDON WIGGIN
216 Tremont Street
Boston 15, Mass.
Havocock 4-9907

ALEX METCALFE
MPTV Canadian Ltd.
277 Victoria Street
Toronto, Canada
Empire 8-6021

ED HENITY
625 Market Street
San Francisco 5, Calif.
Douglas 2-1387

BRUCE COLLIER
317 Peach Street
Dallas 4, Texas
Pinesport 3-1130

JEFF DAVIS
Mortgage Guaranty Bldg.
Carmine Way & Ellis St.
Atlanta, Ga.
Aloha 5312

ALICE M. DAVIS
655 Madison Avenue, N. Y. 21, N. Y.

These MPTV shows are available now:

- DUMBY'S TAWSKIN
- DREW PEARSON'S WASHINGTON
- MERRY-GO-ROUND
- FLASH GORDON
- JANET DEAN, REGISTERED NURSE
- JUNIOR SCIENCE
- more to come
MORE and more national advertisers from the Midwest are staying in their own backyards these days to shoot their commercials.

Specifically, they are discovering Oak Park, a community on the fringe of Chicago's West Side which is the home of Atlas Film Corp., a 40-year-old organization which is doing a good job of convincing Midwest network advertisers they can stay at home for effective and economical film making.

Such advertisers are Sunbeam Corp., Greyhound Corp., Pure Oil Co., Armour & Co., and others, all of them with headquarters in Chicago. Additionally, there is an assortment of spot advertisers who locate in the Midwest but underwrite announcement campaigns throughout the country. In most instances, all are far removed from the scene of their broadcasts.

Most of the filmed commercials are produced by Atlas in its compact little building at 1111 S. Boulevard, Oak Park. But many of them, including plugs for Greyhound, are shot "on location."

The two best illustrations of Midwest advertisers who are using Midwest film facilities for their commercials are Greyhound, which underwrites a part of CBS-TV's celebrated Omnibus and Sunbeam, with its Ethel & Albert Show on NBC-TV. Both are live programs, but the sponsors have their commercials filmed in Oak Park.

In the case of Greyhound, whose agency is Beaumont & Hohmon, the schedule frequently calls for location shots showing people riding in a bus or about to board a Greyhound at a local depot.

Greyhound recently shot live scenes from Chicago's downtown terminal for use on Omnibus, with CBS Television film crews participating.

In the case of Sunbeam, whose advertising is handled by Perrin & Paus, the Atlas firm shoots on the studio set. Sunbeam's Ethel & Albert Show originates in New York but the commercials are filmed in the Midwest, close to the heart of the advertiser's operation and the advertising agencies involved. What's more, such conveniences make production easier.

"We control our deadlines and if an advertiser wants some rushes made or re-runs, we are able to service him quickly," says Norman Lindquist, vice president and tv director of Atlas. It saves time all the way around when quick changes are dictated for the eastern-originated network programs.

Says Larry Mominee, Atlas' general manager: "There are facilities available in the Midwest and large national advertisers can find them there."

Mr. Mominee went on to note that, in the midst of general business recession, advertisers can cut expenses and utilize economies at a time when tv costs are high. What's more, he adds, filming of commercials in the Midwest "saves traveling expenses to the coast" and rates are cheaper than in Hollywood or New York.

Atlas itself maintains modern and complete facilities, with 16mm and 35mm sound recording, complete sound stages, sound facilities—both film and magnetic—animation and optical effects, complete laboratory processing setups and portable or remote equipment.

The company also has had tv commercials for Pure Oil's Mr. Wizard and Who Said That? and Armour & Co., among others. Armour, along with Anheuser-Busch, Altforfer Bros. (ABC washers and ironers) and Mishawaka Rubber & Woolen Co. (Ball Brand shoes), have used spots prepared by Atlas in Oak Park for national campaigns.

And in all cases, the agencies were close to "home" for the advertiser. Among the agencies: Leo Burnett (for Pure Oil); Foote, Cone & Belding for Armour; D'Arcy Adv. Co. (St. Louis) for Budweiser; Cramer-Krasselt for Altforfer.

CAMERAS IN COURT

FILMING and recording of courtroom procedures will be discussed, with films of judicial proceedings for illustration, at the April 21 meeting of the Radio, Newsreel, Television Working Press Assn. of New York, slated at 7:45 p.m. at the Carnegie Endowment International Center, 345 East 46th St., New York.

In a letter inviting some 20 judges and attorneys to the meeting, President Arnold Lerner said that "it is current policy in municipal, state and federal courts in New York to exclude tape and film reporters from covering judicial proceedings, while permitting newspaper and wire service reporters free access.

"Objections have always been raised in the past to the lights, microphones and paraphernalia that must be used for film and tape coverage. We do not pretend that a final and absolutely satisfactory technique has yet been devised, but we would like to bring to your attention some recent developments. We feel sure that an informal evening spent considering the possibilities of filming and recording courtroom procedures will be at least interesting and provocative, both for members of the legal world and our own newsmen."
The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

One of three Mitchell 35mm "M" Cameras used by DePatie Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell.
| Time  | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC |
|-------|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|
| 6:15  | The American Week St. 5/11 S | Night Edition | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7:00  | Steppenwolf | Butler You Asked For It L | | | Johanna West | Private Life with Father | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7:15  | Ty, Tom Club | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7:30  | TV, Tom Club | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8:45  | Group: Am. Bro. Co-op W. Winchell | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9:00  | Gen. Elect. | Fred Ward | 4/16, 4/18 L | | | Theater 4 1/4 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9:30  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9:45  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10:00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10:15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10:30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10:45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11:00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11:15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11:30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11:45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12:00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12:15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12:30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12:45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2:30  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2:45  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3:30  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3:45  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4:30  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4:45  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5:00  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5:15  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5:30  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5:45 PM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
PHILADELPHIA — Beginning at noon on Good Friday and culminating Easter Sunday, music will begin Friday with a complete recorded performance of Bach's "Saint Matthew Passion" and "Good Friday Spell" from Wagner's "Parsifal." The Saturday portion of sacred music, beginning at 9:00 p.m., will air three full hours of religious selections such as Passover music, the Easter portion of Handel's "Messiah" and Joseph Haydn's "Seven Last Words of Christ." Easter Sunday programming will feature Easter songs, poems and cantatas, which will be scheduled throughout the day.

APPLE TIME' PROMOTION

WEEKEND saturations of radio and television in selected markets across the country are currently being used for a springtime apple promotion campaign of the Washington State Apple Commission, through Pacific National Advertising Agency, Seattle. The theme "Any time is apple time" is being used to promote Winesap and Delicious apples in markets including New York, San Francisco, Los Angeles, Chicago and others in the Central time zone. The promotion is scheduled to continue through April.

KNOE AWARD 'FIRST'

KNOE (TV) Monroe, La., claims to be the first and only TV station in the nation to receive an award from the American Dairy Association. Beth Breshe, hostess on Pantry Party, was presented a copper cow bell from the association for her promotion of dairy food products. Other awards went to newspapers and magazines. This was the seventh annual presentation of the distinguished service award by the dairy farmers group. Presentations were made at a banquet held in conjunction with the association's annual meeting in Chicago.

WLBT (TV) SAFETY SHOW

CONTEST to name the safety program on WLBT (TV) Jackson, Miss., was aimed at children viewers, and a five-year-old girl came up with the winning title, "Johnny, Be Careful." Miss Judy Ramzy of Carthage, Miss., received a fully equipped bicycle from WLBT Producer Howard Langhitt and Lt. L. V. Warren of the safety division of the Jackson Police department, which provides material for the program and produces it. Lt. Warren is the main character in the series, and, according to the station, no sponsor mention is made during the show. The sponsor, Blue Ribbon Dairy, has agreed to opening and closing commercials by announcers not appearing on the show.

KVOA-AM-TV PROMOTION

KVOA-AM-TV Tucson, Ariz., is sending to advertisers and agencies a mailing piece with attached flyer that asks, "How well do you know the Southwest?" and urges the reader to turn to the folder, which gives the "facts." The folder describes KVOA-AM-TV outlets, their facilities, coverage and retail sales. A map of station's coverage is shown and the Tucson market is described as "a completely self-contained market, not covered by any 'outside' radio or television stations." The folder states that the Pine County's metropolitan population was 172,800 in 1952, and statistics are cited on family income, retail, "per cent aged under 18." The area, which, it is claimed, total $192,832,000 and are still rising. The flyer states that KVOA-AM-TV cover the whole territory, almost all of those 49,000 families have radios and 22,000 own TV sets.

CHARLESTOWN SURVEY

A STUDY of the viewing habits of residents of Charlestown, W. Va., has been published by Robert E. Elson, Assoc., Kansas City, and, according to the survey, four-month-old WKNA-TV Charlestown is building up a sizable audience. The Conlan Television Report reflects data obtained from co-incidental telephone calls, non-television home interviews and recognized marketing sources and lists the viewing audience at various times of the day and on seven days of the week.

CHSI-TV SPECIAL EDITION

A COMPLETE edition of the Saint John, New Brunswick, Evening Times-Globe is devoted exclusively to television with an introduction to CHSI-TV Saint John. The 52-page special edition hails the opening, March 29, of this new station in four illustrated sections which contain information on programs, personalities featured, how pictures and sound are transmitted to the viewing audience and how the programs are produced. The edition takes the reader on a tour of CHSI-TV studio and transmitter site on the summit of Mt. Champlain, explaining the intricate electronic equipment which is used.

GERMAN LANGUAGE PROMOTION

ALL passengers on ships arriving in New York from Germany are promoting a leaflet by WWRL Woodside, L. I., which describes that station's German-language programs. The leaflet also contains a request coupon for WWRL's free booklet titled "U. S. Citizenship." The station claims that a large percentage of 30,000 German-speaking immigrants coming to the U. S. each year settle in its coverage area.

HIGH SCHOOL NEWSCASTERS

STUDENTS in New Brunswick, N. J., area high schools are getting the opportunity to become news reporters over WCTC that one because of a major rearrangement of that station's Saturday morning program structure aimed at the teen-age audience. The 55-minute High School Review program, with a hit tune format, feature high school happenings as reported directly by members of the staffs of high school newspapers in Middlesex and Somerset counties. Three young journalists report over WCTC each week, and, according to the station, every high school in the area will have been represented twice in the course of the series.

WWCA BASKETBALL CONTEST

WWCA Gary, Ind., recently collaborated with the local distributor for the U. S. Tire Company on a radio jackpot contest to promote Royal tires. Entrants were asked to predict the point total for 20 Indiana U. basketball games, with Levin Tire House sponsoring the broadcasts. The first and second-place winners in the $2,000 contest, who predicted totals with 98.93 and 99.89 per cent accuracy, respectively, were given their prizes with the congratulations of Todd Branson, station sportscaster and program director.

Page 82 • April 12, 1954
NEW TYPES OF ELECTRONIC GEAR SET FOR DISPLAY AT NARTB CONVENTION

Annual industry meeting in Chicago May 23-27 will unveil many advances in transmitting apparatus, including color developments.

NARTB will unveil the most costly array of electronic gear ever shown at an industry convention when its annual session opens May 23 at the Palmer House, Chicago. The newest types of high-power tv transmitters, including recent developments in uhf and vhf types, will be on display starting at noon, Sunday, May 23.

The 23 exhibitors whose equipment will be shown in the exposition hall at the Palmer House will have a total of 225,100 pounds of apparatus in their display booths, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, manager of the exposition.

Heavy exhibits will occupy 21,100 square feet on the fourth floor of the Palmer House. The equipment firms with lighter gear and the service companies will occupy 82 rooms on the seventh floor and 80 rooms on the eighth floor. New & exhibitors in the heavy section will be Philco Corp., Houston-Fearless and Tel- Instrument. In the lighter equipment and service group the list of new participants will include Radiodax, Electro-Voice, Willys Motors (tv cameras), Kalbfell Labs, A-V Libraries Inc., Prodelin Inc., General Teleradio film syndicate, U. S. Treasury, U. S. Army and Air Force, Tower Construction Co. and others.

Tentative agenda for the NARTB Management Conference was announced last week by Kenyon R. Brown, KWFT Wichita Falls, Texas, chairman of the NARTB Convention Committee, and Robert K. Richards, NARTB administrative vice president and convention program manager.

Sunday Registration

Registration opens Sunday morning, May 23, with exhibits and reception headquarters opening at noon that day. The second day will include a tv membership meeting and election in the afternoon plus an fm meeting. Formal proceedings open May 25 at 10 a.m., with Mr. Brown presiding. Keynote address will be delivered by William S. Paley, CBS board chairman, who will receive the second annual NARTB keynote award.

President Pfeiffer will be the Tuesday luncheon speaker, with a joint-management-engineering session to be held in the afternoon at which color tv and technical efficiency will be discussed. Tt film and radio workshops will wind up the afternoon.

The May 26 (Wednesday) program opens with a sports session. George J. Higgins, KMBC Kansas City, NARTB Sports Committee chairman, will preside at a discussion of sports problems. Wednesday afternoon will be devoted to radio and tv codes, followed by labor and freedom of information workshops.

The annual FCC roundtable will be held Thursday morning. BAB will program an afternoon sales clinic and proceedings will close with the Thursday evening banquet.

NARTB's tentative agenda follows:

SUNDAY, May 23
7 a.m.-8 p.m.—Registration, Grand Ballroom Foyer
12 noon—Exhibits and Reception Headquarters Open, Exposition Hall
MONDAY, May 24
7 a.m.-8 p.m.—Registration, Grand Ballroom Foyer (Exhibits open all day)
2 p.m.—Television Membership Meeting, Election
FM SESSION
TUESDAY, May 25
7 a.m.-8 p.m.—Registration, 4th Floor Corridor

WE SELL, RENT & SERVICE CAMERAS ⋆ MOVIOPLAS ⋆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL Standard, Shift- over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX MOVIOPLA Editing Machines. Synchronizers. DOLLY.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

JOINT MANAGEMENT-ENGINEERING SESSION
2:15-2:45 p.m.—“Economy in Technical Operations Through Organization and Management,” W. J. Morrell, WGY Schenectady
2:45-3:45 p.m.—“Seeing Light and Color,” Ralph Evans, Eastman Kodak
3:45-4:15 p.m.—“Results of Experience to Date in Color Television Operations,” Robert E. Shelby, NBC

WORKSHOP SESSIONS
4:15-5:30 p.m.
1. Television Film How to buy, where to buy, when to buy
2. The Importance of Radio in Television Markets

A further analysis of the Politz Study

WEDNESDAY, May 26

GENERAL SESSION MANAGEMENT CONFERENCE
10 a.m.—The Sports Question. Presiding, George Higgins, KMBC Kansas City, Chairman of the NARTB Sports Committee. Featuring panels of

No More Groping...

NEW MODEL C "BALANCED" TRIPOD HEAD

gives you correct center of gravity

...in a Flash!

Dolly folds to fit into carrying case — 18" x 12" x 9/16". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—With tripod mounted. Also mounts Baby tripod.

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and tv photographic needs.

April 12, 1954 • Page 83

FOR RENT

CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

BRICKLY C. ZUCHEI
NARTB Plans Field Study Of Radio Sales Techniques

FIELD study covering sales practices of radio stations will be conducted by NARTB, following discussion at district and association board meetings. Action will be taken in line with a recommendation made at a meeting of NARTB's Am Committee, held in Washington.

The study will show how stations are operating sales departments, covering commission, salaries, employment, sales techniques and general sales philosophy. Attending the committee meeting were G. Richard Shafto, WIS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WPFD Flint, Mich.; William D. Pabst, KFRC San Francisco; F. C. Sowell, WLAC Nashville; William H. Fine, Shriver Jr., NBC; E. M. Johnson, MBS.

Sweeney Urges Radio Program Development

The BAB president asserts that billings could increase by 50% if radio could develop programs that are not provided by other media.

WHEN radio's "program and creative people" match its salesmen's contribution toward radio prosperity the industry's billings will increase 50%. Kevin Sweeney, BAB president, told the Chicago Broadcast Executives Club at a lunch-con meeting last Wednesday.

He said radio advertising volume has increased $130 million a year in the past four years because "radio's salesmen have sold vigorously and promoted intensively." But what broadcasters have accomplished in these four years "is only a faint carbon copy of what can be accomplished when we begin turning on more of the 115 million radio sets with better programs, different programs, and, most important, programs and personalities available exclusively on radio," he asserted.

A policy of "over-generosity to tv," in which stations have turned over to television the program formats and personalities built up in 10 years of radio, is about over, Mr. Sweeney said. He cited what he called a growing feeling among "many progressive operators that their radio stations are entitled to their own 'private' newsmen, weathermen, homemakers, hillbillies, etc.

"The real answer to radio's future stability is contained in two facts," he said. "One, Americans spent a billion dollars at retail for new radio sets during 1952 and 1953. Two, in the areas where there are many, long-established tv stations and many, fiercely competitive radio stations, radio business is excellent—better than in far less competitive markets."

Three-Point Program

Mr. Sweeney outlined a three-point program for increasing radio's advertising power through substantial increases in audience:

(1) Hit 'em where they ain't. Put on the type of entertainment and information that is not now being provided by other media. Develop new radio personalities that are exclusive to radio and not available, for better or worse, to any tv channel including your own.

(2) Expand news coverage. We can cover the news hours ahead of newspapers but we don't exploit our advantage by providing the deep coverage of individual stories, especially local stories, that most people want. We should make it unnecessary for anyone to go elsewhere for all the news...

(3) Buy ourselves four or five program geniuses to develop programs exclusively for radio. Pay them enough so they won't be tempted to go over to tv, rent them an ivory tower and get from them the diversification we need in our program structure."

Ohio Broadcasters Elect

ROBERT W. FERGUSON, WTRF-AM-TV Belfaire, Ohio, was elected president of the Ohio Assn. of Broadcasters & Telecasters at its March 31 meeting in Mansfield [BT, April 5].

Other officers elected were Allan Haid, WSPD-TV Toledo, tv vice president; Herbert E. Evans, Wotron, station manager; Richard Shafto, WIS, station manager; and Roy H. DeBour, WFBY, secretary-treasurer.
In City, Town and Country
The Southwest listens to WOAI

THE ONLY FULL-TIME 50,000 WATT

SAN ANTONIO STATION

... the only CLEAR CHANNEL 50,000 watt

San Antonio station! Only WOAI offers
greater coverage of the San Antonio market
than any other medium, plus coverage of
54 other cities of 2,000 or more people
and their rural areas. To "sell" the Southwest,
city, town and country, "buy"...

"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.
NOW CALL
AVERY - KNODEL, INC.,
(National Representative) TO

Cover this *Gem
with Channel 10

WGEM
TV-AM-FM
QUINCY, ILLINOIS

*WGEM tri-state market
To make your sales sparkle in this tri-
state area, use this GEM of an outlet... 
WGEM-TV, in the GEM city of Quincy, 
Illinois. It is the most powerful VHF sta-
tion on the mighty Mississippi River 
between St. Louis and Davenport-Rock 
Island. The WGEM-TV market contains 
400,000 people with a spendable 
income of over half a billion dollars. 
Channel 10 covers this GEM!

50,200 watts
VHF
ABC NBC 
Networks

W GEM-TV
QUINCY, ILLINOIS
JOSEPH BONANSINGA, GEN. MGR.

WGAR Cleveland, radio vice president; Carle-
ton Dargusch Jr., Columbus, general counsel 
and secretary-treasurer. Nominated to the board 
were Robert Dunville, WLW Cincinnati; Ver-
non Nolte, WHIZ Zanesville; Tom Rogers, 
WCLT Newark; Hubbard Hood, WKRC Cin-
cinnati; Jay Wagner, WLEC Sandusky, and 
Truman Morris, W2JQ Indianapolis.

NARTB Bylaws Referendum
Two proposed changes in the NARTB bylaws 
will be submitted to the membership April 14 
for a referendum vote. They were cleared by 
the NARTB board at its January meeting. The 
first provides formal procedure for the Tele-
vision Code Review Board and code procedure. 
The second corrects language designed to pre-
vent one company from having more than one 
director on the NARTB board.

Kansans Re-elect Officers,
Name Two New Directors
OFFICERS of Kansas Assn. of Radio Broad-
casters were re-elected April 4 at a meeting 
held at the Baker Hotel, Hutchinson. Remain-
ing in office are Ray Jensen, KSAL Salina, 
president; Fred Anger, WREN Topeka, vice 
president; Grover Cobb, KVGB Great Bend, 
secretary-treasurer. Two new board members 
were elected—Leon Salatbiet, KSBG Liberal, 
and Robert Wells, KJUL Garden City.

The association decided to ask power com-
panies to eliminate spurious emissions within 
service areas of broadcast stations as a means 
of avoiding interference with auto radios. It 
voted to set up a revolving fund to help de-
fray expenses of networking Kansas U. sports 
events.

Inclusion of radio in legislation admitting the 
press to certain executive meetings was urged. 
The "right to work" bill of the Kansas State 
Chamber of Commerce was supported by the 
association as well as a federal bill ($2989) 
to amend the Taft-Hartley Act.

NARTB Dist. 12 Nominees
Two broadcasters from NARTB District 12 
(Kan., Okla.) have been nominated for a spe-
cial run-off election to select a district director 
to serve on the association's board. The pre-
vious nomination had failed to produce two 
candidates. Nominated for the run-off were 
Archie J. Taylor, KANS Wichita, and Cy 
Casper, WBBZ Ponca City, Okla. The winner 
will succeed Jack Todd, KAKE Wichita. NARTB 
will mail ballots April 14, returnable 
April 30.

Fellows, Sweeney to Talk 
At NATRFD Clinic June 1
NARTF President Harold Fellows and 
BAB President Kevin Sweeney are among 
the speakers tentatively scheduled to address 
a national sales clinic of the National Assn. 
of Television & Radio Farm Directors in Chicago 
June 1.

Mr. Fellows is slated to speak at a luncheon 
session on a topic not yet announced, while 
Mr. Sweeney will discuss selling tools in rela-
tion to radio-tv farm directors. Some 1,500 
advertiser and agency representatives have 
been invited to attend the one-day session, to 
be held at the Sheraton Hotel, according to Jack 
Jackson, NATRF president and farm director 
of KCMO Kansas City, Mo. About 150 sta-
tions may be represented.

The clinic is the first of its kind to be pro-

TRADE ASSNS.

NBA Elects Officers
NEBRASKA Broadcasters Assn. elected 
a new slate of 
officers for the 
coming year at 
its annual 
meeting in 
Beatrice last 
week. Harry 
Burke, general 
manager, 
KFAB Omaha, 
was elected 
president, Max 
Young, general 
manager, KGSD 
Sidney, vice 
president, and Gordon Pentz, general 
manager, KWBE Beatrice, secretary-
treasurer.

Mr. Burke

Film Distributors Meet
To Discuss Organization
REPRESENTATIVES of 10 large tv film dis-
tribution companies convened in New York 
last week to discuss the possibilities of estab-
ilishing the first industry organization catering 
exclusively to the needs of tv film distribu-
tors. The meeting adjourned with a decision to hold 
another session in about two or three weeks.

The suggestion for the meeting was made by Ed 
Grosman, controller of Guild Films Co. Other tv 
distributor represented at the conference were 
Hygo Television Films, Utility Television, Hollywood 
Tv Service, MCA-Tv, Motion Pictures for Sterling 
Television, Television Programs of America, 
United Television Programs and Ziv TV.

Newsmen Should Cover 
H-Bomb Tests—Baillie
RADIO newsmen and newspapermen should 
be allowed to see and report h-bomb tests, 
Hugh Baillie, president of UP, told a convention 
of the Nevada State and California Press Assns. 
in Nevada.

Mr. Baillie made this recommendation at 
an April 3 meeting which discussed the subject 
of freedom of information. He described the 
tests as "the biggest story in the world today," 
and deplored barring of the press and radio 
from covering them at first hand. Noting that 
recent information had come exclusively from 
official spokesmen, Mr. Baillie declared:

"Their statements have revealed little that has 
not already been published. The news in 
their pronouncements has been their official 
confirmation of information most of which 
has been known publicly for some time. How 
much better to have had this immense story 
told for us by skilled, professional reporters."

BROADCASTING • TELECASTING
talk about impact

both Day and Night
KOIN has the TOP 10
in Portland Oregon

That Sirs... is LISTENERSHIP!

But being top station in the Portland market isn't just an accident—not by a long shot. KOIN has been a vital part of this growing region for more than 25 years. It has been bringing listeners the finest in entertainment and information—the finest in programming and the finest in public service. That's why KOIN so completely dominates this rich market.

KOIN has the FRIENDSHIP and RESPECT of its listeners... and that means MORE SALES for advertisers.

You can use this audience and impact. KOIN has the largest staff of local artists of any station in the Pacific Northwest... KOIN'S own staff orchestra is available for your use. Top CBS programs and special events build enviable audiences for spot announcements. Write, wire or phone for availabilities and additional information.

KOIN AM-FM RADIO

KOIN:RADIO

AVERY-KNODEL INC. - NATIONAL REPRESENTATIVES

PULSE: November-December; January-February shows KOIN RADIO carried ALL 10 of the top daytime five-a-week programs.

It also shows KOIN RADIO has ALL 10 of the top evening programs.
MURROW GETS IMPRESSIVE SUPPORT IN MCCARTHY FEUD

CBS, President Eisenhower and heavy public response bolster commentator's position as Senator delivers intense attack against him on 'See It Now' program. Messages favor Mr. Murrow 3 to 1.

THE ATTACK made last Tuesday by Sen. Joseph R. McCarthy (R-Wis.) on CBS commentator Edward R. Murrow drew vigorous response on behalf of Mr. Murrow from his network, the American public and President Eisenhower.

To Sen. McCarthy's charge that "Murrow is a symbol, the leader and the devisor of the jackal pack which it always found at the throat of anyone who dares to expose Communists and traitors," CBS responded by avowing its confidence in "the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."

The public responded by swamping the switchboards of CBS-TV stations throughout the land with a torrent of calls largely in favor of Mr. Murrow and by sending telegrams endorsing the Murrow position by a 3-to-1 ratio over that of Sen. McCarthy.

The President, when questioned during his Wednesday news conference, stated that he had known Mr. Murrow for many years and that he considered him a friend.

Sen. McCarthy delivered his attack on Mr. Murrow on the commentator's own program, "See It Now" (CBS-TV, Tues., 10:30-11 p.m.), the time having been turned over to him by Mr. Murrow who had offered the Senator an opportunity to answer an analysis of Sen. McCarthy's career telecast on the March 9 "See It Now" [B*T, March 15].

Aluminum Co. of America, sponsor of "See It Now," declined comment on the dispute. It was pointed out that the sponsor has nothing to say about the program content of this news commentary tv series and that the selection of subjects to present and the way in which they should be presented is left entirely to Mr. Murrow and his associates. Alcoa was not consulted, either about the indictment of Sen. McCarthy by Mr. Murrow on the March 9 telecast or about his offer to turn a subsequent period over to the Senator for his reply.

Fewer Letters or Wires

Telegrams and letters received directly by Alcoa after the Tuesday telecast were fewer in number than after the March 9 program, a company spokesman said Thursday, fewer than 100 this week compared to thousands of pieces a month ago. At that time writers, two to one, indicated sentiments favoring Mr. Murrow over Sen. McCarthy; now the balance is about even.

The controversy has had no noticeable effect on sales, it was said. Alcoa salesmen report prospects who say they intend to become customers because of it and others who say just the opposite, but the volume of business indicates few if any of either the promises or the threats have been put into action.

It was reported that the McCarthy film was left in the custody of Ray Kiernan, an aide of the Senator. Contents of the film, it was said, were kept secret until a preview only two hours before the telecast. A CBS spokesman was quoted as saying the film was not actually turned over to the network until 10:16 p.m., 14 minutes before air time.

Also reported was that the preview of the film was witnessed by Mr. Kiernan, a CBS attorney and a third person, identified only as a neutral libel expert. The AP said this fulfilled a legal requirement that CBS examine matter which is to be telecast as a guard against objectionable matter. A few names and a brief statement reportedly were left out of the film before it was programmed. This action, it was said, was taken with full consent of Mr. Kiernan.

Although details were lacking, it had been reported before the Tuesday telecast that Sen. McCarthy said he would make the film, in a more complete form, available to any tv station that wished to telecast it.

A House Republican, Rep. Thomas Pelly (Wash.), dug into history to come up with this observation Thursday on the McCarthy-Murrow controversy:

"It reminds me of the attack on the Norwegian fortress of Kongsten by the Swedish fleet under Crown Prince Bernadotte. The Norwegians were not in the fortress and the Swedes used blank shells. There was lots of noise and a spectacular show but nobody was killed on either side."

The Senator's answer to Mr. Murrow was presented in a 25-minute film, made the preceding weekend in the Fox Movietone News Studio in New York. Cost of the film was reported to be in the neighborhood of $7,500, a few years ago. Mr. Murrow's achievements during the past 19 years have brought honors and distinction to CBS. They have won for him acclaim in tangible form from high officials in the United States Government, and from the leaders in the fields of industry, law, science, education, and the arts.

And, of special significance, acclaim has come to him from those well equipped to judge him: from leading members of the free American press, radio and television.

"Mr. Murrow's achievements during the past 19 years have brought honors and distinction to CBS. They have won for him acclaim in tangible form from high officials in the United States Government, and from the leaders in the fields of industry, law, science, education, and the arts.

And, of special significance, acclaim has come to him from those well equipped to judge him: from leading members of the free American press, radio and television."

CBS Statement

CBS issued the following statement after Sen. McCarthy's attack on Mr. Murrow:

"Edward R. Murrow has been associated with the Columbia Broadcasting System for over 19 years. The management of CBS has had ample opportunity during this time to become fully aware of Mr. Murrow's passionate devotion to his country and to the fundamental principles upon which it is built. It also knows of his equally passionate opposition to those who, either within or outside our boundaries, would subvert those principles."

"Mr. Murrow's achievements during the past 19 years have brought honors and distinction to CBS. They have won for him acclaim in tangible form from high officials in the United States Government and from the leaders in the fields of industry, law, science, education, and the arts. And, of special significance, acclaim has come to him from those well equipped to judge him: from leading members of the free American press, radio and television."
They live on the Pacific Coast... they listen to DON LEE RADIO*

*Don Lee IS Pacific Coast Radio
Gear to local impact in local markets... buy the 45 local stations of the nation's greatest regional network.
No Commercials

THE SENATE subcommittee conducting the McCarthy-Army investigation will permit radio-television coverage of its hearing slated to begin April 22. Sen. Karl E. Mundt (R-S.D.) said last week. Sen. Mundt is acting chairman of the Senate Investigations Subcommittee for the probe. Sen. Mundt also announced the subcommittee would prohibit commercial sponsorship of the broadcasts.

Terming this attack as "false," Mr. Murrow stated: "The facts are these: The Institute of International Education is an institution which was founded in 1919 largely through the efforts of Nicolas Murray Butler, then president of Columbia U. Its purpose was to improve American relations with foreign countries through exchanges of students and educational facilities. I served as assistant director from 1932 to 1935 and have been one of its trustees since 1931. It is an association I am proud of and in which I have had many distinguished associates—John Foster Dulles, Milton Eisenhower, Ralph J. Bunche, Virginia Gildersleeve, Philip Reed, to name just a few."

In 1934, Mr. Murrow reported, IIE acted as American sponsor for an Anglo-American institute summer session for English and American students as it did students at Moscow U. As it did for summer schools in other foreign countries. Mr. Murrow was one of a 24-member council set up to advise the director of the American group, he said. "All of the members of the Advisory Council were selected by the Institute. None was selected by VOKS or any other Soviet agency. ... The only contact which VOKS had with the American group was in connection with procuring living and travel facilities for the group while it was in Russia. ... VOKS was the Soviet bureau in charge of such matters for foreign visitors."

'Favored in Some Attack'

After the 1934 session, Mr. Murrow said, "the Soviets refused to have anything more to do with the Institute of International Education." After World War II, when the U. S. Government asked the Institute to arrange for American students to go to Russia, "it was greeted with a Soviet blast, appearing in several Communist publications in Europe, calling it and its program 'the centre of international propaganda for American reaction' and charging, among its trustees, John Foster Dulles as 'one of the most violent of the war mongers,'" Mr. Murrow added that he "was favored in the same attack with the tag, 'reactionary radio commentator.'"

Sen. McCarthy also during the telecast charged "Mr. Murrow by his own admission was a member of the IWW—that's the Industrial Workers of the World, a terrorist organization classed as subversive by General of the U. S. who stated that it was an organization which sees—and I quote—to alter the Government of the United States by unconstitutional means."

Denying ever belonging to, applying for membership in or working with FWW, Mr. Murrow said he assumed "that this false charge

Bank Debits up 364% 1940 1933

strong programming, local and CBS, sells this rich, stable, eager market.

serving Western Montana

Banker's Life

MISCELLANEA, MONT.

2120—5 KJ. Day & Night

Rep: Gill-Perna, NY, LA, SF and CHI.
IN NORTHEASTERN PENNSYLVANIA

There are more BOW TIES per family in Lackawanna County than in any other county in America!

...And, not only does WGBI-TV reach Lackawanna County (Scranton's home), which has 57% UHF set saturation, but also Luzerne County (Wilkes-Barre's home), which ranks 5th—with 42%—in the number of UHF sets in the country. These two counties together represent a retail buying market of $594,343,000—a huge market wrapped in one neat package by WGBI-TV.

To be specific, your FIRST buy is WGBI-TV, Channel 22, Scranton. That's because WGBI-TV offers the best from CBS PLUS the right combination of locally appealing live and film shows—a proven combination that, in radio, ranked them the highest rated station in the entire CBS radio network with an assured dominance of the Scranton–Wilkes-Barre–Hazleton area.

And the same will soon be true in TV, too, as indicated by the set saturation figures in WGBI-TV's home county. WGBI-TV's high, strategically placed tower, plus stronger power on low bank UHF Channel 22 covers the widest possible area—more than 150,000 UHF sets.

Check WGBI-TV or your nearest Blair-TV salesman today. Use this remarkable "bow-tie" station for the best results in the Scranton–Wilkes-Barre–Hazleton area.
was manufactured by Sen. McCarthy from the fact that in summer during college and during one year before college in the mid-twenties, I worked in lumber camps in the Pacific Northwest, where remnants of the old World War I IWW movement were still found among the lumber workers.

Sen. McCarthy also pointed out that Owen Lattimore, "now under criminal indictment for perjury with respect to testimony in regard to his Communist activities," said in his book *Odean By Slander*, "I owe a very special debt to men I have never met. I must mention at least Edward R. Murrow."

The Lattimore book, Mr. Murrow said, "I have attempted when reporting controversies of substance involving an individual to present both sides of the case and not presume guilt until it has been proven. I shall continue to do that in subsequent controversies and that specifically includes the case of Sen. McCarthy."

Sen. McCarthy said that another book, *Reflections on the Revolution of Our Times*, was dedicated by its author, Harold Laski, whom the Senator called "admittedly the greatest Communist propagandist of our time in England," to "my friends E. R. Murrow and Lanham Tichnor with affection."

Admitting his friendship for Prof. Laski, whom he described as "a British scholar and Socialist politician," Mr. Murrow said that he (Murrow) is not a Socialist and "there are many contentions in his book with which I do not agree."

"To explain why the educational director and the vice president of CBS so closely follows the Communist Party line," Sen. McCarthy reviewed the history of communism and its program of world conquest through propagandists working within other countries, including the U.S. "If there were no Communists in our government," the Senator asked, "why did we delay for 18 months our research on the hydrogen bomb, even though our intelligence agencies were reporting day after day that the Russians were feverishly pushing their developments of the H-bomb? May I say to America tonight that our nation may well die because of the 18 months deliberate delay and ask you who caused it? Was it loyal Americans or traitors in our Government?"

This statement brought a comment from Rep. W. Sterling Cole (R.N.Y.), chairman of the Joint Atomic Energy Committee, that the only delay had been from September 1949 to January 1950 while the need of developing the hydrogen bomb was debated. President Eisenhower said he had never heard of any such delay as that mentioned by Sen. McCarthy.

Asked about his relationship with Mr. Murrow, the President said that he had known him for many years and that over the years in the war when he was working in London he had always thought of him as a friend.

Telephone calls, which swamped CBS-TV stations following the McCarthy telecast, were tabulated at the network's stations in New York, Chicago, Los Angeles and Philadelphia. Scoreboard, as of 9 p.m. Thursday, showed: In New York, 5,749 calls favoring Mr. Murrow, 3,918 favoring Sen. McCarthy; in Chicago, 1,621 for Murrow, 288 for McCarthy; in Los Angeles, 3,391 for Murrow, 558 for McCarthy; in Philadelphia, 458 for Murrow, 175 for McCarthy.

Wires tabulated at CBS New York headquarters up to Thursday evening totaled 2,026 for Murrow, 657 for McCarthy. Letters, just beginning to come in, stood at 1,038 for Murrow, 95 for McCarthy.

**NBC-TV Names Salomon To Head Documentary**

SIGNING of Henry Salomon Jr., originator, writer and producer of NBC-TV's *Victory at Sea* series, to a contract as chief of NBC-TV's newly created documentary unit was announced last week by Sylvester L. (Pat) Weaver Jr., NBC president.

In his new post, Mr. Salomon will be responsible for the production of filmed and live activity programs for NBC-TV. He will report to Davidson Taylor, director of public affairs.

The new unit already has taken over production of NBC-TV's filmed series of conversations with distinguished persons, or so-called *Wisdom Series*. It has produced one program of the series and will produce 10 more by the end of the year, including at least one in color. A second project, under Mr. Salomon's supervision is a series of four, hour-long documentary programs which will dramatize and attempt to clarify major trends and issues, both national and international.

Working with Mr. Salomon will be several persons associated with him in the production of *Victory at Sea*, including Isaac I. Kleinerman, editor-in-chief of the documentary unit; Donald B. Ryatt, assistant to Mr. Salomon and business manager; and Richard F. Hansen, the unit's head writer.

**T or C' Replaces Allen**

TELEVISION version of *Truth or Consequences* radio program will replace Fred Allen's *Judge for Yourself*, on NBC-TV (Tues., 10-10:30 p.m.) effective May 18. The new series will be sponsored by P. Lorillard Co. through its agency, Lennen & Newell, New York.

---

* in the evening by the sunlight*

Here's evenin' time in Miami for your minute spots, Son! . . .

6:15-6:45—when the family's chompin' on the evenin' meal.

Good dinner music keeps 'em listenin'—tunes 'em up to tomorrow's buys! Ask your Hollingbery Man for details.

*Sun sets 6:40-6:50 PM during April in Miami, Florida*

---

James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC Affiliate

National Rep., George P. Hollingbery Co.
Two kinds of electricity

**WHICH DO YOU GET?**

Four out of five people get electricity from the more than 800 business-managed electric light and power companies. These companies have *tripled* their supply of electricity in 15 years. And they have cut the average family price per kilowatt-hour by one-fourth.

**COMPANY ELECTRICITY**

1. Its prices are strictly regulated by people representing you.
2. It is available to everyone—without discrimination.
3. It comes from plants paid for by thousands of owners.
4. It plays an important part in the free enterprise system of a free and strong America.

**GOVERNMENT ELECTRICITY**

1. Its prices are exempt from normal regulation.
2. Certain favored groups have first call on it.
3. Its plants take tax money badly needed for other purposes.
4. It puts the federal government in business—it points to a government power monopoly—and socialism.

When you hear talk of a new government power project, ask these two questions: Is it really necessary? Is it a job that can be done without tax money by America's business-managed Electric Light and Power Companies*?

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine
**NBC-TV Is Building Coast Color Studio**

NBC-TV this week starts construction of its first West Coast color studio as a unit of the present NBC Television Center in Burbank. It will represent an investment of more than $3 million when completed and fully equipped.

To be identified as Studio 2, it will be erected adjacent to the present two stage buildings and connected to them by a service corridor, with the first color program scheduled to originate from the new structure in early January 1955, according to John K. West, vice president in charge of the network’s western division.

Similar in design to the present NBC Television Center studios, the new tv stage, first to be built exclusively for colorcasting, will be 90 by 140 feet in area and 30 feet high. In addition to the studio proper, there will be an adjoining dressing room section and a technical building. The dressing room section, south of the studio property, will contain 16 dressing rooms and four chorus rooms on two levels.

The technical building, north of the studio, will have three rehearsal rooms and a storage room for equipment on the first floor. The projection room, video control and central control will be located on the second floor.

Construction will be geared to further expansion, with many of the facilities arranged to service other studios, to be built at a later date it was said. The Austin Co., Los Angeles, which erected the original NBC Television Center, will build the new unit, with Gordon Strang of the network’s New York engineering staff, assigned as construction superintendent to cooperate on the technical phases of the project.

Keeping pace, CBS-TV has started converting Studio 43 at its Los Angeles Television City to handle color gear, with the entire investment, including remodeling and equipment, to cost around $1 million. Testing is scheduled to start June with regular programming to originate from that studio in early fall.

**Four Outlets Join AT&T**

AT&T Long Lines Dept. has announced that WJHL-TV Johnson City, Tenn., and WAJM-TV Anderson, S. C., have been linked with AT&T intercity tv network facilities. KOOL-TV and KKOY-TV, both Phoenix, also have been added to the Bell System’s tv network program service is available to 291 stations in 184 cities.

---

**Networks Reported Ready For Daylight Time April 25**

RADIO and television networks last week were described as all set for the April 25 advent of Daylight Saving Time, which will last through Sept. 25.

In Daylight Time areas, network radio broadcasts will continue to be aired at the same local time they are heard throughout the year. In localities that do not observe Daylight Saving Time, programs will be tape-recorded and played back one hour later in their respective time zones.

On television, program schedules of stations in Daylight Time areas generally will remain unchanged.

---

**CBS Shifts Traffic, Sound**

TRANSFER of traffic and sound effects department from CBS Radio to CBS-TV has been announced. Both departments will continue to serve the same CBS divisions as in the past. Hugh A. Cowan will continue as traffic manager, reporting to Henry Grossman, director of television operations. Lloyd Morse and Al Binnie will serve as engineer-in-charge and assistant supervisor of sound effects, respectively, reporting to R. G. Thompson, director of television technical operations. Both departments will retain their present locations in New York, with traffic at 485 Madison Ave., and sound effects at 55 E. 52d St.

---

**NBC-TV TO EVICT 3 MORE SPONSORS**

NBC-TV wants a time slot cleared for another show, the network indicates in terminating renewal options of Firestone, Block Drug and Speidel Corp. after earlier notice to U. S. Tobacco [B&T, Feb. 15].

NBC-TV has served notice time franchises are a thing of the past—that commercial as well as sustaining programs must fit into the network’s overall pattern.

On the heels of its refusal to renew U. S. Tobacco Co. contract for Martin Kane in the Thursday 10-10:30 p.m. period for next fall [B&T, Feb. 15], the network now has told three other tv advertisers that they must clear out of the Monday 8-9 p.m. hour, also effective in the fall.

One of the sponsors thus about to be evicted from its tv time spot is one of NBC’s oldest—Firestone Tire & Rubber Co., whose Voice of Firestone started on NBC Radio in December 1928 and in March 1948 became the first commercial simulcast series (Mon., 8:30-9 p.m.).

The others, also veteran users of NBC time, are Block Drug Co. and Speidel Corp., who alternate sponsorship of Name That Tune in the Monday 8-10 p.m. segment.

Purpose of the intended evictions is to permit NBC-TV to launch its new Sid Caesar show this fall in the Monday 8-9:30 p.m. period. The Sid Caesar show would be presented three Mondays a month and one of the network’s projected “Spectaculars” would be staged at that time on the fourth. RCA Victor’s sponsorship of the Dennis Day Show Mondays at...
**WTAP-TV REPORTS...“tremendously increased coverage” with new, high-gain GABRIEL* UHF ANTENNA**

Say's Theodore A. Eiland, President, WTAP-TV —

"THE GABRIEL ANTENNA must receive a large share of the credit!"

"I am delighted to report that our Gabriel Channel 15 antenna is delivering tremendously increased coverage over what we had anticipated. Much to our surprise we began receiving letters informing us of strong reception in communities 45 to 50 miles distant.

We have discovered also that there is an absence of major shadowed areas within our coverage contours. If you are familiar with the section of West Virginia and Ohio we serve, you will realize what an accomplishment this is!

Obviously we obtain one of the finest UHF coverage performances in this part of the country, and the Gabriel Antenna must receive a large share of the credit."

Cordially,

WTAP (TV)

**HOW GABRIEL GIVES WTAP-TV GREATER COVERAGE**

Delivers 19,500 watts ERP, with 1 KW transmitter.

Null Fill-in built in electrically, eliminates circular regions of low field strength.

Reliable — Design integrates radiating and structural members, no external projections to build ice formations.

Economical — Unique electro-mechanical design gives these performance advantages at relatively low cost.

**Gabriel Electronics Division**

Broadcasting • Telecasting

Formerly Workshop Associates Division
THE GABRIEL COMPANY
200 Endicott St., Norwood, Mass.
9-9:30 p.m. presumably presents no problem.

The advertisers involved are openly displeased and hopeful of reversing the decision. Officials of NBC said notice of non-renewal had not yet been served on the advertisers in writing, as was done in the case of U. S. Tobacco's Martin Kane, but that network authorities had made their intentions "pretty clear" in discussions that still are in progress with representatives of the three advertisers and their agencies.

The network has offered Speidel (through Sullivan, Stauffer, Colwell & Bayles) and Block Drug (through Cecil & Presbrey) several other time periods or a chance at one-third sponsorship of the Sid Caesar show. The companies rejected an offer of the 10:30-11 p.m. Wednesday period because of station clearance problems, it was understood.

Both Block and Speidel are holding discussions with other networks in their quest for a spot for Name That Tune, and also are considering the offer to participate in the Caesar program. No decision is expected for another month.

Firestone also was reported to be still in discussions with NBC. Its agency is Sweeney & James, Cleveland.

There was speculation, shortly after the reversion notice to U. S. Tobacco on Thursday 10-10:30 p.m. time, that the advertiser and its agency, Kudner, might take the case to court in an effort to repossess the period, but there have been no open developments along that line, although the advertiser and agency notified NBC some time ago that they were turning the matter over to their attorneys [CLOSED CIRCUIT, March 8].

NBC refused to renew for Martin Kane in order to make way for the hour-long Lux Video Theatre when it switches from CBS-TV to NBC this fall.

---

**HYDE REVIEWS FCC RECORD; STREIBERT SPEAKS AT IERT**

OSU's 24th Institute for Education by Radio-Television features talks by government communications officials, commercial broadcasters and educators. FCC's Hyde and Goldin, USIA's Streibert speak.

EDUCATORS attending Ohio State U.'s 24th annual Institute for Education by Radio-Television in Columbus last week had hope for the eventual success of uhf held out to them by FCC's chief economist on Wednesday and were saluted by the FCC Chairman on Thursday.

Economist Hyman Goldin at the IERT's opening session reviewed a long list of "uhf woes" but observed, "The rumors of uhf's death are greatly exaggerated." The ultra high frequencies will be utilized and developed, he intimated, because "this country is too big and too diverse in its interests to be satisfied with a total of uhf stations. The fact is that many substantial communities must look to uhf for their only local station and many others need uhf to obtain an adequate number of program choices."

The brighter side of the uhf picture has frequently been overlooked, he said, and cited the fact that 125 uhf stations now are on the air and that of the 51 drop-outs, only seven were stations in operation, the rest being merely paper grants.

Mr. Goldin described FCC's two current proposals to aid uhf by (1) establishing a higher minimum transmitter power for new uhf stations and (2) permit multiple station owners to acquire two uhf stations in addition to the present maximum of five tv stations.

Mr. Hyde offered no easy row to hoe but affirmed "a basic optimism" that in the long run, with imaginative programming, educational uhf stations can build up a substantial audience. The going will be slow and difficult but progress should be continual, he said.

Chairman Rosel Hyde, in a speech Thursday before a luncheon meeting of the National Asm. of Educational Broadcasters, observed that, since his term as FCC Chairman expires April 18, that the luncheon might or might not be his last chance to sum up his year with the Commission with a review of the FCC's accomplishments.

He hailed FCC's Sixth Report of April 1952 as "a notable decision" and said it ushered in a period of accomplishment for the FCC. He cited the 1,789 tv applications with which FCC has had to deal since lifting of the freeze, and said FCC took two years to do the job many industry experts had predicted would take from three to five years.

He said educational broadcasters sometimes were referred to as "visionaries" but confessed that "vision is a necessary part of television. We must have it or the people perish." The fact that three noncommercial educational stations now are on the air and six will be on by the end of April, was hailed by Chairman Hyde as "a tremendous accomplishment." Educational broadcasters, he said, are "the salt of the broadcast earth."

**EDUCATIONAL RESERVATIONS**

Mr. Hyde re-affirmed FCC's original reservation of 242 channels for educators as "a real policy, not a procedural policy," and observed the reservation figure now is 250 stations, eight more than the original figure.

"No FCC rule," he warned, can make a grant permanent. "But it can stand as long as there is tangible interest in its implementation."

At the conclusion of his speech, Mr. Hyde was made an honorary life member of the National Asm. of Educational Broadcasters. NAEB President Graydon Ausmus made the presentation. The only other similar membership ever awarded is held by former FCC Chairman Paul A. Walker.

At Thursday evening's general session, Theodore C. Streibert, U. S. Information Agency director, noted that television will be a "powerful and near-perfect medium of controlled thought" for use by the Soviet Union. "No outside telecast will be able to get its signal in to compete with the picture as the Soviets portray it. Thus it has put in the hands of the Soviet another method of keeping its people in subjugation."

The overseas information program is not a "Love America" campaign, he said, but is in business to supply information to people who will then be able to make up their minds on the basis of facts.

Mr. Streibert estimated that the Soviets spend more "to destroy our signal than we spend on..."
WHO GETS THE LION'S SHARE?

In 1953 the Union Oil Company of California did a $325,103,000 business. That's big money. Who gets the lion's share of it?

The employees?
In wages and other benefits, 9,263 Union Oil employees earned $55,564,000. The average per employee: $5,998.

The tax collector?
He did all right, too. Federal and other taxes took $21,821,000.
(This does not include $55,239,000 additional in fuel taxes which we collected for the government.)

The stockholders?
No, the stockholders did not get the lion's share.
They were paid $11,690,000 for the use of their money, plus a dividend of one share of common stock for each ten shares of common held. This profit was divided among more than 40,000 people.

Well, who did get the lion's share?
After we replenished working capital by $20,088,000 (over and above the $55,564,000 paid employees, the $21,821,000 that went to the tax collector and the $11,690,000 to stockholders), the lion's share—or $215,940,000—was divided among more than ten thousand companies and individuals we do business with.
Some went for services. Some for materials. Some for wages.
But all of the lion's share of Union Oil's 1953 gross income was reinvested in the American economy. Maybe it helped make your job a better one.

UNION OIL COMPANY
OF CALIFORNIA

Buy American and protect your standard of living.
our [VOA] entire world-wide broadcasting system.

He said the overseas broadcast schedule will be increased by two extra hours a day to the Orient during the Geneva Conference "to make sure our side of the story will be heard" in an area where there are more than 11 million radio sets.

Television has been developed by the agency over the past two years and it has been concentrating on acquiring domestic kinescopes and films to service 18 stations in 15 countries abroad, he said. About 1,500 prints and 200 documentary and cultural programs have been distributed by the Voice of America in the last two years, Mr. Streibert added:

He underlined the importance of cultural radio and tv programs, since all too many of the world's peoples are ready to accept and even overrate our industrial genius but under-rate U. S. cultural achievements. He expressed gratification at the work of NAEB, which is "in a position to make clear that international communication must be understood as a mutually civilizing process at the highest cultural level."

Mr. Streibert called on the NAEB to assist the agency in coordinating various individual efforts in cultural programming. "If they could be pulled together by some national organization, their effectiveness could be increased many fold," he said.

William C. Hodapp, executive director of Teleprograms Inc., New York, and producer of American inventory on NBC-TV, at a Wednesday luncheon meeting of Assn. for Education by Radio-Television, urged educators and broadcasters to "broaden their thinking about use of tv as a teaching medium."

Satisfy Community Needs

He said the educator should determine the educational level of his community and its educational needs and interests, then set about providing "those subjects which can be presented with the maximum amount of showmanship and good teaching methods."

Freddie Bartholomew, staff director of WPIX (TV) New York, in a talk to a special AERT session Wednesday, stressed the importance of showmanship in educational telecasting.

At a Thursday clinic for educational radio stations, Frank E. Schooley, manager of WILL Urbana, U. of Illinois outlet, said educators should give some thought to proper promotion of their programs.

William G. T. Hyer, Chicago, tv producer for ABC and DuMont networks, told a special interest session of music in television Friday that the faces and manners of the conductors of symphony orchestras are highly effective on television.

Dr. Ray L. Birdwhistell, coordinator of the U. of Louisville (Ky.) Interdisciplinary Committee on Culture and Communications, told a Friday session on "Communications Theory and Educational Television" that radio and tv are helping defeat illiteracy.

Dr. Raymond D. Hurlbert, president of Alabama's State Educational tv Commission, in a talk to a special session Friday on financing tv, said educational tv should be accepted as an extended function of public education supported by public funds. He said Alabama hopes to put the first educational tv network into operation in September, and told of the state's appropriation of a half-million dollars to inaugurate the system.

Pauline Frederick, NBC commentator, shared the speakers' rostrum with NARTB President Harold E. Fellows at IERT's annual dinner Friday evening. Miss Frederick, whose daily...
Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall...in all kinds of weather...in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first...whether your requirements call for tall or small towers...guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to “tower headquarters” in Youngstown will get your tower program going as soon as defense requirements permit.
WNBT (TV), Princeton Launch Educ. Program

WNBT (TV) New York, in cooperation with Princeton U., will launch a weekly half-hour educational program Saturday, 5-5:30 p.m., attempting to provide samples of university teaching to the general public.

Titled Princeton '54 the series will be devoted to physics, psychology, music, chemistry, history, biology, arts and sciences. According to a joint announcement last week by Dr. Harold W. Dodds, president of Princeton, and Hamilton Shea, general manager of WNBT-WNBT (TV), the project represents "an exploratory effort" designed to ascertain the most effective techniques and methods by which the resources of a university can be made available to television.

Richard Pack, WNBC-WNBT program director, will serve as executive producer of Princeton '54. The series will be produced by Harry Oleker, WNBC (TV) staff writer-producer.

In announcing the series, Mr. Shea said that WNBT has "an open mind and an open camera without any frozen concepts about the technique of educational television."

The series is the outgrowth of a grant made by WNBT (TV) to Princeton 18 months ago under which the university conducted a survey on the potentialities of educational television.

Partial Commercialization of Educ. Channels Suggested

PARTIAL commercialization of the nation's 242 noncommercial educational tv channels was suggested as the answer to the financial needs of tv stations using such channels by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, in a talk last Tuesday in Washington at the annual banquet of the National Small Business Men's Assn.

Could Collect 'Tuition'

Dr. Faught, who has been described as an unofficial spokesman for box-office tv, told NSBMA delegates, meeting Monday through Wednesday at the Mayflower Hotel, that educational tv outlets under such a plan could collect box-office tv "tuition" for a few outstanding programs each week and thereby gain revenue to telecast "many more programs of a public-service nature on a truly free basis without limitations of sponsorship or subsidy." He said that box-office tv would increase both sponsored and subscription tv service. Tests made of its "Pionevison" in Chicago by Zenith Radio Corp., he said, indicated a strong public desire for such service.

For $233.75

AT A COST of $233.75 (paid by the Government), the full text of Millard C. Faught's address last week before a businessmen's association in Washington, D. C. (see story above), was reprinted in Thursday's Congressional Record in the Appendix. The speech was inserted by Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Communications Subcommittee, who told the Senate, he asked for the printing "not withstanding the cost." He said the speech was "unique and challenging in many respects ... worthy of reading and re-reading, from the standpoint of the outlook in the television field, and I would suggest that the dispensers of gloom, those who view the future with alarm, refrain from reading it, because very little satisfaction can be garnered from this fine speech by any one who is a bit on the pessimistic side."

Partial Commercialization of Educ. Channels Suggested

PARTIAL commercialization of the nation's 242 noncommercial educational tv channels was suggested as the answer to the financial needs of tv stations using such channels by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, in a talk last Tuesday in Washington at the annual banquet of the National Small Business Men's Assn.

Could Collect 'Tuition'

Dr. Faught, who has been described as an unofficial spokesman for box-office tv, told NSBMA delegates, meeting Monday through Wednesday at the Mayflower Hotel, that educational tv outlets under such a plan could collect box-office tv "tuition" for a few outstanding programs each week and thereby gain revenue to telecast "many more programs of a public-service nature on a truly free basis without limitations of sponsorship or subsidy." He said that box-office tv would increase both sponsored and subscription tv service. Tests made of its "Pionevison" in Chicago by Zenith Radio Corp., he said, indicated a strong public desire for such service.

For $233.75

AT A COST of $233.75 (paid by the Government), the full text of Millard C. Faught's address last week before a businessmen's association in Washington, D. C. (see story above), was reprinted in Thursday's Congressional Record in the Appendix. The speech was inserted by Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Communications Subcommittee, who told the Senate, he asked for the printing "not withstanding the cost." He said the speech was "unique and challenging in many respects ... worthy of reading and re-reading, from the standpoint of the outlook in the television field, and I would suggest that the dispensers of gloom, those who view the future with alarm, refrain from reading it, because very little satisfaction can be garnered from this fine speech by any one who is a bit on the pessimistic side."

GUILD FILMS PLANS ENTRY INTO RADIO

A CONVICTION that radio will continue as a strong advertising medium has prompted Guild Films Co., New York, organized 18 months ago to produce and distribute tv films, to establish a special division to produce and distribute package shows for radio.

Announcement of the new Guild division was made by Reub Kaufman, Guild president, noted that "all evidence points to radio's continued strength as an advertising medium. . . . It has tremendous audience reception and packs a powerful sales impact for sponsors." He said that in response to "insistent calls" from radio stations and sponsors, the first program to be made available for radio will be the Liberace Radio Show.

Production on the new Liberace program will begin shortly, and the initial shows are expected to be presented during the NARTB convention in Chicago next month. It will be a half-hour musical show, with Liberace as narrator. The series is scheduled for release to radio stations in September.

Mr. Kaufman said Guild is exploring the possibilities of packaging other Guild tv shows for radio, as well as launching new shows. Commercial television stations of Guild, in addition to Liberace, include Life With Elizabeth and Joe Palooka.

Edward Grossman, controller of Guild Films since its inception, has been placed in charge of the new Guild radio division.

Skiatron-Fox Deal Okayed

STOCKHOLDERS of Skiatron Electronics & Television Corp. last week approved an agreement with Matthew Fox, board chairman, Motion Pictures for Television Inc., under which Mr. Fox is granted exclusive U. S. and worldwide rights to Skiatron "Subscriber-Vision" pay television system [BWT, March 29]. Mr. Fox has announced that his attorneys are preparing application papers seeking FCC permission to start commercial operations.

Cummings Productions Formed

FORMATION of Cummings Productions, New York, as a radio-television production company with offices at 38 W. 53rd St. was announced last week by Ralph Waldo Cummings, president. Alan J. Gilbert is sales and promotion manager.

The new firm, headed by Mr. Cummings, who has been writing and producing singing commercials since 1949, has produced jingles and spots for Faii Mall Cigarettes (through Sullivan, Stauffer, Colwell & Bayes), Cashmere Bouquet Soap (Sherman & Marquette), Ronson Flints and Ronsonol Lighter Fuel (Weintraub) and the new Schick Custom Shaver (Kudner).

Goodman Acquisitions

HARRY S. GOODMAN Productions, New York, has announced it has entered into contracts for distribution rights of radio programs of Louis G. Cowan Inc., New York; Marico Programs, New York, and Australasian Radio Productions Ltd., Melbourne.

The contracts, a spokesman said, provide for 52 half-hour mystery programs from Cowan titled Murder at Midnight; 78 quarter-hours of musical shows from Marico Programs, and transcribed programs of various formats from Australasian Radio. He said the acquisitions give Goodman "the largest selection of transcribed radio shows and spot announcements of any company in the business."
Only STEEL can do so many jobs so well

Famous Finger of Metal
and stone pointing 1472 feet
into the sky is The Empire State Building in New
York City. This mightiest of build-
ings makes liberal use of Stainless Steel for both deco-
orative and utilitarian pur-
poses: in vertical strips be-
side the windows, in bands
around the tower, in the two
entrance corridors. "Main-
tenance?" said the assistant
operating manager when
asked about the exterior
Stainless Steel. "What main-
tenance? We haven't
touched the stainless
steel since it
was installed. And the
condition of the steel is
as good
as ever." Not a bad
record after more than 20 years.

Dragon's Teeth Sprouting? No, these are steel
bearing piles in the foundation of a dam spillway. When
the dam is finished, you'll never know the steel piles
are there. But they'll be working just the same, for
strength and safety, as steel so often works unseen
in buildings, highways, pipelines and power plants.

This Baby Sitter is Galvanized! In truth, a sturdy,
good looking Cyclone Fence is a dependable baby
sitter. For it makes a safe home playground out of
your yard. It keeps youngsters, absorbed in play, from
stepping accidentally into the path of passing traffic.
It prevents stray dogs from molesting your children
or flowers. Cyclone Fence, made by U. S. Steel, is
further evidence that only steel can do so many
jobs so well.

Product of Steel Making.
USS Ammonium Sulphate helped increase the corn
yield on this farm 65 bush-
els an acre! Before plant-
ing, fertilizer was plowed
under and also applied in
the row at time of plant-
ing. When corn was 8 to 10
inches high, it was side-
dressed with 100 lbs. per
acre of Ammonium Sul-
phate. In just two years,
this fertilizing program
boosted corn yield from 60
to 125 bushels per acre.

For further information on any product mentioned in this advertisement, write United States Steel, 555 William Penn Place, Pittsburgh 30, Pa.

American Bridge, American Steel & Wire and Cyclone Fence, Columbia-Geneva Steel, Consolidated Western Steel, Gerrard Steel Strapping, National Tube
Oil Well Supply, Tennessee Coal & Iron, United States Steel Products, United States Steel Supply, Divisions of United States Steel Corporation, Pittsburgh
United States Steel Homes, Inc., Union Supply Company, United States Steel Export Company, Universal Atlas Cement Company

United States Steel

This trade-mark is your guide to quality steel
Dumont GROSSES NEARLY $92 MILLION

In annual report, Dr. DuMont points out that five of company's divisions showed profits before taxes of 12% of sales. Two divisions lost.

GROSS income for Allen B. DuMont Labs. in 1953 amounted to a record-breaking $91,828,782 as compared with $76,366,782 in 1952, according to the company's annual report mailed last week to stockholders.

Net earnings after provision for federal income tax were placed at $1,554,362, equivalent to 60 cents per share of common stock, after dividends on preferred stock. Net earnings for 1952 were reported at $1,424,603, equivalent to 55 cents per share of common stock.

It was noted by Dr. Allen B. DuMont, president, that five of the company's divisions—Cathode-Ray Tube, Instrument, Transmitter and the Tube Research Laboratory—produced profits before taxes of 12.8% of sales. He added that the company's final result was "adversely affected by the losses in our broadcasting and television receiver operations."

In commenting on the results of the Broadcasting Division, Dr. DuMont said that "the key to profitable network operations is the availability of time for advertisers' programs on stations in the larger markets." He noted that few of the television stations that began operations last year were in the larger markets, thereby reducing the opportunity for DuMont Television Network to improve its position.

Goin Over 1952

He pointed out that DuMont Television Network nevertheless achieved an increase in income of 34% over 1952. Dr. DuMont reported that the network has the largest station roster in television history (205) and that station clearance was 50% better than at the beginning of 1953.

Losses for the receiver division, DuMont said, were largely attributable to "the unexpected surge of publicity about color television," resulting in a sharp reduction in the sale of higher priced receivers.

He said the company plans to step up its research and developmental work in color television to place itself in "a strong position when large-scale production and sale of color equipment becomes a reality."

"There is little question," Dr. DuMont said, "that this adoption of a color television system will eventually result in large sales volumes. Every home in America is a potential prospect for a color receiver. Every division of our company will participate in the activity generated by the advent of color television."

TUBE'S 14TH ANNIVERSARY

LONGEST life record for a large power broadcast tube was claimed last week by RCA. The company reported that an RCA-891R broadcast tube last month celebrated its 14th anniversary at KPOJ Portland after more than 97,000 operating hours. The tube was installed in KPOJ's modulator circuit on March 22, 1940, and according to Richard R. Pooley, the station's chief engineer, is "still going strong."

Fitts Named CBS V.P.

ELECTION of William Fitts Jr., director of labor relations, as a vice president of CBS Inc. was announced last week by William S. Paley, board chairman. Mr. Fitts, formerly associated with the New York law firm of Fly, Zitz & Schuebruk, joined the CBS legal department in 1950 and was named labor relations director in 1952. From 1935 to 1945 he was with the Tennessee Valley Authority, first as assistant general counsel and then as general counsel.

Hi-Fi Fair in Salt Lake City

KALL Salt Lake City, key station of the Intermountain Network, staged what it said was the city's first Hi-Fi Fair and Exposition at the Hotel Newhouse March 29-30, with more than 4,000 people examining the $75,000 worth of high fidelity sets and component parts. KALL, which claims to be the first station "in the Intermountain area" to adapt its facilities to high fidelity transmission, said a similar event is planned next year.

Chromatic Cuts Color Price

CHROMATIC Television Labs., Oakland, Calif., announced last week that, effective Thursday, the price of the grid component for the Lawrence color television tube will be reduced by $25 to $125. A spokesman said this revision was in line with Chromatic's belief that the whole color TV price was changing rapidly and that a mass color market was nearer than many quarters of the industry believed.

Wilcox-Gay Shows Decline

YOU MIGHT DRIVE 403 MILES AN HOUR*—

BUT . . . YOU NEED WJEF RADIO
TO GET INTO HIGH GEAR
IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

<table>
<thead>
<tr>
<th></th>
<th>Morning</th>
<th>Afternoon</th>
<th>Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJEF</td>
<td>29.6%</td>
<td>30.8%</td>
<td>33.1%</td>
</tr>
<tr>
<td>B</td>
<td>26.3</td>
<td>22.8</td>
<td>28.6</td>
</tr>
<tr>
<td>Others</td>
<td>44.1</td>
<td>46.4</td>
<td>28.3</td>
</tr>
</tbody>
</table>

Metropolitan Grand Rapids is Western Michigan's biggest market, and WJEF is Grand Rapids' biggest radio value. Conlan figures, left, show WJEF's superiority. Of the area's 116,870 radio homes, "WJEF delivers:

- 12.6% more morning listeners than the next station—
- 25.2% more afternoon listeners—
- 9.6% more evening listeners!

WJEF also costs less than the next station—morning, afternoon and night! On a 52-time basis, you can actually buy a daytime quarter-hour for less than 25¢ per-thousand-radio-homes!

The Fetzer Stations

WJEF—FM
GRAND RAPIDS
Kalamazoo
WKZO—GRAND RAPIDS
KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD—PEORIA, ILLINOIS

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

* On Sept. 16, 1947, at Bonneville, Utah, John R. Cobb was clocked at 403.135 miles an hour.
DR. DuMont Drew
$103,000 IN '53

ALLEN B. DuMont, president, Allen B. DuMont Labs, received $103,675.93 from the corporation during the last fiscal year, ending Jan. 3, 1954. The information was given in a proxy statement sent Monday to stockholders notifying them of the annual meeting at 11 a.m. May 3 at the corporation offices in Clifton, N. J.

Dr. DuMont was the corporation's only officer to receive more than $30,000, the statement noted. However, the board granted William H. Kelley, vice president in charge of marketing, an option to purchase 8,000 shares of Class A common stock at a price of $10.22 per share, the market price at the time being $10.75 per share. The option may be exercised as follows: 2,700 shares may be purchased at any time from Dec. 31, 1954; 2,650 additional shares at any time from Dec. 31, 1955; the remaining 2,650 shares at any time from July 1, 1956. The option terminates at the end of the corporate fiscal year of 1956.

Eight directors and the president, vice president, secretary, treasurer and assistant treasurer will be elected at the meeting with holders of Class A common stock entitled to elect five directors and the president and vice president and holders of Class B common (all held by Paramount Pictures Corp.) entitled to elect three directors and the secretary, treasurer and assistant treasurer. Official nominees as directors to be elected Class A stockholders are Dr. DuMont; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith Jr., vice president in charge of research; Stanley F. Patten, vice president, and Percy M. Stewart, partner, Kuhn, Loeb & Co., investment bankers. The corporation also proposes the re-election of Dr. DuMont as president and Mr. Patten as vice president of the corporation.

Baker, Balderston Call Color Tube 'Bottleneck'

MASS production of color tv receivers is two to three years away, two leaders of the radio-tv manufacturing industry have warned.

Key to mass production is the color tube, both Dr. W. R. G. Baker, vice president in charge of the GE Electronics Division, and William Balderston, president of Philco, emphasized.

"The television industry is in the untenable position of having announced, under political and competitive pressure, a new service to the public without having the technological ability to deliver the service within the standards and economic limits acceptable to the public...," said Dr. Baker, who was chairman of the National Television System Committee which evolved the compatible color standards, in an address to the Electric Club of Los Angeles last week.

"The nub of the problem," Dr. Baker said, "is the color picture tube to which no one, as of this date, has a satisfactory and conclusive answer."

Dr. Baker said he believed the tube "bottleneck" will delay mass marketing of color receivers until 1956. There are five tubes using different principles or variations already announced, and others are in the laboratory, Dr. Baker said.

The "dilemma of the manufacturer, Dr. Baker said, is on the question of which tube should be backed, involving millions of dollars in special production equipment, "all of which might be obsolete by a new development or tube that might be forthcoming next year... or even tomorrow."

Mr. Balderston, speaking before the Newcomen Society in Philadelphia a fortnight ago, said:

"What is needed is a vastly simplified color tube, one which contains no complicated internal assembly, one which closely resembles, in fact, the eminently successful black-and-white picture tubes of today."

Backbone of television, "for a long time in the future," will be black-and-white sets, Mr. Balderston said. Color television will be a luxury service, supplementing black-and-white, he added. Mr. Balderston's statement is the first official word on Philco's attitude toward color tv since FCC approved compatible standards late last year.

Chicago Gets Color Sets

FIRST color tv receivers were offered for sale to the public in Chicago and the midwest area by Westinghouse Electric Corp. last fortnight.

Westinghouse is offering a 15-inch tube console (with conventional picture) for $1,100, which it has made available for immediate delivery from 23 Chicago and area stores, according to Robert W. Eckman, regional sales manager for radio sales division.

The same sets were placed on the market in New York Feb. 5. The firm also is extending a 90-day service policy for $64.

DuMont Promotes Leopold

RUDOLF LEOPOLD, with Allen B. DuMont Labs since 1945, has been named manager of the newly formed specifications and records dept., Communications Products Div. He will be in charge of drawing up final plans and specifications for the full line of tv transmission and studio equipment and mobile communications products. Mr. Leopold has handled designs for a 3-D tv camera for the Atomic Energy Commission, DuMont's image orthicon camera chains, and other new electronic equipment.

MANUFACTURING SHORTS


E. V. Roberts & Associates, L. A., electronics equipment sales representatives, purchased building at 5068 W. Washington Blvd. and will make extensive alterations, including additional wings with increased floor area.

Manufacturers of radio-tv receivers and home phonographs were reminded last week they will not be permitted to exhibit these products at the Electronics Parts Show in Chicago May 17-20. Reminder of a rule, in effect since 1937, was sounded by Kenneth C. Prince, show manager, who advised exhibitors to keep it in mind when arranging for booth and room display space.

Emerson Radio & Phonograph Corp., N. Y., has declared a quarterly cash dividend of $.05 per share on 1,935,187 shares outstanding, payable April 15 to stockholders of record on April 5.

Radio Rep Spoor Co., N. Y. (Seletron and Germanium Div.), announces a new range of cartridge type selenium rectifiers. A six-page data bulletin, No. 178, containing complete charac-
ALL ROADS LEAD TO HOME

The "roads" that television travels, we mean.

Today the American home is unique in the world. Television keeps it rich with entertainment, information and new ideas.

The broadband transmission "roads" of television are complex, and expensive to build. But extension of facilities is going ahead in stride with industry requirements. Right now, more than half the nation's population could be reached through stations connected by the 50,000 channel miles of Bell System television network.

BELL TELEPHONE SYSTEM
PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW
teristics, reference curves, circuits, etc., may be obtained from the company upon request. Address: 251 West 19th St., N. Y. 11.

Pentron Corp., Chicago (tape recorders and accessories), announces new high-fidelity am-fm tuner, model AFM, which incorporates a function selector that includes a position marked "tape." On that position, tape recordings can be fed through the tuner and modified by the tuner's tone control system. Complete details and specifications are available on request.

Burnell & Co., N. Y., (coils and filters for communications equipment), announces new single-sided filter for amateur receivers, designated type S-15000. Descriptive information, including schematic and response curve is available on request from Burnell & Co., Dept. I, 45 Warburton Ave., Yonkers, N. Y.

Malco Tool & Mfg. Co., Chicago, announces its high production methods now make it possible to effect low cost savings on quantity runs of small stampings for radio, tv and electronics use, and adds that over 1,000 parts are available as standard items. For further information contact: Malco Tool Co., Dept. BTW, 4025 W. Lake St., Chicago 24.

Elgin Metalformers Corp., Elgin, III., introduces the Error instrument cabinet with choice of three ventilating panel systems to give controlled ventilation for effective heat dissipation. Complete information and price list available on request to the company at 906 N. Liberty St.

The Clough-Brengle Co., Chicago, announces publication of 12 page catalog No. 54-A, containing complete specifications and data on company's test equipment line. Copies are available on request from the Clough-Brengle Co., Dept. BT, 6014 Broadway, Chicago 40.

Liberoscope Inc., Glendale, Calif., manufacturers of electronic components and controls, has approved construction of a new $500,000 administration-engineering building at 808 Western Ave., that city.

Sylvania Electric (Canada) Ltd., wholly owned subsidiary of Sylvania Electric Products Inc., N. Y., announces plans for construction of new plant in Dunville, Ontario, for manufacture of tv sets. Construction work is scheduled to start this month; production is scheduled to start about Aug. 1.

**For MINUTE spots to SELL**

Youngstown, Ohio

call any Headley-Reed office or...

**WFMJ**

RADIO and TELEVISION

101 W. Broadman St. . . . . . Phone RI 3-4121

---

**AWARDS**

**IENT ANNOUNCES TELEVISION AWARDS**

TELEVISION awards and honorable mentions of the 18th American Exhibition of Educational Radio and Television Programs, held last week in conjunction with the annual Ohio State U. Institute for Education by Radio-Television in Columbus, were announced last week. Similar awards in radio were announced earlier [BTW, April 2]. All awards are given to program series, not to individual programs. Series were judged in seven cooperating classes, and for each program class, centers, coordinators, judges, and summarizers are given following the lists of pre-winning series.

Group I, Network: Multi-Station Telecast by Cbs, Reiny, or Delayed Video Recording (Kinescope)

**CLASS 1 SPECIAL INTEREST GROUPS: WOMEN'S, AGRICULTURE, RELIGIOUS, ETC.**

**FIRST AWARD:** Frontiers of Faith, to national organizations representing the three major faiths in the U. S. NBC-Television.

**CLASS 2 CULTURAL: DRAMA, ART SCIENCE, LITERATURE, ETC.**

**FIRST AWARD:** Hallmark Hall of Fame, to Hallmark Hall of Fame, NBC-Television.

**HONORABLE MENTION.** Conversations, to Public Affairs, NBC-Television.

**CLASS 3 PUBLIC AFFAIRS: ISSUES, PROBLEMS, DOCUMENTARIES, NEWS INTERPRETATION, ETC.**

**FIRST AWARD:** United Nations Open House, to CBS-TV.

**HONORABLE MENTION.** Youth Wants to Know, to Young People Today, NBC-TV, New York City and NBC-TV.

**CLASS 4 DEALING WITH BASIC FREEDOMS**


**HONORABLE MENTION.** Excerpts to Ty-Television Workshop, to Foundation, NBC-Television.

**SPECIAL AWARD.** Ding Dong School, to NBC-TV.

**CLASS 5 SYSTEMATIC INSTRUCTION: TELE-COURSES, ETC.**

**NO AWARDS**

**Group II. Local and Regional Stations or Institutions.**

**CLASS 1 DIRECTED TO SPECIAL INTEREST GROUPS: WOMEN'S, AGRICULTURE, RELIGIOUS, ETC.**

**FIRST AWARD:** Farmtown U. S. A., to WBBM-AM (TV) Chicago.

**HONORABLE MENTION.** Your Neighbor's Religion, KPIX (TV) San Francisco.

**CLASS 2 SOCIAL: DRAMA, ART, SCIENCE, LITERATURE, ETC.**

**FIRST AWARD:** The Long Voyage, WOI-TV, Des Moines.

**HONORABLE MENTION.** This World of Art, to Rutgalement Television, NBC-Television.

**CLASS 3 PUBLIC AFFAIRS: ISSUES, PROBLEMS, DOCUMENTARIES, NEWS INTERPRETATION, ETC.**

**FIRST AWARD.** They Come Home, KPIX (TV) San Francisco.

**HONORABLE MENTION.** Operation Center, WHAS-TV Louisville, Ky.

**SPECIAL AWARD.** This Is Your City, WBZ-TV Boston.

**CLASS 4 DEALING WITH BASIC FREEDOMS**

**HONORABLE MENTION.** The Independent Mr. Jefferson, to National Assn. of Educational Broadcasters and WNBQ (TV) Chicago.

**CLASS 5 SYSTEMATIC INSTRUCTION: TELE-COURSES, ETC.**

**FIRST AWARD.** Shakespeare on 7u, KNXT (TV) Hollywood.


**CLASS 6 PROGRAMS FOR CHILDREN AND YOUTH (OUT OF SCHOOL LISTENING)**

**FIRST AWARD.** Wunda Wunda, KTVK-AM- TV Seattle.

**HONORABLE MENTION.** Eins Zwei Drei, WOR-TV, New York City.

**HONORABLE MENTION.** Adventure School, KPIX (TV) San Francisco, and the Family Life Education Service of the San Francisco Public Schools.

**CLASS 7 SCHOOL TELECASTS (FOR USE IN SCHOOL CLASSROOMS)**

**FIRST AWARD.** District of Columbia Public School Series, WNBQ (TV) Washington and D. C. Board of Education.

**HONORABLE MENTION.** Museum Piece, to Philadelphia Public Schools and WPPT (TV) Philadelphia.

Another for Murrow

EDWARD R. MURROW, CBS commentator, was named last week to receive the top award of the annual Page One Ball of the New York Newspaper Guild. His award in the field of public affairs was for his "distinguished contributions to the adult and responsible use of broadcasting as a major medium of information and enlightenment." Another award was announced for CBS-TV's You Are There (Sun., 6-6:30 p.m., EST). Presentations will be made at the Ball at the Commodore Hotel on May 14.

Better Understanding Awards

ENGLISH-SPEAKING union has announced it will present its annual Better Understanding Awards this spring to broadcasters and journalists who made "outstanding contributions to greater friendliness and understanding between the U. S. and Commonwealth countries during 1953." Applications may be obtained from the Union's Awards Committee, 19 E. 54th St., New York 22, N. Y.

Thomas Wins First Place In N. Y. Ad Club Contest


Winners of three scholarships offered to further study in the field of advertising and marketing were Ann V. Donahue, Foote, Cone & Belding ($500); Theodore Braaten, Dover Publications ($200), and Lorraine M. Magan, Collgate-Palm.
How does a hog "leave home"?

—by TRUCK 85.2%
of the time!

In 1953, 85.2% of hogs received at 63 major livestock markets in the U.S. were transported to stockyards by truck, according to the U.S. Dept. of Agriculture.

Truck transportation of livestock is fast and safe—and it helps the farmer realize a better return on his investment because trucks travel direct, without expensive delays and stopovers.

Livestock hauling is only one item in an impressive list. Trucks now handle the majority of produce, poultry and dairy products to primary markets. And they handle big percentages of processed foods—which now constitute three-quarters of America’s food supply—from processors’ plants to food stores everywhere.

President,
American Trucking Associations

American Trucking Industry
American Trucking Associations, Washington 6, D.C.
AWARDS

Industry during the past year. The award
pany through
helping the Marines form their
company
from the
WKY Publishing Co.,
published
by Wisconsin
L. Smith, Lederle Labs; Robert D. 
Course, Benton & Bowles; Ernestine Winkler, 
Community Chests and Councils, and Howard 
Reynolds, Brooks, Smith, French & Dorrance.
The 1953-54 Advertising and Selling Course 
was the 30th class and had an enrollment of 610. 
 Awards were presented at a graduation 
program on March 18.

Applications for a new tv station, a new 
am outlet and five am power increases were 
approved and passed for action to the Dept. of
Transport by CBC's board of go-
governors at the conclusion of an
April 1-3 meeting in Ottawa.
Kawartha Broadcasting Co. Ltd.,
representing
the combined interests of CHEX Peter-
borough, Ont., the Peterborough Examiner and 
Northern Broadcasting Ltd., was granted a
license for a new tv station on ch. 12 in Peter-
borough. Estimated cost is $450,000. The ap-
plication of Herb H. May, well-known Canadian 
radio m.c.-announcer, for ch. 12 there was
denied on grounds "Mr. May would not have 
share control... and (showed) less evidence of 
local support than the other applicant!" Peterborough is 95 miles northeast of Toronto.
Bi-lingual Verdun, Que. (a Montreal suburb),
community station owned by Jack Tietolman,
was granted a power increase from 1 kw on 
980 kc to 10 kw on 850 kc, day and night.
This bid was opposed at hearings by CKAC Mon-
treal French-language, 10 kw, and CIAD Mon-
treal English-language, 5 kw. In response, 
Corey Thomson, CKVL manager, said CKVL today
is spending $6,300 weekly on live-talent pro-
gramming—"more than all other Montreal sta-
tions combined"—and, if forced to continue 
as a community station only, it would have to 
reduce its operations materially. The increased 
power, he said, was necessary to offset television 
and power increases of five other Montreal sta-
tions. Mr. Tietolman said CKVL would spend
$200,000 on new equipment and buildings since 
two complete transmitters would be required 
for CKVL's 24-hour operation. He hopes to 
be operating by Sept. 6.

Vancouver Grant Is Unopposed
License to establish a new 1 kw am station on 
1070 kc is given to A. E. Gibson Bros. Ltd.,
to new radio, in North Vancouver. 
Other Vancouver stations, the board noted, did 
ot oppose the application, and two actively 
supported it.
The following were also given approval for 
power increases: CFGP Grande Prairie, Alta.,
1 kw to 5 kw on 1050 kc, DA-1; CKBL Ma-
tane, Que., P. Quebec, 1 kw to 5 kw on 1250 
kc, DA-1; CKDA Victoria, B. C., 250 w on 1340 
kc to 5 kw on 1280 kc, DA-1; CKLB Oshawa, Ont., 250 w on 1240 kc to 5 kw on 1350 
kc, DA-2.

During argument, CKBL Matane's application 
was opposed in part by CJBR Rimouski,
Continental to Continental
Radio-TV now has a world "beat" on the news. Voice of America last week said President Eisenhower's Monday 
night speech was seen and heard by 30 million persons in 12 foreign coun-
ctries within 48 hours after its delivery.
In addition the Voice of America also 
air shipped kinescopes to England, Hol-
land, West Germany, Belgium, Italy, Cuba, 
Mexico, Venezuela, the Dominican 
Republic, Brazil, Argentina, the Philip-
ippines and Indonesia. The translation 
accompanied the kinescopes.

COLOMBIA PLANS FIRST TV OUTLET

FIRST tv station for Colombia is slated to be 
completed and to be operating by June 13,
according to the U. S. Information Agency,
which reported last week that the Colombian 
government has awarded contracts
COLOMBIA to Allen B. DuMont Labs Inc. and 
to the German firm, Siemens & 
Halske, A. G. for installation of the tv 
transmitter in Bogota.
At least in initial stages, the government will 
sleep sponsor with emphasis on cultural 
and educational subjects, according to USIA.
USIA released information on the Bogota 
construction to point up films and kinescope 
services it is making available to the Colombian 
government for use on tv.
USIA quoted Senor Calibo Torres Galvez, 
director of radio broadcasting and television 
section of the Colombian Ministry of Commu-
nications, that DuMont will be responsible 
for the overall project. DuMont, USIA said, has 
a contract reportedly involving $300,000, the 
German firm, $90,000.

Inaugural program will celebrate the first 
niversary of President Gustavo Rojas Pinilla's 
administration. Four hundred tv sets have 
been acquired by the Government, USIA said. 
The station, serving the Bogota area, will have 60 
kw power. Equipment will conform to U. S. 
standards.

After the Bogota transmitter is installed, Colombia plans to develop a tv network 
covering the country, USIA said.

U.S.-Originated Shows
On Canadian Radio Down
OF 16 evening network radio shows heard in 
Canada in February, only five were of Ameri-
can origin. These five ranked near the 
top of the leading evening network 
shows heard in Canada during the 
month, according to February 
national 
rat ing report of Elliot-Haynes Ltd., Toronto.
Leading evening network show was "Radio-
theatre," with rating of 26.5, followed by Our Miss 
Brooks 26.4, Amos 'n Andy 26.4, Ford Thea-
tre 19.7 (Canadian), Great Gildersleeve 18.8, 
The Tylers 18.2 (Canadian), Suspense 17.5, 
Shatime 17.2 (Canadian), Wayne & Shuster 
16.6 (Canadian), and Singing Stars of Tomor-
row 15.2 (Canadian).
There were 18 daytime network shows in 
February; of which the leading five were Ma 
Perkins 16.1, Pepper Young's Family 15, Road of 
Life 14.2, Right to Happiness 14, and Life 
Can Be Beautiful 13.8.

French-language evening network shows 
numbered 10 in February of which the leading 
five were Un Homme et Son Pech 43.6, La 
Famille Plouffe 27.4, Le Survenant 25.1, Met-

WKY-TV Wins Marine Plaque

WKY-TV Oklahoma City has received a plaque 
from the U. S. Marine Corps for its efforts in 
helping the Marines form their first "Buddy 
company in Oklahoma. The vhf ch. 4 station 
publicized the "all-Oklahoma "Buddy" com-
pany through news coverage and public service 
announcements.

'Jr. Press Conference' Cited

ABC-TV's Junior Press Conference (Monday, 
9-9:30 p.m. EST) has been presented a public 
service award by the U. S. National Student 
Assn. in recognition of its "presentation of top 
authorities in the fields of government and in-
dustry during the past year." The award was 
accepted by Alexander Gronach, vice president 
in charge of ABC-TV.

Page 108 • April 12, 1954
WORLD'S TALLEST TV TOWER

WHIO-TV now operating with new tower
1104 feet high

This tremendous Blaw-Knox Tower... which is five times taller than the highest building in Dayton, Ohio... plus a boost in power to 316,000 watts on channel 7, makes WHIO-TV one of the nation's most important area stations.

Tower equipped with two-passenger elevator
Gliding up and down inside the Blaw-Knox Tower, the two-passenger, electrically operated elevator provides quick and easy access to all parts of the tower. A man in the cab operates the elevator by push button control... and can stop it at predetermined levels.

To support both the antenna and this elevator the sturdy triangular tower measures 14 feet on each side and weighs 600,000 pounds. But like an iceberg, there is more weight below than above the surface. For the below-ground pyramid base is 220 cubic yards of concrete weighing 832,700 pounds.

Some features of the Blaw-Knox Type TG-4 Tower construction, which assure a sturdy structure, are the pivoted or articulated base to avoid excessive bending stresses... double laced structural angle bracing to provide extra strong rigid construction... guys that are factory pre-stressed and proof tested to load greater than ever required in service... and hot-dip galvanized coating to protect against all weather conditions.

This tallest TV tower in the world, complete with elevator, is indicative of how we are prepared to design and fabricate towers to meet your specific conditions.

Write for your copy of Bulletin No. 2417 for more information on the many types of Blaw-Knox Antenna Towers. Or, send us your specifications for height of tower and type of antenna for prompt service on your inquiry.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION - TOWER DEPT.
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS
Guyed and self-supporting— for AM • FM • TV • radar
microwave • communications
ropole 25, and Chanson de L'Escarbille 23.9.
French-language daytime network shows, 18 in number, were led by Rue Principale 33.4, Jeunesse Doree 32.8, Je Vous ai Tant Aime 32.4, Les Joyeux Troubadours 30.4, and Vie de Femmes 29.6.

On leading transcribed evening shows heard nationally People Are Funny had a rating of 22.6, Bing Crosby 18.9, Take a Chance 18.7 (Canadian), Fun Parade 17.6 (Canadian), and I Was a Communist for the FBI 17.4.

**INTERNATIONAL**

**RADIO DOMINATES MEXICAN MEDIA**

Speaking of Mexico, XEW-AM-TV executive Duran tells Town Hall audience in New York that some 40% of ad budget in the nation is spent on the radio medium.

RADIO is the pre-eminent medium of advertising in Mexico today, accounting for about 40% of all advertising expenditures, Juan M. Duran y Casahonda, president of the Mexican Advertising Assn. and director of public relations of XEW-AM-TV Mexico City, told an audience Wednesday at Town Hall in New York.

Mr. Duran, whose talk was part of Town Hall's six-week project exploring various aspects of present-day Mexico, said radio is "still above newspapers" in total advertising investment. He estimated about 30% of expenditures is placed with newspapers, and the remainder with direct mail, tv, and other media.

To illustrate radio's rapid growth in Mexico, Mr. Duran said in 1925 Mexico had 11 radio stations compared to 253 today. In Mexico City alone, he said, 25 commercial stations and two education stations serve a market of 3/4 million people.

He placed the city's set ownership at about 600,000.

Although acknowledging radio has been criticized by the "intellectual clan" for "bad taste and vulgarity," Mr. Duran said:

"Yet radio, filling the air with popular music and cheap drama, has reached the backwoods in a country with a high index of illiteracy and has made a special contribution to the welfare of the masses, not only as a classroom for elementary knowledge, but as a teacher in the better ways of physical life. Radio has taught hundreds of thousands of Mexicans to use soap, tooth paste, combs, better food and clothing...."

Mr. Duran characterized Mexican television as "a baby, just beginning to walk," but he predicted that television will "help more than any other medium of radio communications, not only to push sales but to fulfill the fundamental steps in the all-important public relations job of modern society: to inform, to persuade, to instruct and to entertain.

Town Hall has arranged for extensive radio and television coverage of its six-week series called "Mexico—a Portrait of Progress," which will end this Friday. New York-owned WNYC recorded Tuesday afternoon sessions for delayed broadcasts, and is making recordings available to the National Assn. of Educational Broadcasters for station distribution. WRUL, short wave station in Boston, has beamd weekly broadcasts to Latin America. Films of the Tuesday sessions have been flown to Mexico City for use on XEW-TV.

**CBC May Hold Hearings To Stem Giveaway Shows**

UNLESS the number of radio giveaway shows is reduced in the coming months, the CBC board of governors will hold public hearings in an effort to check the wave of such programs, A. D. Dunton, CBC board chairman, said last Monday.

CBC's right to make decision regarding radio giveaways was questioned later by James Allard, executive vice president of the Canadian Assn. of Radio Television Broadcasters, in a talk in Toronto.

Mr. Dunton's Ottawa statement said the CBC board has "been concerned for some time about the expansion of prize giving schemes in broadcasting. It is particularly concerned about contests in which the main element is chance rather than skill."

**WANT TO SELL CANADA?**

One radio station covers 40% of Canada's retail sales

**CFRB**

**TORONTO**

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covering the market that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

**Canadian Ty Shows Gain In Popularity During March**

CANADIAN television shows gained in popularity in March, according to the latest "tele-ratings" report of Elliott-Haynes Ltd., Toronto, taken during the first week of March.

In five Canadian tv markets, in the southern Ontario area, where more than half of the almost 600,000 sets in Canada are located, the 10 most popular programs on CBC-TV Toronto network, were:

-.For You, a 56.9 rating
- Rockie Glean In Shoe Way, a 58.9 rating
- Winnie the Pooh, 52.5, a 4.0 rating
- Hockey Night in Canada, 52.3, a 5.0 rating
- Talent Show, 46.3, a 6.0 rating
- The Town Hall Hour, 45.7, a 7.0 rating
- Our Miss Brooks, 45.6, a 8.0 rating
- Douglas Fairbanks Presents, 41 (British), a 9.0 rating
- The First Men, 37.5, a 10.0 rating
- Star Playhouse, 33.2, a 11.0 rating

The same audience trends in WBENT-TV Buffalo, where Canadians found most popular: I Love Lucy 65.4, Arthur Godfrey 64.2, Ford Theatre 62.2, Voice of Firestone 61.1, and Letter to Loretta 60.3.

In the Montreal area, where both French CBFT and English CBMT are in operation, the highest ratings are for English-language programs, with leaders being Four Star Playhouse 85.1, NHL Hockey 84.9, Kraft Theatre 83.9, Toast of the Town 83.3 and Million Dollar Sensation 81.9.

**700 National Advertisers Use Canadian Radio in '53**

OVER 700 national advertisers used Canadian radio during 1953, according to a survey by Canadian Assn. of Radio & Television Broadcasters.

**CAHADA**

The survey, by Pat Freeman, CARTB sales and research director at Toronto, shows 32 national advertisers used network radio, 110 stations, three used Trans-Canada network, five used French networks, six used Trans-Canaa and French networks, six used Trans-Canada and English networks, and two used all three networks, all of which are operated by the Canadian Broadcasting Corp. with CBC and independent stations.

Mr. Freeman has divided the list of 700 national advertisers into 28 categories and lists all advertisers under the various categories. This is the CARTB's second year of listing such national advertisers using radio.

**Emerson Establishes Canadian Facilities**

ESTABLISHMENT of Emerson Radio of Canada Ltd. to manufacture and merchandise the complete line of Emerson Radio & Phonograph Corp. in that country was announced last week by Benjamin Abrams, president of Emerson. Diversification of Emerson tv and radio receivers, phonographs and air-conditioning units throughout Canada are expected to start early this month.

Headquarters of the new firm is in Mount Royal, Quebec, at 74 Trenton Ave. Selby J. Sinclair is president of the Canadian company; Norton J. Anderson, general manager, and Rupert K. Grant, sales manager.

**XEJ-TV Targets May 17**

XEJ-TV Juarez, Mexico, tested station equipment last week preparatory to the start of its commercial operations on May 17.

**MEXICO**

Mr. Meneses also operates XEJ-AM.

**Radio-TV Signal Study**

CAN radio and tv signals start mountain avalanches? Can they set off blasting charges prematurely?

Yngve Hagerman, chief of the mining department of the Swedish Workers Protection Board, has been granted an International Labor Organization fellowship in N. America to investigate a four-nation tour to study such possibilities, as well as new methods of protecting workers in blasting operations in France, Germany, Canada, and the U. S. ILO is a specialized agency of the United Nations.

**WANT TO SELL CANADA? One radio station covers 40% of Canada's retail sales**

**CFRB**

**TORONTO**

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covering the market that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

Page 110 • April 12, 1954
Station Authorizations, Applications (As Compiled by B·T)

April 1 through April 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- NTSC—National Television System Committee
- SSA—special service authorization
- TIA—Telecommunications Industry Association
- VHF—very high frequency
- UHF—ultrahigh frequency
- Fm—free
- VHF—visual, kw—kilowatts
- VHF—visual, kw—kilowatts
- AM—am
- TV—television
- FM—frequencey modulation
- UHF—ultra high frequency
- CP—construction permit
- EA—educational authorization
- Fm—free
- cost
- CP—construction permit
- 

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Type</th>
<th>Licensees</th>
<th>ERP (kw)</th>
<th>Antenna Height above terrain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>224</td>
<td>306</td>
<td>523</td>
</tr>
<tr>
<td>Educational</td>
<td>12</td>
<td>17</td>
<td>29</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Type</th>
<th>Licensees</th>
<th>ERP (kw)</th>
<th>Antenna Height above terrain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>247</td>
<td>124</td>
<td>371</td>
</tr>
<tr>
<td>Educational</td>
<td>24</td>
<td>24</td>
<td>26</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Type</th>
<th>Licensees</th>
<th>ERP (kw)</th>
<th>Antenna Height above terrain</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend.</td>
<td>915</td>
<td>708</td>
<td>1236</td>
</tr>
<tr>
<td>Educational</td>
<td>23</td>
<td>24</td>
<td>26</td>
</tr>
</tbody>
</table>

Total 960 337 134 531 1286

Sixty-two CPs (12 VHF, 50 UHF) have been re-

Authorization not specified channel.

Incudes 28 already granted.

Incudes 56 already granted.

**APPLICATIONS DISMISSED**

Huntington, W. Va.—Ashland Scott, Co. FCC

City, an amendment to a petition to dis-

APPLICATIONS AMENDED

Klamath Falls, Ore.—KFJY Beeston (KFJY)

amended bid for new station on tv ch. 2 to

**EXISTING TV STATIONS**

**ACTIONS BY FCC**

KBDI Fresno, Calif.—John Poole Beeston, Co.

granted modificaion of CP for uhf ch. 53 to

change ERP to 180 kw visual, 10 kw aur-

WAGL-TV Albany, Ga.—Herald Pub. Co. granted

STA to operate commercially on uhf ch. 19

for the period ending Oct. 10. Granted April 1;

WGBR-TV Boston, Mass.—WGBR Educational

Foundation granted modification of CP for non-

commercial educational vhf ch. 2 to specify

studio location as follows: change ERP to 52.5 kw visual, 29.9 kw aural; geographic co-

ordinates of 42° 15' W, Lat, 77° 40' N. Long

Granted April 1; announed April 6.

KBID-TV Springfield, N. J.—Anthony & Sons Inc. granted modification of CP for uhf

ch. 53 to change ERP to 180 kw visual, 10 kw aur-

al; antenna height average above terrain 150 ft. Granted March 31; announced April 8.

WGAN-TV Portland, Me.—Guy Gannett Co.

Services granted STA to operate commercially on

uhf ch. 13 for the period ending July 15. Action March 29; announced April 6.

WHZ-TV Zanesville, Ohio—Southeastern Ohio

Television System granted modification of CP to specify

location as follows: change ERP to 180 kw visual, 10 kw aur-

al; antenna height average above terrain 150 ft. Action March 29; announced April 6.

WVEC-TV Hampton, Va.—Peninsula Co.

granted modification of CP for uhf ch. 15 to

change ERP to 214 kw visual, 110 kw aur-

al; antenna height average above terrain 480 ft. Granted March 30; announced April 8.

Clarksburg, W. Va.—J. Patrick Beacom, Tim-

othy P. Beacom & Jennings Randolph 6/6 as J.

Patrick Beacom & Assoc. granted change to

new tv station on uhf ch. 32 to change name to Timothy P. Beacom & Jennings Randolph 9/9, as Beacom & Assoc; change studio and transmitter location to

Dunscorn Hill, Clarksburg, W. Va. to 115 kw visual, 107.5 kw aural; antenna height average above terrain 461 ft. Filed April 1.
Glasgow, Mont.—James C. Carson, Charles L. Scofield and Willard L. Holter 4/7 as The Glasgow Bestg. Co., granted authority to sign off at 6 p.m. during the months of April through August. Action March 31; announced April 3.

Applications

WFRJ Freeport, Ill.—Freeport Bestg. Co., granted authority to sign off at 6 p.m. during the months of April through August. Action March 31; announced April 3.

WOXO Framingham, Mass.—WOXO, Inc. granted authority to sign off at 6 p.m. (EST) during the period of daylight saving time from last week of April until the end of September. Action April 3.

Station deleted


Existing Am Stations

Applications

WANN Lakeland, Fla.—Coastal Bestg. Co., seeks CP to change from 599 to 191 kw 1 kW, nighttime, 5 kw day. Filed April 6.

WWPT Providence, R. I.—WWPT, Inc. granted CP to change from 599 to 1 kW 1 kW, day and 5 KW night. Filed April 6.

WCEM Cambridge, Md.—The Shore Bestg. Co., seeks CP to change from 1490 to 1490 kHz 1 kW 1100 kHz, day. Filed March 30.

KEKQ Eugene, Ore.—Guard Pub. Co., seeks CP to increase power from 1 kW to 5 kW. Filed April 1.

WNVN Norton, Va.—Blanco Radio Co., seeks CP to change from 1450 to 280 watts, daytime to 280 watts, nighttime. Filed April 1.

Ownership Changes

Applications by FCC

WKTL Kewaunee, Ill.—E. D. Scandrett, Harold R. Ballinger & Paul B. Widlick, Bestg. Co., granted voluntary assignment of license to WIVY Bestg. Co. No one was involved as each partner retains interest. Granted March 28.

WGAC Augusta, Ga.—Twin States Bestg. Co., granted voluntary acquisition of negative control by Millwood Owners, Inc., through purchase of remaining interest from F. Fredrickson and Boswell will now own each 50% interest. Granted March 28.

WORX-AM-FM Madison, Ind.—Francis Knight (Breckinridge) & Charles G. Crites, Bestg. Co., granted voluntary assignment to Knight-Cutter System, granted voluntary assignment to Electronic Laboratories, Inc., for $3,000. Principals include President Clarence E. Benson (25%), President Joseph V. Feller (30%), director of radio-TV of Ind.; Vice President James V. Towle (15%), vice president; and Director of Lab (10%), director of lab and general manager. Granted April 1.

KPIG Cedar Rapids, Iowa—Cedar Rapids Bestg. Corp., granted transfer of control to Dakota County Bestg. Co. and six individuals for $69,878. Principals include President John K. Kelly (24%), 24% stockholder KTRX Sioux City, Iowa, and vice president; Journal Tribune (Sioux City, Iowa); Vice President Eugene F. Kelly (29%), 24% stockholder KTRX; Whitehead and vice president; Journal Tribune; Vice President Edward Price (20%), 25% stockholder KTRX; and Secretary-Treasurer R. E. Levesque (16%), granted April 1.

KJLy Jennings, Ill.—Jennings Bestg. Co., granted voluntary transfer of control to Clovis Bickerstaff. Granted April 3.

KFAB Lincoln, Neb.—KFAB Bestg. Co. granted voluntary relinquishment of negative control by KFAB, Inc., and this control is transferred to the state of Nebraska, through sale of 270 shares of stock to four employees, for $15,000. Principals include President Harry D. Burke (105 shares); R. Lyell Bremser (18 shares); President Harold A. Sonderlund (55 shares); and William E. Burch (37 shares). Granted April 3.

WWST-AM-FM Wooster, Ohio—Wooster Republican Printing Co., granted voluntary transfer of control to Jaymont Robert Dix co-executor of the estate of E. C. Dix (56.1%), granted April 3.


KNBC-AM-FM Kansas City, Mo.—KNBC, Inc., granted voluntary acquisition of negative control by N. D. Williams & Randolph C. Fled from J. A. Newton & Jack J. Doss through purchase of remaining 50% interest for $2,000. Granted April 3.

KXLS (TV) Corpus Christi, Tex.—H. L. Hunt, owner, granted voluntary assignment of CP for uhf ch. 43 to Trinity Bestg. Corp. for $5,658.21 which granted April 3.

WJAB-CO Miami, Fla.—The Williston, Fla., for sale was in the process of being filed at this time. Application for a station license is pending.
El Paso. Principals include President Barton B. McLenod (50%); Vice President Gordon B. Means (20%), and Secretary-Treasurer Robert Euler (1%). Granted April 7.

WKXV-AM-FM, Starkville, Miss. —President Stephen H. Kovalan granted assignment of license to The Family Broadcasting Co. Principal: President Stephen Kovalan (45%), Vice President and General Manager-WKXV, Treasurer Kenneth Williams (41%), Secretary John Wilson (5%), WKXV sales manager. James D. Shvard (10%), stockholder in WATH Athens, Ohio, and Andrew H. Rollins (16%), stockholder of WATH. Granted March 30.

WZBJ-AM-FM, Jacksonville, Fla. —WZBJ granted transfer of control to Howard G. Bill through sale of interests to Mr. Robert N. Mark, director of WZDJ Decatur, Ill. Granted April 7.

APPLICATIONS

KBKA Bakersfield, Calif.—Bakersfield Bestg. Corp., seeks mandatory assignment of license to The Chronicle Pub. Co. Through purchase of 25% of stock of the name, for $15,000 and 23.5% interest of Charles deYoung Thiery for $27,500. The Chronicle Pub. Co. licenses of three AM-FM TV-San Francisco, will now own 97.5% interest. Thiery retains 1.5% interest. Filed April 1.

KBMX Coalinga, Calif.—Rea D. Bowman & William B. Bowman d/b a Pleasant Valley Radio Co., seeks voluntary assignment of license to Harry W. Little, 443 S. Langer, Co., as Westside Bestg. Corp. for $6,000. Principals in general management of KBKX (33%), former KBMX station manager, and Cliff Byrum (67%), owner of KBKX. Filed April 1.

WGEE-AM, Del.—WNJR Newark, N. J. J. WRAP Norfork, Va.—WRAD Radford, Va.—WHN (TV) Dover, Del.—Rollins Bestg. Inc. seeks mandatory assignment of license to O. B. Goff through purchase of 50% of stock of WGEE, by O. Wayne Hollins through purchase of 16.7% interest for $35,000. Filed March 26.

WJNN-AM-FM, Panama Fla.—Claude C. Tillman, Jr., and Murray C. Tillman Jr. of Hurricane Bestg., seek to have their assignment of stock to corporation of the same name. No consideration. Filed April 3. Laguna partner retains identical interest. Filed March 30.

WPST-AM, Augusta Fla.—Ben Ackerman & Thomas B. Carr, d/b Asst. Bestg., request assignment of license of WPST to WPST Inc. for $5,000 in cash and 19.6% of WPST Corp. seeks involuntary assignment of license to H. French Brown and Vincent Monte O'Neal, administrators of the estate of D. Grady O'Neal, Jr. (80%), d/b Gulf Shores Bestg. Co. Requsted April 2.

WCNU Crestview, Fla.—H. French Brown & Charles C. O'Neal, administrator of the estate of Donald C. O'Neal (66.3%) of Gulf Shores Bestg. Co. seeks involuntary assignment of license to WKID Bestg. for $72,500. Principals include President Donald D. Harding (26%), sales depart- ment of Edward Pettor & Co., Chicago, station representative; Vice President-Treasurer Allen H. Embury (22%), president-25% stockholder WPIC Cedar Rapids, Iowa; Vice President-Lawrence C. Cohn (22%), sales manager WPIC; Vice President Jerry Glynn Jr. (22%), sales manager AM Radio Sales; Vice President W. L. Myles (22%), station manager CBS Radio Network, and Secretary William T. Firman (12%), CBS Salesman.

WREB Holyoke, Mass.—Valley Bestg. Corp. granted voluntary assignment of control to WREB Melvin Corp. through sale of 17% shares of stock for $1,152. President: William B. Wakeham (34%); Treasurer: Abbe H. Wakeham (10%); James A. Wakeham (10%), and Helen Dornbach (26%). All principals deal in real estate. Filed March 31.

WKHM Jacksonville, Fla.—Jackson Bestg. & TV Corp., seeks involuntary assignment of license to new corporation with same name. Application for reorganization as a franchise. Filed March 17. President Frederick A. Arrighi (50%), principals include President Frederick A. Arrighi, Vice President James G. Halsey (15%), Secretary-Treasurer William H. McCoy will each now own 19.5% interest. There are 21 other major stockholders. Filed April 1.

KTVT-AM-FM-TV Springfield, Mo.—Independent station requests involuntary transfer of control (50.47%) to J. H. Cooper as proxy for J. G. Cooper, principals John E. Cooper and James H. Cooper. Consideration will be $3 for each of these shares for each new March 30.

WDCB-Covington, Pa.—Chester County Bestg. Service, seeks voluntary assignment of negative cost to executives. Filed through purchase of 51% interest to Robert Scholl Jr., President, and W. N. Salter through purchase of 49% interest to Robert Scholl Jr., President, and W. N. Salter will each own 50% interest. Filed April 1.

Hearing Cases . . .

INITIAL DECISION

Savannah, Ga.—New tv, vhf ch. 3, FCC hearing examiner James D. Cunningham issued initial decision looking towards grant of the application of WSAV for new tv station in Savannah. Ga., on ch. 3, with ERP of 2,674 kw visual, 16.5 kw audio, subject to condition that applicant's presently proposed antenna tower base and combined transmitter-projection-control on the 12th floor (roof) of the Liberty National Bank Building, Savannah, concerning which construction began without authorization, shall not be utilized under such permission. The application of WSAV for the same channel was denied. Action April 3.

OTHER ACTIONS

Dethan, Ala.—Vhf ch. 3 proceeding. FCC scheduled oral argument in proceeding involving applications for new tv station to be licensed to the network. Filed Dec. 16. By the Commission. Reconsideration granted.

FM Allocation—FCC adopted orders amending the fm allocation plan as follows: Goldboro, N. C.—Delete ch. 222 and add 246; Kingston, N. C.—Delete ch. 245 and add 238; Jacksonville, N. C.—Delete ch. 240 and add 228; Wilmington, Ill.—Add ch. 259 and delete that channel from Peoria, Ill. All of the above changes are effective immediately.


Chicago, Ill.—Ch. 2 proceeding. By memo- randum opinion and order, the Commission designated for hearing, to start April 30, application of Zenith Radio Corp. for new tv station on ch. 2 in Chicago and Columbia Broadcasting System Inc., for renewal of license of WBBM-TV now operating on that channel. Conn. Hennek absent. Action April 1.

Harvard, Rockford, Evanston, Ill.—By order, the Commission granted petition filed by Esther Blodgett in connection with her application for new tv station at Evanston, Ill., to the extent that (1) the requirements of Section 1389 of the radio act are waiveable, and (2) issues in the proceeding are enlarged to include consideration of fairness, efficiency and equitable distribution of radio service; but denied petition in other respects. Blodgett application is in connection with Winnepeg Bestg. Co., Rockford, Ill., WNDM Evanston, Ill. Action April 2.

New Orleans, La.—Vhf ch. 4 proceeding. By order, the Commission denied motion by the Pipkin Bestg. Co., to change the issues in a proceeding involving applications by it and Firmans, Inc., for new tv station on ch. 4 in New Orleans, La. Filed Dec. 16. By the Commission. Reconsideration granted.

Proposed Amendment to Chain Bestg. Rules—By order, the Commission denied motion to rule that the Federal Communications Commission's 3,586(h) of its Chain Broadcasting rules relating to right of television broadcast stations to carry the programs of one station on the same channel in the same geographical area is valid. Under present provisions, network stations are allowed to carry the programs of another network station in the same geographical area. By order, the Commission did not rule on the proposed amendment to its chain broadcasting rules permitting the same network to broadcast on the same channel in the same geographical area. Filed Dec. 16. By the Commission. Reconsideration granted.

By order, the Commission denied motion by the Mansfield Manuf. Co., to change the issues in a proceeding involving applications by it and Fergun Theatres Inc., for new tv station on ch. 2 in Mansfield, Ohio. Filed Dec. 16. By the Commission. Reconsideration granted.

By order, the Commission denied motion by the Mansion Lounge Co., to change the issues in a proceeding involving applications for new tv station to be licensed to the Mansion Lounge Co. and Banco Americano, Co., for new tv station on ch. 12 in New York, N. Y. Filed Dec. 16. By the Commission. Reconsideration granted.

By order, the Commission denied motion by the Mutual Motion Picture Co., to change the issues in a proceeding involving applications for new tv station to be licensed to the Mutual Motion Picture Co., for new tv station on ch. 4 in St. Louis, Mo. Filed Jan. 13. By the Commission. Reconsideration granted.
Hearing Calendar... April 12

Biloxy, Miss.-WHF ch. 13, further hearing before Examiner Harold L. Schill—WLOX, WXYM.

April 13
Birmingham, Ala.-690 kHz, before Examiner Raul P. Cooper—VOKE Birmingham, WNEW New Orleans.

FL. Scott, Kan.—New am, 1230 kHz, before pre-hearing conference before Examiner William G. Bankhead (of April 11) on proposed change of d/b as Carthage Bstg. Co., KWRT Boonville, Mo.

April 15
Hartsville, Ala.—New am, 860 kHz, before Examiner James D. Cunningham—Dorsey Eugene New Orleans.

FL. Scott, Kan.—New am, 1370 kHz, before Examiner William G. Bankhead—Lloyd C. Cunningham & John J. Daly d/b as Carthage Bstg. Co., KWRT Boonville, Mo.

Routine Roundup... March 25 Applications ACCEPTED FOR FILING License for CP

KLJF Jefferson City, Mo., Empire Bstg. Co.—License to cover construction permit (BP-8151) as modified, which authorized new standard broadcast station (BL-9236).

KNDG Hettliger, N. D., Hettliger Bstg. Co.—License to cover construction permit (BP-8173) as modified, which authorized new standard broadcast station (BL-9236).

Renewal of License


License for CP

WHUZ Oakland, Md., Chesapeake Bstg. Co.—License to cover construction permit (BP-8194) as modified, which authorized new standard broadcast station (BL-9236).

WKHR Woburn, Mass., Middlesex Bstg. Corp.—License to cover construction permit (BP-8192) which authorized changes in licensed station (BL-965).

KDKA-FM Pittsburgh, Pa., Westinghouse Bstg. Co.—License to cover construction permit (SP-8122) which authorized changes in licensed station (BL-965).

KWHI (FM) Madison, Wis., State of Wisconsin State Radio Council—License to cover construction permit (SPF-8744) as modified, which authorized new standard broadcast station (BL-9237).

KUAM Agana City, Guam, Radio Guam—License to cover construction permit (SPF-8744) as modified, which authorized new standard broadcast station (BL-9237).

KREM Spokane, Wash., Louis Warner—License to cover construction permit (BP-8172) as modified, which authorized new standard broadcast station (BL-9237).

KREM Spokane, Wash., Louis Warner—License to cover construction permit (BP-8172) as modified, which authorized new standard broadcast station (BL-9237).

Movement of Modification of CP

WCSN-TV Charleston, S. C., WCSSC Inc.—Mod. of CP (BPCT-468) as mod., which authorized new standard broadcast station of completion date to 10-4-54 (BPCT-1992).
April 2 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

KAMD Camden-Ark., Camden Radio Inc.—Mod. of CP (BP-9043) as mod. to make changes in the antenna system for increase in height, for extension of license, commencement and completion dates (BP-0850).

**Construction Permits**

WAQK Atlanta, Ga., J. W. Woodruff (as Atlanta Beas’)—CP for the installation of a transmitter as auxiliary transmitter at present location of the main transmitter on 1380 kc., with an auxiliary power of 250 kw., for auxiliary purposes. Amended to change name to WAQK Beas. Co. (BP-9150).

Charleston, Il., Friendly City Beas’, a partnership consisting of Jack G. Owens, Betty Jane Owens and Bucy H. Truesdale—a new standard broadcast station on 1370 kc. with power of 1 kw., daytime hours of operation using directional antenna. Amended to change name to Friendly City Beas., a partnership consisting of Jack G. Owens and Betty Jane Owens, Trustee for Sheila Owens, Jacqueline Owens and Janet Owens (BP-9154).

**Modification of CP**

WHIZ Zanesville, Ohio, Southeastern Ohio Beas. System Inc.—Mod. of CP (BP-9159) as mod. which authorized new tv station, for extension of completion date to 12-15-54 (BMPCF-2051).

**Remote Control**


**Application for License**


**Renewal of License**


**Modification of CP**

WROLL-PM Buffalo, N. Y., W. L. Weakly/1t. as Great Radio Inc.—Mod. of CP (BP-9177) as mod. which authorized new tv station, for extension of completion date to 1-25-54 (BMPCF-2051).

WMSL-DT Decatur, Ala., The Tennessee Valley Beas. Co.—Mod. of CP (BP-1488) as mod., which authorized new tv station, for extension of completion date to 10-16-54 (BMPCF-2051).

**Renewal of License**

KOY-TV Phoenix, Ariz., KOY Beas. Co.—Mod. of CP (BP-1976) as mod. which authorized tv station, for extension of completion date to 10-16-54 (BMPCF-2051).

KOHL-TV Phoenix, Ariz., Maricopa Beas. Inc.—Mod. of CP (BP-719) as mod. which authorized new tv station, for extension of completion date to 10-31-54 (BMPCF-2051).

KARK-LTV Little Rock, Ark., Arkansas Radio and Equipment Co.—Mod. of CP (BP-819) as mod., which authorized new tv station, for extension of completion date to 10-30-54 (BMPCF-2051).

**Modification of CP**

KCTV (TV) Colorado Springs, Colo., TV Colorado Springs, Inc.—Mod. of CP (BP-1040) as mod., which authorized new tv station, for extension of completion date to 10-30-54 (BMPCF-2051).

**Renewal of License**

KTVH (TV) Hutchinson, Kan., Hutchinson TV Inc.—Mod. of CP (BP-1244) as mod. which authorized tv station, for extension of completion date to 10-27-54 (BMPCF-2050).

**Modification of CP**

KCHI-TV Cedar Rapids, Iowa, Cedar Rapids Television—Mod. of CP (BP-1366) as mod. which authorized new tv station, for extension of completion date to 10-16-54 (BMPCF-2050).

WHO-TV Des Moines, Iowa, WHO-TV—Mod. of CP (BP-234) as mod. which authorized new tv station, for extension of completion date to 10-16-54 (BMPCF-2050).

WOOD-TV Grand Rapids, Mich., Grandwood Beas. Co.—Mod. of CP (BP-817) as mod., which authorized new tv station, for extension of completion date to 10-16-54 (BMPCF-2050).

**Application for License**

WTVX Shelbyville, Ohio, WTVX Inc.—Mod. of CP (BP-1040) as mod., which authorized new tv station, for extension of completion date to 10-16-54 (BMPCF-2050).

WGLV-TV (TV) Easton, Pa., Easton Pub. Co.—Mod. of CP (BP-1116) as mod., which authorized new tv station, for extension of completion date to 1-10-54 (BMPCF-2050).

WARM-TV Scranton, Pa., Union Beas. Co.—Mod. of CP (BP-1000) as mod., which authorized new tv station, for extension of completion date to 12-15-54 (BMPCF-2051).

**Renewal of License**

WNNJ Newton, N. J., Sussex County Beas. (Sections II & III under Section 7 (BP-289)—WJLX Little Falls, N. Y., Rock City Beas. (Inc. formerly signed) (BP-715).

**License for CP**

KXKF-TV Butte, Mont., Television Montana—License for CP (Incomplete).

April 5 Applications

**ACCEPTED FOR FILING**

**Renewal of License**


(Continued on page 119)
HELP WANTED

MANAGERIAL

Sales manager with productive record of training and leading men in competitive markets. Small city, Southeast. Must have worked in similar climate. Excellent opportunity for hard worker.

Commercial manager—aggressive—1000 watt am daytime, Columbus, S. C. Good opportunity for future, Write Frank A. Micali, 317 Clifton Road, N.E., Atlanta, Georgia.

This ad has been placed in the Classified Advertisements of the NATIONAL ASSOCIATION OF广播 stations

SALARIES

Florida salesman. Experienced man, Excellent opportunity. Give full details in your first letter. Box 876A, B.T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, you have a great opportunity to become commercial manager and larger manager. Box 906C, B.T.

To a $5,000 salesman who can earn $10,000! CBS radio affiliate in small market had wife coming, six children. But you, a producing program, lots of air time. Premiums paid. Must have sales and promotion mind with a proven record of accomplishment. Salary plus percentage. Give complete details and photograph. Box 920C, B.T.

Manager—aggressive—1000 watt am daytime, Columbia, S. C. Good opportunity for future, Write Frank A. Micali, 317 Clifton Road, N.E., Atlanta, Georgia.

Deadline: Monday—May 15, 1960—unpublished deadline. No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 1725 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward return with copies). Please—do not send to box number given; send to box number listed in TUESDAY's edition.

HELP WANTED

ENGINEER

WVOP, Vidalia, Georgia. $1,000, needs experienced announcer. $75.00, for 40 hours to start, must be able to handle news and good job on record shows. Contact H. C. Gilreath, Manager, WVOP, Vidalia, Georgia. Some car required. Salary, commision and travel expenses. Chicago headquarters. Box 222C, B.T.

Announcer, independent, news, hillbilly, popular, 80 hours. Salary, plus commission. Send resume to Box 1511, Meridian, Mississippi.

HELP WANTED

TECHNICAL

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity. Box 916C, B.T.

First class engineer. 5000 watt independent day-time operation, northeast Tennessee. All new equipment. Large qualifications and references. Box 916C, B.T.

Chief engineer—strong on announcing. Must have board shift, 1000 watt station. Excellent opportunity in California. Send all details and photo first letter and $50.00. Start 1000 watt station. Box 907C, B.T.

Transmitter engineer with first class license. Must have board work and other experience. Contact Chief Engineer, WBCK, Bettles Creek, Michigan.

Experienced man to be chief, combination preferred. Salaries offered. Box WNNT, Mrs. Jack Gibson, Knoxville, Tennessee.

SALTATION

SALARY—$40,000, 5000 watt, day and night. WNKN, Muskegon, Michigan.

Good salesman—must have experience in radio sales. Give experience in letter. WRAT, Salisbury, North Carolina.

Aggressive selling manager for full-time Mississippi delta station with outstanding potential. New ownership seeking man with successful small station experience. Send full resume and photo to Box 1511, Meridian, Mississippi.

HELP WANTED

COMMENTS

Immediate opening for top combo announcer with first class ticket. Send full details on experience, background, education. Salary $75.00, a month Metropolitan market, midwest. Box 914C, B.T.

Baseball play-by-play man needed for opening in southern city with Class A Ball. Salary $100 per week guaranteed. Live and recreate games for national network, good commission. Applicants complete, tape, photo and complete information to Box 1511, B.T.


WNCT, Centralia, Illinois, has announcing position available. Excellent network, salary. No board work. Contact Charles Presley.

Central Florida station needs good announcer with strong voice for sales and traffic. Send tape, background, or call WBLE, Leesburg, Florida.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Monday—May 15, 1960—unpublished deadline. No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 1725 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward return with copies). Please—do not send to box number given; send to box number listed in TUESDAY's edition.

HELP WANTED

MANAGERIAL

Sales manager with productive record of training and leading men in competitive markets. Small city, Southeast. Must have worked in similar climate. Excellent opportunity for hard worker.

Commercial manager—aggressive—1000 watt am daytime, Columbus, S. C. Good opportunity for future, Write Frank A. Micali, 317 Clifton Road, N.E., Atlanta, Georgia.

Deadline: Monday—May 15, 1960—unpublished deadline. No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 1725 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward return with copies). Please—do not send to box number given; send to box number listed in TUESDAY's edition.

HELP WANTED

ENGINEER

WVOP, Vidalia, Georgia. $1,000, needs experienced announcer. $75.00, for 40 hours to start, must be able to handle news and good job on record shows. Contact H. C. Gilreath, Manager, WVOP, Vidalia, Georgia. Some car required. Salary, commission and travel expenses. Chicago headquarters. Box 222C, B.T.

Announcer, independent, news, hillbilly, popular, 80 hours. Salary, plus commission. Send resume to Box 1511, Meridian, Mississippi.

HELP WANTED

TECHNICAL

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity. Box 916C, B.T.

First class engineer. 5000 watt independent day-time operation, northeast Tennessee. All new equipment. Large qualifications and references. Box 916C, B.T.

Chief engineer—strong on announcing. Must have board shift, 1000 watt station. Excellent opportunity in California. Send all details and photo first letter and $50.00. Start 1000 watt station. Box 907C, B.T.

Transmitter engineer with first class license. Must have board work and other experience. Contact Chief Engineer, WBCK, Bettles Creek, Michigan.

Experienced man to be chief, combination preferred. Salaries offered. Box WNNT, Mrs. Jack Gibson, Knoxville, Tennessee.

SALTATION

SALARY—$40,000, 5000 watt, day and night. WNKN, Muskegon, Michigan.

Good salesman—must have experience in radio sales. Give experience in letter. WRAT, Salisbury, North Carolina.

Aggressive selling manager for full-time Mississippi delta station with outstanding potential. New ownership seeking man with successful small station experience. Send full resume and photo to Box 1511, Meridian, Mississippi.

HELP WANTED

COMMENTS

Immediate opening for top combo announcer with first class ticket. Send full details on experience, background, education. Salary $75.00, a month Metropolitan market, midwest. Box 914C, B.T.

Baseball play-by-play man needed for opening in southern city with Class A Ball. Salary $100 per week guaranteed. Live and recreate games for national network, good commission. Applicants complete, tape, photo and complete information to Box 1511, B.T.


WNCT, Centralia, Illinois, has announcing position available. Excellent network, salary. No board work. Contact Charles Presley.

Central Florida station needs good announcer with strong voice for sales and traffic. Send tape, background, or call WBLE, Leesburg, Florida.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Monday—May 15, 1960—unpublished deadline. No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 1725 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward return with copies). Please—do not send to box number given; send to box number listed in TUESDAY's edition.
Well grounded in speech and all phases, can read news with a movie scene. Driven director desirous in entering radio announcing, have tutored three years. Will go anywhere. Box 9504C, B-T.

Announcer, staff: Limited commercial radio, some TV, college, reliable veteran. News agriculture interests. Locate anywhere. Box 9506C, B-T.

Announcer-engineer. Recent broadcasting school graduate. Special interest in commercial disc jockey work. Third class ticket. No experience. Box 9508C, B-T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 9510C, B-T.


Put thirteen years of programming, news and announcing to work for you. Desire chance for personal reasons. Prefer Detroit area but will consider any reasonable offer. Box 9514C, B-T.

Chief announcer, 1000 w-southwestern market. Knowedge script, DJ, staff, chief. Available upon acceptance, tape resume available. Contact Box 9516C, B-T.

Announcer—first phone. Fully experienced staff man with tape resume, forwarded on request. Box 9518C, B-T.

Staff-sports announcer—desires position with progressive station. Six years of diversified experience. References, tapes available. Box 9519C, B-T.

Baseball man, available immediately, last minute change broadcasting plans. 7 years sports, radio-television. Best references, college graduate. quick reply. Box 9521C, B-T.

Ambitious, experienced announcer-DJ desires to further career. Reliable, sober staff man with a selling ability that guarantees listener reception. Will travel. Tape, letter. Box 9529C, B-T.

Announcer—3 years, college, married, vet. "Pop" and "hillbilly" jockey, news, good delivery, third ticket, board, librarian. Box 9530C, B-T.

Top announcer, program director. Wants northern market. New Yorker employed in south, 7 years experience. Prefers radio, television or advertising agency. Box 9531C, B-T.

Announcer—experienced in all phases radio announcing, newscasting, editing. Have TV background. Destined of locating with growing tv-an operation. Box 9533C, B-T.


Newscaster. Pleasantly authoritative delivery, sincere commercials. College graduate, single. Prefer midwest or eastern location. Box 9539C, B-T.


Combe man, negro, first phone; strong on news, commercials and latin disc jockey. Six months experience in Armed Forces Radio Service. Projectionist, engineer, phone operator—good for television. Box 9717C, B-T.

Announcer—6 years experience all phases including music, news, sports play-by-play. Hold 1/2 license. Box 9718C, B-T.

Announcer, college education. Five years work as announcer-DJ. Experience in advertising, copywriting. Favor news. Want announcing opportunities with good operation preferably radio and television. 25 years old. Navy vet. Write Box 9719C, B-T.

Combines radio-television announcer-director. Experience one of the largest cities. Desires permanent location with am station that has, or will have, tv in smaller progressive city. Staff, journalism. Southwest or Florida preferred. Good references. Box 9546C, B-T.

Personality DJ. 3 years radio with theatre and music background. Write own material. Prefer midwest. Box 9548C, B-T.


Announcer-news director. Experienced in all phases. Young, draft exempt. College. Box 9552C, B-T.

Long on ambition—short on experience, DJ, sports and general staff. Available immediately. Box 9554C, B-T.


Some experience as staff announcer, desires position, two announcing schools training. H. Darnham, Detroit Hotel, Miami, Florida.

Attention: Available immediately, sports, program director. Wünsch, Xenia-Ohio. Box 9556C, B-T.

Announcer-DJ-control board, smooth news, commercials, voice sales, experienced, married, friendly voice, some experience. Art Loring, 2165 Daly, Bronx 60, N. Y. Fordham 7-4090.

Announcer, disc jockey, newscaster, sportscaster, commercial announcer. Smooth, friendly delivery. Control board, some experience, acts 2nd ticket, married, responsible, tape. Bob Coddington, 1st Street, Brooklyn 23, N. Y. Nightingale 5-1132.

Attention: Stations eastern seaboard area. Staff announcer, experience midwest top station, music, news, sports. Bartine voice, Mar. 27, 29, 30. Call collect or request. Bob Sanford, c/o Niemy, 37-56 87th Street, Jackson Heights, N. Y.

Experienced sports announcer and ex-coach wants sports job. Prefer warm climate, will consider any location. Ed Sellers, 118 S. Griffin, Danville, Illinois.


Announcer-writers, thoroughly trained all phases top professionals. Midwestern Broadcasting School, 226 E. Wabash Ave., Chicago 4, Ill. Wabash 2-9712.

Announcer-writers—staff duties—board operation—third ticket. Pathfinder School of Radio, 737 4th Street, N.W., Washington, D. C. Metropolitan 6-3835.

Technical

Engineer, first phone. Experienced all phases broadcast. Prefer southwest. Box 9506C, B-T.

Technician—1st class license, six years experience console, transmitter, recording equipment. Box 9527C, B-T.

CIEH graduate, first phone, service experience, no experience at station. Married, veteran, have car. Ambitious, willing to learn. Prefer midwest. Box 9529C, B-T.

First phone, limited engineering experience. Available immediately. Box 9530C, B-T.

Engineer, first phone, 5½ years experience, single. Prefer east. Available immediately. Box 9531C, B-T.


Experienced am chief to 5 kw directional, some hv. Desires chief or staff large station. Box 9554C, B-T.

First phone; RCA graduate. Training in all phases of broadcasting engineering for 1½ years. Location anywhere. Good announcing voice. Very potential combo man. Box 9556C, B-T.

(Continued on next page)
Situations Wanted—(cont'd)

Production-Programming, Others

Employed male continuity director-announcer wishes position on radio-tv, Midwest. Versatile voice. Good copy. Available immediately. Box 9612, B.T.

Radio program director or television production director. Twelve years experience all phases, including network show. College. Presently employed major market. Box 9632, B.T.

Girl Friday, Copy, Traffic. Mike work. Midwest preferred. Box 9662, B.T.

Program director completely experienced all phases of station operation departs metropolitan radio station directors job and/or management. Best references. Write Box 9710, B.T.

Young man 26, seeking career with tv and/or radio to grow with station, creative end. Best business, scholastic, character references. Box 9692, B.T.

Director-tv. Experienced in 203, remote, dramatic, news, music, interviews, panels. Tv technical experience WABD-TV New York. Box 9942, B.T.

Program director for small station. 3 years N.Y. experience in am and tv network. Box 9652, B.T.

Make thirteen years experience prove lucky for your station. Now employed. Will consider any offer in programing, news or announcing. Prefer two hundred mile radius of Detroit. Either large or small station. Write 17177 Dean Avenue, Detroit 12, Michigan.

Television

Situations Wanted

Managerial

tv merger—am sales makes available top referenee, economy minded, nationally respected manager will come only if your present or future needs and your qualifications. Note above accepting lesser capacity than great associates. Twenty years successful broadcasting background. Box 9622, B.T.

Tv manager or sales manager available 30-96 days. Veteran broadcaster in late thirties. Put w/t station on air last year. Prefer medium size city. Will stand careful investigation. Box 9692, B.T.

Salesmen

Salesman-sportscaster . . . tv-radio. Best references. Presently employed, ready for larger market. College graduate, married, immediate reply. Box 9682, B.T.

Aggressive, producing salesman now selling radio and tv. Seven years announcing, production and sales. Degree in advertising and merchandising. Top sales man anywhere. Commercial management possibilities. 600 dollar monthly minimum. Box 9682, B.T.

Announcers

Versatile on-camera tv announcer—experience 1 year tv, 6 years radio. Single—vetran—can combine radio & tv—minimum $75.00. Box 9662, B.T.

Combination man, 29, single, 10 months experience, prefer midwest. Staunton, Illinois. Telephone 32BF.

Production-Programming, Others

Tv director—seven years varied experience in radio and television. Currently employed, looking larger operation or new station where advancement possible. Prefer midwest or east. Box 9682, B.T.


Program director. 14 years experience all phases of radio-tv programs, sales, technical people. Will relocate anywhere for the right opportunity. Box 9662, B.T.

Announcer-emecee-director. 2½ years theatre, 3 years radio-tv experience. Dires to work with new tv station. Box 9902, B.T.

For Sale

Stations

One station market, 1kw daytime Independent. Gross $50,000. Owners willing sacrifice. Box 9892, B.T.

250 watt full-time, Mutual affiliate, now making money, good opportunity for owner-manager. Box 9892.

Want to meet principals interested in starting new station with existing facilities soon to be vacated in large eastern market. Box 9742, B.T.


Equipment, etc.

Used 5 bay RCA superturnstile TFP4 antenna channel 5 but tunable to 4 or 6. Box 9612, B.T.


Two RCA 73B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. Each Noah $200 each. Ceiling and shipping extra. Tom Sheifrey, Back to the Bible Studios, Lincoln, Nebraska.

New, used tape recorders. Trade-in excluded. Commercial Electronic Service, 2866 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a tapak newscaster, the walkie tape "studio." No charging, no lines, just try before buy. Broadcast Equipment Corp., 123-01 Liberty Ave., Richmond Hill 19, N.Y.

3 year old galvanized Leight 455" self supporting 46ft tower now disassembled, ready for immediate shipment, will support six-bay superturnstile tv antenna, well distributed, use as is erected, also have 50% of 615" coaxial feedline and one RCA heavy duty type BF-14D ptz. Lower. Contracting Company, Box 2873, Greenville, Mississippi.

Wanted to Buy

Stations

All or part of 1000-watt or under in Tucson or Phoenix, Arizona area. Box 9745, B.T.

250-1000 w. Northern or central Florida. Replies confidential. Include size of market and coverage. Box 9422, B.T.

250-1000 w. In Wisconsin, Minnesota or eastern states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 9424, B.T.

We want to invest money, talent, ambition, know-how! Two successful young men now in top positions will combine 7 years experience want opportunity to develop full potential of good station—radio-tv or both. Interested Pacific Coast or southwest. Box 9682, B.T.

Equipment, etc.

Want field strength meter, RCA model WX-5C. Box 6022, B.T.

1 to 3 kw fm transmitter with frequency monitor, four to six 1200 watt antennas. Box 8612, B.T.

1000 watts am transmitter, console, turntables, microphones and 200' guyed tower. Send description and price to Box 8822, B.T.

Video switcher with at least 8 inputs, small audio console, studio type sync generator. Box 9812, B.T.

Help Wanted

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified 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.

Wanted to Buy

3-350 foot antennas. 3-2kw am transmitters. 1-2kw fm transmitters. 5-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, WMCH, Bainbridge, Ga.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.


RADIO ACTOR—DJ HUMOROUS AD-LIB
Ohio, Single. Box 9932, B.C. W.T.

Situations Wanted

COMPLETE EXPERIENCED TV STAFF AVAILABLE
1 Sales Manager, 1 Program Manager,
2 Production Manager, 1 Promotion Manager,
1 Director, 2 Announcers, 1 Artist, Traffic Manager
Staff has worked together in major metropolitan market for 6 months. Each has know-how, experience, ambition to get your station going at once with minimum of trouble. For details write Box 9363, B.C. W.T.

TECHNICAL
BUILDING A STATION?
Here's a chance to keep costs down and efficiency up. This broadcast engineer with a 900 watt transmitter and lots of experience will install and operate same for part interest! Let's get together! . . . . Box 9702, B.T.

GENERAL MANAGER
WANTED
. . . for AM-TELEVISION in mid-Eastern seaboard market. Bonus and stock interest plan available. Only one with good management experience need apply. Box 9832, B.T.

Technically
Television

Good Management Pays Dividends!
I am an experienced television station manager and a veteran radio station manager, a family-man, 42 years old, with a background in business administration and profitable commercial enterprises. Always available. Please write Box 985C, B.T.

Production-Programming, Others

DIRECTOR FOR DISTAFF SIDE OF STATION
Experienced since 1945 as women’s program director, script writer, female announcer, delivered commercials, film, live voice-overs, traffic, continuity. Please write Box 985C, B.T.

For Sale

Equipment Etc.

FOR SALE
Type 737 Andrews 7½ copper core on original reels, pressurized, never touched—at 75 cents/foot, F.O.B. Continuous lengths with endcaps. 1-330′ each, 2-438′ each, 2-947′ each. Also new, 2 rolls 3 conductors, lead covered cable #10 wire, 1000 feet, each 40 cents/foot. This will take care of complete power and feed line installation on directional array up to 5KW.

Box 984C, B.T

Miscellaneous

FOR SALE

Type 737 Andrews 7½ copper core on original reels, pressurized, never touched—at 75 cents/foot, F.O.B. Continuous lengths with endcaps. 1-330′ each, 2-438′ each, 2-947′ each. Also new, 2 rolls 3 conductors, lead covered cable #10 wire, 1000 feet, each 40 cents/foot. This will take care of complete power and feed line installation on directional array up to 5KW.

Box 984C, B.T

from H. R. Alton, H. L. Dibble and F. C. Walkup. (Not signed by transferors.)

Modification of CP
KFWL-TV, Watertown, N. Y., Owners, Black Hawk Bestg. Co.—Mod. of CP (BPCT-315) which authorized a new station for extension of completion date to 11-2-44 (BPMT-2025).

WKBX, Batavia, N. Y., Empire City Co.—Mod. of CP (BPCT-651) which authorized changes in facilities for extension of new stations for extension of completion date to 10-29-44 (BPMT-2022).

Thursday, June 1, 1954

License for CP
WCHS-TV, Provo, Utah.—Cong. Square Hotel Co.—License to cover CP (BPCT-318) which authorized changes in facilities of antenna and studio location and change type of transmitter; condition: new CP for approval for antenna and studio location and change type of transmitter (BMP-646).

KISD Sioux Falls, S. D., KISD Inc.—Voluntary acquisition of control of licensee corporation by Verl K. Thomson through purchase of stock

April 6 Decisions

APRIL 6 DECISIONS

By Hearing Examiner H. Gifford Irlon
By memorandum and order and opinion and order indenitily the following decisions for April 6 in re applications of WSOQ, et al. for ch. 9 in Charlottetown, N. B.

By Hearing Examiner Herbert Shafman
Solicited Oral Argument for April 9 on the Motion in re applications for extensions of WAKA, Inc. et al. for ch. 16 in Miami, Fla. (Docket 9221 et al.)

By Hearing Examiner Charles J. Frederick
Vacated order of March 24, in re applications of WSAV and Wisconsin Valley TV Corp. for ch. 7 in Waupun, Wis. (Docket 8978-98), and scheduled further hearing in this matter for April 9.

By Hearing Examiner Ina M. Haul
Continued further hearing conference in re applications of Appalachian Bestg. Corp. and TV-Cities TV Corp. for ch. 5 in Bristol, Tenn. Va. from April 7 to April 21; further ordered, in accordance with agreement made between counsel for the parties, that the Points of Rebuttal be be exchanged on April 7. (Dockets 19879, 80.)

By Hearing Examiner William G. Butts
Bobby White and TV Stations Inc., Woodward Bestg. Co., Detroit, Mich.—Granted petition of Bobby Radio regarding dates governing course of hearing, and ordered that each applicant shall submit a copy of its direct case to the other applicant and to the Commission’s counsel and to the examiner on June 3 instead of May 24, and that each direct case shall be introduced by the applicants in evidence at a further hearing to be held June 10 instead of May 27 (Docket 10660-81).

By Hearing Examiner Harold L. Schilt
Ordered a further conference between the examiner and the petitioners and counseling the applicants to proceed with a conference, and WLOX applicants for ch. 13 at Biloxi, Miss., et al., including counsel for the Chief of the Broadcast Bureau, on April 7, 1954.

By Hearing Examiner Herbert Shafman
Continued from April 2 to April 7 the hearing conference in re applications of Wisconsin Bestg. Inc. et al. for ch. 12 in Milwaukee, Wis. (Dockets 9804 et al.)

By Hearing Examiner Fannye N. Litvin
Issued a memorandum opinion on rulings in re applications of The Travelers Bcast. Service Corp. and Hartford Bcast. and Television Co. for ch. 4 in Hartford, Conn. (Dockets 832, 1069).

BROADCAST ACTIONS

Alleged Interference

KXLJ Jefferson City, Mo., Empire Bestg. Co.—Licensed to be station of the Empire Co. for extension of license for amendment of information and location of new station; condition: application for license for July 1 (BPED-1352).

NDCV Friztinger, N. D., Warner Bestg. Co.—Licensed for new station of the Empire Co. for extension of license for approval (BMP-696).

Modification of CP
KDRC Mansfield, La., DeDeo Bestg. Corp.—Modification of CP for extension of WAIP, New Orleans, La. from 5 kW to 3 kW (BMP-646).

KMCB Morgan City, La., Tri City Bestg. Inc.—Modification of CP for extension of WSOC, New Orleans, La., to 3 kW (BMP-330).

WALW Monroe, Ala.—Granting of CP for extension of completion date to 4-10-54 (BPMT-2029).

Actions of April 1

Granted License

WMWM-FM Meriden, Conn., The Silver City Crystal Co.—Modification of CP for extension of license for the Empire Co. for new station; condition: date of April 8 (BPED-231).

Granted CP
WHAI Highland Park, Ill., School District of the City of Highland Park.—Granted denial of CP to replace CP (BPED-231) which authorized change in station location from the parties, that the Points of Rebuttal be exchanged on April 7. (Dockets 8979, 80.)

By Memorial
XCHB Los Angeles, Calif., to 6-30-54; WWOJ-FM Buffalo, N. Y., to 5-1-54; WGOV-TV Valdosta, Ga., to 8-1-54; KITV Colorado Springs, Colo., to 10-31-54; WMDL-TV Detroit, Ala., to 10-31-54; KUL-A-TV Honolulu, T. H., to 11-31-54; WKYF-E Phoenix, Ariz., to 10-31-54; WLS Chicago, Ill., to 11-1-54; KJIL-AM and KOOL-FM San Antonio, Tex., to 11-30-54; KCSM-AM and KOOL-FM Kansas City, Mo., to 11-30-54; WOOD-Wood, grand Rapids, Mich., to 6-30-54.

Actions of March 31

Granted License
KTIB Thibodaux, La., Delta Brests. Inc.—Granted license for fm broadcast station; 600 kw, 500 watts during daytime (BPED-926).

KVLB Cleveland, Tex., Harvard C. Dallas Group.—Granted license for commercial broadcast station; 1410 kw, 500 watts, unlimited, directional antenna-2 (BPED-926).

KIMA Yakima, Wash., Cascade Bestg. Co.—Granted license in the event of installation of new transmitter to the original station; condition: antenna system 1460 kg, 3 kW, unlimited, directional antenna of new location (BPED-926).

Remote Control
The following stations were granted authority to operate transmitters by remote control:

KXMP Knoxville, Tenn., KOOL-FM, Knoxville, Tenn., WACI Shelbyville, Tenn.: WACI Waycross, Ga.
April 7 Applications

Applications

April 6 Application

April 4 Application

April 3 Application

April 2 Application

April 1 Application

UPCOMING

APRIL


April 13: Sigma Delta Chi awards dinner, New York City.


April 18-33: Inside Advertising Week, Canadian Assn. of Radio-TV Broadcasters, Toronto.


April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 25-26: New Mexico Broadcasters Assn., Ruidoso, N. M.

April 25-28: Fourth District, Advertising Federations of America, Sonora Hotel, St. Petersburg, Fla.

April 28-31: American Women In Radio & Television, annual convention, Kansas City, Mo.


May 29-May 1: Southern California Advertising Agents Exhibition, Best Western Hotel, Portland, Ore.


MAY

May 5-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.

May 6-7: Senate Commerce, Technology and Transportation Subcommittees hold open hearings on status and development of ultra high frequency channels and considerations of their use in mobile radio. Room G-16, Senate Office Bldg., 10 a.m.


May 6-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 7: IRE Seventh Region Conference & Industry Exhibit, Motel Rose, Portland, Ore.

May 7-8: Advertising Conference, U. of Michigan, Ann Arbor.


May 15: Midwest Radio-TV Newsman, WISH studios, Indianapolis.

May 18-21: RTNDA tv seminar, Orrington Hotel, Evanston, Ill.


May 24-25: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE

June 1: National Assn. of TV & Radio Farm Directors meeting, national salute radio, Sheraton Hotel, Chicago.

June 4-5: National Assn. of TV & Radio Farm Directors, summer meeting, Hotel Fontenelle Omaha, Neb.


June 14-16: National Community TV Assm., Hotel Park Sheraton, New York.

June 16-18: Summer Institute, U. of Michigan law school, study of private enterprise vs. self-regulation of tv, radio, motion pictures and publishing.

June 20-23: Advertising Federation of America, Hotel Statler, Boston.

June 21: National TV Institute, Pasadena (Calif.) Community Playhouse.


June 28-Aug. 6: Summer Institute of Radio & TV; co-sponsored by NBC and Harvard College, New York.

SPECIAL LISTING

BMI Program Clinics

April 12: Chicago; Hamilton, Ont.

April 13: Milwaukee, Wis

April 14: Seattle, Wash.

April 15: Washington, D.C.

April 17: Chicago.

April 18: New York.

April 19: St. Louis, Mo.

June 7: Winnipeg, Man.

June 8: Regina, Sask.

June 11: Edmonton, Alta.

June 14: Anchorage, Alaska.

June 15: Boston, (city unidentified)


June 25: (city unidentified)

BROADCASTING & TELECASTING

Page 120 • April 12, 1954

HOWARD E. STARK

DINER'S AND FINANCIAL CONSULTANTS

FOR THE RECORD

MODERN AND FINANCIAL SERVICES

RADIO AND TELEVISION STUDIOS

96 EAST 59 STREET

NEW YORK 22, N. Y.

ELDORADO 5-0405
Text of the Supreme Court's Decision on FCC Giveaway Case

(See Story in Government Section, This Issue)

The applicants are national radio and television broadcasting companies. They are, in addition, the operators of radio and television stations licenced under the Communications Act. Each applicant is engaged in the operation of one or more broadcast stations, over its own and affiliated stations, through which it engages in a "give-away" program. Programs are characterized by the type of audience to whom they are directed, and by the method of question soliciting. The broadcast stations, selected wholly or in part on the basis of the participatory nature of the program, are subject to a charge in answering a question. The broadcast of such programs is specifically prohibited by the terms of the Federal Communications Act. 


Mr. Chief Justice Warren delivered the opinion of the Court.

These cases are before us on direct appeal from the decision of a three-judge District Court in the Southern District of New York, enjoining the Federal Communications Commission from enforcing provisions of its rules relating to the broadcasting of so-called "give-away" programs. The question presented is whether the Commission has the power to prevent the broadcasting of programs of this character.

(a) The statute prohibits the broadcasting of "any program or scheme which requires any lottery, gift or similar consideration for the giving or offering of any prize, gift, or similar thing of value." 132 U. S. C. §1304. Paragraph (a) of each rule provides that "An application for construction permit, license, renewal, transfer of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting...". Paragraph (b) provides that a program will fall within the statute if it has "the nature of a lottery or chance; or in part upon lot or chance, if as a condition of winning or competing for such prize or thing of value, any lottery, gift, or similar consideration is required or permitted." Each of the stations in this case is engaged in broadcasting programs which it contends fall within the prohibitions of Paragraph (a) or Paragraph (b).

(b) Examples of the "give-away" programs involved here are "Mystery Melody," another version of "Detective spoof" and "The Whoozit," which, as the names suggest, require an identity of a person.

The cases were brought by the Commission to enjoin the broadcasting of the programs concerned. The appellees did not appear in the case. The cases concern the programs called "The Whoozit" and "Mystery Melody." The Commission contends that there are certain relevant considerations which should be taken into account in deciding whether the Commission was correct in refusing to grant the stations the licenses sought.

The Supreme Court decision states:... in connection with such program a prize consisting of income or value of prize is awarded to any person whose selection is dependent on the result of the lottery or chance, as an aid to a person who is a beneficiary of the program, and if as a condition of winning or competing for such prize or thing of value, any lottery, gift, or similar consideration is required or permitted...
As against this claim the appeasers insist that something more is required than just a benefit to the promoter; that the participation of the home audience by merely listening to a broadcast does not constitute the necessary consideration.

Section 1304 itself does not define the type of consideration needed for a "lottery, gift enterprise, or similar scheme." However, it does provide that the consideration be "given free of charge to persons who go to a store to register in order to participate in the drawing of a prize." Similarly, by a "bank night" scheme, the Tanner & Meilhac Co., merchants who gather in front of a motion picture theatre in order to participate in a drawing held for the primary benefit of the motion picture theatre. But such cases differ substantially from the cases before us. To be eligible for a prize in the Tanner & Meilhac Co. case, there, not a single home contestant is required to purchase anything or pay an admission price or leave his home. Here, the promotional tie-in to the business; the only effort required for participation is listening.

We believe that it would be stretching the statute to the breaking point to construct an interpretation that would make such programs a crime. Particularly is this true when through the years the Post Office Department and the Department of Justice have consistently given the words "lottery, gift enterprise or similar schemes" a contrary administrative interpretation. Thus the Solicitor of the Post Office Department has repeatedly ruled that the postal lottery statutes do not preclude the mailing of circulars advertising "give-away" programs here under attack. Similarly, the Attorney General charged directly with the enforcement of these statutes has refused to bring criminal action against broadcasters of such programs. And in this very action, it is noteworthy that the Board of Justice has not joined the Commission in appealing the decision below.

It is true, as contended by the Commission, that there are not criminal cases, but it is a criminal statute that we must interpret. There cannot be one construction for the Federal Communications Commission and another for the Department of Justice. If we should give § 1304 the broad construction urged by the Commission, the same construction would likewise apply in criminal cases. We do not believe this construction can be sustained. Not only does it lack support in the decided cases, judicial and administrative, but also it would do violence to the well-established principle that penal statutes are to be construed strictly.

It is apparent that these so-called "give-away" programs have long been a matter of concern to the Federal Communications Commission; that it believes these programs to be old lottery evils under a new guise, and that they should be struck down as illegal devices appealing to cupidity and the gambling spirit. It unsuccessfully sought to have the Department of Justice take criminal action against them. Likewise, without success, it urged Congress to amend the law to specifically prohibit them. The Commission now seeks to accomplish the same results through agency regulations. In doing so, the Commission has over-stepped the boundaries of interpretation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of § 1304 does not provide the remedy.

The judgments are affirmed.

Mr. Justice Douglas took no part in the decision of this case.
There's no Puzzle about a

SUPER SIGNAL

- RIGHT TRANSMITTER SITE.
  KRON-TV's site provides "area-wide" coverage certainty.

- ANTENNA HEIGHT. KRON-TV's, highest in San Francisco at 1441 feet, "sees further."

- MAXIMUM LEGAL POWER. KRON-TV's 100,000 Watts has blanketed Northern California since February, 1953.

- TOP RATED NBC and Local Programs. KRON-TV leads consistently.

- GREATEST DEPENDABILITY.
  KRON-TV's double antenna system and automatic standby generator minimize "discrepancies."

- SELLING POWER. Fit these pieces together and you have KRON-TV's Super Signal—the solution of your sales problem.

FREE & PETERS, INC.
National Representatives

KRON TV
SAN FRANCISCO
TELESTATUS

April 12, 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 as commercial and educational outlets and (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. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA
Birmingham—
► WBTV (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRG-TV (6) NBC; Katz; 184,300
WJIN-TV (46), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur—
WMSL-TV (33) 12/28/52-3/1/54
Mobile—
► WALA-TV (10) ABC, CBS, NBC; Headley-Jones, 22,000
► WJAB-TV (46) CBS, DuM; Forjoe; 53,149
The Mobile To Corp. (3) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (39) ABC, CBS, NBC, DuM; Raymer; 28,700
Montgomery, Besty. Co. (11) Headley-Reed; 7/25/54-10/1/54
Selma—
Deep South Besty. Co. (8) 2/24/54—Unknown

ARIZONA
Mesa (Phoenix)—
► KTLY-TV (12) ABC, DuM; Avery-Knodel; 95,007
Phoenix—
► KOOL-TV (16) ABC; Blair; 90,007
► KPHO-TV (5) ABC, CBS, DuM; Katz; 90,007
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 21,000
► KVQA-TV (4) ABC, NBC; Raymer; 22,626
Yuma—
► KIVA (11) DuM; Forjoe; 17,402

ARKANSAS
El Dorado—
South Arkansas To Co. (10) 2/24/54—Unknown
Fort Smith—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs—
► KTBN (9) 1/20/54—Unknown
Little Rock—
► KARK-TV (46) NBC; Petry; 6/18/53-4/15/54 (granted Sta. Jan. 11)
KETV (22) 10/30/53—Unknown
KRTV (17) See footnote (a)
Pine Bluff—
► KATV (7) ABC, CBS; Avery-Knodel; 50,772
Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA
Bakersfield—
► KBKZ-TV (39) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) ABC, CBS; Avery-Knodel; 109,692
Berkeley (San Francisco)—
► KQED (9) 7/24/53—Unknown
Chico—
► KHSI-TV (13) CBS, NBC, DuM; Grant; 34,275
Corona—
► KOCA (52) 9/16/53—Unknown
El Centro—
► KELO (10) 2/10/53—Unknown
Eureka—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000
France—
► KBBD-TV (55) Meeker
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMMI-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
► KBCA-TV (22) 2/10/53—Unknown
► KABC-TV (7) ABC; Petry; 1,793,768

Newest Starters
Listed below are the newest stations that have started commercial operation:
WALB-TV Albany, Ga. (ch. 16), April 1.
WQED (TV) Pittsburgh, Pa. (ch. 13), educational, April 5.
WYNJ (TV) Providence, R. I. (ch. 16), April 5.

► KCOP (13) Katz; 1,793,768
► KHEL-TV (9) DuM; H-H; 1,793,768
► KNBH (4) NBC; NBC Spot Sls.; 1,793,768
► KXTV (2) CBS; CBS Spot Sls.; 1,793,768
► KTLA (5) Raymer; 1,793,768
► KTTV (11) Blair; 1,793,768
► KTHE (*56)
Merced—
► KMER (34), 9/16/53—Unknown
Modesto—
► KTRB-TV (14) 2/17/54—Unknown
Monterey—
► KMAB-TV (8) CBS; Hollingerby; 106,212
Sacramento—
► KBIK-TV (40) 6/28/53—Spring '54
► KCCO-TV (44) 12/13/53
McClatchy Besty. Co. (10), Initial Decision 2/12/53
Salinas—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingerby; 381,301
San Bernardino—
► KICO-TV (13), 11/16/52—Unknown
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (8) DuM; Raymer; 22,626
► KUSH (21) 12/23/53—Unknown
San Francisco—
► KRAY-TV (26), 2/11/53—Unknown (granted Sta. Sept. 15)
► KGO-TV (7) ABC; Petry; 851,250
► KPIX (5) CBS, DuM; Katz; 851,250
► KRON (4) NBC; Free & Peters; 851,250
► KSAN-TV (32) McGilivra
San Jose—
Standard Radio & To Co. (11), Initial Decision 11/14/52
San Luis Obispo—
► KVOC-TV (6) DuM; Grant; 65,489
Santa Barbara—
► KKEY (3) ABC, CBS, NBC, DuM; Hollingerby; 430,200
Stockton—
► KTUV (34) Hollingerby
KHOF (12) 2/11/54-6/1/54
Tulare (Fresno)—
► KFVF (97) DuM; Forjoe; 152,000

COLORADO
Colorado Springs—
► KKTU (11) ABC, CBS, DuM; Hollingerby; 10/14
► KJKO-TV (13) NBC; McGilivra; 35,060
Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KXEL-TV (2) DuM; Blair; 209,306
► KLZ (7) CBS; Katz; 209,306
► KGA-TV (4) NBC; Petry; 209,306
KRMA-TV (7), 7/15/1914

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.

FOR THE RECORD

LOOKING FOR TOP TV AVAILABILITIES IN JACKSONVILLE, FLORIDA?
WJHP-TV HAS TOP NETWORK (ABC, NBC, DuM) AND LOCAL PROGRAMMING . . .
WJHP-TV HAS VIEWERS . . . (estimated 42,600 sets — national research survey soon . . . )
. . . AND WJHP-TV HAS CHOICE AVAILABILITIES! Network co-ops, local shows, and top spot adjudications in all time classes.
For further information and rates, call or write Tom Gilchrist, Mgr., or Bill Fraker, Sales Mgr., Ph. 98-9751 in Jacksonville.

WJHP-TV
JACKSONVILLE, FLORIDA

In New York, dial Maj. 7-5047 Represented nationally by John H. Perry Associates

April 12, 1954 • Page 125
Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area
There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 107,110 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR
Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area
You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco
Tower 886 Feet above Average Terrain 12 Bay RCA Antenna 36.3 KW ERP Now 316 KW ERP CP

For availability write: WALTER J. ROTHSCCHILD National Sales Manager
LEPP QUINCY, ILLINOIS Affiliated with WTD-AM-FM

FOR THE RECORD

Grand Junction—
KFXJ-TV (5) Holmen; 3/25/53-May '54
Pueblo—
KSCH-TV (3) NBC; Denver: 39,720
KDZA-TV (3) McGilvra; 60,000

CONNECTICUT
Bridgeport—
WCBF (17), 1/29/53-Unknown
WICC-TV (43) ABC, DuMont; Young; 59,127
WSIC (49), 8/14/52-Unknown
Hartford—
WEDH (24), 1/29/53-Unknown
WGTH-TV (18), 10/21/53-Unknown
New Britain—
WBNB-TV (30) CBS, DuMont; Bosting; 153,406
New Haven—
WELL-TV (39), H-R; 8/26/53-Summer '54
WHHC-TV (5) ABC, CBS, NBC, DuMont; Katz; 702,602
WHLC-TV (38) 12/13/53-Unknown
Norwalk—
WCTN (45), 1/29/53-Unknown
Stamford—
WTPT (27), 5/27/53-Unknown
Waterbury—
WATR-TV (33) ABC, DuMont; Stuart; 117,600

DELAWARE
Dover—
WHRN (40), 3/11/53-Unknown
Wilmington—
WXEL-TV (12) NBC, DuMont; Meeker; 201,509
WILM-TV (53), 10/14/53-Unknown

DISTRICT OF COLUMBIA
Washington—
WMAL-TV (7) ABC; Katz; 389,600
WNIIW (4) NBC; CBS Spot Sls.; 605,460
WTOP-TV (9) CBS; CBS Spot Sls.; 953,460
WTTG (5) DuMont; Blair; 509,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA
Clearwater—
WPPT (32) 2/24/53-Unknown
Fort Lauderdale—
WFTL-TV (22) NBC; Weed; 116,116
WITV (17) ABC, DuMont; Venable, 120,700 (also Miami)
Fort Myers—
WINK-TV (11) ABC; Weed
Jacksonville—
WJXT-TV (36) ABC, NBC, DuMont; Perry; 42,416
WJXR-TV (4) CBS, NBC, DuMont; CBS Spot Sls.; 238,000
WOLS-TV (30) Stars National; 6/13-12-53-Unknown
Miami—
WITV (17) See Fort Lauderdale
WMEI-TV (27) Stars National; 12/3-30/50-Unknown
WTVJ (4, 4) ABC, CBS; NBC, DuMont; Free & Peters; 359,500
WMFL (33), 12/9/Unknown
Orlando—
WBBG-TV (6) CBS, NBC, ABC, DuMont; Blair; 10/14/53-11/14/54
Panama City—
WJDM (7) CBS; Hollinger
Pensacola—
WEAR-TV (3) ABC; Hollinger; 52,500
WFFA (15) CBS, DuMont; Young; 14,700
St. Petersburg—
WSUN-TV (38) ABC, CBS, NBC, DuMont; Weed; 50,000
Tampa—
Tampa Times Co. (13), Initial Decision 11/20/53
WFLA-TV (5) NBC; Blair; Initial Decision 7/15-53-June '54
West Palm Beach—
WEAT-TV (1) NBC, ABC, DuMont; Weid; 23,600
WJNO-TV (3) NBC; Meeker; 11/3-30/5-1/54
WMIR-TV (4) ABC, CBS, NBC, DuMont; CBS Spot Sls.; 221,600

GEORGIA
Albany—
WALB-TV (10) NBC; Burn-Smith
Atlanta—
WAGA-TV (5) CBS, DuMont; Katz; 340,610
WLWA (11) DuMont, Cromley Sls.; 340,610
WSBH-TV (2) NBC; Perry; 340,610
WXLT-TV (36), 11/19/53-Summer '54
Augusta—
WJBI-TV (6) ABC, NBC, DuMont; Hollinger; 73,100
WRDW-TV (12) CBS; Headley-Reed; 65,000
Columbus—
WDAX-TV (28) ABC, NBC, DuMont; Headley-Reed; 48,720
WRBL-TV (4) CBS; Hollinger; 59,653

MACON—
WMAZ-TV (47) ABC, CBS, DuMont; Green; 34,600

Savannah—
WTOC-TV (11) ABC, CBS, NBC, DuMont; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54

Tommyvil—
WCTV (6), 2/20/53-Unknown
Valdosta—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO
Boise—
KBOI (2) CBS, DuMont; Price & Peters; 31,300
KIDD-TV (7) ABC, NBC, DuMont; Blair; 24,400
Idaho Falls—
KIDT (5) ABC, NBC, DuMont; Gill-Perma; 15,000
KIFT (5) ABC; Hollinger; 2/26/53-Nov. '54

Nampa—
KFXN-TV (6) See footnote (d)

Pocatello—
KJIS (6) CBS; 2/26-5/3-November '54

KWSJ-TV (10) ABC; Hollinger; 3/26/53-Nov. '54

Twin Falls—
KLIX-TV (11) ABC; Hollinger; 3/19-5/1'54

ILLINOIS
Belleville (St. Louis, Mo.)—
WTIV (54) DuMont; Weed; 205,500
Bloomington—
WBLN (15) McGilvra; 113,542
Champaign—
WCIA (3) CBS, NBC, DuMont; Hollinger; 279,500
WCUI (21), 7/22/53-Unknown
WTLC (121), 11/4-Unknown
Chicago—
WBBM-TV (2) CBS; CBS Spot Sls.; 1,181,145
WBBK (9) ABC; Blair; 1,181,145
WGN-TV (9) DuMont; Hollinger; 1,645,145
WHFC-TV (28), 1/13-53-Unknown
WIND-TV (20), 3/23/53-Unknown
WNBQ (5) NBC, DuMont; 1,645,145
WOPA-TV Inc. (44) 2/10/54-Unknown
WTWV (111), 11/5-53-Pall '54

Danville—
WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
WTVP (17) ABC, DuMont; George W. Clark; 120,500
Evanson—
WLVE (32), 8/12/53-Unknown
Harrisburg—
WSIL-TV (22) ABC; Walker; 30,000
Joliet—
WJOL-TV (48) Holman; 8/11/53-Unknown
Peoria—
WEEK-TV (43) ABC, CBS, NBC, DuMont; Headley-Reed; 137,030
WTVPV-TV (19) ABC, DuMont; Petry; 108,405
Quincy—
KQQA-TV (7) See Hannibal, Mo.

WQEM-TV (10) ABC, NBC; Avery-Knodel; 38,900

Rockford—
WREX-TV (13) ABC, CBS, DuMont; H-R; 112,000
WTVQ (36) CBS, NBC, DuMont; Weed; 75,000
Rock Island (Davenport, Moline)—
WBBF-TV (4) ABC, CBS, DuMont; Avery-Knodel; 264,811
Springfield—
WICS (20) ABC, NBC, DuMont; Young; 65,000

INDIANA
Bloomington—
WTVN (4) ABC, CBS, NBC, DuMont; Meeker; 324,903
Elkhart—
WUSA (52) ABC, NBC, DuMont; H-R; 118,000
Evansville—
WFIE (62) Vennard; 41,700
Fort Wayne—
WCTG-TV (33) ABC, CBS, NBC, DuMont; Rayner; 75,944
Anthony Wayne Botts Co. (69), Initial Decision 1/8/53
Indianapolis—
WFMB-TV (6) ABC, CBS, NBC, DuMont; Katz; 473,000

BROADCASTING • TELECASTING
Present advertisers will reach twice as many TV homes for the same cost as soon as the steel in our new antenna reaches 1,000 feet and our new 85 kw power can surge still further over the flat, unobstructed Kansas plains. The construction crew says, "We'll top her out in May."

Right now, we're delivering 49,289 homes* on interim operation and we're still accepting orders at the present rate and guaranteeing six month's protection. Better nail down a choice franchise NOW.

* Electric Assn. of Kansas City 2/1/54

The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.
As far as Stanley is concerned, it's the end of the search. The big discovery has been made!

We mean Stanley, N. Y. of course, where they haven't seen a safari in a heck of a time. (The ground's pretty well trampled in those parts.)

Sounds as though there's nothing new to learn about Stanley, but WHEN-TV knows better. Stanley is just one of 250 USTPAH communities to which WHEN-TV has broken trail, getting to know the people, their buying habits, their buying power. Want to take some trade goods into the wilds of upstate N. Y.? Let WHEN-TV lead the expedition.

MISSISSIPPI

- Columbia
- WCBF-TV (28), 3/11/53-Unknown
- Jackson
- WJTV (55) CBS, DuM; Katt; 50,224
- WMBT (5) NBC; Hollenberg; 85,897
- WSJI-TV (13) ABC; Weed
- Meridian
- WCOC-TV (30)
- WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

- Cape Girardeau
- KFVS-TV (12) CBS; Pearson; 10/16/53-April '54
- KGMO-TV (18), 4/16/53-Unknown
- Clayton
- KFIC-TV (20), 2/5/53-Unknown
- Columbia
- KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 72,438
- Festus
- KACY (14) Raymer; See footnote (4)
- Hannibal (Quincy, Ill.)
- KHQA-TV (7) CBS, DuM; Weed; 197,110
- Joplin
- KSWM-TV (12) CBS; Rambeau; 12/25/53-Fall '54
- Kansas City
- KCNO-TV (5) ABC, DuM; Katz; 380,450
- KMBC-TV (9) CBS; Free & Peters; 380,450
- WDAF-TV (4) NBC; Harrington, Righter & Parsons; 380,450
- WIBB-TV (9) CBS; Blair; 380,450
- Kirksville
- KTVO (3) 12/16/53/5/15/54
- St. Joseph
- KFQK-TV (2) CBS, DuM; Headley-Reed; 91,289
- St. Louis
- KACY (14) See Festus
- KFRC (9), 7/7/53-Fall '54
- KSD-TV (5) ABC, CBS, NBC; NBC Spot Slat; 521,026
- KSTJ-TV (36) ABC; H-R; 315,000
- WIL-TV (42), 7/15/53-Unknown
- WTIV (54) See Belleville, Ill.
- Sedalia
- KDRO-TV (6) Pearson; 2/26/53-4/15/54
- Springfield
- KTTS-TV (10) CBS, DuM; Weed; 39,896
- KYTV (3) ABC, NBC; Hollenberg; 66,809

MONTANA

- Billings
- KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 70,000
- Butte
- KOPR-TV (4) CBS, ABC; Hollenberg; 7,000
- KXLF-TV (6) NBC, DuM; Walker; 4,200
- Great Falls
- KFBB-TV (5) CBS; Headley-Reed
- Missoula
- KGVO-TV (15) CBS; Gil-Pernia; 3/11/53-7/1/54

NEBRASKA

- Holdrege
- KHEL-TV (13) CBS, DuM; Meeker; 20,500
- Lincoln
- KFOR-TV (10) ABC; Raymer; 89,122
- KOLN-TV (12) ABC, DuM; Avery-Knodel; 73,300
- Omaha
- KMTV (3) ABC, CBS, DuM; Petry; 246,000
- WOW-TV (6) DuM, NBC; Blair; 227,903

NEVADA

- Las Vegas
- KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
- Reno
- KZTV (8) ABC, CBS, NBC, DuM; Pearson; 10,623

NEW HAMPSHIRE

- Keene
- WKNE-TV (45), 4/2/53-Unknown
- Manchester
- WMUR-TV (9) ABC; Weed
- Manchester
- WMWT (8) See Poland, Me.
NEW JERSEY

Asbury Park—
► WHTV (58) 107,000
Atlantic City—
► WPFG-TV (48) ABC, CBS, NBC, DuM; Pegg-
son, 18,135
WOCN (52), 1/8/53-Uncertain
Camden—
► WWVN-TV (17), 1/28/54-Uncertain
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick—
► WDHN (47), 4/2/53-Uncertain
WLYT (71), 10/19/53-Uncertain
Trenton—
► WTTM-TV (41), Forjoe; 7/10/53-Uncertain

NEW MEXICO

Albuquerque—
► KGGM-TV (13) CBS; Weed; 41,500
► KOAT-TV (7) ABC; Hollenberg; 40,000
► KOA-LTV (4) NBC; Brackenham; 40,548
Roswell—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker;
20,428

NEW YORK

Albany (Schenectady, Troy)—
► WPTR-TV (23) 6/10/53-Uncertain
WBOY-TV (4) ABC, CBS, DuM; Bolling: WTVX-
(71), 7/24/53-Uncertain
Binghamton—
► WWSY-TV (13) ABC, CBS, NBC, DuM; Boll-
ing; 299,500
WQTV (*46), 8/14/53-Uncertain
Bloomingdale—(1952-53)
WSLD (5) 12/3/53-Summer ‘54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, li-
nee; 309,960
Righter & Parsons: 394,539. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R;
130,000
WABC (22) 7/24/53-Uncertain
Niagara Frontier Amusement Corp. (2) Initial
Decision 2/17/54

Carthage—
The Broadscout Co. (1) ABC, CBS; 3/3/54-Sum-
mer ‘54

Elmira—
► WECT (13) NBC; Everett-McKinney; 28,839
► WTVY (24) ABC, CBS, NBC, DuM; Forjoe;
7,485

Ithaca—
► WHCU-TV (50) CBS; 1/8/53-October ‘54
WETI (*44), 1/8/53-Uncertain

Jamestown—
► WTTN-TV (58), 1/25/53-Uncertain

Kingston—
► WKNY-TV (66), CBS, NBC, DuM; Meeker;
1/23/53-5/14/54

New York—
► WBAC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WADY (47) DuM; 328,000
► WQNY-TV (27), 4/2/53-Uncertain
► WRGB-TV (12) ABC, CBS, NBC; 209,000
► WJW-TV (17) CBS; Headley-Reed; 70,188
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 299,401
► WJXT-TV (*41), 8/18/53-Uncertain
► WSYR-TV (3) NBC; Headley-Reed; 339,855
Utica—
► WUSI (19), 7/13/53-Uncertain
► WTVY (13) ABC, CBS, NBC, DuM; Cooke;
129,500

NORTH CAROLINA

Asheville—
► WISE-TV (82) ABC, CBS, NBC, DuM; Bolling;
19,500
WLOS-TV (13) 12/9/53-Aug. ‘54
Chapel Hill—
► WUNC-TV (*4), 9/30/53-September ‘54
Charlotte—
► WAYS-TV (58) ABC, NBC, DuM; Bolling;
41,295

BROADCASTING • TELECASTING

► WHTV (3) CBS, NBC, DuM; CBS Spot Slz; 391,158
Durham—
► WTIK-TV (11) 1/21/54-Uncertain
Fayettevile—
► Fayetteville Better, Inc. (18) Initial Decision
5/30/54
Gastonia—
► Air-Plus Corp. (48) 4/7/54-Uncertain
Goldsboro—
► WTVX (34), 9/30/53-Uncertain
Greensboro—
► WCCG-TV (57) ABC; Bolling; 11/30/52-Unc-
ertain
► WMW-TV (2) ABC, CBS, DuM; Hartington,
Richter & Parsons; 219,203
Greenville—
► WINT (9) ABC, CBS, NBC, DuM; Pearson;
45,000
Raleigh—
► WHA-DTV (28) ABC, CBS, NBC, DuM; Avery-
Knodel; 52,100
Wilmington—
► WMFD-TV (8) NBC, Weed; 7/10/53-4/9/54
WSTV (5) 7/17/54-11/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 193,288
WTOB-TV (58) ABC, DuM; H-R; 47,819

NORTH DAKOTA

Bismarck—
► KFPR-T (5) CBS, NBC, DuM; Blair; 6,125
Fargo—
► WDAY-TV (9) ABC, CBS, NBC, DuM; Free &
Peters; 4,840
Grand Forks—
► KNOX-TV (10) 3/10/54-Uncertain
Minot—
► KJBI-TV (13) ABC, CBS, NBC, DuM; Weed;
17,000
Valley City—
► KKJB-TV (4) CBS; Weed; 8/5/53-July ‘54

OHIO

Akron—
► WAKR-TV (48) ABC; Weed; 48,481
Ashland—
► WCFA-TV (15) 18,000
Cincinnati—
► WCCT (*48), 12/2/53-Uncertain
► WCPO-TV (9) ABC, DuM; Brannham; 450,000
► WBBK-TV (15) CBS; Katz; 659,000
► WHLT (3) NBC; WLW Slz; 450,000
► WIXN-TV (54) Forjoe, 5/14/53-October ‘54

Cleveland—
► WERE-TV (65), 6/18/53-Uncertain
► WENN (13) CBS, Brannham, 1,000,000
► WNIR (4) NBC; NBC Spot Slz; 466,425
► WNES (8) ABC, CBS, DuM; Katz; 825,029
► WJFW-TV (19) 11/25/53-Uncertain

Columbus—
► WBNS-TV (10) CBS; Blair; 397,000
► WLWC (4) DuM; WLW Slz; 397,000
► WOSU-T (9), 4/22/53-Uncertain
► WTVN (56) ABC, DuM; Katz; 550,729
Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollenberg;
540,470
► WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Slz; 310,000

Elyria—
► WEO-L (31) 2/11/54-Fall ‘54

Lima—
► WIMA-TV (35) Weed; 12/4/52-Spring ‘54
► WLQX-TV (63) CBS, NBC, DuM; H-R; 49,079
Massillon—
► WMAC-TV (23) Petry; 9/4/52-Uncertain
Steubenville—
► WSWT-TV (9) CBS; Avery-Knodel; 1,083,000
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz;
278,629
Youngstown—
► WFMY-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer;
115,771
WTUX (21) Petry; 9/25/52-Uncertain
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pear-
son; 28,591

Directory information is in following order: call
letters, channel, network affiliation, national rep-
resentative; market set count for operating sta-
tions; date of grant and commencement target
date for station.

April 12, 1954 • Page 129
OKLAHOMA

Adair—
KENX (19), 12/16/53-6/1/54
Enid—
KGEQ-TV (5), 12/16/53-Unknown
Lawton—
KSBI-TV (7) Everett-McKinney; 36,317
Stevenson—
Miami—
KMIV (58), 4/23/53-Unknown
Muskogee—
Tahle Bostg. Co. (6) Initial Decision 3/3/54
Oklahoma City—
KMCT (16) DuM; Rolling; 98,267
KTVQ (25) ABC, DuM; H-R; 100,082
KWTV (9) CBS; Avery-Knodel; 256,102
WKY-TV (6) ABC, CBS, NBC; DuM; Kats; 256,102
KETA (*13) 12/23/53-Unknown
Tulsa—
KCEB (23) Rolling
KOTV (6) ABC, CBS, NBC; Petry; 229,000
KSPG (17) 3/4/54-Unknown
OREGON

Eugene—
KVAL-TV (13) NBC; Hollingerly; 5/14/53-
Medford—
KRES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
KODI-TV (6) ABC, CBS; Avery-Knodel; 167,133
KPTV (27) NBC; NBC Spot Sis.; 131,309
Oregon TV Inc. (12), Initial Decision 11/10/53
Salem—
KSLM-TV (3), 9/20/53-Unknown

MINNEAPOLIS

Allentown—
WFMY-2-TV (67) Avery-Knodel; 7/18/53-Summer '54
WQCY (39), 8/18/53-Unknown
Altoona—
WPBG-TV (16) ABC, NBC, DuM; H-R; 418,708
Bethlehem—
WLEV-TV (51) NBC; Meeker; 67,516
Chambersburg—
WCHA-TV (46) CBS; DuM; Forjee; 13,000
Easton—
WOLF (57) ABC, DuM; Headley-Reed; 60,000
Erie—
WJCU (12) ABC, CBS, NBC, DuM; Petry; 108,000
WSEE (55) CBS; Avery-Knodel; 10/14/53-
WLEV-TV (50), 6/30/53-Unknown
Harrisburg—
WCAM-TV (22) Cooke; 7/26/53-5/1/54
WPXV-TV (10) CBS; Rolling; 118,130
WTPA (74) NBC; Headley-Reed; 118,100
Hazelton—
WZAL-TV (63) Meeker; 12/18/53-Unknown
Johnstown—
WARD-TV (56) Weed
WJAC-TV (6) ABC, CBS, NBC; DuM; Kats; 750,455
Lancaster—
WGAL-TV (6) ABC, CBS, NBC, DuM; Meeker; 205,591
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon—
WLBE-TV (15) Pearson; 146,575
New Castle—
WKST-TV (45) DuM; Everett-McKinney; 109,601
Philadelphia—
WCAU-TV (19) CBS; CBS Spot Sis.; 1,592,000
WPIL-TV (6) ABC, DuM; Kats; 1,763,002
WIBG-TV (13), 10/19/53-Unknown
WPJW-TV (85), 11/26/53-Unknown
WPZT (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
WDPT (2) ABC, CBS, NBC, DuM; Spot Sis.; 921,570
WENS (16) ABC; Petry; 226,432
WJKN-TV (53) CBS, NBC; DuM; Weed; 236,000
WGFD (*13)
WTQV (47) Headley-Reed; 12/21/53-Unknown
Reading—
WEUW-TV (33) ABC, NBC; Headley-Reed; 49,572
WHUM-TV (61) CBS; H-R; 175,000
Scranton—
WARM-TV (35) ABC; Hollingerly; 150,000
WQBI (28) CBS; Blair; 150,000
WTUJ (73) Everett-McKinney; 150,424

SHARON—
WSHA (38) 1/27/54-Unknown
Wilkes-Barre—
WBRE-TV (28) NBC; Headley-Reed; 140,000
WLK-TV (54) ABC, DuM; Avery-Knodel; 140,000
Williamsport—
WRAK-TV (36) Everett-McKinney; 11/13/53-
Spring '54
York—
WGNV-TV (49) DuM; Hollingerly; 72,000
WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
WJAR-TV (10) ABC, CBS, NBC, DuM; Reed;
WINR (16) CBS; Raymer
WPTF-TV (13) Blair; 9/2/53-Unknown (grant-
ed STA Sept. 23)

SOUTH CAROLINA

Aiken—
WAKR-TV (54) 10/8/53-Unknown
Anderson—
WAIM-TV (40) CBS; Headley-Reed; 46,500
Camden—
WCAC-TV (16) 6/3/53-Unknown
Charleston—
WQCW-TV (5) ABC, CBS, NBC, DuM; Free &
Peters; 7,126
Southern Bostg. Co. (3) NBC; 3/25/54-9/1/54
Columbia—
WCOS-TV (25) ABC; Headley-Reed; 41,207
WIS-TV (10) NBC; Free & Peters; 94,606
WNOK-TV (61) CBS, DuM; Raymer; 46,000
Florence—
WPDV (14) CBS; 11/25/53-Sept. '54
Greenville—
WFBC-TV (4) NBC; Reed; 287,266
WGOV (23) ABC, DuM; H-R; 53,533
Greenwood—
WCBS-TV (21) 6/3/53-Unknown
Spartanburg—
WSPA-TV (7) CBS; Hollingerly; 11/25/53-
Aug. '54
WSCV (17) 7/10/53-Unknown

SOUTH DAKOTA

Rapid City—
The Hills Bostg. Co. (7) 2/24/54-Unknown
Sioux Falls—
KELO-TV (11) ABC; NBC; Raymer; 56,119

TENNESSEE

Chattanooga—
WOCU (46) Pearson; 8/12/53-Unknown
WDEF-TV (12) NBC; Branhm; 1/28/54-4/25/54
Jackson—
WDIX-TV (9) Burns-Smith; 12/2/53-Summer '54
Johnson City—
WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson;
46,007
Knoxville—
WATE (6) ABC, NBC; Avery-Knodel; 63,620
WTKS (20) CBS, DuM; Pearson; 58,550
Memphis—
WIBM-TV (13) CBS; Blair; 276,342
WMCT (5) ABC, NBC, DuM; Branhm; 276,342
Nashville—
WSIX-TV (8) CBS; Petry; 186,176
WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abitibi—
WRCT-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
KYFD-A (10) ABC, CBS; Branhm; 47,406
KXNC-TV (4) NBC, DuM; Katz; 47,406
KLVN-TV (7) 11/13/53-Unknown
Austin—
KTECT-TV (12) ABC, CBS, NBC; DuM; 47,736
Beaumont—
KBMT (31) 12/4/53-Unknown
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi—
KVDX (28) 1/6/53-6/15/54
KXLG (47) 12/9/53-Unknown
Dallas—
KTXA (2) 1/5/53-Unknown
KLIF-TV (29) 12/13/53-8/1/54
KLSC (5) CBS; Branhm; 366,500
WFVA-TV (8) ABC, NBC, DuM; Petry; 330,000

Broadcasting • Telecasting
To Build Consumer Acceptance

Can You Afford NOT to Use WFBG-TV?

Set Count, 418,798
Retail Sales, $1.9 Billion
Families, 640,000

The Only Station You Need to Cover the Rich Pennsylvania Area Between Pittsburgh and Harrisburg

The Gable Broadcasting Co.

ALTOONA, PA.

ABC  NBC  DU MONT

Represented Nationally by H-R Television, Inc.

April 12, 1954  Page 131
COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area.
Population: 595,700. E.S.I. $578,686,000*

*SOURCE: Sales Management Survey of Buying Power
May 16, 1953 — covering 14-county trading area credited to Columbia, S.C.

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

P AL MET T O
RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.

Represented By
Paul H. Rymeier Co.

Early 16th Century Blendswans

FOR THE RECORD

Richmond—
WOTY (29) 12/25/53—Unknown
＞ WTVK (8) NBC; Blair; 441,079
Baton Rouge—
＞ WHLS-TV (10) ABC, CBS, NBC; Avery-Knodell; 241,158

WASHINGTON
Bellingham—
＞ KVOS-TV (12) DuM; Forjoe; 54,907
Shattle—
＞ KING-TV (5) ABC; Blais; 339,400
KOMO-TV (4) NBC; Hollingbery; 339,400
KCTV-W (9) 12/25/53—September '54
Seattle Construction Co. (20) 6/1/54—Unknown
Spokane—
＞ KIQ-TV (6) ABC, NBC; Katz; 55,048
＞ KXLY-TV (4) CBS, DuM; Walker; 67,159
＞ Louis Weimer (2) 5/15/54—Sept. '54
Tacoma—
＞ KROM-TV (13) Branham; 339,400
＞ KTNT-TV (11) CBS, DuM; 339,400

Vancouver—
＞ KVAN-TV (21) Boeing; 8/25/53—Unknown
＞ KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA
Beckley—
＞ WBEB (21), 6/25/53—Unknown
Charleston—
＞ WKVR-TV (45) ABC, DuM; Weed; 36,100
＞ WCHS-TV (4) CBS; Branham; 2/11/54—7/15/54
Charleston—
＞ WBLK-TV (12) Branham; 2/17/54—5/1/54
Fairmont—
＞ WLPB-TV (35) ABC, CBS, NBC, DuM; Gill-Perna
Huntington—
＞ WHAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 362,952
Parkersburg—
＞ WTAP (15) ABC, DuM; Forjoe; 24,850

Wheeling—
＞ WLTW (54) 11/25/53—Unknown
＞ WTRF-TV (1) NBC; Hollingbery; 451,500

WISCONSIN
Eau Claire—
＞ WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 35,700
Green Bay—
＞ WFRV (2) ABC, CBS, NBC, DuM; Weed; 181,253
＞ Valley Telecasting Co. (5) 3/10/54—Unknown
La Crosse—
＞ WKBV (8) CBS, NBC, DuM; Raymer; 10/28/53—9/17/54
＞ WTLS (38) 12/16/53—Unknown
Madison—
＞ WKOW (21) 10/25/53—5/1/54
＞ WOKW-TV (27) CBS; Headley-Reed; 40,500
＞ WMTV (33) ABC, DuM; Meeker; 36,500
Marequipe—
＞ WMJB-TV (11) NBC; George Clark; 11/18/53—August '54
Milwaukee—
＞ WMCN (25) CBS; Rosenman; 308,750
＞ WOKY-TV (19) ABC, DuM; H-R; 280,040
＞ WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 660,770
＞ Peninsula TV Inc. (6) 4/17/54—Unknown
＞ CNN (12) 12/16/53—August '54
＞ WISN (42) George Clark
＞ Superior (Duluth, Minn.—)
＞ WDSM-TV (6) CBS; Free & Peters
Wausau—
＞ WSOA-TV (16) Rambeau; 2/10/54—7/1—54

WYOMING
Casper—
＞ KSPR-TV (2) 5/15/53—Unknown
Cheyenne—
＞ KFBC-TV (8) CBS; Hollingbery

ALASKA
Anchorage—
＞ KFIA (2) ABC, CBS; Weed
＞ KTVA (11) NBC, DuM; Felits
Fairbanks—
＞ KFF (2) ABC, CBS; 7/1/53—Spring '54

HAWAII
Honolulu—
＞ KGMF-TV (9) ABC, CBS; Free & Peters; 50,000
＞ KONA (11) NBC, DuM; NBC Spot Slm.; 50,000
＞ KULA-TV (4) ABC; Headley-Reed; 5/14/53—4/18/54
＞ KUSM-TV (21) 2/17/54—unknown (granted KTA Feb. 1)

PUERTO RICO
San Juan—
＞ WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 8/12/53—5/14/54 (granted STA March 5)
＞ WKVQ-TV (2) Inter-American; 6,500

CANADA
＞ CTV (10) 35,000
Montreal—
＞ CFTT (2) 143,005
＞ CBMT (6) 143,005
Ottawa—
＞ CBOT (4) 10,100
St. John, N. B.—
＞ CGB-T (4)
Sudbury—
＞ CSSO-TV (3) 5,015
Toronto—
＞ CBLT (9) 222,500
Vancouver—
＞ CBUT (3)

MEXICO
Malamoros (Brownsville, Tex.—)
＞ KGEO-TV (7) ABC, CBS, NBC, DuM; Young; 31,100
Tijuana (San Diego)—
＞ KTVX (6) Weed; 213,175
＞ KTVX (6) Weed; 213,175
Total stations on air In U. S. and possessions: 315; total cities with stations on air: 247. Both totals include station XEFL-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 20,114,580.
＞ Indicates educational station.
＞ Cities NOT interconnected with AT&T.
In Figure does not include 825,417 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLA-P-TV has been temporarily suspended (B-T, Feb. 22). CP has not been surrendered.
(d) KATV (TV), KFDF-TV, WACH (TV) and WIFE (TV) have suspended regular operation, but have not turned in CP's.
(e) Studio facilities of KXRT (TV) have been purchased by KATV (TV) Pine Bluff, Ark. KXRT is not presently operating.

Broadcasting • Telecasting

Page 132 • April 12, 1954
Best... Over Puget Sound!

Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

CHANNEL II

KTNT-TV AREA • QUICK FACTS AND FIGURES

<table>
<thead>
<tr>
<th>Population Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Seattle</td>
<td>37.65%</td>
</tr>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td>TOTAL (1,250,000)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION
editorials

Is the Sky the Limit?

THE irresponsible attack made by Sen. Joseph R. McCarthy against Edward R. Murrow on Mr. Murrow's own show last Tuesday demonstrated the utter futility of the "equal time" policy now prevailing in U. S. radio and television.

The only justification for the principle of equal time is that it assures the public of receiving well-reasoned arguments representing diverse views on controversial subjects. How hopeless it is to make this principle work by simply handing out facilities and time without retaining the right of editorial judgment was clearly shown on last week's See It Now. Mr. McCarthy's presentation was savage, cynical and—of more importance here—irrelevant. It was in no sense a commentary on the previous Murrow show which supposedly was the issue for discussion.

We need not consider which of these men was right or wrong or indeed whether either or both was truthful. The point is that the equal time given to Mr. McCarthy to rebut Mr. Murrow was used for a new attack on a wholly different front.

It is obvious that the granting of equal time in itself does not assure the public enlightenment which is the professed objective of the equal time principle. Only by the most careful preparation and supervision of the material which is to fill the time can that objective be attained.

The difficulties of supervising a McCarthy presentation are, admittedly, numerous. If Mr. Murrow had insisted that Mr. McCarthy clear the script in advance or had refused to telecast the film as submitted, we have no doubt that his actions would have been subject to McCarthy comment, which is not invariably restrained. Under the circumstances, Mr. Murrow's hands-off policy was understandable and in keeping with his well-earned reputation as a gentleman.

There is a lesson here, however, for future dealings with extremist elements who become involved in radio-television controversies. The lesson is to establish definite ground rules at the outset, to make it clear to the parties and the public alike that the use of equal time must be confined to the issues which precipitated the demand for it.

The alternative is to let the principle of equal time go by the board and to permit the give-and-take to degenerate into personal vilifications of which the McCarthy performance must be regarded as an unholy classic.

Getting the Uhf Story

IN CALLING for hearing next month on the status of uhf in the overall television picture, the Senate Communications Subcommittee acted in timely fashion. The situation today is one of confusion and contradiction.

We have no doubt that interplay of competition eventually will provide the solution. But the Senate and the nation might as well have the facts now. Senators have been told, on the one hand, that all future uhf assignments should be frozen, to permit uhf to get a foot-hold. On the other, they have been told that the FCC is perpetuating "monopolies" by failure to authorize additional uhf stations in virtually the same major markets.

Some uhf stations are doing well. They have competent, resourceful management. They are providing attractive program service. But it is regrettably true that others—notably in mixed markets and without network service—are faring poorly. Many uhf operators were newcomers to broadcasting. They were sold, or sold themselves, on tv being an automatic pass-key to the mint.

This situation is not peculiar to uhf, however. Of the 62 construction permit-holders who have thrown in the sponge since the thawing of the freeze two years ago, 12 were vhf. These were in markets where the economic prospects were unfavorable. The same reason motivates the turning in of virtually all of the uhf permits, including four operating stations.

There is no pat answer to the problem. The FCC certainly could not advise prospective applicants not to apply. It cannot unduly delay additional vhf grants when the law commands it to make maximum use of the spectrum and when there are qualified applicants. Congress alone can change the law, but it is our guess it will move warily, lest it disturb the delicate balance of the existing statutes relating to free, competitive enterprise.

Congress can, and should, use its investigatory and legislative powers to take a look. Congress created the FCC to perform the licensing and regulatory functions. Congress delegated the responsibility because it required the expertise of a special agency, and because Congress itself does not have the time for it.

The subcommittee should have the benefit of the views of experts in all facets of television. The FCC, the uhf broadcasters, the networks and the manufacturers should offer testimony. Guideposts are needed if uhf is to enjoy even part of the progress predicted for it. Without uhf, achievement of a "truly competitive" nation-wide tv service is out of reach at the present state of the art.

Giveaway Right of Way

LAST WEEK'S Supreme Court decision against the FCC's giveaway rules must be regarded as a victory for the cause of free radio and television. It must not, however, be regarded as an invitation for further abuse of the freedom thus gained.

In the unanimous decision the highest court has assured broadcasters and telecasters that there is recourse against agrandizement of power by the FCC. Such assurance may be more or less academic at the moment, for the Commission, in its present composition, has been reasonably circumspect in keeping within its proper provinces. There is always the possibility, however, that a future Commission will revert to the kind of empire-building that characterized Commissions of the past. In that event, the Supreme Court's giveaway decision would be extremely useful.

Now that the decision is on the books and the legality of giveaways established, it remains to be seen whether broadcasters and telecasters will apply to a number of existing programs a test somewhat more severe than that of deciding whether they are within the law. Trial of these programs on a broader consideration is demanded.

It must be decided whether they are in good taste, whether they advance or retard the art of programming, whether they are economically sound. Some, we submit, could not survive investigation on those grounds.

There are programs which exploit misfortune for the perverted amusement of the audience, others which substitute the unimaginative trick of giving things away for the more challenging effort of creating an interesting program, still others which are embarrassingly encumbered with free plugs for giveaway merchandise which would have to be advertised in paid time if the tit-for-tat of the giveaway were not available.

The Supreme Court can test giveaways on the relatively narrow point of law. It is up to broadcasters and telecasters to test them on the more important question of ethics.
AUTOMATIC STARTER
for sales in Detroit...

The Morning Combination of

MOTORISTS and MAXWELL

Between 6:30 and 9 A.M., 975,000 Detroit-area workers are captive in their cars for an average of 41 minutes. They are the 70% of Detroit's working population who drive to work daily, individually or in groups. Buses, streetcars and trains handle but 30% of the traffic load.

With 85% of the autos in the area equipped with radio, it's no wonder time-buyers are impressed by Detroit's unique audience.

Most of these motorists listen to WWJ's Bob Maxwell, with his hum-and-whistle music punctuated by news and safety reports. Maxwell catches them when their ears are close to the speaker and their minds open to suggestions. Maxwell can catch them with your commercial message, too.

Ask WWJ—or Hollingbery—for facts and figures.

SAFETY STARTER
for motorists...

At 6:30, 7:30 and 8:30 A.M., the Plymouth Dealers of Greater Detroit sponsor "Listen and Live"—5-minute reports on accidents, traffic conditions and safety suggestions from the office of James A. Hoyle, Director of Traffic for Detroit's Police. They give WWJ's massive driver-audience more reasons for starting, and arriving, safely...and more reasons for listening to Maxwell.
in Kansas City...  
YOUR SPOTS ARE  
IN THE SPOTLIGHT

when you Swing to  

WHB-TV  
ON CHANNEL 9

WHB-TV puts audience to sleep . . .  
on Sleep-E-Z beds! Autry Brothers, Inc., bedding manufacturer, recently devoted their late-night (12:15 a.m.-12:30 a.m.) segment of "Star Time" to promote a special sale of their Sleep-E-Z twin Hollywood beds. Roch Ulmer, staff emcee of this locally produced show, delivered the two commercials as he relaxed on the bed fetchingly attired in a flannel nightshirt and sleeping cap. During the three days following this novel sales pitch, the Sleep-E-Z folks did $5,400.00 worth of business on their twin bed special at their two retail locations. The sponsor's field supervisor attributed 75% of the store traffic to the "Star Time" plugs.

When the spotlight swings on the favorite stars of Kansas City's vast TV audience—those stars are on Channel 9. A full schedule of top-rated CBS Network TV programs and a wide variety of talent-packed local shows provide top entertainment. The Stars Shine On Channel 9 in the nation's rich 17th market, and that's why your message makes a greater impression—and makes more sales per advertising dollar—when you let WHB-TV sell this billion dollar retail trade area with 380,450* TV homes.

So get in the Swing... the Swing to Sales in the Kansas City market with WHB-TV. Ask about the merchandising cooperation that swings in to help you.

Write, wire or call your nearest Blair-TV representative for availabilities!

*Feb. 26 report of Kansas City Electric Assn.