Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

**IT'S A COMPACT MARKET!**

More than 1½ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.
Thank you—to midwest radio homes for thirty years of consistent and responsive listening. Thank you, too, to the many fine companies that have used this feature as a welcome guest to introduce their products into those homes.

The four companies listed here, alone represent seventy years of combined sponsorship of this popular program. During the next thirty years we will do our best to justify the continued confidence of these and others like them — and of the host of listeners in whose homes the National Barn Dance is a Saturday night must!

<table>
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<th>SPONSORS</th>
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<td>KEYSTONE CO.</td>
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<td>WARP BROS.</td>
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<td>MILES LABORATORIES</td>
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<td>PHILLIPS PET. CO.</td>
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Now Full Time...
Starting Our 31st Year

890 K. C. 50,000 Watts ABC Affiliate Represented by BLAIR & CO.
WHK IS CLEVELAND

Represented by Headley-Reed Company

You can't cover it -- without it!
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.
ANY NOTION that FCC will reimpose tv freeze as requested by Ultra High Frequency Assn. (story page 48) appeared remote indeed. Before last freeze was lifted, just two years ago last week, members of Congress were among most vociferous complainers and FCC felt it was under virtual mandate to thaw it as quickly as possible.

WITH RKO hoping to realize profit on “millions of dollars worth of theatrical films,” it is not likely at moment, according to studio spokesman, that RKO’s new ownership under Howard Hughes will release its backlog of films to tv “where they’re selling pictures down the drain.”

RECORD of project to eliminate present fm band (88-108 mc), to provide room for three television channels between existing low and high vhf band, is underway. In past, any such mention has aroused wrath of fm zealots, headed by late Maj. Edwin H. Armstrong. Proponents have contended this is way of relieving vhf congestion in metropolitan areas needing service. Aside from protest storm from fm licensees, other non-broadcast services have been casting covetous eyes on fm band.

PREPARING to enter the tv booster field, GE is measuring field strength for an unidentified Southern uhf tv station which has serious shadow problem within confines of its main coverage area. If tests show proposed “rim” site can receive station’s signals in sufficient intensity to permit rebroadcasting, station will apply to FCC for experimental authorization for booster station to rebroadcast its signals on same channel, and GE will supply equipment.

ANNUAL spring reports of cutbacks in personnel of networks beginning to circulate again. ABC reportedly has trimmed 5-10% and Mutual has been “tightening up,” but other networks deny any reductions made or planned.

BECAUSE of questions informally raised regarding acquisition of KOTV (TV) Tulsa by John Hay (Jack) Whitney interests, it’s likely that FCC will be advised in greater detail about operations of Whitney organization. It is not “Wall Street” banking house but is strictly an enterprise interested in investing Whitney capital. It was because Whitney group felt television provided avenue for public service and at same time had potential profit yield that $4 million KOTV purchase was negotiated. Group contemplates acquiring other broadcast interests but only where prospects of providing service and of making reasonable return are deemed apparent.

CBS RADIO Affiliates Committee will meet April 27-28—probably in Chicago—to ready plans for general affiliates meeting during NARTB convention in Chicago, May 23-27. Chairman Kenyon Brown, KWFT-AM-TV Wichita Falls, plans to have committee elect replacement for I. R. (Ike) Lounsberry, who resigned with sale of WGR Buffalo to Niagara Frontier Amusement Corp.

MEMBERS of FCC were disposed to be optimistic after their appearance last Monday before Senate Appropriations subcommittee on 1955 fiscal year appropriation (see story page 46). House cut Bureau recommendation from $7,649,300 to $6,694,400. Commissioners were hopeful that entire cut would be restored, permitting retention of present expert staffs at full strength.

FCC’s SPLIT decision last week granting newspaper right to intervene on economic grounds in Clarksburg, W. Va., television case tells only part of story. Commission hasn’t yet indicated form of hearing. Presumably case could be restricted to purely legal aspects rather than facts and possibly this could be done at oral arguments.

REPUBLICAN Sen. John M. McCone of Oregon on Senate Interstate & Foreign Commerce Committee rather than “outside” Senator will be picked to fill vacancy on communications subcommittee created by death of Sen. Dwight S. Egmund (R-Neb.).

PRODUCTION of 24-in. color tubes at less than $100 each are implied in 20-page “reference memorandum” issued by Chromatic Television Labs., which recounts pilot plant experience of single-gun Lawrence picture tube. Chromatic is developer of Lawrence color tube.

ITS understood that films Zenith intends to use on WOR-TV New York Phonovision test (see story page 48) are run-of-mine type available in open market and do not include any special or new package from any major studio. When Zenith ran 90-day subscription-tv test in Chicago early in 1951, difficulties with major studios impelled appeal to Justice Dept., as well as to other influential contacts. Studios finally came through with more or less recent features for that test.

Ulft operators will shoot the works at special Senate hearing P. 48

Newspaper is admitted to tv hearing in unprecedented ruling P. 50

Twin Cities tv cameras bounced from House subcommittee hearing P. 58

Tv grant recommended to merged applicants for ch. 4, St. Louis P. 60

Getting ready for color television: A special report P. 68

Saturation radio spots pay off for this department store P. 70

Winners of the Peabody Awards P. 76

WOR-TV asks FCC permission to test Phonovision P. 84

Telestatus: Tv stations on air, tv sets, target dates of tv grantees P. 121
Another **FIRST** for **WSYR-TV**

**COLOR**

*on channel 3*
*Syracuse, N. Y.*

The first color transmission in Central New York on January 31, 1954 — another of the many firsts that have made WSYR-AM-FM-TV the outstanding broadcast organization in this rich, free-spending market.

**NBC AFFILIATE**

*Headley-Reed, National Representatives*
General Tire Sports Show
On Mutual, Independent TV's

SPONSORSHIP by General Tire & Rubber Co. dealers of weekly sports show on 570 Mutual radio stations and 60 independent television stations announced Friday by Adolf N. Hult, Mutual vice president in charge of sales. This said to be largest station lineup for regularly scheduled sports program on a regular basis.

Titled General Tire Sports Time with Harry Wiemer, program will be carried on radio over Mutual on Sunday, 6:45 p.m. EST. For television, weekly filmed 15-minute show will be produced by Hearst Metrotone News, using much of audio portion of radio program, plus film clips from INS-TV Weekly Sports Reel. TV show is set to begin in May. Agency is D'Arcy Adv. Co., Cleveland.

Ralph H. Harrington, advertising director of General Tire & Rubber (which controls Mutual), said radio program is designed to take advantage of some 28 million automobiles with radios expected to be on road Sundays during spring and summer as well as home audience.

Erikson Resigns Voice Job
To Return to Agency

LEONARD F. ERIKSON, director of Voice of America since last July, will leave the post April 30, Mr. Streibert said. George F. Goodyear, president of the Government Advertising Co., is selected as successor to Erikson and general executive May 1.

Mr. Erikson, who Mr. Streibert credited with having "reorganized and stabilized" VOA into a "more effective, hard-hitting instrument of the Government," rejoins McCann-Erickson, New York advertising agency, as vice president and general executive May 1. Mr. Streibert has not named successor to Voice post, in presenting his resignation, Mr. Erikson recalled that he had accepted post on temporary basis.

WHKC Bought by WTVN (TV), WKRC Interests for $158,000

ACQUISITION of WHKC Columbus, Ohio (610 kc, 5 kw, MBS affiliate), by WTVN Inc., licensee of WTVN (TV) Columbus and under same ownership as WKRC-AM-TV Cincinnati, announced Friday by Hubert Taft Jr., president WTVN Inc. and WKRC stations. Price: $158,000. Purchase, subject to customary FCC approval, was from United Broadcasting Corp., which also owns WHK Cleveland and is headed by Sterling E. Graham, publisher Cleveland Plain Dealer and News. WHK not involved in transaction, which was handled by R. C. Crister & Co., Cincinnati brokers.

"As one who has never lost faith in radio," Mr. Taft said, "I feel that the purchase of WHKC will enormously strengthen our casting position in Columbus. A tv and am station operated as a team make a logical combination. . . . One of the impelling forces in our decision was the fact that WHKC's magnificent transmitting site and facilities will permit us to use the same location for our tv station almost without additional cost.

Mr. Taft said that, upon FCC approval of transfer, WHKC and WTVN (TV) would be given same call (probably WTVN-AM-TV).

ABC GIVEAWAY

FIRST telephone giveaway feature added to network since Supreme Court approved them fortnight ago [BTC, April 12] was launched last week by Hazel Bishop Inc.'s Dr. I. Q. program on ABC-TV. Dr. I. Q. each week will call two telephone numbers picked at random and in each case receive famous quotation, award $1,000 to those who identify author.

ABC spokesman saw no conflict between the Dr. I. Q. television innovation and ABC's radio program, now allowing Supreme Court decision, that ABC programming "will not be affected since we still plan to be guided by ABC policy which was upheld in this [Supreme Court] opinion." They pointed out that introduction of telephone on Dr. I. Q. was only new phase of established program, not a whole new telephone giveaway program in itself.

UTC to Offer Radio Series
For TV at 'Little or No' Cost

UNITY Television Corp., N. Y., plans to adapt several well known radio series for tv filming and to "pre-sell" them by offering feature film based on three-half hour segments of each series to tv stations at "little or no" cost. Technique is said to be innovation in tv film syndication.

Arche Mayers, Unity president, will leave Wednesday for Hollywood to confer with I. S. Lindenbaum of Filmcraft Productions Inc. series on life and works of Mark Twain. Other series planned are said to be on two radio properties—a private eye and mystery format and a romance-comedy show—in addition to one based on popular syndicated comic strip with magician as central character.

NBC Signs Buffalo Ch. 2

SIGNING of Niagara Frontier Amusement Corp.'s newly authorized ch. 2 television station in Buffalo [BTC, April 12] as basic affiliate of NBC-TV was announced Friday by Harry Bannister, NBC station relations vice president, and George F. Goodyear, president of Niagara Frontier, which owns also WGR Buffalo for $4.15 million, is slated to commence operations in June with 100 kw power. Ch 2 outlet will be third tv station, second vhf, in Buffalo. WBEN-TV (ch. 4), which had been NBC affiliate, switched basic affiliation to CBS-TV last fall. WBUF-TV (ch. 17) also has been carrying NBC-TV and other networks.

Bell System Adds Stations

THREE STATIONS—KVAL-TV Eugene, Ore.; KARK-TV Little Rock, Ark.; KWWL-TV Waterloo, Iowa—have been added to Bell System's nationwide tv facilities network, with WNET (TV), Providence, R.I., now on Moines, WBEP-TV, Spartan, WSEK (TV) Erie, WBDO-TV Orlando scheduled for interconnection this week.

• BUSINESS BRIEFLY

RADIO FOR GENERAL FOODS • General Foods, N. Y., for its Sur Jamal and Certo, placing radio spot announcement campaign in more than 60 markets following fruit crop season, starting on varied dates in May. Campaign will run for 13 weeks and is directed at canning season in crop areas. Benton & Bowles, N. Y., is agency.

TIDE TV SPOTS • Procter & Gamble, Cincinnati, for its Tide, preparing television spot announcement campaign, effective April 25 for eight weeks in about 98 markets. Benton & Bowles, N. Y., is agency.

BEVERAGE BUYING • Iquitos Beverage Corp., Buffalo, through Lloyd Mannfield Co., Buffalo, preparing radio campaign, buying news programs and spots in selected markets.

KIPPERS FOR WEST COAST • Norwegian Canning Assn., for Norwegian Kippers, in process of preparing 52-week radio spot announcement campaign on West Coast only, to break some time in May. McCann-Erickson, N. Y., is agency.

MORE 'BIG TOWN' STATIONS • Lever Brothers, N. Y., adding 12 stations to list carrying Big Town on CBS-TV, Thurs., 9:30-10 p.m., through McCann-Erickson, N. Y.

AMMENS ON CBS-TV • Ammon medicated powder, N. Y., will sponsor Tues. 2-2:15 p.m. portion of Garry Moore Show on CBS-TV effective May 4, through Doherty, Clifford, Steers & Shenfield, N. Y.

That McCarthy Bill

WHO'S GOT the bill? Fox Movietone News' estimated $7,500 tab for filming Sen. Joseph R. McCarthy's talk for April 6 See It Now telecast was to be sent direct to Sen. McCarthy. Sen. McCarthy reportedly sent it to Aluminum Corp. of America, See It Now sponsor, who reportedly sent it on to CBS-TV. Network spokesmen said Friday they had not received it, did not know whether or not they would pay it if it did come.

New NARTB Election Ordered

VACANCY was created on 1954-55 NARTB board last week when K. S. Gordon, KDTH Dubuque, Iowa, notified association he could not accept District 10 (Iowa, Mo., Neb.) directorship. Elected recently, he would have taken office at May convention. C. E. Arney Jr., NARTB secretary-treasurer, has mailed certification forms for new election, with final ballots to be mailed May 13 returnable fortnight later. Incumbent district director, E. K. Hartenbauer, KCMO Kansas City, is eligible to run for re-election.

WINS Strike Continues

LOCAL 802's strike against WINS New York, which started March 31, continued Friday with no prospects for settlement in sight [BTC, April 3]. Mayor Robert F. Wagner last Thursday refused to cross picket line local had established at Yankee Stadium. WINS broadcasts Yankee baseball games.

April 19, 1954 • Page 7
check . . . . . and double check

San Antonio's
KGBS-TV
CHANNEL 5 - CBS - ABC - DUMONT

81.6% of all time rated San Antonio's KGBS-TV had more viewers than the second station.

San Antonio, Texas
February, 1954

KGBS-TV
CHANNEL 5 - CBS - ABC - DUMONT

62.4% of all time rated San Antonio's KGBS-TV had more viewers than the second station.

C. E. HOOPER, INC.
Broadcast Audience Measurements
NEW YORK NORWALK

Television Station History
The first TV station in Texas.
San Antonio, Texas

TOM HARKER, NATIONAL SALES DIRECTOR . . . . . . . 118 EAST 57th, NEW YORK
NATIONAL REPRESENTATIVES . . . . . . . . . . . . . . . . . . KATZ AGENCY
at deadline

Plan to Boost UHF Power Opposed; Other FCC Actions

FCC PLAN to boost minimum uhf transmitter power from present 1 kw to 5 kw met with general opposition in filing of comments at deadline Friday, including RCA and DuMont which argued for flexibility to permit steady growth [Bc.]. The two said present uhf laws aimed to stop further stations in major markets.

They contended other factors such as antenna gain, height and terrain also are important, indicating 1 kw with high gain antenna often can do adequate job economically. "Survival" factor of costs cited by many, including ch. 24 WBTM-TV Danville, Va., which said $100,000 required to boost to 5 kw, when added to $300,000 already invested, would force station to cease operations.


BID for 540 kc by WDAK Columbus, BID for 450 kc filed with FCC Friday by WDQG Division, changed from 840 kc to 1360 kc to 5 kw day, 1 kw night on lowest frequencies.

Alabama Educational TV Group Filing

Alabama Educational TV Commission filed with FCC request on Mt. Cheaha near Munford, Ala., with effective radiated power 318 kw for station to be operated by University of Alabama at Birmingham. Other bids are from Alabama Polytechnic Institute at Auburn, linked to transmitter by radio relays.

WTVH-AM-TV Sale Application Filed

FORM for FCC consent sale of WTVH-AM-TV Peoria, Ill., by Ellipps Broadcasting Co. to Peoria Journal-Blair Inc., for about $250,000 filed with Commission Friday (B-5, April 12).

First San Jose Station

FIRST television station for San Jose, Calif., approved by FCC Friday as Commission issued final Decision in KTHK case. Decision awards station to Southern Broadcasting & TV Co., headed by Allen T. Gilliland, owner local cable television system. Decision said Gilliland's initial ruling to deny in default competitive applications by Radio & TV Corp., headed by W. L. Gleason, owner of own agency and prospective operator of proposed station in San Jose. Gleason's initial ruling to deny in default competitive applications by Radio & TV Corp., headed by W. L. Gleason, owner of own agency and prospective operator of proposed station in San Jose.

Allentown BFG\&T Answers Court

WIRE service need for local self-expression between two communities where additions of additional stations are being sought. FCC must take into account not only existing am and fm stations but also tv stations. This is pointed made by Allentown Broadcasting Corp. (WHLG), Allentown, Pa., in response to query from U. S. Court of Appeals in Washington asking for legal memorandum on question. FCC and Eastern Publishing Co, which defend Commission's grant of facilities to Eastern Express, are due to reply this week. Case involves competing applications of Allentown and Easton principals for new am station on 1220 kc with 250 w in respective communities. Allentown granted facilities in 1941, but court reversed FCC and ordered new hearing to determine which community needed another station when Eastern appealed. After second hearing, Commission last year ruled in favor of Easton. Allentown appealed this decision. Pending court ruling on new appeal, Commission okayed continued operation of Allentown's WHOL, which went on air following 1947 Commission order, but now has two am, two fm and one tv station (not on air yet). Easton has two am, two fm and one tv on air.

Western Union Takes Issue With Trinity

WESTERN UNION took issue Friday with Trinity Broadcasting Network, which had earlier in week said it did not plan to re-create baseball games during 1954 season, said move against KINK TV of Portland, Ore., to be carried by Western Union. Trinity said move was motivated by "inexplicable change in policies" and that Trinity's answer did not deny allegations that it planned to appropriate news and sell same to stations.

McDaniel Renews Appeal For Radio-TV Tax Relief

McDaniel v. ARMY

EXTENSIVE radio and television coverage of Senate Investigations subcommittees hearing last week, which Army dispute planned on assumption will begin Thursday. Live coverage is planned by NBC-TV, ABC-TV, ABC Radio and Mutual, while CBS-TV, CBS Radio and DuMont referred presenters planning highlights of proceedings. Sessions tentatively scheduled 10:30 a.m. to 12:30 p.m. and 2:30 to 4:30 p.m. daily.

AMENDMENT to pending tax revision legislation to kill 10% excise tax on radio-TV sets to be offered by Sen. Russell B. Long (D.-La.), he said Friday at Senate Finance Committee hearing after Glenn McDaniel, president of Telecasting-McDaniel, said bill was needed for tax relief. Chairman Eugene D. Milliken (R-Colo.) commented he doubted that committee would go into excise taxes at this time. Mr. McDaniel said tv set industry was only one failing to get major relief in recent excise tax legislation, though rest of appliance industry obtained relief. Asked about effect of color tv, Mr. McDaniel said, "We have created a giant monster; the industry is frankly scared." He said that if the public would not buy $1,000-$1,200 color sets and sales of black-and-white sets have been slowed.

McCarthy v. ARMY

Million-Watt Stations Fight Soviet 'Voice' Jamming

THREE powerful new million-watt radio stations relying Voice of America programs are helping overcome Soviet jamming and now send signals deep into Communist territory, Theodore C. Streiberg, director of U.S. Information Agency, said Friday in talk to American Society of Newspaper Editors (story page 58). New stations are at Munich, Okinawa and Manila. Voice is supplying news and documentary tv programs to reach 3 million viewers in 15 nations in Europe, Latin America and Far East, he said.

Elected directors of ASNE Friday were Virgina Dahey, Richmond Times Dispatch (WRNL) and Stanley Barnett, Cleveland Plain Dealer (WHRK), both re-elected; Carl Lindstrom, Hartford Times; Michael Gorman, Flint Journal: Walter Lister, Philadelphia Bulletin (WCAU).

UPCOMING

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 23-25: American Women in Radio & Television, Kansas City, Mo.
For other Upcomings see page 127.

PEOPLE

HAROLD E. FELLOWS, NARTB president, named to board of directors of Brand Names Foundation by Barry I. Leithard, Cluett-Peabody, chairman of foundation's board.

ROBERT S. (BOB) WILSON, associated with Mutual's publicity staff for past 11 years, most recently as exploitation manager, and previously as editor of WOR-New York, joined United Cerebral Palsy Assn. last Friday as manager of radio and television.

HARRY K. McWILLIAMS, advertising-public relations director of Screen Gems Inc., tv sub- sidiary of Columbia Pictures Corp., resigning effective May 15 after 12 years with Columbia. In position since January 1953, he formerly was exploitation manager for Columbia Pictures, and before that served with Benton & Bowles, Ted Bates Agency, the late Major Bowes, Rubicon, Cincinnati Summer Opera Assn., San Carlos Opera Co., and Paramount Pictures.

MRS. MAXINE STOVER, executive assistant to Robert E. Eastman, executive vice president, John Blair & Co., named head of firm's newly-created station standards department. Purpose of new department, Mr. Eastman said, will "assist proper adherence to varying operating and commercial policies of Blair-represented stations."


PATRICIA SEARIGHT named program director for radio, H. THOMAS TAUSIG programs have for tv, WOR, to handle situation in split of radio-tv divisions (story page 84).

WOR PhonoVision Experimentation Plans

WOR-TV is happy to have the opportunity to cooperate with Zenith in these experimental broadcasts in PhonoVision. These broadcasts will serve to make final determination of PhonoVision's operating characteristics from a high-powered broadcast studio in New York, and we feel may be a real contribution to the future of tv broadcasting. Since the receiving the ordinary receiver does not have the air code transmission, viewers are not able to find the picture jittered and the sound distorted because of these experiments. However, the experiments will probably not last more than two weeks, and therefore the WOR-TV programs are not ordinarily broadcast.

Syndication of Network Tv Show Is Announced

IN ONE of first moves of its kind, arrangement has been worked out for syndication of kinescopes of network tv show, it was learned Friday. Program is Tales of Tomorrow, produced by George F. Foley Inc. Kinescopes of series, which originally appeared on ABC-TV, will be sold to stations (for one run in each market) through Tee Vee Co., owned by George Phillips, authorities said. Arrangement has approval of American Federation of Television & Radio Artists and others involved in series' production to receive full re-use payments.

Anderson Buys KLIR Denver

KLIR Denver, 1 kw daytimer on 990 kc, sold Friday by F. Donald Hall to George Basil Anderson for $75,000. KLIR, with studio and offices of KJSK Columbus, Neb., and KJRG Newton, Kan. He sold KJAN Atlantic, Iowa, last November to local group for $27,500. Mr. Hall is retiring from radio because of ill health.

April 19, 1954 • Page 9
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Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
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BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
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Warren W. Middleton, Midwest Sales Manager; Barbara Kolar.
John Osbon, News Editor.

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52nd Issue): $10.00. Annual subscription to TELECASTING Yearbook, 54th Issue: $5.00. Annual subscription to BROADCASTING • TELECASTING, including 54 Issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35c per copy, 52d and 54th issues: 50c per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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*Reg. U. S. Patent Office

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Shows That Win—
Win and Show

1st Place

to Russ Emery in all of New England, in *TV Guide*’s television personality contest!
Russ emcees New England Talent Club, 5:00 to 5:15 p.m. Monday through Friday. Came to WJAR-TV after playing Gogi’s LaRue, Hotel Warwick’s Raleigh Room, the Copacabana, Paramount Theater. On TV has been featured on Ken Murray Show, Kate Smith Show, Joan Edwards Show, Celebrity Time, Faye Emerson Show, etc. Has sung on all major radio networks, was a male singing star on Pet Milk (Baron Munchausen) Show, guested with Paul Whiteman, Teen Timers and others. . . had his own Russ Emery Show 56 weeks on WNEW, New York. Look up his Columbia Records releases!

3rd Place

to Hum and Strum, harmonizing daily in songs with piano accompaniment—now celebrating their 30th Anniversary as one of the most harmonious teams in show business. Hum and Strum have played all the major TV and radio nets, all major vaudeville circuits and night clubs everywhere— including southern Europe and Africa with the USO . . . came to WJAR-TV from a four year stint in Boston television, are seen Monday through Friday from 12:45 to 1:00 p.m. Popular demand recently added night shows Tuesday, Thursday and Sunday. Their recordings have international distribution.

Proof positive of the effectiveness of our live local shows—17 daily, Monday through Friday—in Southern New England’s BIG, RICH market!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
National Sales Representatives—WEED TELEVISION
“La vita comincia domani”*

... not only for nature, but for advertisers, as well.
Life begins (to become more profitable) tomorrow ... 
and in the days to come ... 
when a Storer station is on the schedule.

**"Life begins tomorrow"—Italian motto**
STORER BROADCASTING COMPANY

STORER BROADCASTING COMPANY

WSPD-TV  WJBK-TV  WAGA-TV  KGBS-TV  WBRC-TV

WSPD  WJBK  WAGA  KGBS  WBRC

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In Oklahoma

MENNE N SALES ARE GOOD!

IN OKLAHOMA MENNEN USES . . .

KOMA
Affiliated Management KWTV CBS

CBS
50,000 WATTS

EDGAR T. BELL
General Manager

BEN H. HOLMES
Sales Manager

the Sales arm of Oklahoma City

REPRESENTED BY
AVERY-KNODEL, INC.

OPEN MIKE

Dope for Doctors

EDITOR:

We are preparing a series of how-to-do-it packets covering various types of projects which state and county medical societies may be interested in adopting. For the packet on tv programming, we would like very much to include a reprint of the article by Irving Seettel, "Brightening Tv Programs with Cheap Visual Aids," which appeared in your magazine, April 5.

May we have your permission to reproduce this article for distribution to medical society offices in television areas? Proper credit will of course be given.

Jean Meyrick
Administrative Assistant
American Medical Assn.
Chicago

[EDITOR'S NOTE: Permission has been granted.]

DX, Tv, PDQ

EDITOR:

In order to obtain more information to aid scientists in their study of television "freak reception," the National Radio Club is sponsoring a tv DX contest this summer. As contest manager, I would like to request all tv stations to verify correct reception reports promptly.

William Moser
National Radio Club
Uniontown, Pa.

At Home and Abroad

EDITOR:

Your article on daytime television [B*T, March 29] is a good one.

In comparison with radio, however, the Nielsen report in the article shows that radio costs only half as much as daytime television on a basis of 1,000 commercial minutes.

This comparison is between in-home radio and in-home television. Therefore it does not tell the complete story. As we all know, radio has a huge outside the home audience and if this audience were included in the attached figures, the radio costs would of course be reduced even further.

Lee Bishop, Pres.-Gen. Mgr.
KORE Eugene, Ore.

Educating Educators

EDITOR:

While on a faculty fellowship granted by the Fund for the Advancement of Education of the Ford Foundation and a leave of absence from Fresno State College, I have had the good fortune to study television from the ground up at WTVJ (TV) [Miami] in cooperation with the radio-tv-film department of the U. of Miami. The working relationship between the university and WTVJ is something other schools and stations could study with profit.

Not only are advanced tv students given the opportunity to prepare weekly broadcasts, but the station turns over to them their entire facilities for educational half-hour productions . . .

In addition to the undergraduate apprenticeship there is the graduate professional apprenticeship program . . . It is my earnest hope that any educator who undertakes an apprenticeship in a commercial station will have the same wonderful cooperation, courtesy and unselfish assistance which I have received from Lee Ruwith, manager of WTVJ, and his entire staff.

Edwin Lombard
Dir. of Radio-Tv Broadcasting
Fresno State College
Fresno, Calif.

.broadcasting • telecasting
ALICE HEINECKE

representing

SESAC

The Best Music
In America

..... and an outstanding
Transcribed Library

at the

AWRT

Kansas City, Mo.
April 22-25, 1954
WNIB still is Number One in Chicago Television
The Record Tells the Story

Quarter-Hour Ratings*
Station WNBQ has the highest rating in 20 PER CENT MORE quarter-hour periods that Station B and 20 PER CENT MORE than Stations C and D COMBINED.

Average Quarter-Hour Ratings*
Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

7:00 p.m. to 11:00 p.m. (Sunday-through-Saturday)*
Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

4:00 p.m. to 7:00 p.m. (Monday-through-Friday)*
Average WNBQ rating is 76 PER CENT GREATER than Station B and 93 PER CENT GREATER than COMBINED ratings of Stations C and D.

Proof again that more Chicagoland viewers are tuned most of the time to

The Quality Television Station of Mid-America

*American Research Bureau, March 1954

Represented by NBC Spot Sales
ASK Doris Louise Corwith what her hobbies are and she'll tell you: "People—and working with people in organizations."

Mrs. Corwith, one of the best-known women in network broadcasting, is NBC supervisor of public affairs programs. For two years she has been president of American Women in Radio & Television. She also is a past national president of the American Legion Auxiliary.

She believes national organizations have made a great contribution to American progress. From organizations, she says, "people get an important exchange of ideas, a widening of their own horizons, and the inspiration and courage to do things in a group that they wouldn't do as individuals. One person alone can't clean up a corrupt situation in a community; one person pooling his knowledge, interest and resources with others has the strength to go ahead with the objective." She also believes national organizations develop much-needed leadership qualities.

Mrs. Corwith's broadcasting career dates from 1941, when she went to NBC and said she felt too few people knew about the operations of radio. As American Legion Auxiliary's national radio chairman from 1935-39, she had noted this. "They're all using it," she told NBC, "but they don't know what goes on behind the scenes." NBC engaged her to tell the public what did go on behind the scenes.

For three years she went out speaking about radio to college and high school groups and to men's and women's clubs. She gave it up in 1944 because wartime travel was bad. Gradually she took over supervision of various programs in the network's public affairs and education department. In 1946 she became assistant to the department's manager, and in 1950 was made supervisor of talks and religious broadcasts. In 1951 she was named supervisor of radio and television public affairs programs, her present job.

From her desk at NBC headquarters in Radio City, New York, Mrs. Corwith coordinates for the network all details of Meet the Press, American Forum of the Air and Youth Wants to Know (all three on both tv and radio), and other regular program series. She also supervises special one-time tv and radio broadcasts, chiefly those involving national organizations and talks by the President and other government figures.

In working with organizations interested in presenting tv or radio programs, Mrs. Corwith finds one central problem. That, she says, "is to get them to direct the programs to the general audience rather than to their own membership. I try to get them to recognize the fact that they're working in a highly competitive field and should recognize that competition by budgeting money for dramatic or documentary programs rather than presenting talks or discussions by representatives of their own membership.

Before joining NBC, Mrs. Corwith's chief activity outside her home was the American Legion Auxiliary. She became a charter member of the Auxiliary in 1924. In 1935-36 she was New York State president, from 1935-39 its national radio chairman, and in 1939-40 its national president.

One story Mrs. Corwith likes to tell on herself dates back to the time she was Legion Auxiliary president. She went to the White House to present President Franklin Roosevelt with a memorial puppy to launch the annual nationwide sale. She chatted with the President half an hour, but when she left the President's office, it suddenly dawned on her she had made no arrangement for a photographer or reporter to cover the ceremony. "Apart from my personal pleasure in meeting the President," she says, "that interview was completely lost."

Mrs. Corwith was a member of the original steering committee that staged the AWRT convention in New York City in 1951. At that convention she was elected eastern vice president. She was a member of the committee that drew up the code of ethics and standards of practice for women in radio and television. In 1952 she was elected to a two-year term as president of AWRT which, during its three years has tripled its membership and now numbers nearly 900 women broadcasters and executives.

Although she gave up her full-time speaking post with NBC a decade ago, Mrs. Corwith still travels occasionally to deliver talks on broadcasting or allied subjects. Just before the start of the AWRT convention this week, she will squeeze in a talk, the night before, to the Kansas City Women's Chamber of Commerce.

Mrs. Corwith was born Jan. 8, 1898, and reared in her father's country hotel in Hillsdale, N. Y. Her parents were Mr. and Mrs. Harry F. Sweet. She was educated at New York State College for Teachers, at Albany. After her graduation in 1918, she taught English four years.

In 1922 she married William H. Corwith, an attorney and president of Corwith Brothers Inc., real estate and insurance firm. Although they have no children, the two have reared a nephew and a niece, the children of Mr. Corwith's brother. The children's mother died when they were infants.

Mrs. Corwith is a member of the American Assn. of University Women (Nassau County branch), the Eastern Star, and the Business and Professional Women's Club of Nassau County.
STOLEN

THE MOPPET MARKET DAILY

by

WESTERN ROUND UP

4 to 5 pm

Yup... It's a STEAL at this RATING
with a 4.6 quarter-hour average in the March '54 ARB.

No station has a higher rating at this time...
in this market.

5 years of acceptance with a family audience.

Current users: The Fisher Baking Co.
The U.S. Rubber Co.

For proof of performance, call:

NEW YORK
BARclay - 7
3 2 6 0

NEW JERSEY
Mitchell - 2
6 4 0 0

or ask your Weed Television representative

WATV channel 13

Television Center - Newark 1, N. J.

SERVING THE NEW YORK - NEW JERSEY
METROPOLITAN MARKET
Want to be a hero?

Send for CBS Radio Spot Sales!

We're stationed in the right places to help you take quick, decisive action. For in fourteen of your richest major markets the station we represent is first on the scene.

First every time, too! Month after month, throughout all of 1952 and 1953, each of these fourteen CBS Radio stations delivered the largest average share of audience in its market. And still does.

What's more, the increase in radio homes in these fourteen areas is phenomenal—25 per cent since 1947. And in these fourteen markets alone, well over two and a half million new radios (excluding auto sets) were sold last year—a 20.5 per-cent jump over the preceding year.

Want to come through in a blaze of glory and reap a hero's reward? Just put in a call to CBS Radio Spot Sales for choice availabilities on the fourteen top-rung stations we represent. You'll be glad you did!

THE GOLDBERGS

Network: DuMont
Time: Tues., 8:30-9:00 p.m. EST
Sponsor: Vitamin Corp. of America
Agency: BBDO, N. Y.
Est. production cost: $18,000
Writer: Gertrude Berg
Director: Martin Mahrer
Producer: Cherney Berg
Cast: Gertrude Berg, Robert H. Harris, Arlene McQuade, Tom Taylor, Eli Mintz

AN OLD radio and television favorite, The Goldbergs, heard for years on radio and seen for a time on tv, made a comeback last Tuesday evening on the DuMont Television Network. There is no reason that it should not stay at its new location a long time. Gertrude Berg, who writes the series and plays the lead role as well, is a top notch character actor, as anyone who knows Tremont Ave. in the Bronx—the street where Molly and her family live—will testify.

As Molly, a wonderfully warmhearted Jewish wife, mother and authority on neighborhood activity, she has captured a certain realism in her portrayal that sets the show apart from domestic comedy and attempts to win an audience with surface characterization alone. The program rings true and so do the people—particularly Molly—who play in it. They are real people. If they were not, The Goldbergs could be easily classed as "soap opera." It is this difference that accounts for the program's charm.

The episode last week was simple enough along plot lines. Sammy Goldberg, Molly's only son, was coming home after a two-year hitch in the Army. In her excitement, Molly made her way from one malapropism to the other as she readied the family, the festivities and the neighborhood for Sammy's return. It was a very gay occasion not unlike one that might take place in any apartment in any city when a close-knit family was being reunited.

The show is expertly cast with only one exception. Robert H. Harris, as Jake, Molly's husband, does not match the quality of characterization delivered by his tv spouse. Mr. Harris gives an almost straight interpretation. His dialect is not consistent and when he uses it, it seems formed. On the other hand, Eli Mintz, who has played Uncle David for years, came through with a fine performance. He and Mrs. Berg play exceptionally well together.

Along with her strong audience appeal, Mrs. Berg is undoubtedly a sponsor's delight too. She also is handling the commercials on the show in an ingratiating friend-to-friend ap-

proach to selling that is sure to boost vitamin pill sales wherever the show is carried. She does the opening and closing commercial in character, leaning out of her apartment window chatting about Rybutal, a vitamin capsule that she feels surpasses all medication known to man. There is no middle commercial. From a program standpoint this is a happy turn of events.

MALAYA,
WAR WITHOUT END

Network: NBC Radio
Time: Saturday, April 10, 7:30 p.m., Sustaining
Producer: Irving K. Levine
Interviewer: Rhona Connery
Present under supervision of J. O. Meyers and Chet Hagen of NBC News Room

ANALYSIS of the six-year-old war in Malaya was presented to listeners April 10 on NBC Radio. It was an effective documentary, well thought out, well written and well produced. If the radio audience was left with a sense of futility it was not the fault of the program; the subject with which it dealt was at best gloomy—a story of a war seemingly without end.

No attempt was made to dramatize the content of the broadcast and that was as it should have been. The realism of the Malayan story was dramatic enough in itself to hold an audience for a half-hour program. NBC chose to give a straight summary of the Malayan conflict using on-the-spot tapes of opinions of men who have fought in this so-called "emergency" as well as British subjects who live in Malaya. The microphone took listeners out on patrols with soldiers. It recorded comments of English housewives as they recalled escapes from ambush set up by Red guerrillas. It brought listeners a statement from a Chinese boy who had deserted the Communist cause when he became disillusioned with its false promises.

From a standpoint of integrated programming, all points that add up to a good documentary broadcast were covered. There was a summary of conditions in Malaya since the war began, a discussion of the kind of war that it actually is, comments from people who know the war first hand, a brief outline of the Communist goals in Malaya and concluding opinions on conditions that would have to prevail if there is to be a peace of any kind.

Rhona Connery, NBC correspondent in Malaya, spent over a year collecting tape for this broadcast. She came up with some excellent material. Irving K. Levine, another NBC reporter wrote and narrated the production.

BOOKS


FOR those who plan a radio or tv career or for those who wish a practical guide to further specialized study in the field, this book is recommended by its writers. It emphasizes broadcasting and telecasting procedures and presents background material. It includes network and station organization and management and furnishes job inventories and descriptions. Chapters treat announcing, speech, acting, auditioning, directing, script writing and community for radio and tv, newswriting and newscasting, educational radio-tv, tv films, audience measurement and research and industry regulation. Illustrated.

KJEO-TV

PARKER, CALIF.

Serves an
EXCLUSIVE UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter give UHF every natural advantage.

IN REVIEW

GERTRUDE BERG AND ELI MINTZ
Top performers on The Goldbergs

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone: 7-8405
J. E. O'Neil, President

KJEO-47

ABC-TV AFFILIATE

GREATER Coverage
SUPERIOR Reception

Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS

Covers All Central California's rich BILLION dollar market.

106,558 sets
March 1954

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices In Leading Cities

Page 22 • April 19, 1954
WKRC
the King in the Queen City

WKRC RADIO reigns in Cincinnati in Quarter Hours Monday through Friday *

All top ten daytime and nine of the ten top night time shows are heard over WKRC Radio *

** Based on 70 one quarter hours daily 6 A.M. till midnight. Two quarter hours showing tie ratings not included.
* January-February 1954 Pulse.

REPRESENTED BY THE KATZ AGENCY – CBS RADIO NETWORK
WITH her father's advertising experience an integral part of her childhood, Joy Fisher Malli- 
coat, media buyer for Warwick & Legler Inc., Los Angeles, is doing what seems natural.

Born in Long Beach, Calif., 28 years ago, the 
daughter of Clarence E. (Bud) Fisher, her first 
job was with CBS Radio Hollywood script de-
partment in the summer of 1943.

In 1947 she started her career in earnest 
as secretary to Smith, Bull & McCreery, Holly-
wood advertising agency. The following year 
she joined Brissacher, Wheeler & Staff's Los 
Angeles office as secretary to the radio-tv di-
rector. Promoted to timebuyer, she handled 
Acme Breweries and the first Brew 102 cam-
paign for Maier Brewing Co.

With two beer campaigns to her credit, Mrs. 
Mallcocat in 1950 moved to Lockwood-Shackle-
ford Adv. Agency (since merged with Hixon 
& Jorgensen) as media director and timebuyer, 
handling the campaigns for Eastside Beer. The 
next year, when Pabst Brewing Co. bought 
Eastside from Los Angeles Brewing Co., War-
wick & Legler acquired both a new account 
and a new timebuyer.

Now, Mrs. Malli coat is media buyer for 
Eastside, which she claims has the largest Los 
Angeles tv schedule of any beer advertiser 
and for all of Pabst's West Coast spot announce-
ments. Providing variety is H. J. Caruso, 
Compton Dodge-Plymouth dealer.

A firm believer in sporting events to cap-
ture the beer drinking audience, she recalls 
that until two years ago the idea of appealing 
to women was hooted at by beer companies.

With the growing importance of supermarkets, 
more and more women are now doing the 
purchasing. Opinioning that Eastside's current 
campaign is the brewery's best one, Mrs. Malli-
coat lists its one-third sponsorship Hollywood 
Stars and Los Angeles Angels home baseball 
games on KHJ-TV, augmented by a heavy ra-
dio-tv spot schedule in conjunction with top-
rated Southern California programs.

Pabst currently has two daily newscasts on 
Inter-Mountain Network and news strips in 
five Colorado markets. H. J. Caruso, in addi-
tion to the major league game of the week on 
KABC-TV, has three feature films weekly on 
KTLA (TV) and the weekly hour-long Peter 
Potter disc program on KLAC, all Hollywood.

She makes her home in suburban Sherman 
Oaks with her parents and nine-year-old son, 
Alan. As he is a "natural athlete," Mrs. Malli-
coat has all the more reason to indulge her 
avid interest in sporting events.
It's No Draw...in Omaha

When buying TV in the Omaha area, it's no knotty problem . . . it's unanimous decision for KMTV everytime. KMTV—and only KMTV—can offer you larger audience and greater coverage in this 240,000 set market.

JUDGE FOR YOURSELF

For Audience—The most recent Pulse Survey in Omaha (January 4-10) gave KMTV 9 of the top 10 weekly shows. The latest ARB Omaha Survey (Feb. 8-14) revealed KMTV carried 8 of the top 10 shows.

For Coverage—A recent survey of the TV-viewing preference in 7 cities throughout Missouri Valley area found that 85% of all people interviewed watched KMTV regularly. This survey, compiled by Omaha University students under expert supervision, showed that KMTV led the next highest station almost 3 to 1 as the ONE station most watched throughout the day. KMTV's signal was called the most dependable by more people than the 7 other stations combined.

Here's why KMTV saturates this 2-billion dollar market completely: 100,000 watts of power . . . low channel 3 . . . the flat Missouri Valley terrain . . . the high efficiency of KMTV's antenna and engineering facilities. BUY THE STATION THAT DELIVERS—Contact KMTV or Petry today.

Smart advertisers all agree: In Omaha the place to be is Channel 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.
Wherever you go there's WGR radio

- Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show... the long-popular Keatons, headliners in entertainment... and in ratings!

CBS Radio Network

WGR 55 BROADCASTING CORPORATION
RAND BUILDING, BUFFALO 3, N.Y.

National Representatives: Free & Peters, Inc.
nothing Works Like Wantmanship

Give people the want and you’re on your way. The Crosley Group does it with Wantmanship, the dynamic new dimension in selling. Typical of the Group, WLW-D, Dayton, audiences your advertising with promotion to make sure your sell is seen and heard. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

the CROSLEY GROUP

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Hollywood
Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America—seven days a week—the year around?

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

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

KCMO radio

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

“It’s a Meredith Station”
158 NBC AFFILIATES ACCEPT NETWORK’S FIRST ‘SPOT’ SALE

Thirty-three affiliates reject, 8 have not replied, as NBC Radio announces first sale of a single one-minute participation in its ‘spot announcement’ sales plan. NBC officials said the purchase was to be carried as scheduled last night.

NBC’s controversial “spot announcement” network radio sales plan appeared last week to have weathered its first storm with NBC affiliates and to be gaining momentum with advertisers.

Officials said Thursday that the first sale under the plan, a single one-minute participation ordered by Kiplinger’s Changing Times magazine for last night’s (Sunday) Dave Garroway radio program [B-T, April 12], had been accepted by 158 affiliates and, although 33 affiliates had rejected the plan, with eight others still to reply, the participation would be carried as scheduled.

From an opponent of the plan, however, came a cry of “coercion” by the network. A spokesman for this affiliate, which had rejected the Kiplinger order, said NBC notified the station it would not be fed the first half-hour of the two-hour Garroway program since the Kiplinger announcement was scheduled in that first 30-minute period. Yet in placing the order with affiliates, the station spokesman contended, NBC said it would be a cued announcement and specified the approximate time, indicating that stations not accepting the business would be able to cut the commercial out of the program.

NBC’s Contention

NBC authorities, however, contended their procedure was normal in not feeding a commercial segment to an affiliate not accepting the commercial order. They also pointed out that, under the participations plan, affiliates may sell locally any spots not sold by the network, and said the timing of the Kiplinger announcement was made known to affiliates in advance in order to avoid conflict between the network sale and any sales made locally by the stations.

Meanwhile, it was learned that Liggett & Myers, for Chesterfield cigarettes, is set to underwrite participations on two of the three programs comprising NBC’s so-called “Three Plan”; that arrangements are expected to be completed shortly for participations sponsorship by NBC’s parent RCA, and that negotiations with at least two other advertisers appear near completion.

Chesterfield is slated to sponsor 13 announcements on the Fibber McGee & Molly series (Mon.-Fri., 10-10:15 p.m.) and seven on Second Chance (Mon.-Fri., 11:45 a.m. to noon), starting late in June. These participations are in addition to Chesterfield’s expected renewal of sponsorship of the Dragnet program on NBC Radio. Agency is Cunningham & Walsh, New York.

FIBBER, SECOND CHANCE AND IT PAYS TO BE MARRIED

Three Plan, which NBC said in its new radio sales presentation (see story below) had been “bought by B. F. Goodrich” and “used by Buick,” and Roadshow are being offered at $2,250 per one-minute participation; Sunday with Garroway, at $2,000 per participation.

The participations plan, first outlined to affiliates last fall and presented to them in refined form in late February, has sparked considerable opposition among affiliates and station representation firms on grounds that it represents network invasion of the spot radio field and reduction of network rates.

It received the blessings of a majority of a seven-man group of affiliates, headed by Robert D. Sweeney of WDSU New Orleans, before it was submitted to other affiliates two months ago, although at least one member of that seven-man group, Robert Hanna of WGY Schenectady, opposed it as “another short-range expediency” that would weaken affiliates, the NBC network, and the network.

In soliciting affiliate acceptance of the Kiplinger order, NBC did not ask the stations to sign affiliation contract amendments expressing approval of the plan generally. Instead, the network asked for acceptance of only the Kiplinger order specifically.

FINESHRIBER CITES 117 MILLION RADIOS OVER U. S. IN NEW NBC SALES APPROACH

MEASURE radio and you measure America. So says NBC Radio in a new presentation that the network’s salesmen will start making today to advertisers and agencies. The presentation, shown Thursday in New York by William H. Fineshribber Jr., vice-president in charge of the NBC Radio network, in a news preview session, emphasizes that:

- There are now 117 million radio sets in the country.
- Of the nation’s 47,500,000 homes, 46,600,000 are radio homes.
- America’s acquisition of radios is accelerating, despite TV competition. Last year the American public spent $757 million for 12 million new radios, a third more radios than were sold in 1952 and 71% more radios than TV sets.
- Two out of three of these new radio sets were purchased for use outside the living room—4½ million auto radios, 1½ million portable sets and nearly 2 million clock radios.
- Each week, 41½ million families listen to the radio for an average per home of nearly one full 24-hour day.

- Each minute, more than 8 million people are listening to the radio.

Mr. Fineshribber pointed out that, impressive as they are, these listening statistics (taken from Nielsen reports) reflect primarily living room listening, although there are 70 million radios in other rooms or outside the house.

“With 117,000,000 radio sets being used by 46,600,000 families, it can no longer be said that one radio makes a radio home,” he said.

“Likewise, one commercial does not equal an advertising campaign. To advertisers, the expansion of radio listening throughout the house and throughout the day dictates new selling strategies—tactics that emphasize the need for around the clock circulation, cumulative coverage of millions of different homes, frequency, or the repetition of the sales message over and over to the same people. Radio’s ability to pre-select the advertiser’s market becomes even more valuable. Likewise, there is continuing need for advertising which can merchandise—‘name’ talent which can be promoted through attention-getting displays at the retail level.”

Concluding with a strong commercial for his network, Mr. Fineshribber declared that “for all national advertisers, regardless of the size of their budget, NBC Radio provides new ways
“SEE IT NOW” AUDIENCE INCREASED—ALCOA

Sponsor of Edward R. Murrow show on CBS-TV admits “uncomfortable moments,” but is watching the Murrow-McCarthy controversy’s impact on the audience.

ALUMINUM CO. of America, sponsoring Edward R. Murrow on the CBS-TV See It Now program, is having “uncomfortable moments” but the audience has increased during the Murrow controversy with Sen. Joseph R. McCarthy (R-Wis.). Alcoa President I. W. Wilson told the company’s stockholders Thursday.

Alcoa is keeping a close watch on the controversy and its impact on the tv audience, Mr. Wilson said, and frequently reviews all aspects of the problem. He reminded stockholders that the program was started in December 1951 when there was no metal to sell, with the idea of getting an audience for its public relations messages. The program was selected as a medium of good taste and public service [BT, April 12].

Comment Aids Firm
Increasing comment by the public is good for the company, stockholders were informed. Mail stirred by the controversy has totaled around 4,000 letters, with more in favor of the commentator than against him. Some letters have been violent, such as one suggesting the firm name be changed to Aluminum Co. of Russia.

Mr. Wilson noted that the company now has plenty of metal to sell. He assured stockholders Alcoa is watching the program closely after some of them had asked if it’s right to use company funds to let one man give his opinion. “We felt the program was bringing us good results, both from the public relations and advertising points of view,” he said.

Arthur V. Davis, Alcoa board chairman, said the company feels Mr. Murrow has no Red ties. “We have no thought that he is a Communist,” he continued.

Mr. Wilson said the McCarthy controversy hasn’t detracted from the program’s audience appeal but actually has made it more successful than before.

No indication of any change in the company’s hands-off policy in regard to the program was indicated. Alcoa said it has nothing to say about content of the commentary and has not been consulted about the handling of the McCarthy dispute.

Summer replacement plans have not been discussed with CBS by Alcoa, which has been off the air eight weeks in each of the two past summers. Last year Mr. Murrow was off the program 13 weeks, with a five-week interim program used pending his return.

NAME ADVERTISERS SPUR TV ACTIVITY

At least six national network advertisers are busy signing renewals and participates or seeking new time segments.

AT LEAST a half-dozen national tv advertisers last week were in the process of signing renewals, book participations or looking for new time segments for network shows. The group included American Chicle Co., Texaco, General Motors (Buick), Florist Telegraph Assn., Procter & Gamble (Tide), and General Foods.

American Chicle, New York, through Dancer-Fitzgerald-Sample, New York, was negotiating for one-third sponsorship of the Sid Caesar show which NBC-TV plans to launch next fall (Monday nights, three weeks out of four). Both Speidel watchbands and Block Drug, alternating sponsors of Name That Tune which is dropped from its time slot by the network to make room for the Caesar show, also have been offered participations on the new comedy program [BT, April 12]. Both advertisers have about a month to make a definite decision for next fall.

Built by Kudner
Texas Co., which sponsored Milton Berle on NBC-TV a year ago, plans to start a weekly half-hour comedy show built by its agency, Kudner Inc., New York. The show will feature top name comics. Adverture is negotiating with both NBC-TV and CBS-TV for evening availability.

General Motor’s Buick Division is planning to renew its sponsorship of Milton Berle on NBC-TV for next year. Kudner agency also services the Buick account.

The Florists Telegraph Delivery Assn. will, in addition to its spot announcement campaign [BT, April 5], participate in the CBS-TV Morning Show and NBC-TV’s Today and Home shows to push sales for Easter and Mother’s Day. Grant Adv., New York, is the agency.

Procter & Gamble’s Tide, after sessions in

for 46,600,000 radio homes—the floor plan shows 117,000,000 radio sets.

Distribution of sets in the home as seen by NBC.
New York last Thursday and Friday, is expected to sign renewal papers for the Letter to Lorettia program on NBC-TV, Sundays, early this week. Agency: Benton & Bowles, New York.

General Foods, also through Benton & Bowles, has been thinking about a possible replacement for the Monday night Red Buttons Show on CBS-TV. The decision does not have to be made until May 20, but it was understood the client would renew the time period for next fall.

**Fla. Citrus Group Allocates $650,000 for MBS Show**

THE FLORIDA Citrus Commission has authorized $650,000 of a proposed $1 million radio-tv budget for sponsorship of a five-times-a-week radio program for 52 weeks, it was announced last week.

The $650,000 is intended for the Tom Moore show, which will originate from Florida, 11-11:25 a.m., on MBS, reaching 560 stations.

Action was taken last Thursday when the Commission met to select one of three radio-tv plans prepared for them by their agency, the J. Walter Thompson Co.

Final negotiations are still to be worked out with the network. Cost of the radio show has been set at $1 million. A balance of $350,000 is still to be agreed upon. The Florida State Advertising Commission has indicated it might contribute $200,000 towards the cost of the program.

Part of the accepted radio-tv campaign calls for spot announcements on NBC-TV's Today.

**Krug Joins C&HCM&S**

PETER ARNOLD KRUG, head of radio and television, Hicks & Greist, New York, for the past seven years, has been appointed director of the radio and television department of Calkins & Holden, Carlock, McClintock & Smith, New York, effective last Friday. He will direct radio and television activities of such clients as Prudential Insurance Co. of America, Stokley - Van Camp, M. G. M. & Co., Oakite, Stereo-Realist Cameras, and others.

Prior to his affiliation with Hicks & Greist, Mr. Krug was with Donahue & Coe and before that with WEBR, Buffalo and WBX Spring-field, Vt. (now WKNE). He succeeds Henry Hull Jr., who leaves to become a television consultant in England.

**JWT’s Dibert to Chicago**

TRANSFER of George C. Dibert, vice president of J. Walter Thompson Co., from New York to Chicago was to be announced today (Monday) by George Rloys, vice president and manager of the agency’s Chicago office. Mr. Dibert will be assigned in a management capacity to the Swift & Co. account.

A member of Thompson’s New York office for 21 years, Mr. Dibert has worked on advertising planning for Standard Brands, Lever Bros., RCA, Ballantine, Ponds and other accounts. He was media director on New York office accounts for nearly 10 years. Previously he was with Young & Rubicam, New York.

**DR. PEPPER FAVORS RADIO IN BUDGET**

Spot announcements already bought on 150 stations. Bulk of $1 million budget to radio.

BULK of Dr. Pepper Co.’s 1954 $1 million-plus advertising campaign will go into radio, it was announced last week.

A. H. Caperton, advertising manager for the soft drink firm with headquarters in Dallas, Tex., said that television, newspapers and magazines also will be used to support the greatest bottler participation drive in its history. Another estimated $250,000 will be spent by 400 bottlers themselves, though no estimate was available on the amount to be allotted to broadcast media. The account is handled by Ruthrauff & Ryan, Chicago.

Building its drive on the basis of competition with coffee and tea, and other soft drink beverages, Dr. Pepper has bought spot announcements on some 150 stations (all radio) throughout the country, with Del Sharbutt handling commercials. Stations in 40 cities are carrying The Silver Dollar Man show.

Tv spots will include a variety of animated presentations. Bottlers are being furnished radio-tv spots, newspaper mats, publicity aids, point-of-sale pieces and other material for use in local advertising and promotion programs using the “Wake Up Your Taste” theme.

**C-P Renews ‘Comedy Hour’; Bates Agency to Produce 20**

COLGATE-PALMOLIVE Co. will sponsor Colgate Comedy Hour (Sun., 8-9 p.m. EST) again next season, starting Sept. 19, but with Ted Bates & Co., Colgate agency, sharing production honors with NBC-TV.

In a departure from the network’s general policy of producing its own shows, Ted Bates will produce 20 of the Comedy Hour programs.

The agency was reported to have convinced Colgate-Palmolive that it could produce high-ratings programs for the series less expensively than NBC-TV.

Comedy Hour will be seen three Sundays out of four over a span of 39 weeks, with NBC-TV’s projected color “spectaculars” going into the 7:30-9 p.m. spot every fourth Sunday. Comedy Hour programs produced by NBC will include a number of book shows similar to that of Anything Goes during the past season, as well as the Martin & Lewis shows.

Colgate also is retaining the Sunday 8-9 p.m. time period for the summer, with the Comedy Hour summer replacement program to be announced shortly.

**Hamm’s Purchasing Nearly Half Million in Baseball**

THEODORE HAMM Brewing Co., St. Paul, will spend approximately $400,000 on radio-tv baseball coverage this year, it was learned last week.

Newest baseball purchase is that of 24 night and day games of the Minneapolis Millers and St. Paul Saints, American Assn. teams, on WCCO-TV there. It will co-sponsor tv.

Other buys include co-sponsorship of 12 games of the Albuquerque Dukes on KOAT-TV, about 130 contests of the local Fargo-Moorhead Twins (Class D, Northern League) on KVOX Moorhead, Minn., radio, with co-sponsorship; about 120 games of the Northern League Eau Claire Braves on WEAU, with Hamm’s picking up one-third of the tab, and 40 Northern League Duluth night games on WDSM Superior.

No regional networks are involved in any market, although it was reported that Hamm’s was interested at one time in setting up such a hookup for the Chicago White Sox and Cubs daytime home games emanating from WGN-TV there [B&T, April 12].

**WINNERS OF KMTV (TV)** Omaha’s slogan contest among advertising and agency people [B&T, March 29] make no effort to hide their happiness. In top picture, Ruth Mensch of Comer & Pollard Agency, Kansas City, says, “I’m the happiest girl in K. C.” as she receives the first prize, two tickets and $200 for an all-expenses-paid week for two of Sun Valley, from Frank Peddie, KMTV local sales manager. In center, Ralph Starkweather Jr. (l), Erwin, Wassey & Co., Los Angeles, calculates with a slide rule how many diapers he can buy for his young son as Mrs. Starkweather holds third prize check presented by Bill Larimer (r), Edward Petry & Co., KMTV national representation firm. At bottom, William C. O’Donnell (l), KKOK St. Louis, accepts the fourth prize, a case of bonded bourbon, from Dick Hughes of Edward Petry Co.

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Muntz Tv. Creditors Hold Off on Demands

MEETING of creditors involved in bankruptcy proceedings filed against Muntz TV Inc., Chicago set manufacturer now in process of reorganization, was held in Chicago the past fortnight.

The session was held at the offices of Michael Shore Adv., Chicago agency and one of three complainants in charges against the firm and two Muntz subsidiaries, with broadcasters and newspaper representatives in attendance. It was understood that no creditors would decide to press their claims for unpaid bills pending outcome of the reorganization. The agency and two suppliers listed bills of $476,000.

Deadline on the reorganization proposal is July 30 for shareholders and creditors and Aug. 30 for filing by trustees. Hearing on proposals has been set for Sept. 15.

SPOT NEW BUSINESS

Florist Telegraph Delivery Service, on May 15, for that day only, to place spot announcement campaign in 11 markets. Firm also expects to use tv schedule. Agency: Grant Adv., N. Y.

Esotane bottled gas, used for home cooking and tobacco curing, placing radio spot announcement campaign to start May 30 for six weeks, followed by two more weeks in tobacco area. Campaign will go in three states, North and South Carolina and Virginia. Agency: Mc-Cann-Erickson, N. Y.

Jay Broiler Co., N. Y. (Roto-Broil '400' series), announced $150 million has been allotted to promote the rotisserie broiler during 1954 with a major portion to be spent in the Western market, utilizing radio-tv, along with other media.

Standard Oil Co. (of Indiana) will utilize 33 radio and 11 tv stations in 32 key Midwest cities for sales messages to promote its new Super Prumolube oil line as part of a heavy advertising campaign for April and May. The commercials will be aired on radio-tv news and sport shows and in spot announcements.

Orange Julius Sales Co., L. A. (fountain orange beverage), started summer spot campaign on KBIG Avalon, Calif., April 15, adding two more Los Angeles area stations May 1, making approximate total of 1,000 announcements per month through Sept. Agency: Beckman, Hamilton & Assoc., L. A.

NETWORK NEW BUSINESS

Quaker Oats Co., effective June 1, buys Tuesday and Thursday segments of ABC Breakfast Club from 8:15 to 8:45 a.m., containing 8-15 on radio Tuesday and Thursday until June 1, when it will pick up complete simulcast, throwing Mon.-Wed.-Fri., radio first quarter-hour up for sale. Deal sells out Breakfast Club on radio-tv across the board in last quarter-hour with Philco Corp. beginning Mon.-Wed.-Fri. tv sponsorship 8:45-9 a.m., April 12 to supplement radio portion. Agency: J. Walter Thompson Co.

NETWORK RENEWALS

Miles Labs renews News of the World on 187 NBC radio stations (Mon.-Fri., 7:30-5) p.m. for 52 weeks, through Geoffrey Wade, Chicago.

Doubleday & Co., Garden City, N. Y., renewed The Answer Man on 12 CPRN stations, Sat., 7:45-7:55 a.m. (PST), from April 10; Sun., 9:45-9:55 a.m., from April 11; Sun., 10:15-10:25 p.m., from April 18, and Sat., 12:15-12:25 p.m., from May 22, each for 13 weeks. Agency: Thwing & Allman Inc., N. Y.

AGENCY APPOINTMENTS

Colonial Provision Co., Boston (packers of Colonial shoulders and frankfurts), appoints Ingall-Minter Co., same city, to handle merchandising, sales promotion and advertising.

The Home Builders Assn. of Metropolitan Washington, D. C., appoints Kal, Ehrlich & Merrick, same city, to handle advertising for eighth annual Home Show and Home Furnishings Festival, April 24-May 2. Radio, television and newspapers will be used.

Marinoland of the Pacific, Palos Verdes, Calif. (recreational and educational development), names West-Marquis Inc., L. A. Radio and tv saturation spot announcement campaign will be used for opening this summer. Roger Combs is account executive.

J. W. Elsworth Co., N. Y. (Ocean Pearl frozen oysters), names Jimmy Fritz & Assoc., Hollywood. Campaign is planned in western and Midwest states during "r" months.

N. Y. 3% Tax Could Force Out Agencies

EXTENSION of the New York City 3% sales tax to advertising agencies (BWT, April 12) would serve only to drive many agencies from the city, given the possibility that the commercial radio and tv programs would follow them out of New York, Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared Wednesday during a budget hearing before the city's board of estimates.

Mr. Gamble's arguments were augmented by Lawrence Valenstein, president of Grey Advertising and a director of AAAA, who said that for his agency, which has offices only in New York, the effect of the tax would be the same as if the agency's rent were to be increased by 90%.

It would take more than 25% of Grey's net profit before state and federal taxes, he said.

New York Mayor Robert Wagner was quoted as promising to give "the most careful consideration" to the serious practical questions raised by Messrs. Gamble and Valenstein and the others who appeared in opposition to the proposed broadening of the application of the city sales tax. During the hearing, however, the mayor declared that while everybody wants better city services nobody seems willing to pay for them. The complete sessions were broadcast by municipally-owned WNYC New York.

Declaring that the average advertising agency profit is only 6.2% of net income, or less than one per cent of gross billings. Mr. Gamble said that if the tax were to be imposed, the agencies would have to absorb it as they cannot pass it on to the client, whose payments for advertising time and space are expressly exempted from the tax proposal, nor to the media from whom the agency receives its 15% commission.

The agencies cannot absorb the tax, Mr. Gamble stated, "because it would amount to nearly 40% of their average net profit before federal income taxes—30% more than they pay on the average in federal income taxes."

New York agencies, which now place 55% or more of all national advertising, would be forced to move elsewhere if they are to compete with agencies outside the city, Mr. Gamble said. If they are forced to move, he warned, "suppliers, artists, etc., will tend to follow. Radio and television will probably go to Hollywood and Chicago."

This, he explained, would entail a loss to the city of some part of the 20,000 agency employees, with a payroll exceeding $120 million, plus 50,000 supplier employers. Total loss would mean $500 million in salaries, he said, plus $50 million in rentals, plus the millions in taxes now paid on materials.

It will have more New York City people out of work and hence will need a still larger budget with a reduced business to raise it from," Mr. Gamble said. Noting that "diluting the value of the dollar spent for advertising will weaken sales," he declared, "if you tax advertising and weaken it, you are bound to have less sales to tax and less revenue from the sales tax."

Moving from Mr. Gamble's general figures, averaging those of all New York agencies, Mr. Valenstein cited the specific example of his own agency. With 81% of its business coming from out-of-town clients who could easily place their advertising with agencies outside New York, he said, the tax would have the effect of placing a premium on doing business with a New York agency. In effect, he said, the tax would tell New York agencies to get out of town.


I. D. Company (Western Hemisphere distributors for Baret Ware, manufactured in England) appoints Cayton Inc., N. Y.

Liebmann Breweries Inc., N. Y., names Foote, Cone & Belding International div. to handle all Rheingold extra dry beer advertising in Puerto Rico, effective immediately. Radio and tv will be used.

AGENCY SHORTS

The Whitebrook Co., 730 Fifth Ave., N. Y., has been formed by Loyd Whitebrook, former vice president in charge of service in New York office, Joseph Katz Co. Accounts and personnel to be announced shortly.

Time & Space Inc., Hollywood, changes name to Noel, Lent & Associates, with offices at 1522 N. La Brea. William I. Noel is president; Nat Lent, executive vice president; Har- old Dryus, vice president, and Marjory Becket, head of merchandising department.


Aigner J. Geula & Assoc., Philadelphia, moves to Wilford Bldg.

BROADCASTING • TELECASTING
MPTV'S RULING REQUEST DENIED BY FCC

Company had asked the Commission for opinion on legality of trading films for station time, which it would then sell. Report on Motion Pictures for Television Inc. that FCC issue a declaratory ruling on the legality of MPTV's films-for-spots plan was decided to by the Commission last Thursday because of its policy not to render advisory rulings.

MPTV's plan envisages supplying films to uhf and vhf stations at no cost other than permission to act as "agent" in selling the station's available spots and retaining the income therefrom to the amount of the dollar value of the films. The station would retain full right to choose and control telecasting of films and to accept or reject sponsors solicited by MPTV.

The film firm advised FCC it considered this proposal does not suffer from "the defects inherent in the time brokerage or 'reservation of time' agreements which the FCC has frowned upon in the past.

FCC wrote MPTV:

The Commission appreciates your interest in seeking to obtain a ruling concerning the legality of the arrangement you contemplate prior to its initiation. However, we have in the past considered the advisability of rendering opinions or, in effect, declaratory rulings concerning the legality of proposed program arrangements submitted by parties to the Commission other than station licensees. The considerations which have led the Commission to adopt a policy against rendering such advisory rulings are set out in our decision in "Friss Goodman, Inc. v. FCC," 4 R.R. 9. For reasons indicated in that decision the Commission is of the view that an advisory ruling such as you request should not be issued in this case.

In the 1948 Goodman case, FCC refused to rule in advance whether stations which carried Radio Telephone Game, a package of Harry S. Goodman Radio Productions, New York-Los Angeles, would violate the anti-boys act provisions of the Communications Act.

MPTV's letter to the Commission said "we have recently had separate extensive discussions with the licensees of several television stations concerning a similar program arrangement under which any one of them might obtain . . . a quantity of selected films for telecasting over his respective station without becoming financially obligated to pay for such program material."

"More particularly," the letter said, "our conversations contemplated the following arrangement with any interested station: MPTV will furnish to the station at a fixed monthly rate during the stated term of the agreement such of its film library as the station believes are suitable for telecasting in its community. However, instead of paying in cash for the films used, the station shall authorize MPTV, as its agent, to sell a prescribed number of spot announcements for telecasting over its facilities at such times as it may designate and deem appropriate.

"For number of announcements so to be sold will be determined by equating the dollar value of the films supplied by MPTV to the dollar value (as per the station's rate card then in effect) of the time in which such announcements are telecast. MPTV will be authorized, also, to retain for its own use and benefit the proceeds from such sales, and the amounts so received by MPTV shall be deemed to constitute payment in full for the films furnished by it to the station."

No Obligation

The petition asserted that "at no time shall the station become obligated to make payment to MPTV in any other manner. All spots sold by MPTV will be sold subject to the station's approval of sponsor, sponsor's product and program content; and at all times, the station shall retain full right to determine, select, supervise and control the program content and the selection of the program sponsors.

"The future success of the telecasting industry and "the survival of new stations in small or multiple-station communities," the letter noted, "has been said to rest in the 'resourcefulness, initiative, imagination and devotion to public interest' of the broadcasters. The proposed agreement with MPTV represents an application of these attributes which will assist a station to surmount its initial operating difficulties and to continue operation pending the production and distribution of substantial numbers of uhf-equipped sets and converters." FCC was told:

"This proposed arrangement with MPTV is 'equally advantageous' to both uhf and vhf stations "located in the large, highly competitive metropolitan markets or in the smaller, more remote areas where good network programs are unavailable for a variety of reasons," FCC was told.

INFORMAL moment at United Television Programs' recent three day Chicago sales convention is shared by (1 to r) Noel K. Rubaloff, UTP national advertising and sales promotion manager, Hollywood; Marion D. (Pat) Cloud, Chicago branch manager, Schmidt Lithograph Co.; John P. Richard, UTP vice president, Chicago; Lee Spivin, UTP executive vice president; Hollywood; Wynn Nathon, UTP vice president in charge of sales, Hollywood; and Aaron Beckwith, UTP vice president, New York.

NBC Film, March of Time Arrange for Lease

In a transaction described as "the largest" for film footage in the history of television, the NBC Film Division last week acquired the March of Time film library for sales and distribution.

C. Ray Mason, NBC vice president in charge of the division, announced the lease arrangement with the March of Time organization will become effective on May 1. It was estimated that MOT's library consists of 10 to 15 million feet of film. Mr. Mason said the amount of footage in the NBC Film Library, with this latest acquisition, will be raised to more than 30 million feet.

The MOT footage, Mr. Mason said, will be leased not only to tv producers but also to motion picture organizations that require documentary and stock film.

"The arrangement with the March of Time library," Mr. Mason said, "will aid greatly in our effort to offer the best film service in television. With the addition of this film, the NBC Film Library, established in 1946, will contain coverage of national and international events back to 1934, including unduplicated shots of important happenings prior to World War II."

Frank Lepore, manager of the NBC Film Division's film and kinescope operations, will be in charge of combining MOT's film with the NBC Film Library. Ted Markovic, supervisor of the NBC Film Library, will be in charge of the combined footage, which will be handled from the present NBC Film Library headquarters, 105 E. 106th St., New York, N. Y.

Comet Offer to Uhfs Draws Some Response

COMET Television Films Inc., New York, reported last week that about 30 uhf stations have expressed interest in the firm's plan to make Comet products available to uhf stations at whatever price they can afford to pay.

Oliver Unger, Comet president, said the offer was made in a letter mailed to uhf stations several weeks ago and is designed to enable struggling uhf outlets to program film shows without incurring damaging expense. He told B-T last Thursday that this proposal is part of an over-all plan, to be announced shortly, that Comet is formulating to help all tv stations, whether uhf or vhf.

Representatives of several leading distribution firms queried by B-T said they preferred to withhold comment, but pointed out it could

H-Bomb Film on Sale

THE film on the hydrogen bomb explosion last fall, "Operation Ivy," produced by the Federal Civil Defense Administration and the Defense Dept. (B-T, April 5), now can be purchased in black-and-white or color without restriction, it was announced last week. Any national group or individual (except foreign governments) can buy the film without need for authorization or clearance. Prints cost $27.90 for black-and-white and $34.55 for color (includes reel, can and case). The film, which runs 28 minutes, can be purchased directly from Capital Film Labs., 1905 Fairview Ave. N.E., Washington, D. C.
be uneconomical to the point of not even covering shipping charges. Mr. Unger, however, said he believed that most stations would view the offer "in the spirit in which it was made and make a fair an accounting." He said that letters he had received from stations, including several uhf, asking for Comet catalogues and additional information supported this contention.

Mr. Unger contended that film distributors must keep smaller tv stations alive or jeopardize their own existence. He said his salesmen have told him that uhf stations particularly have invested in film programs which they have not paid off sufficiently to place them in a satisfactory financial position, and declared these stations today do not have the budgets to meet even the low prices which distributors generally are quoting to them.

Suit Resumes Today in Films' Tv Release

A DAMAGE suit for $2.5 million, charging release of 11 feature films to television before their theatrical runs were ended, will resume in Los Angeles Superior Court today (Monday) after a one-week recess.

The suit, expected to establish procedure on release of theatrical films to tv, was filed last year (BT, March 2, 1953) and charges six independent motion picture companies with releasing the films to tv without authorization. It asks termination of distribution agreements, return of the films and proceeds of past tv distribution and an accounting (which has been ordered by the court).

Plaintiffs are Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kastell.

The complaint charges the 1949-produced films were contracted for by Chesapeake Industries (then Pathé Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathé sold Eagle Lion Classics to United Artists, UA continued theatrical distribution and turned over tv distribution to Motion Pictures for Television. Damages are asked of Chesapeake, Eagle Lion Films, Eagle Lion Classics, MPTV and United Artists. Also named, but not for damages, are Guild, KTTV (TV) Hollywood and KMTR Radio Corp.

Tel Ra Productions Releasing Racing Films

A SERIES of tv films "on the inside story of thoroughbred racing" is being released by Tel Ra Productions of Philadelphia, with the cooperation of several racetrack associations in New York, New Jersey and Delaware, it was announced last week by W. Wallace Orr, Tel Ra producer.

Bryan Field, CBS-TV racing commentator, and vice president-general manager of Delaware Park, Del., will narrate the film series, which is designed for 15-minute programming.

First of the 16mm films, "Post Time, U. S. A.," was shown the week ending April 10 on: WORW-TV Albany, N. Y.; WPPG-TV Atlantic City; WMAR-TV Baltimore; WABD (TV) New York; WHUM-TV Reading, WARM-TV Scranton, WBSA-TV York, and WFIL-TV Philadelphia, all Pennsylvania; WTGM (TV) Washington; WATR-TV Waterbury, Conn., and WDEL-TV Wilmington, Del. The series is offered at print costs with participating station receiving exclusive rights in its city.

Princeton Film Starts Rural Program for Tv

PRINCETON Film Center, Princeton, N. J., announced last week that it will launch production April 26 on a new 15-minute public service tv filmed series, "Rural Review," in association with Agricultural Assoc., Washington.

The series will be offered free of charge by Princeton Film to local television stations, provided the film is scheduled on a regular basis, at the same time each day. Gordon Knox, PFC president, said more than 125 stations already have indicated they will present the series on this basis, and he estimated that the line-up will be as many as 200 by Sept. 1.

"The program will be the first syndicated film series on tv aimed specifically at rural audiences," Mr. Knox said. "The purpose of our series is to present farm news of both general and specific interest to farmers, ranchers, dairymen, and to their wives and children."

Each 15-minute film will have four "sponsors" to cover the cost of production and distribution. Mr. Knox said. Sponsors signing for 13 participations will pay $22.50 for each station exposure, with PFC guaranteeing that each participation will be shown on a minimum of 200 tv stations.

Sponsors will not be allowed commercials as such, Mr. Knox explained, but their product will be demonstrated to emphasize the classification rather than the brand name.

Frankie Laine, Guild Films Contract for Video Series

PLANS for the production of a half-hour tv film series starring Mr. Laine and Guild Films Co. as co-producers, were announced last week by Reub Kaufman, Guild President. Production on the series, titled The Frankie Laine Show, is expected to begin this week in Hollywood. Mr. Kaufman said the series will be available for release about Sept. 1, with Guild Films handling distribution.

With the addition of The Frankie Laine Show, Guild Films will have three musical tv film properties. The others are Liberace Show, currently on more than 170 tv stations, and the Florian-Zallin Show, presently in production and due for fall release.

FILM SALES

WCBS-TV New York announced last week it has acquired from Hygo Television Films Inc., N. Y., a new package of 28 feature films, including 10 Hollywood productions, for exclusive use in the New York area, starting May 1. The Hollywood-produced group was purchased by Hygo recently from Chesapeake Industries Inc. at a reported cost of $300,000.

George Baglagni & Assoc. has announced WGN-TV Chicago purchase of 13 additional films in Hollywood Half-Hour, and KGO-TV San Francisco for 39 films in the series. WNBTV (TV) New York has bought 195 five-minute cartoons in Crusader Rabbit; KFBB-TV Great Falls, Mont., acquired Ringside With Wrestlers.

KTTV (TV) Hollywood has obtained exclusive L. A. area tv rights to 12 "Sherlock Holmes" feature films, produced at Universal-International as recently as 1946, from Motion Pictures for Television in MPTV's first sale of the package. It is hoped that the film offering is no way indicative that Universal-International will reverse its ban on releasing the U-I backlog of theatrical features to tv. These films were sup-
Realizing that the average homemaker has more budget-balancing problems than the U.S. Treasury, Ann Mar designs The Woman's Angle to help with the balancing act. Her recipes, for instance, are chosen because they fit into the average family eating pattern. And you can bet that the ingredients won't cost an arm and a leg. Ann's viewers also learn to save other pennies here and there . . . making their own slip covers, reupholstering furniture at home, or doing any of a hundred Ann Mar demonstrated things.

Billy Johnson's Cartoon Show

MONDAY THRU FRIDAY 9:00-9:30 A.M.

As a pleasant bonus for morning televiewers, WMAR-TV presents "The Billy Johnson Show," a program for all the family, each weekday, Monday through Friday at 9 A.M. Billy Johnson originates his program in Washington and designs it for viewers in both the National Capital and Maryland.
31% of Farms Have TV, Says Telenews Firm

The film production firm announces figures upon release of its new quarter-hour "Farm Report" series.

COINCIDENTAL with the release of its new 15-minute, weekly tv filmed series Farm Report, Telenews Productions, New York, made public last week figures showing a 31% tv set saturation of U. S. farm homes.

This figure was derived by Telenews' research staff, based on data in the A. C. Nielsen survey prepared for CBS-TV and released last Feb. 1.

In its computation of tv set saturation in farm areas, Telenews accepted as farm counties those in which there is no city of 25,000 population and where the majority of people live in urban areas. Only farm deeds used by Telenews were to consider only those counties which have a 40% tv set saturation or better and to include counties within a 50-mile radius of a tv station in that market.

On the basis of the rate of growth in tv farm homes of over 200% between January 1952 and January 1954, Telenews spokesmen said, it is estimated that tv set saturation in farm homes will be 60% by 1956.

In a separate tabulation of tv set ownership in 35 "preferred farm markets," Telenews reported a total of 1,799,320 sets. The breakdown was as follows:

<table>
<thead>
<tr>
<th>Market</th>
<th>Total Sets in Farm Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany, N. Y.</td>
<td>29,560</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>16,764</td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>16,822</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>180,964</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>38,400</td>
</tr>
<tr>
<td>Boise, Idaho</td>
<td>7,524</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>116,340</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>350,219</td>
</tr>
<tr>
<td>Dallas, Tex.</td>
<td>35,180</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>42,200</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>47,930</td>
</tr>
<tr>
<td>East St. Louis, Mo.</td>
<td>30,050</td>
</tr>
<tr>
<td>Houston, Texas</td>
<td>275,200</td>
</tr>
<tr>
<td>Jackson, Mich.</td>
<td>1,195</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>43,680</td>
</tr>
<tr>
<td>Kentucky, Ky.</td>
<td>11,632</td>
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<tr>
<td>Memphis, Tenn</td>
<td>29,720</td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>36,600</td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>36,600</td>
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<tr>
<td>Nashville, Tenn.</td>
<td>29,770</td>
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<tr>
<td>New Orleans, La.</td>
<td>29,420</td>
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<tr>
<td>Oklahoma City, Okla.</td>
<td>16,830</td>
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<tr>
<td>Omaha, Neb.</td>
<td>16,830</td>
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<tr>
<td>Richmond, Va.</td>
<td>43,200</td>
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<tr>
<td>Rockford, Ill.</td>
<td>35,173</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>35,173</td>
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<tr>
<td>Salt Lake City, Utah</td>
<td>8,770</td>
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<tr>
<td>San Antonio, Tex.</td>
<td>35,060</td>
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<tr>
<td>San Francisco, Calif.</td>
<td>23,560</td>
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<tr>
<td>Seattle, Wash.</td>
<td>23,560</td>
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<tr>
<td>South Bend, Ind.</td>
<td>38,650</td>
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<tr>
<td>Syracuse, N. Y.</td>
<td>78,050</td>
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<tr>
<td>Toledo, Ohio</td>
<td>91,250</td>
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<tr>
<td>Tulsa, Okla.</td>
<td>26,580</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,799,320</strong></td>
</tr>
</tbody>
</table>

March 7-13 Nielsen Ratings For Radio Dominated by CBS

NBC Radio was crowded completely out of the top 10 evening, once-a-week network radio programs carried by A. C. Nielsen Co. for the week ending March 7-13. CBS Radio dominated the whole Nielsen list with the first five shows running in this order, as the last Nielsen report (BW, April 5): Jack Benny Show, Amos 'n' Andy, Lux Radio Theatre, Our Miss Brooks and People Are Funny.

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<tr>
<th>Rank</th>
<th>Program</th>
<th>Average for all Programs</th>
<th>(000)</th>
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<tbody>
<tr>
<td>1</td>
<td>Jack Benny Show (CBS)</td>
<td>4,944</td>
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<td>2</td>
<td>Amos 'n' Andy (CBS)</td>
<td>2,491</td>
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<td>3</td>
<td>Lux Radio Theatre (CBS)</td>
<td>1,411</td>
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<td>4</td>
<td>Our Atlantic (CBS)</td>
<td>3,943</td>
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<td>5</td>
<td>People Are Funny (CBS)</td>
<td>3,918</td>
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<td>6</td>
<td>Father Knows Best (CBS)</td>
<td>3,478</td>
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<td>7</td>
<td>Big Crosby Show (CBS)</td>
<td>2,519</td>
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<td>8</td>
<td>Arthur Godfrey's South Bend (CBS)</td>
<td>2,586</td>
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<tr>
<td>9</td>
<td>Suspense (CBS)</td>
<td>2,592</td>
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<tr>
<td>10</td>
<td>Our Miss Brooks Show (CBS)</td>
<td>2,372</td>
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**SHIPEMENTS of tv sets from factories to dealers totaled 1,073,000 units during the January-February period, according to Radio-Electronics TV Mfrs. Assn. This compares to 1,348,178 in the same months of 1953:**

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
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<td>State</td>
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<td>Alas.</td>
<td>17,173</td>
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<td>Ariz.</td>
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<td>Calif.</td>
<td>13,965</td>
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<td>Colo.</td>
<td>9,206</td>
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<td>Iowa</td>
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<td>Ky.</td>
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<td>La.</td>
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<td></td>
<td>Me.</td>
<td>7,535</td>
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<td></td>
<td>Miss.</td>
<td>6,265</td>
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<td></td>
<td>Mont.</td>
<td>28,190</td>
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<td>Neb.</td>
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<td>N. E.</td>
<td>8,614</td>
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<td>Total</td>
<td>1,073,000</td>
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**NBC-TV's 'DRAgNET' TOPS APRIL TRENDEX**

NBC-TV's 'Dragnet' topped the list of Trendex ratings for the week of April 1-7 for evening sponsored network television programs, based on the average live broadcast. Complete list follows:

1. Dragnet (NBC)    46.3
2. I Love Lucy (CBS) 46.2
3. Jack Benny (CBS)  40.9
4. Cavalcade of Sports (CBS) 45.3
5. Toast of the Town (CBS) 35.4
6. The Andy Hal脱on (CBS) 32.5
7. That's My Life (NBC) 32.3
8. Father Knows Best (CBS) 32.2
9. Ford Theatre (NBC)  32.2
10. Godfrey's Friends (CBS) 32.2

Broadcasting  Telecasting
"Doc, one of those superiority complexes is eating on me," said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested "an examination of all the facets" of his patients' personality.

"You mean for me to talk on a couch, like in the movies?"

"That's it—psychoanalysis."

"It'll never work, doc. It's my mother-in-law that's got it."

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo's trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in per family retail sales last year.

If these facts motivate feelings of guilt about gilt you're missing, don't repress them. KGNC has comfortable couches — and schizophrenes can choose radio or tv.
AAA TO HEAR FOUR
Weaver, Van Volkenburg, Eliott and Stanton to address color tv symposium Friday during AAAA's annual convention at White Sulphur Springs. Good business but better advertising stressed.

FOUR KEY FIGURES in the broadcasting field "will take part in the color television symposium which launches the first general session of the 36th annual meeting of the American Assn. of Advertising Agencies at the Greenbrier, White Sulphur Springs, W. Va., on Friday.

More than 400 representatives of AAAA member agencies and approximately 100 invited media and advertiser guests are expected for the three-day meeting, which opens Thursday with a series of closed sessions, followed by open meetings Friday and Saturday.

Total attendance will be limited to 500. Theme of the meeting is "Keeping Business Good—Making Advertising Better."

In the color tv symposium starting at 9:45 Friday morning, President Sylvester L. Weaver Jr. of NBC and President J. L. Van Volkenburg of CBS-TV will discuss "Building Audience: The Challenge." Then will come an appraisal of "Set and Tube Production: The Key?" by Joseph Elliott, executive vice president in charge of the consumer products division of RCA. The summation will be provided by Frank Stanton, president of CBS Inc., in a speech on "How It Looks to Me."

The color tv meeting, first part of the Friday morning session, will be conducted by Marion Harper Jr., president of McCann-Erickson, New York, member of the AAAA operations committee. Second part of the Friday morning session will be devoted to talks by Fairfax M. Cone of Foote, Cone & Belding, Chicago, on "The Dear Cost of Competition," and Robert J. Keith, vice president of Pilsbury Mills, on "Better Integration of Sales and Advertising."

Sports Schedule
Friday afternoon will be devoted to a golf tournament and other sports, under the direction of sports Chairman Robert E. Daiger of Van Wyck, Dugan & Co., Baltimore. The annual dinner will be held that evening, presided over by William R. Baker Jr., Benton & Bowles board chairman and AAAA vice chairman.

Earl Judgin, president of Earl Judgin & Co., Chicago, chairman of the AAAA board, will deliver the dinner address.

The Saturday morning program will open with an address by Charles H. Brower, BBDO executive vice president in charge of creative services, on the proper integration of research and creative writing. Walter Margulies, president of Lippincott & Margulies, New York, will analyze the impact of product design on the buying public.

Winding up the convention program will be a discussion of "Advertising and Other Developments in Washington" by a panel of Newsweek "Periscope" editors, moderated by Ernest K. Lindley, head of the Newsweek Washington bureau, and an address by Roy E. Larsen, president of Time Inc., on "Advertising and Good Citizenship."

Attendance at the sessions on opening day — the symposium will be limited to AAAA members. The agenda includes election of new officers and directors, reports, and group meetings for the discussion of agency problems. The new board will hold its organization meeting late Thursday afternoon, when the new Operations Committee will be elected.

The current Operations Committee, which is in charge of planning the annual meeting, is composed of Chairman Ludgin; Vice Chairman Baker; President Frederic R. Gamble; Secretary-Treasurer Winthrop Hoyt, of Charles W. Hoyt Co., New York; Clifford L. Fitzgerald, Dancer-Fitzgerald-Sample, New York; Henry G. Little, Campbell-Ewald Co., Detroit, and Mr. Harper.

The convention will be preceded, on Wednesday, by the fifth annual council and chapter Governors' Day, in which the governors of the six AAAA sectional councils and 16 chapters will meet to exchange information on activities.

INDUSTRY FIGURES
MIHAI BURKE (r), general manager, KFAB Omaha, and new president of Nebraska Broadcasters Assn. (8MT, April 12), is congratulated by Bob Thomas, general manager, WJAG Norfolk, retiring president of the association.

NARTB Units Plan Tvc Circulation Study
One subcommittee will draft procedures for the study while the other finds out how to pay for it. WDSU's Swezey heads the parent group.

HARRY BURKE (r), general manager, KFAB Omaha, and new president of Nebraska Broadcasters Assn. (8MT, April 12), is congratulated by Bob Thomas, general manager, WJAG Norfolk, retiring president of the association.

Two subcommittees will refine and recommend plant to conduct an industry tv circulation project, according to Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB TV Circulation Study Committee.

The committee was formed last year to look into ways of conducting a nationwide tv circulation project, possibly paralleling in some ways the radio surveys conducted after the war.

The full committee met Tuesday in New York to work out details of a pilot tv study. Paul Raibourn, KTLA (TV) Los Angeles, was named chairman of a subcommittee on organization and finance. On the subcommittee are Campbell Arnoux, WTAG-TV Norfork; Harold V. Hoopes, WABC-TV Fort Worth; Clair P. McCollough, WICAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSWB-TV Atlanta; Donald Thurston, WCAU-TV Philadelphia, and Lee B. Wailes, Storer Broadcasting Co. Mr. Swezey will be an ex-officio member.

Heading the research subcommittee is Hugh M. Bevle Jr., NBC director of research and planning. Other members are Donald Coyle, ABC-TV research director; Edward Eadeh, DuMont research director; Oscar Katz, CBS-TV research director, and Ward L. Quaal, WLTV (TV) Cincinnati.

Mr. Swezey said the research group will approve details and procedure for the pilot study. The other group will suggest a corporate structure and ways of financing an all-industry organization for the pilot study and the ultimate nationwide tv count. He said the full committee will report to the NARTB Television Board, which will take final action.

NARTB President Harold E. Fellows attended the Tuesday meeting along with Thad H. Brown Jr., vice president and tv counsel; Richard M. Allerton, director of research, and Dr. Franklin Cawl, marketing and research consultant to NARTB on the project. Others attending were Messrs. Swezey, Arnoux, Reinsch, Raibourn, Thurston, Quaal, Coyle, Katz, Eadeh and Beville.

ASNE Hits at Restrictions Imposed on News Media
J. R. Wiggins gives discouraging report on efforts to keep ahead of restrictions on access to governmental activities.

MEDIA are losing the battle for the public's legal right to knowledge of federal government activities, in the opinion of the board of directors, American Society of Newspaper Editors.

Meeting in Washington last Thursday through Saturday, ASNE and its board agreed that all new legislation with respect to freedom of the press must be closely watched. This scrutiny will be conducted with the aid of Dr. Harold L. Cross, author of The People's Right to Know.

J. R. Wiggins, managing editor of the Washington Post- Times Herald (WTOP-AM-FM-TV Washington, and WMTR-AM-TV Jacksonville, Fl. ) reported as chairman of ASNE's Freedom of Information Committee on the society's efforts to protect the public's access to governmental activities.

Noting "a slow legislative corrosion of the right to know," Mr. Wiggins said his committee knows of no effort "to correct the inadequacies of existing statutes." He added, "Nothing is being done to prevent congressional or federal statutes from being passed. This knowledge gives the committee the discouraging sensation that any legislation restricted will become even more restrictive in the future."

BAB's Commercials
BAB has begun a new feature in its Radio Advertising Newsletter on techniques and formats used by national advertisers in their radio commercials. Titled "This Commercial," the feature reproduces outstanding radio commercials, giving background on the origination and production, complete copy content and suggestion as to where and when they can be used.

The first two commercials in the series are musical announcements for Pall Mail cigarettes (American Cigar & Cigarette Co., through Sullivan, Stauffer, Colwell & Bayles) and Rheingold beer (Liebmann Breweries, through Foote, Cone & Belding). BAB invites all advertising agencies to submit commercials for consideration.

Page 38 • April 19, 1954
Uses AP news alone...

for successful distributor's program

A familiar problem is that of the local advertiser who represents a prominent national firm. He wants a "big time" package, one that reflects the stature of the product he represents...but he wants it at a cost commensurate with local sales volume.

WPPA, at Pottsville, Pa., handled this kind of situation by using only AP news. International, national, state, sports and weather reports are integrated to make a fast-moving, full scale 15-minute program for the regional Tidewater Associated Oil Company distributor. Two announcers, using a beeper system, add to the pace of the show and keep listeners alert.

WPPA sold the program, but it's the distributor-sponsor who's keeping it sold. In fact, it has been sold to this sponsor for three years running.

Manager A. V. Tidmore doesn't lose sight of the target:
"The AP news program is selling Tydol Gasoline and Veedol Oil."

Manager Tidmore also has this to say:
"It's a pleasure and point of distinction for our duo-newscasters to open and close our newscasts by saying, 'From the wires of The Associated Press, the world's oldest and largest news service.'"

Those who know famous brands...know the most famous brand in news is AP
MUTUAL - for radio PLUS
Summer time in radio is high time for selling.

Higher than you realize, maybe. And highest of all at Mutual.

Mutual is the only network with a higher share of audience in the summer than in the winter—12% higher, according to Nielsen (July-Sept vs. Jan-Mar, '53).

And Mutual is the network with highest gains in summer billings—25% higher, '53 vs. '52.

To sum up the summer evidence in a sentence, Mister PLUS is now ready to kite his clients’ sales all over the map, all summer long—with far more stations, closer to people wherever they go.

May we ask where you plan to spend the summer?

THE MUTUAL BROADCASTING SYSTEM
NEW YORK . . . LO 4-8000; CHICAGO . . . WH 4-5060; LOS ANGELES . . . HO 2-2133
that new barriers to public knowledge are being reared more rapidly than old ones can be removed."

He cited figures showing that 44% of all committee and subcommittee meetings of the first session of the 83d Congress were closed. Some encouraging results have come from a number of federal departments as a result of ASNE activities, including efforts to induce agencies to hold more news conferences, Mr. Wiggins said.

Reviewing judicial developments, he declared, "The people's access to their courts was threatened in many quarters during the year." He mentioned orders by Ohio and Colorado state courts, preventing photographs of broadcasts of court proceedings because they would detract from the dignity of the court. The ASNE program included talks by government and military officials, including Theodore C. Streibert, director of the U. S. Information Agency. Scheduled Saturday morning talks were by Coleman Harwell, editor of the Nashville Tennessean, on "Why We Dropped T.V." and by R. W. Howancleland, editor of News (WIHK-AM-FM), on the courtroom picture issue.

Paul Block Jr., Pittsburgh Post-Gazette (WPPJ Pittsburgh), made a special report on atomic energy information. He said judicial developments have outrun public information. He questioned if the electorate is given enough information on which to base opinion on atomic defense spending.

NCAA Again Adopts Controls In Its Football Video Plan

Limited fare of college gridiron games will be followed once more. Little indication Big Ten will institute a regional TV.

TELEVISION viewers will get the same limited college football fare shown last year under terms of a new program adopted by members of National Collegiate Athletic Assn. The seventh straight year of controlled football will follow a program adopted last week by the overwhelming vote of 184-26.

Walter Byers, NCAA executive director, tv bus driver and agent, has been invited to meet Wednesday through Friday in New York to submit proposals for telecasts of the autumn series.

The Big Ten conference had advocated a tv program under which teams could appear twice regionally, once at home and once away, or once nationally according to its choice. NCAA members had been urged by the Big Ten to veto the plan in the referendum.

Under terms of the 1954 NCAA football pact there will be 12 nationwide telecasts. Regional games are restricted to Thanksgiving Day. Only other changes from the 1953-54 formula are elimination of the "panoramic" afternoons showing several games.

Major college teams are allowed to appear only once during the 1954 season, with no limit placed on small college games. A four-game-of-the-week will be telecast on the 12 Saturdays between Sept. 18 and Dec. 4, plus the Thanksgiving Day regional games. At least one Saturday game is to originate in each of the eight NCAA districts, with no more than three in any one district. Preference is to be given colleges that didn't take part in the 1952 and 1953 schedules. Sponsors will make arrangements directly with competing colleges. Provided the one-appearance rule is observed, member colleges may televise Friday night, Saturday night and holiday games (except Thanksgiving Day).

NATIVE-AMERICAN "Radio TV to Carry Ike's Talk to ANPA"

Effect of radio and tv on newspapers will be taken up in sessions of the American Newspaper Publishers Assn. convention in New York.

ALL nationwide radio and tv networks will carry the speech of President Eisenhower Thursday evening at the annual banquet staged by the Bureau of Advertising, American Newspaper Publishers Assn., as the final item on the agenda of the ANPA convention, to be held Monday-Thursday at New York's Waldorf-Astoria Hotel.

The four-day ANPA meeting will open with a labor conference Monday. Tuesday the convention will divide into three sections, for papers of varying circulations. General sessions will be held Wednesday and Thursday morning, when new officers will be elected.

Logs Question

Radio and tv logs and whether they should be run free will be discussed by all three newspaper group meetings. Effect of tv on circulation, whether the final time of delivery of afternoon papers is different in tv areas than in others, and whether the advent of tv into a community has produced any switch from evening to morning newspaper reading are questions listed. Editorial problems include the effect of tv on news writing and coverage, particularly in sports, and the effect on comics.

Added topics for papers with more than 50,000 circulation include the use of tv by department stores and what newspapers' retail advertising departments are doing to combat retailers' use of tv, formulas developed by newspapers to use tv effectively in its own promotion and policies of papers regarding such outside activities of employees as jobs on radio and tv programs.

Wednesday afternoon, the Bureau of Advertising will hold its annual session on newspaper advertising matters and elect new board members. Stuart M. Chambers, St. Louis Post-Dispatch (KSDK-AM-TV), board chairman, will report on the past year and the outlook for the year ahead. Joyce A. Swan, Minneapolis Star and Tribune (WCCO-AM-TV), vice chairman, will discuss new Bureau activities.

AP, UP and INS also will hold meetings concurrent with those of ANPA. Henry Cabot Lodge, U. S. ambassador to the UN, will speak at the AP luncheon.

The address of President Eisenhower on Thursday will be broadcast live at 9-9:30 p.m. by ABC's radio and tv networks, with Mutual handling and DuMont telecasting it at that time. CBS Radio will carry the speech at 10-10:30 p.m. and CBS-TV at 11-11:30 p.m. NBC Radio and NBC-TV will carry it at 10:30-11 p.m.

The talk will also be telecast live in New York by WPIX (TV) and broadcast live by WOV, WMGME, WQXR, and WBNN.

WSAW Opposes Bill Limiting Tv Beer Ads

OPPOSITION to a bill (Initiative 194) prohibiting tv beer and wine advertising between 8 a.m. and 10 p.m. in the State of Washington was recorded at the April 9-10 meeting of the Washington State Assn. of Broadcasters, meeting at Spokane. The bill, filed by the State Temperance Assn., must get 50,000 signatures by July to be certified to the Nov. 2 ballot.

Mr. McCaw, KELA Eletronic Director and president of WSB, succeeding Leo Beckley, KBRC Mt. Vernon. Other officers elected were James A. Murphy, KIT Yakima, vice president; Allen Miller, KWSC Pullman, secretary-treasurer; Archie Taft Jr., KOL Seattle, D. Greene Williams, KSPO Spokane, Joe Chryll, KELA, and Mr. Beckley, directors.

Mr. McCaw said a drive will be conducted to bring every state station into the association. He added that a liaison will be set up with other state groups for mutual benefit. Ru Lund of Moore-Lund Radio Station Representatives, Seattle, described work of the Oregon State Assn. in promoting radio.

Bill Simpson of KOL conducted the quarterly sales clinic. It featured Joe Ward of Advertising Research Bureau Inc., former of Frederick & Nelson, Seattle department store. Mr. Simpson showed a slide presentation to be used in Washington markets to promote use of radio by retailers.

Sporious Radiation Study Set for RETMA Convention

INDUSTRY program designed to cut down interference caused by radiation and spurious emissions from tv receivers will be submitted to the Radio-Electronics-Tv Mfrs. Assn. during the association's spring meeting set to be held April 26-30. RETMA observed its 30th birthday this month.

Dr. W. G. Baker, vice president of General Electric Co., will submit to the RETMA board a voluntary program for self-regulation. Dr. Baker is chairman of a special spurious radiation committee. RETMA has attacked the problem in an effort to prevent threatened FCC action.

RETMA divisions and committees will meet April 26-27 at the Roosevelt Hotel, New York. Revised dues and budget structure for the association will be considered. If approved by divisions on the board, it will go to the membership at a proxy meeting in May and go into effect Aug. 1. Two-thirds approval is required. Joint meetings of the U. S. and Canadian associations will be held April 29-30 at the
ONE PROGRAM OFFER OF THIS PHOTO BROUGHT OVER 3000 REQUESTS!

Three announcements on a 7:15 Sunday morning WFAA broadcast offering this photo of The Early Birds netted in excess of 3000 requests.

Mail pull was from 589 towns. 90.14% were post-marked from outside “sleeping-in” Dallas and Fort Worth. 38.5% bore rural route or box numbers. For the advertiser reaching for a rural market this Early Bird Sunday show is an extraordinary value at Class C rate.

Quaker Oats' Aunt Jemima sponsors The Early Birds in three quarter-hour segments a week. 92,700 cards received in an Aunt Jemima drawing show The Birds' weekday pulling power. Pulse rates The Early Birds first in every quarter-hour.

The Early Birds are the oldest breakfast variety show on the air. March 24, with their 7670th consecutive broadcast, WFAA celebrated the beginning of The Early Birds' 25th year.

If you'd like to know more about how Texans love and listen to The Early Birds — just ask a Petry man.

One of a series: WFAA's established leadership in the Southwest

ALEX KESEE, Station Manager
GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY & CO., National Representative
Radio Services of The Dallas Morning News
SHERATON-BROCK HOTEL, NIAGARA FALLS, ONT. THE U. S. association's board meets April 29, with joint meetings of the two associations' industry committees on the schedule.

REMTA's 30th birthday will be formally celebrated at its annual convention in Chicago June 15-17. The association was founded by a small group of companies and was known as Radio Mfrs. Assn. until 1950 when it became Radio-Television Mfrs. Assn., with the word "Electronics" added in 1953. The original staff of two has grown to two score. Membership has grown, from 46 to 370, and the industry's product now exceeds $5 billion.

REMTA is co-sponsoring the annual Electronic Components Symposium, May 4-6, with American Institute of Electrical Engineers, Institute of Radio Engineers and West Coast Electronics Mfrs. Assn. The symposium will be held at Dept. of Interior auditorium, Washington.

HESLEP to Address AWRT
At Kansas City Meeting

CHARTER HESLEP, chief of the Radio & Visual Information Branch of the Atomic Energy Commission's Public Information Service, will be featured speaker April 24 at the awards banquet of the American Women in Radio & Television convention, to be held at the Muehlebach Hotel, Kansas City.

Mr. Heslep will speak on the topic, "The Atomic Energy Commission Can Talk." He is a former NBC news editor prior to World War II and chief radio news censor at Office of Censorship during the war. For four years he was Washington manager of MBS.

A banquet highlight will be presentation of seven McCull's "Gold Mike Awards." Receiving awards will be Helen Tullis, WMAF-TV Baltimore, top award, for the tv program As You Can See. Three executive awards for community service to women and youth go to Dolly Banks, WHAT Philadelphia; Marion Gifford, WHAS-TV Louisville, and Judith Walker, NBC Chicago. Awards for outstanding service to community and youth will go to Beo Johnson, KMBC Kansas City, and Jean Sullivan, KMTV (TV) Omaha. Brunah Donohue, WTJ-M TV Milwaukee, will receive an award for her Woman's World program.

ELY Elected President
Of N. Y. SDX Chapter

BURL A. ELY, administrative assistant to Oliver Gramling, assistant general manager of AP, has been elected president of the New York chapter of Sigma Delta Chi. The election was held last Tuesday at the annual SDX awards dinner at the Waldorf-Astoria hotel, New York (story page 7B).

E. Palmer Hoyt, editor and publisher of the Denver Post, was principal speaker. He said news media should not be stamped by McCarthyism but should remain vigorous and watchful, keep the people informed, and keep up the fight for freedom.

N. Y. AWRT Slate

NANCY CRAIG, WABC-TV New York women's commentator, has been nominated for the presidentship of New York Chapter of American Women in Radio & Television. Election will take place at the annual meeting in mid-May. Other nominees are Pauline Frederick, NBC news commentator, first vice president; Martha Rupprecht, CBS film and recording division; second vice president; Mary McDonnell, Radio-Television Daily, recording secretary; Jayne Shannon, time buyer; J. Walter Thompson Co., corresponding secretary; and Lillian Lang, program producer, NBC, treasurer.

SCAAA SETS TALKS
ON RADIO-TV USE

RADIO and television success stories and pointers on how the two media can be used to greater advantage by advertisers, will be related at the Southern California Advertising Agencies Assn.'s fourth annual conference at Palm Springs, May 1. At Aherton, president, will preside.

J. Frank Burke Jr., general manager, KFVD Los Angeles and president of the Southern California Broadcasters Assn., will discuss radio's effective use at the final day media session. Richard A. Moore, vice president and general manager, KTTV (TV) Hollywood, will be spokesman for TV. A panel discussion on "Direct Advertising" is slated for April 30. Participants will include Walter Tils, partner, Tils & Cantz Adv.; Lee Ringer, president, Ringer & Assoc.; Ed C. Stodel, president, Stodel Adv. Agency, and Bruce Lindeke, vice president, Edward S. Kellogg Co.

Walter Marto, head of his own Pasadena agency, is conference committee general chairman, with Douglas Anderson, Anderson-McConnell Adv., heading the program division.

New Mexico Broadcasters
Set Meeting April 23-24

NEW MEXICO Broadcasters Assn. will hold its annual convention April 23-24 at Navajo Lodge in Ruidoso, with pre-convention meeting to be held April 23 by MBS affiliates in the state.

The formal convention program will open April 24. It will be devoted to local news, sports, plus a music discussion led by Junior Bradshaw of BMI. Fred A. Palmer, station consultant, will lead an afternoon discussion of sales techniques. Officers will be elected.

Convention plans were arranged by a committee including Lydia S. Sleppy, KOBE Las Cruces, NMBA secretary-treasurer; Wayne Phillips, KALG Alamogordo; Jud Roberts, KGFL Roswell, and David M. Button, KSVT Artesia. Ivan R. Head, KFSF Santa Fe, is president, with Ernie N. Thwaite, KFUN Las Vegas, vice president.

More Money for Advertising
Indicated in NRDGA Survey

TOTAL of 40% of the department stores and 31% of the specialty shops participating in a survey conducted by the National Retail Dry Goods Assn. plan to spend more on advertising in 1954 than in 1953. NRDGA said last week in announcing results of the study.

NRDGA said more than 200 stores and shops contributed to the survey, which also showed that 47% of the department stores and 39% of the specialty shops expect their advertising outlays to be unchanged this year. This leaves 13% and 30% of department stores and specialty shops, respectively, anticipating lower advertising expenditures.

Increased use of television and direct mail were indicated by both the department and specialty store merchants, NRDGA reported.

The survey also showed that during the first two months of 1954 the sales and profits of 52% of the department stores and 48% of the specialty shops equalled or exceeded their results for the corresponding period of 1953; that more than half of the stores surveyed expect sales gains up to 5% for the first half of 1954, while 53% of the department stores and 48% of the specialty shops look for increases also in the second half of the year.

SMITH Named NARTB
Public Affairs Chief

JOHN H. SMITH Jr., in charge of promotion and fm at NARTB since he joined the association in 1951, last week was named manager of public affairs by President Harold E. Fellows. He will be in charge of the department handling publications, publicity and promotion, and conferences. The appointment follows the decision of the NARTB last January to create a radio vice presidency as opposite number to the tv vice presidency. The radio vice president is to be named prior to the annual industry convention in Chicago May 23-27. Fran Riley continues in the public affairs department as manager of information and editor of publications.

Inside Adv. Week Starts:
Gray on Wednesday Agenda

FOURTH annual Inside Advertising Week, designed to introduce outstanding advertising students in colleges and universities to "inside advertising," opened yesterday (Sunday) in New York and will continue through Friday. For the event, which is sponsored by the Assn. of Advertising Men and Women, 54 top advertising students have been taken to New York to participate in the activities. The group consists of 49 young men and five young women from colleges and universities in 22 states, the District of Columbia and one foreign country (Denmark).

In cooperation with AAM&W, leading companies and service organizations have planned a comprehensive program of conferences, lectures, tours, luncheons and dinners. As a result of the week's activities, one of the attending students will be named "Outstanding Advertising Student in America" by AAM&W at a future meeting.

Climax of the week will be the graduation banquet on Wednesday in the Hotel Biltmore. High point of the banquet will be an advertising editor-student panel, moderated by Robert Gray, advertising and sales promotion manager of Eero Standard Oil Co., in which a group of students will be interviewed by editors from the trade advertising press.
Equal to ANY! Exceeded by NONE!

POWER... From the brass door knob to the tip on the tower everything at WDSM-TV is brand new. Operating through Channel 6, WDSM-TV is as powerful a television station, equal to or exceeding the coverage of any in Duluth and Superior.

PRESTIGE... From the first appearance of its test pattern to the on-the-spot telecasting of basketball and hockey tournaments and the consecration of a bishop, "the prestige station" has been an accepted description of WDSM-TV. All this has been greatly enhanced by WDSM’s affiliation with the Duluth Herald and News Tribune.

PERSONALITIES... Like the door knob and the transmitter, WDSM-TV presents "TV-Wise" personalities. As a result there is an added professional sparkle to WDSM's presentations.

PERFORMANCE... Power plus prestige plus personalities are individually unimportant unless blended by "TV know-how". WDSM-TV has that know-how in trained management and supervisory personnel and most important of all, viewers know it too. You may expect "sales results" (performance) from the team with the proper equipment and the knowledge of how to use it.

CBS Represented by FREE & PETERS, INC.

DUMONT Affiliated with the DULUTH-HERALD & NEWS-TRIBUNE
QUESTION OF HYDE'S REAPPOINTMENT AS FCC CHAIRMAN STILL NOT RESOLVED

His one-year term due to end April 18, but President had not acted as of Friday, April 16. While Hyde is likely choice, Comr. Doerfer also is mentioned as possible successor.

WHETHER Rosel H. Hyde will be continued as Chairman of the FCC by President Eisenhow-er was an open question Friday as this issue went to press.

There were conflicting reports from semi-official sources. The preponderant view was that Mr. Hyde would be renominated as Chairman by the President. A second was that John C. Doerfer, who was appointed last year from Wisconsin, would be named. Yet a third had Mr. Doerfer transferred to some other government agency, with an unnamed newcomer to be nominated to succeed Mr. Doerfer and eventually assume the Chairmanship.

The one-year term to which Mr. Hyde had been named was to expire yesterday (Sunday). Mr. Eisenhow-er is in Augusta, Ga., on a golfing vacation but he is carrying on Presidential business as usual. If the President should fail to act by today (Monday) the office of Chairman will become vacant. Under the law, however, the Commission can select its own acting Chairman to serve until the President exercises his prerogative.

The Year Is Up

Just a year ago—April 18—President Eisenhow-er named Mr. Hyde Chairman for a one-year term, thereby creating a precedent. Mr. Hyde's supporters—and their numbers are legion—are advocating his reappointment without tenure. His present term as a Commissioner runs until June 30, 1939.

In responsible GOP quarters it was indicated that no decision has been reached. Presumably neither the White House nor the Republican Committee is much concerned about the expira- tion. They evidently take it for granted that Mr. Hyde will continue as Chairman until the President makes up his mind. There doesn't seem to be any question about Mr. Hyde's fel-low Commissioners electing him to serve as acting Chairman—unless the Administration steps in with another suggestion.

Mr. Doerfer has not been an active candidate for the Chairmanship but some of his friends and co-workers have been busy in his behalf. Mr. Doerfer originally was slated for appointment to the Federal Power Commis-sion but Southwestern oil interests, which were opposed to his philosophies as chairman of the Wisconsin Public Service Commission, blocked that appointment. The FCC appointment was a compromise.

Mr. Hyde's opposition is practically 100% political. GOP politicians contend he hasn't fired enough old New Dealers and Fair Dealers, notably among the Commission's legal staff. There also has been opposition from members of Congress who have received complaints from their constituents about delay in trying compa-rative hearing cases involving tv applications. On the other hand, the White House and the Republican Committee have been swamped with endorsements of Mr. Hyde from every caliber of licensee. Observers find it difficult to fathom how a small hard core of profes-sional politicians should be able to block what they regard as an obvious "merit" appoint-ment. There has been sniping at Mr. Hyde at the junior staff level from within the FCC it-self.

One of the situations that reportedly has provoked Chairman Leonard W. Hall of the Republic-ean Committee is the status of Mary Jane Morris, who formerly worked on his staff. An FCC attorney, Miss Morris recently was appointed secretary upon recommendation of Chairman Hyde. But the functions of that office were redefined with Congressional liaison eliminated as a duty of the secretary. Miss Morris is known to resent this change in her job status. She could not have gotten the secretariaship without this downgrading because the Commission reportedly was unani-mous in favor of revision of the jobsheet.

It was evident that opponents of Mr. Hyde were having a difficult time finding another candidate for the Chairmanship. Mr. Hyde's appointment on the FCC expires June 30.

FCC CHAIRMAN Rosel H. Hyde (r) ac-ccepts an honorary life membership in the National Assn. of Educational Broadcast-ers from President Graydon Ausmus. The presentation was made after Mr. Hyde's address to an NAEB luncheon meeting held in connection with the Institute for Education by Radio-Television at Columbus, Ohio [BET, April 12].

FCC Renews Request for Monitoring Funds

A NEW and urgent request for a $95,000 frequency usage monitoring program was made by FCC on Capitol Hill last week.

FCC Chairman Rosel H. Hyde, accompanied by other Commissioners and William Porter, assistant director for telecommunications, Office of Defense Mobilization, appeared Monday before the Senate Appropriations subcommittee on Independent Offic-es.

The Senate group is considering the House-approved $6,694,400 budget for FCC opera-tions in fiscal 1955, beginning next July 1. The House cut from the appropriation the $950,000 requested for the monitoring program.

Chairman Hyde and Mr. Porter explained the program would be needed to protect the interests of the U. S. around the international conference table on questions of spectrum use. Chairman Hyde said such a study is "nec-es-sary both for our economic welfare and for our defense." He said the program is not necessary to the Federal traffic but to "find opportunities in the spectrum for establish-ment of communication channels, to pro-tect channels already established."

The program would entail expanding the existing seven stations and renewing operation of an eighth, now inactive at Puerto Rico. Chairman Hyde said he thought FCC could put the program into operation in about three months after it was authorized.

Chairman Hyde also noted that the Presi-dent, through the National Security Council, had directed the Commission to work hand in hand with Mr. Porter's ODM branch on the monitoring program that the $950,000 request was placed into the budget after FCC had completed its yearly budget figure.

Under the House appropriation version, FCC would get $1,231,190 for broadcast activities. Included in the budget is the $150,000 which FCC did not spend during fiscal 1954.

The Senate group, as did the House Appropriations Committee earlier in the spring, applauded Chairman Hyde for the work performed by the Commission in processing the television application workload.
The far reaching WDSM-TV signal, with its “high on a windy hill” location (1200 feet above sea level), its brand new transmitter and related equipment merely mean that nothing has been spared to give the advertiser the best possible facility plus the assurance of coverage equal to any and exceeded by none.

When you “buy” WDSM make no mistake about it, you buy real power.

CBS
Represented by FREE & PETERS, INC.

Dumont
Affiliated with the DULUTH HERALD & NEWS TRIBUNE
FCC ASKED TO SUSPEND ALL TV GRANTS UNTIL HEARINGS ARE HELD ON HILL

New group of station executives plans presentation to be made to Senate subcommittee. Pre-hearing meeting invitations sent out by Houston operator. UHF Assn. urges grant suspension.

(1) GENERAL reallocation of television channels.
(2) Government guarantee of equipment loans.
(3) Abolish vhf television and move all present vhf stations to uhf.
(4) Public hearings on proposed reallocation.
(5) Reopen old applications.
(6) Suspension of all vhf station permits.

Girding for their appearance before the Congressional subcommittee, chaired by Sen. Charles E. Potter (R-Mich.), uhf station operators and grantees who hope to persuade Congress was based on the proposition that the economic distress were actual last week on several fronts.

- UHF TV Assn. asked the FCC to suspend further vhf grants (both vhf and uhf) until the Senate subcommittee has held hearings, studied the testimony and made recommendations to the FCC.
- A group of uhf station broadcasters met in Washington last week and formed a tentative organization to formulate an all-uhf presentation to the Senate committee.
- Invitations to a pre-hearing meeting were extended to all uhf owners by Leon Green, secretary of KNZZ-TV Houston, to be held in Washington this week May 2 and May 3.
- Various regional meetings have been held, or are scheduled to take place in the next week or ten days, it was learned, to analyze uhf's problems and to hammer out salient features for presentation to the Senate subcommittee.

Radical 'freeze' idea

The UHF TV Assn.'s radical 'freeze' recommendation was chosen as tentative counsel to work out a suggested presentation for the forthcoming Congressional hearing. Former Sen. Scott Lucas (D-Ill.), one-time Senate majority leader, spoke to uhf broadcasters on details of appearing before Congressional committees. Mr. Totone is associated with Sen. Lucas in the Washington law firm of Lucas & Thomas.

Statement of principles, to which it is hoped all uhf station owners will agree, is expected to be announced this week. At week's end, Mr. Totone was drafting a working statement, for submission to today's meeting.

Among the subjects discussed at last week's Washington meeting were the deletion of vhf bands from the tv service and the move of all picture broadcasting to the uhf portion of the spectrum. Also seriously debated, it was understood, was the need for long-term financing on the part of uhf operators. Suggestion was generally approved that some means of government guarantee to manufacturers for the financing of transmitting equipment might help in this remedial.

Plea that the FCC be required to adopt a regulation which would permit a network to serve a live program to a non-affiliate in the same market, if its own affiliate could not accommodate the live show, was also made.

There was also varying discussion of the proposed uhf station ownership rule revision which would permit the ownership by one party of seven tv stations, not more than five of which may be vhf.

A possible solution to the vhf-uhf coverage discrepancies through the addition of more channels to the vhf band, by using government and fm frequencies, was also explored.

There was also a suggestion that the Commission be asked to suspend further vhf grants until after the Congressional hearing.

Host of Subjects

Among other subjects broached were the possibilities of satellites and boosters, subscription-tv, power relationships between vhf and uhf, and failure of equipment manufacturers to develop high powered transmitters and all-wave vhf transmitters.

Mr. Green, who is a 5% owner of KNZZ-TV and a 24% owner of KNUZ, told B&T that he had been in communication, both personally and by mail, with more than 60 uhf owners. He said he had received general approval of his plan to hold a mass rally in Washington prior to the Senate hearing. It was his hope, he said, that all uhf operators might join together to make a concerted appearance before the committee.

Mr. Green said that the first meeting will be in the Massachusetts Room of the Statler Hotel at 2 p.m. on May 2, and in the Michigan Room of the Statler Hotel at 10 a.m. on May 3. In his own survey, Mr. Green said, he had found that network affiliation was one of the most significant factors in the success or failure of uhf operation. Where a station has a major network affiliation, it is competing equally with its vhf competitors. Where there is no affiliation, the uhf operator is in trouble, he said.

He also said that another problem for uhf owners was the high cost and low production of uhf tuners and all-wave receivers.

Arrests of opposing philosophies among some of the different groups of uhf broadcasters were made last week. Some, it seemed, apparently, were conflicts of personalities.

The Potter subcommittee's exploration of the uhf problem followed a closed meeting with the FCC early in May. The announcement of the open hearings on uhf stated that the subcommittee would hold hearings on "the status and development of the uhf channels in the U.S."

The Senator also said that the hearing would include consideration of the Johnson bill (S 3095) to count two uhf stations as the equivalent of one vhf station in determining common ownership with the limit to be five vhf or ten uhf (B&T, March 17).

Sen. Potter also stated that the FCC would be the first witness. Others who would be invited to appear, he said, were station owners, network and equipment manufacturers. He also said that his group would like to hear from permit holders who had surrendered their grants.

As of April 15, the FCC had issued 305 uhf grants. Of these, 53 had been surrendered. During this time, the Commission also granted 232 vhf permits, of which 12 have been given up.

Originally the Potter subcommittee planned to hold the uhf hearings April 27-29, but Sen. Potter's duties with the Senate Government Investigations subcommittee in the McCarthy Army imbedded forced postponement to May 4-6 dates.

Comic Book Probe Set

Sen. ROBERT C. HENDRICKSON'S subcommittee studying juvenile delinquency will hold a hearing in New York Wednesday and Thursday on the effect of comic books on delinquency. The New Jersey Republic- can's group already has indicated it will investigate the effects of radio-tv programs on the subject. However, the probe on broadcasts will not begin until later in the spring or early summer.

Added to Agenda

GENERAL ELECTRIC tentatively has been placed on the Senate Communications subcommittee uhf hearing agenda for an appearance May 5, it was learned last week. Hearing days on uhf are May 4-6 (B&T, March 29 et seq.). RCA also is tentatively on the witness list. It was understood that all four tv networks are expected to have spokesmen, probably top executives, before the Senate group. It was reported that as many as 10 uhf operators had informed the subcommittee by last week that they would testify before it.
WDSM-TV . . . acquired viewer-prestige quickly. Perhaps it was the remote job done in the district and regional basketball tournaments, or perhaps the international hockey tournament coverage, or yet again the on-the-spot coverage of a bishop's consecration. On the other hand maybe it was the WDSM-TV experienced personalities or the smooth technical performance, or the extraordinary news coverage.

News coverage at WDSM-TV is no accident for behind its able editor stands AP, UP, INS, AP wire photo, facsimile sound on film equipment, and special crews plus the complete news gathering facilities of the Duluth Herald and News Tribune. Obviously, no other television facility can match WDSM-TV news coverage.

Yes, WDSM-TV has prestige . . . put it to work . . . "Buy WDSM-TV"

CBS
Represented by FREE & PETERS, INC.

Channel 6
Affiliated with the DULUTH-HERALD & NEWS TRIBUNE

WDSM-TV
DULUTH • SUPERIOR
NEWSPAPER'S TV PROTEST GRANTED BY FCC IN CLARKSBURG CH. 12 CASE

In split 4-to-3 ruling, Commission rules newspaper must be considered 'party in interest' under present construction of Sec. 309(c) of Communications Act. Ch. 12 grant to WBLK is stayed pending hearing.

UNDER the present construction of Sec. 309(c) of the Communications Act, a newspaper can protest a television grant on the ground of economic injury, FCC ruled Thursday in a split 4-to-3 decision which (1) stayed the effective date of its decision for Ch. 12 at Clarksburg, W. Va., to Ohio Valley Broadcasting Co. and set same for hearing, and (2) declared Cecil B. Highland Sr.'s Clarksburg Pub. Co. to be 'party in interest.'

The Commission's decision was considered to be a test case to show the extremes made possible by the McFarland Act amendment of the economic protest provisions of Sec. 309(c) of the Communications Act [CLOSED CIRCUIT, April 12].

The McFarland amendment on this point originally was opposed by the Commission and substitute wording, to limit protest privilege, was offered for Sec. 309(c) at Clarksburg.

The ch. 12 grant to it was made possible by the dismissal of a competitive application by WPDX there. Later, latter was reimbursed $14,000 for expenses. Clarksburg Pub. Co.'s present protest was filed about a month ago [R-T, March 29, Feb. 22].

Publisher of the daily Exponent and Telegram, Clarksburg Pub. Co. contended it would be injured through the tv station's competition for advertising and effect on circulation.

The newspaper firm contended its circulation already had been hurt in those areas now receiving tv service from WTRF-TV Wheeling, W. Va., and its readership shared ownership with WBLK. Clarksburg Pub. Co. charged FCC's multiple ownership rule would be violated because a community-tv cable system "overlaps" WTRF's programs in Clarksburg, the newspaper-radio area. Concentration of newspaper-radio tv interests in the state also were charged to News Pub. Co., parent firm owning WBLK-TV.

Held Injury Not Specific

In reply, Ohio Valley asserted the injury claims were not specific and the newspaper firm could not be construed as legal party in interest under the basic statutory requirements of Sec. 309(c). The return cited Publisher Highland's record of opposition to radio and tv and his papers' policies in this respect, including refusal to even publish the word "radio."

In its conclusions, the FCC majority noted Ohio Valley's allegation "that protestant has a long history of antipathy toward radio and television broadcasting. These allegations are not considered further since they are not relevant to action on the subject protest."

The majority decision said 'the question "whether protestant is a 'party in interest' within the meaning of Sec. 309(c). . . . is to be decided upon the basis of two considerations: (1) whether persons other than broadcast licensees or permittees can properly be included within that class of persons . . . ; and (2) if so, whether or not the protestant has sufficiently alleged facts to show economic injury stemming from the establishment of the television broadcasting station authorized by the Commission.'

The FCC said "the general boundary of who is a 'party in interest' turns upon interpretation of the case of FCC v. Sanders Bros. Radio Station 309(c). Congress has clearly indicated that that case is the touchstone of a determination of who is a 'party in interest' from an economic standpoint under Sec. 309(c)" in Senate Report 44 on S 658, 82nd Congress, 1st Session.

"We have previously expressed the view that the term 'party in interest' is a limited one," the majority recalled, "and we adhere to that view. However, neither Sec. 309(c) of the Act, the Sanders decision, nor subsequent decisions stemming therefrom limit persons entitled to standing to object to agency action to those engaged in the same type of business engaged in by the beneficiary of the agency action complained of."

"Thus, it has been held that the Sanders case applies to a reading of the pleadings of parties having an interest within the intent of the law. '... the Sanders case'"

Furthermore, FCC contended, "although Senate Report No. 44 on S 658 (which was enacted as the Communications Act Amendments, 1952) states that those without a legitimate interest were not intended to be included, we cannot find any indication that Congress intended to restrict the relief afforded by Sec. 309(c) to licensees or permittees of the Commission."

FCC recalled that it had pointed out to Congress "...the widespread application the term 'party in interest' could have. In this connection it is noteworthy that the earlier 'White Bill' . . . was limited to the interests of the law. Sec. 309(c) defined a person in interest as any person who holds a construction permit or license or has a pending application which would be adversely affected economically or by reason of electrical interference as a result of the new authorization."

"This definition did not appear in the later 'McFarland Bill', . . . and was not made part of Sec. 309(c)."

The majority held that the test provided by the Sanders decision 'is the question of direct competitive injury to a legal right. This test, now imported into Sec. 309(c), is equally applicable under the relevant authorities to such injury caused by the grant of a new authorization for a television station which could result in economic injury which also relies mainly upon advertising."

"We do not decide that any indirect injury to other forms of enterprise would suffice, but merely that here there is a situation which cannot be differentiated from that principle from that obtaining in the Sanders case."

The majority concluded:

"In the present case, the protestant has presented a situation alleging direct competitive injury from a new grant, which could be said to lack in definiteness only the type of allegation which cannot reasonably be required where the actual operation of the new station is not immediately imminent. The causative nature of the alleged injury has been specifically set forth in the context of a competitive situation where the action taken by the Commission clearly disrupts the existing competitive picture. The new television station will have as its principal city to be served the same city where the newspapers are published, and will be in direct competition for the same advertising. See In re T. E. Exponent & News, Inc., R. B. Pike and Fischer, RR 197; Vermont Radio & Television, Inc., 9 Pike and Fischer, RR 102; Midwest Television, Inc., 9 Pike and Fischer, RR 611. This is a situation of where the Commission's action could not be expected not to result in a substantial competition change and where, as a consequence, a more precise showing must be required. In re Application of Spartan Radioncasting Co., FCC 54-184, released February 25, 1954. We therefore find that a sufficient showing to constitute protestants a party in interest within the intendment of Section 309(c) has been made."

The Commission found protestant has specified with particularity the facts, matters and things relied upon as required by Section 309(c) of the Communications Act to warrant the designation of the above-entitled application for hearing on appropriate issues to be specified by further order of the Commission."

Dissenting, Comr. Bartley said, "I would deny this protest on the ground that the allegations of potential economic injury are not sufficiently factual but are merely speculations."

In any event, I am of the opinion that Congress did not intend that a 'host of parties who have no legitimate interest' would be permitted to interfere under Section 309(c) 'solely with the purpose of delaying license grant which could be made'. (See Senate Report No. 44 on S 658, 82nd Congress, 1st Session, p. 8.) It is clear from a reading of the pleadings in this case that protestant seeks to prevent the establishment of any television service in Clarksburg which would interfere with its operation of the only newspapers in Clarksburg. I cannot believe that Congress intended that Sec. 309(c) be interpreted, in such a state contained in Section 1 of the Communications Act to make available to all the people of the United States an efficient and nationwide radio and television system."

Robert Doerfer said: "That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity — and an absurdity is the shadow cast by error. The error is a misconstruction of the purpose and intent of the law."

Comr. Lee wrote, "I cannot conceive of the Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay. I believe also that this action is inconsistent with our mandate to provide television service to the maximum number of citizens."

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STATION OF SERVICE AND EXPERIENCE!

BOB BALL
News Director
Graduate of the Missouri School of Journalism
WCCO-TV best man, rewrite reporter, special events interviews and featured telecaster for WCCO-TV, "News in Review"

JACK MCKENNA
Weather Man
The Army Air Corps provided Jack McKenna's education in meteorology at the University of Utah. McKenna was a part of the "Pre-D-Day" weather team which provided the important weather news for the Normandy invasion.

ED CONRAD
Production Manager
We are fortunate in having the services of this versatile young director. His network TV experience well qualifies him to head our production staff. He is truly an "expert" in producing and programming.

LUKE MASON
Sports Director
University of Wisconsin; CBS Pacific Coast sports department. KILO Grand Forks, WIDU & WISC Madison. Play by play announcer Wisconsin football for Wisconsin network. WCCO-TV sports and special events.

MARTY OLSON
Sales Director
It would take more space than we have available to cover the career of saleswise "Marty." Well-known locally and nationally as staff announcer, actor and national Sales Representative.

JERRY BAUMANN
Chief Engineer
A sincere, unruffled practitioner of TV engineering. "Jerry" makes a transmitter percolate efficiently and productively. We are proud to have him head our staff of experienced engineers.

DUMONT
Affiliated with the DULUTH HERALD & NEWS TRIBUNE

WDSM-TV
Channel 6
Channel 6
DULUTH, SUPERIOR
FCC Proposes to Curb Incidental Radiation

BRINGING FCC indirectly into "regulation" of television and fm receivers through proposed certification procedures designed to limit spurious emissions which harm established services, the Commission last week announced further proposed rule making to amend Part 15 of its rules. Comments are due June 16.

The action indicates the Commission's concern over the growing interference from low power devices and other sources of incidental radiation.

In the past, when commenting on the problem, various Commission spokesmen have pointed out that tv and fm sets in effect are "little transmitters" and as such could be subject to direct FCC control if manufacturers did not take voluntary steps to provide necessary shielding within the sets. Offending models usually have reduced shielding because of competitive measures to cut selling cost.

The Commission's proposal for certification procedures, similar to that employed for diathermy and other industrial radio energy devices, was considered to acknowledge the industry's present voluntary efforts to curb excessive radiation and to put the solution on a cooperative basis between government and industry.

REITMA-Industry Lab.

FCC said it is hoped the actual certification would be done by the manufacturers themselves, noting Radio-Electronics-Television Mfrs. Assn. has proposed the establishment of an industry laboratory for this purpose (also see story page 42).

FCC would put some limitations on set radiation into effect promptly for radio-tv receivers and more exacting limitations into effect Jan. 30, 1956, for all radio receivers.

The proposed rule changes provide that receivers be certified by the manufacturer "or by appropriate certifying authority, or where this does not take place, by the users of the receivers."

Similarly, carrier current systems such as community tv antenna systems and college "wired-wireless stations" would come under certification requirements and radiation limitations by June 30, 1955. All cases of harmful interference to authorized services would have to be corrected immediately, however, the notice indicated.

The Commission has received reports that the coaxial cable distribution lines of community tv systems in some areas are causing interference to off-the-air reception by receivers in the homes of non-subscribers.

Two categories of radiation devices are set forth: Incidental and restricted. Incidental radiation devices are described as those in which the production of radio energy in unintentional or incidental, such as electric power, lighting and ignition devices. Restricted radiation devices are considered to embrace carrier current communication systems, laboratory signal generators, beat frequency oscillators, radio receiver oscillators, various low power radio frequency generators and remote control devices using radio energy, like garage-door openers and record players.

FCC's proposal provides for minimum power and field intensity limitations and certification for restricted radiation devices. But the Commission said it "does not propose to place a limit on the radiation of incidental radiation devices at this time. However, in the event of their interference to regular radio services, the operators of such devices would be required to take prompt remedial action."

KOIN-TV is Oregon's most powerful station

KOIN-TV's strong 56,000 watt signal (soon to be 100,000 ERP) plus a towering antenna height of 1,114 feet above average terrain is resulting in effective coverage of far more area in the rich Oregon and Southern Washington market than any other Portland station. Set sales are skyrocketing!

KOIN-TV is Portland's only VHF station

KOIN-TV's sharp VHF signal is the only television reaching many shadow areas. Reception and picture quality are excellent.

More people mean more sales

KOIN-TV's tremendous coverage—its great lineup of CBS and selected ABC shows, as well as solid local programming has built a loyal, responsive audience. Write, wire, or phone for availability and complete market data. KOIN-TV is your best buy in this rich Oregon market.
Since always runnen
Iss around,
Der office boy
Don't sitten down:
So iss by us
Nix qelt ge-wasted,
On him iss even
A broom ge-pasted.

We got so busy
As you can see
By using
WNHC-AM-TV

* Gelausedup English

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

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

VHF
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service
Orange Belt Group
Renews Ch. 30 Quest
Applicant blasts Commission for denying its bid for $26,000 station, says FCC encourages excessive construction funds.

FCC evidently does not want low-cost uhf stations when they could serve small-market pioneering and face competition, Orange Belt Telecasters indicated last week in a petition asking the Commission to reconsider its denial of a permit for uhf ch. 30 at San Bernardino, Calif.

Proposed to be built-made, constructed from out-of-pocket expenses of about $26,000 and operated with films by the three owners, the station was turned down by the Commission in a final decision which found the applicant not qualified financially or technically. FCC reversed a hearing examiner's recommended grant [B&T, March 22].

Three owners are Bertram William Shaw, Everett L. Carson and Hal R. Heywood.

As alternative to a regular commercial grant, the petitioner suggested an experimental broadcast which might be authorized.

Orange Belt contended FCC "ignored . . . the contrary proposed findings and recommendations of its own staff of experts and the judgment of its own examiner who actually observed applicant's engineer and heard his testimony."

The petition related that "the question of the technical qualifications of applicant's engineer, Everett Carson, is the primary basis for both Commission conclusions as to technical and financial qualifications." Orange Belt said that while the record shows in as much detail as possible Mr. Carson's unique experience in radio and construction of confidential uhf equipment for an Air Force flight test center, termed more critical than tv, "the Commission's findings on this experience studiously fails to mention these significant facts."

"Could Not Reveal Air Force Gear"

"The Commission contains itself by criticizing the fact that Mr. Carson did not subject himself to criminal prosecution by describing the unique confidential equipment which the Air Force considered him eminently qualified to design and construct."

Similarly, the petition argued, the financial data presented was accurate and conservative, indicating the station could be built and operated. Noting FCC alluded to its "greater obligation to the public," the petition pointed out that the San Fernando area does not have "satisfactory television service of any kind and the construction of the only other station in the area has been indefinitely postponed."

"We respectfully submit," the petition said, "that if the required standards of uhf television construction and operating costs are such as implied by the Commission's decision in this case, it may well scrap its uhf allocation plan now as wholly unrealistic from a financial viewpoint. If such requirements are adhered to, a large part of the public will be unable to get tv service and San Fernando, Goldfield, Nev., and a host of other communities will not obtain the uhf-tv stations the Commission so confidently contemplated by its allocation plan."

Orange Belt contended the "current financial disappointments of many already in the uhf field stems directly from a public policy which encourages the expenditures of excessive sums for construction and operation."}

FCC Staff Cuts

EXPECTATION that FCC's staff will have to be pared by about 50 persons to meet the operating budget proposed for fiscal 1955 (story page 46) was voiced last week by Commissioner sitting. The total payroll now is about 1,140 persons, both in Washington and the field.

Part of the cut might have to be in the FCC's 18 hearing examiners, some half-dozen of whom were hired on a temporary basis this past year to help clear the tv backlog. The rest would be attorneys and clerks, about 30 of whom are in the Broadcast Division.

The problem in cutting examiners, it was pointed out, is (1) that the hearing backlog, while reduced, still isn't cleared and (2) some of the new examiners, shifting from other agencies, carried over large annual leave accumulations. To prevent taking big chunks out of the 1955 budget, these examiners could be let out just before Dec. 31, 1954 on June 30, so accumulated leave payments technically would come out of the current budget, which can take it.

AT&T Asks Extension
Of Color Rates Again

THE AT&T asked the FCC last week to extend the present temporary color tv intercity connection rates for another four months, to Sept. 15, 1955. A previous extension runs out May 15.

AT&T color rates are the same as for black-and-white, plus additional charges for terminal connections. These were instituted as experimental rates during the formative compatible color tv developments under the aegis of National Television System Committee. On Jan. 15, AT&T asked for the first extension, to Feb. 15, and then to May 15.

There has been talk that the telephone company planned to submit color charges that ranged up to 60% higher than present black-and-white rates. There also have been references by AT&T officials that present black-and-white intercity charges do not cover the cost of supplying the service. This has led to suspicion that the AT&T was planning to raise black-and-white rates and lower the proposed color rates in order to meet objections to the alleged high color rates [Closed Circuit, April 12].

Under the experimental color tariff, and subsequent extensions, AT&T charges $450 per month for each station connection in addition to the regular black-and-white rate of $500 per month for full-time service (eight consecutive hours daily). Rate per mile for color or black-and-white remains at $35.

For occasional service, the experimental rate is $450 per $500 monthly tariff for color connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates remain the same as for black-and-white: $10 per hour and $1 per hour per mile.

In its application for the experimental rates for another four months, the AT&T asked that it be granted without prejudice to the filing of commercial tariffs before the end of this year. This would mean the telephone company could submit a proposed color tariff, which would become effective in 30 days unless someone objected or the Commission itself decided to study the situation.

VOA Sets Move Nov. 1
From New York to D. C.

Cost of the move in studio construction and equipment will be $1 million.

MOVING day for Voice of America from New York to Washington is Nov. 1. Details of the shift were announced last week by the U. S. Information Agency.

Leonard F. Erikson, director of the Voice, said the new Washington home will be in the Health, Education & Welfare building at 330 Independence Ave., SW.

The VOA is slated Nov. 1 to be on the air full time from the Nation's Capital. Some 14 new Washington studios will be built and about 1,000 employees transferred. Cost of the move is estimated at $1 million, for studio construction and equipment. Actual transporta-
tion of personnel is not included in the figure.

This shift, which in effect was ordered by the Congress, will involve hundreds of miles of special wiring, large quantities of highly complex electronic equipment, soundproofing, air-conditioning and special land lines to connect with shortwave transmitters, according to USIA.

The move will be accomplished without interruption of round-the-clock broadcast schedules, the agency said. The new Washington facility operates 76 transmitters in both hemispheres, programming in 34 languages.

Mr. Erikson said VOA cannot risk losing contact with listeners, "many of whom tune in on the truth at grave peril to their own personal safety."

In transferring the master control board and associated equipment, technicians must complete an estimated 500,000 separate electrical connections. Much of the million-dollar cost, it was explained, will go for replacement of obsolete equipment which would have been required anyway. Studio construction starts this month, VOA said.

Sen. Dwight Griswold Dies;
Was on Radio-Tv Committee

A TEMPORARY GOP vacancy was opened on the five-man Senate Commerce Committee and on the parent Senate Interstate & Foreign Commerce Committee by the death Monday of Sen. Dwight Griswold (R-Neb.).

Funeral services were held Wednesday in his home town of Scottsbluff, Neb. Sen. Griswold, 60, died in Bethesda Naval Hospital after a heart attack. A former governor of Nebraska, the Senator was elected to the Senate in 1953 to fill out two years remaining in the term of the late Sen. Kenneth B. Wherry (R).

The Senator's son-in-law and daughter, Mr. and Mrs. John H. Gayer, flew to the U. S. from Switzerland to attend the funeral. Mr. Gayer was named last summer to the International Frequency Registration Board in Geneva, which was established to implement the Atlantic City Telecommunications Convention of 1947.
We're TOP DOG
AND
No Bones About It!

The PENN-N.Y. edition of TV Guide recently conducted a poll among its readers, asking which local TV programs they watch and enjoy most. Answers poured in from all Northeastern Pennsylvania. WILK-TV walked off with ALL the top honors. The April 15th issue tells the story. First Place goes to WILK-TV's pace-setting early evening variety show, "CAROUSEL" with Hal and Nancy Berg—Second Place goes to the top show in local kid entertainment, "BUCKSKIN JIM'S TRADING POST" presided over by Jim Ward—and Third Place to the center of attraction for the local teens, "JOHNNY SOBOL'S RUMPUS ROOM".

SMALL WONDER OUR TAILS ARE WAGGING WITH PRIDE!

WILK-TV covers a large and lucrative market where television competition is strong. The fact that we lead the field in popularity, quality of programming and reception is hard-hitting proof that we can sell more of your products at less cost than any other station in this widespread television-conscious area.

WILKES-BARRE and SCRANTON
250,000 WATTS
covering ALL Northeastern Penna.

Call or write
AVERY-KNODEL, Inc.

- New York - Chicago - Los Angeles
- San Francisco - Atlanta - Dallas

Affiliated with both
ABC and DUMONT NETWORKS

April 19, 1954 • Page 55
TV's DOUBLE DUTY BUY!
in the HEART of ARKANSAS

CHANNEL 7

TWO fine studios
Little Rock • Pine Bluff
172,600 Watts ERP
From the State's Tallest Tower
Full Network Service

LITTLE ROCK

KATV

PINE BLUFF

AREA COVERAGE THAT COUNTS
Population ........................................ 806,400
Buying Income .................................. $857,900,000
Retail Sales ...................................... $653,091,000
TV Sets ........................................... 59,600 (est.)

James P. Walker
General Manager

Bruce Compton, Sales Manager
100 Williams Road, Pine Bluff, Ark.

AVERY-KNODEL, Inc. — NATIONAL REPRESENTATIVES

John Fugate, Manager
Little Rock Studios

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Broadcasting • Telecasting
WNEW, WAIT SALES IN FCC APPROVALS

Radio-TV transfers approved last week by the FCC included sale of WNEW New York and WAIT Chicago.

WNEW was sold to a new company WNEW Broadcast Co. for the basic consideration of $2,100,000, with the purchasing company assuming certain tax liabilities, commission and attorneys’ fees. New president and general manager is the well known quarter-century veteran broadcaster Richard D. Buckley (25%). Horace L. Lohnes, partner in Washington law firm of Dow, Lohnes & Albertson, assumes 25% interest and will serve as secretary, treasurer and director. Remaining 50% interest is divided equally among Harry R. Playford, St. Petersburg banker and former WNEW stockholder, and two associates. Mr. Playford becomes a vice president of the new company and he, along with his St. Petersburg colleagues will serve on the board [BT, March 8].

At Chicago, FCC gave approval to the sale by Gene T. and Evelyn M. Dyer of their 78% interest in WAIT for $271,000 to the former owners of WSBC Chicago.

Purchasers are William T. McNeill (6%) and Bertha L., Julius, Oscar and Gertrude Miller, 18% each. Adele Moulds retains 10% holding and Louis E. Moulds and Grace V. McNeill each retain 6% [BT, March 22].

Sale of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $5,000 plus assumption of obligations totaling about $105,000 also was approved.

Rollins operates WNJR Newark, N. J.; WTNJ Georgetown, Del.; WRAD Radford and WRAP Norfolk, Va., and holds permit for WHRN Dover, Del. Rollins proposes to dismiss its pending bid for new station at Wilmington on 900 kc with 1 kw daytime.

In a separate action the FCC gave approval to the acquisition of negative control (50%) of Rollins Broadcasting by O. Wayne Rollins through purchase of 16.7% interest from John W. Rollins.

Other transfers receiving FCC approval were: WQCN-TV Atlantic City, N. J.—Assignment of construction permit for uhf ch. 88 from William G. & George C. Matta to David E. Mackey for $10,446 to cover expenses incurred.

KEMP Portales, N. M.—Transfer of control of Plain Broadcasting Co. to John Burnerque and Leola Randolph through sale of all stock for $25,000.

WWMW Augusta, Ga.—Transfer of control of Savannah Valley Broadcasting Co. to Gladys M. Bennet et al., by 41.2% interest sale for $33,000.

WXOG Nogales, Ariz.—Assignment of license to Charles P. and Alice Montana for $18,335.

WTVD—on 35mm

Radio-TV call letters are issued by FCC not only to radio and tv stations, but also for two-year periods to “stations” in movies, books and comic strips as well as college carrier current stations. The policy has been in effect “for years,” a Commission source indicated when questioned how soon ch. 11 WTIK-TV Durham, N. C., will take over the call WTVD from 20th Century-Fox Film Corp. Latter has right to WTVD until June 23 for fictitious tv outlet in movie titled “Taxi” starring Dan Dailey and Constance Smith. WTIK-TV asks call change since WTIK radio has been sold for $110,000 to WCTC New Brunswick, N. J., subject to FCC approval [BT, March 15].

Over ONE HUNDRED TEN MILLION DOLLARS spent for FOOD PRODUCTS in the Peoria area annually, according to figures published by Sales Management. These food products, to list just a few, now are getting their share of business through local programs and announcements on WMBD:

HILLS BROS. COFFEE
RINSO
FLEISCHMANN’S YEAST
DREFT
BUTTERNUT BREAD
SUPER SUDS
PRODUCER’S DAIRY

FRY-KRISP DOUGHNUTS
ROSSELL’S SEALTEST
VEL
DEL’S DAIRY
TOASTMASTER BREAD
CHARMIN TISSUE
KROGER’S—for 10 years!

Experienced LOCAL and NATIONAL SPOT advertisers know...

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

WMBD Radio sells food in Peoria area

CBS Radio Network
5000 Watts

WMBD—FIRST in the Heart of Illinois

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TWIN CITIES STATIONS REBEL AT BAN

Action by House subcommittee barring radio-tv coverage of hearings in Minneapolis-St. Paul brings loud protest from broadcasting newsmen, particularly from WCCO-AM-TV and KSTP-TV there.

RADIO-TV news executives in Minneapolis-St. Paul still were simmering last week over a congressional subcommittee ban against broadcast coverage of hearings held in the Twin Cities April 9-10. Efforts of the newsmen to have the ban rescinded, although vigorous, proved fruitless.

Stations affected were WCCO-AM-TV Minneapolis and KSTP-TV St. Paul.

Charles McCuen, news director of WCCO-TV, said the decision to keep out tv, radio or use of film and recordings, "deprives an estimated one million television viewers in the Minneapolis-St. Paul area of the complete news coverage of ... [the] committee's activities that only television's exact reproduction of the testimony can provide." His remarks were entered into the hearing record by Rep. Claire E. Hoffman (R-Mich.) who sharply protested the ban.

The subcommittee is looking into alleged labor racketeering. It is part of the House Government Operations Committee of which Rep. Hoffman is chairman.

After the stations were denied access to hearing coverage the first day (April 9), Mr. McCuen presented a special news report on WCCO-TV charging the "open public hearings" were neither completely open nor public in view of the committee ruling against full tv and radio coverage. Four committee members appeared on a film telling why they favored opening the hearings to full coverage. Also televised was a portion of the debate between Rep. Hoffman and subcommittee members on the coverage ban.

The news director displayed on camera extensive clippings of newspapers which printed an abridged transcript of proceedings, noting that radio-tv sought equal opportunity for news coverage. He also asked for mail and telegrams. The audience responded with numbers of communications to the subcommittee but the group stuck to its earlier decision.

According to the stations, Congressmen ordered camera equipment out of the hearing room (the Federal courthouse) when it was charged that KSTP-TV was filming witnesses (without sound) in defiance of the ruling.

Jim Bormann, WCCO radio news director, sent a general protest to subcommittee Chairman George A. Bender (R-Ohio)—reportedly sympathetic to the broadcast media's position, terming the denial of full access "a violation of the people's right to know." He spoke also as chairman of the Freedom of Information Committee of the Northwest Radio-TV News Ann.

The ban was an outgrowth of a rule adopted by the full committee a few months ago [B&T, Feb. 8]. Members then decided to prohibit radio and tv from all open hearings unless a majority of the members voted to approve coverage. The move actually had been directed against the committee's chairman, Rep. Hoffman.

A continuing battle has been fought between Rep. Hoffman and his ballyhoo committee which last year stripped him of his power to appoint subcommittees without the consent of his fellow members on the full committee. At stake was control of the subcommittee itself which was taken over by Rep. Bender.

When the subcommittee returned last week to Washington, Rep. Hoffman took to the House floor to attack the subcommittee's decision on radio-tv in the Twin Cities, which, he said, "discriminated against both these sources of information."

N. J. Senate Committee Convenes in TV Studio

IN what was believed to be "a first" in the history of state legislatures in the U. S., a New Jersey State Senate committee telecast one of its formal meetings from the studios of WATV (TV) Newark April 11, 7:30-8 p.m.

Station last Friday announced that beginning April 25 a different committee would be telecast each Sunday night.

During the telecast, the committee debated and rejected a bill that would have required the Port of New York Authority not to engage in construction until a transit committee has investigated the possibilities of additional transit facilities in the New York area.

The tv program followed the weekly half-hour report over WATV by Gov. Robert B. Meyner, a Democrat. The television time had been granted to the Republican-controlled legislature after Republicans had sought equal time to answer Gov. Meyner's program [B&T, March 29].

Though several leading Republicans had requested regular, weekly tv time equal to that given to Gov. Meyner, a spokesman for WATV told B&T last week that the station had no definite plan for such an arrangement.

An opinion rendered in advance by Grover Richman Jr., attorney general, said any action taken by the committee would be legal even though the committee was meeting in the studios of WATV and as part of a telecast.

New UHF Grants Made For Lexington, Fayetteville

LEXINGTON, Ky., and Fayetteville, N. C., each won a new tv station on uhf ch. 18 last week as the FCC finalized examiners' initial decisions.

At Lexington, the uhf ch. 18 grant was made to WLEX there. The decision was made possible by the withdrawal of the competitive bid of WVLY Lexington. No consideration had been promised to WVLY for dismissing its application.

The Fayetteville uhf ch. 18 grant to WFLB there was enabled when WFAI Fayetteville amended its competitive bid for the ch. 18 facility to specify uhf ch. 54.
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline DELIVERS MORE FOR THE MONEY

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

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. (Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

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St. Louis Ch. 4 Grant Proposed After Merger

KWK is surviving applicant as KXOK and Missouri Valley TV Co. acquire part-interest options. Ch. 54 WTIV (TV) Belleville protests action.

INITIAL decision was issued last week by FCC Hearing Examiner Claire W. Hardy proposing to grant ch. 4 to KWK St. Louis, stemming from a merger proposal submitted last week which saw the dismissal of competitive applications by KXOK and Missouri Valley TV Co., chiefly owned by KSTP-AM-TV Minneapolis-St. Paul [BT, April 12].

When options are taken, K WK would be owned 23% by present part-owner St. Louis Globe-Democrat, 28% by other part-owners Robert T. Convey and associates, 23% by KXOK Inc., 23% by KSBC Inc. and 3% by St. Louis residents who had interests in Missouri Valley TV Co. KXOK would be sold to C. L. Thomas, present KXOK general manager, but the price has not been determined. Mr. Convey would continue as KWK-AM-TV manager.

On the eve of the initial decision, protest of the merger was filed with FCC by ch. 54 WTIV (TV) Belleville, Ill., contending the grant would result in concentration of control of

mass media of communication in the market since the Globe-Democrat is identified with the proposed ch. 4 station and the St. Louis Post-Dispatch, the city's only other daily paper, operates KSD-AM-TV, the latter the only operating vhf outlet, on ch. 5.

WTIV argued that St. Louis area viewers have $20 million invested in uhf converters and antennas, representing some 200,000 installations. The station contended advertisers would favor the new ch. 4 station, because it would not and the outlet would compete with WTIV in both St. Louis and Belleville for audience and advertising.

T. G. Andrews Named to Head Tall Tower Study Group

DR. T. G. ANDREWS, head of the psychology department, U. of Maryland, has been chosen chairman of the ad hoc committee of the AirROME

tronics, Air Routes, and Ground Aids subcommittees of the Air Coordination committee to study the question of marking and lighting tall tower and guy wires [BT, Jan. 11 et seq.].

Dr. Andrews is a member of the vision committee of the Armed Forces National Research Council.

First meeting of the working group, comprising members of government and military agencies and interested broadcasting and aviation organizations, is scheduled for April 22 in Washington.

The AARGA subcommittee has been studying the needs for changes in marking and lighting standards for tall structures since the beginning of the year. The activity followed public publicity which ensued after former Michigan Gov. Kim Sigler's plane crashed into the tower of WBCK-TV Battle Creek, Mich., killing the entire party of four [BT, Dec. 7, 1953].


Both broadcasting and aviation interests will have associate membership status on the working group. The following organizations and companies have been invited to send delegates:


Trinity Drops Plans On Baseball Re-creation

NO BASEBALL re-creations will be aired this season by Trinity Broadcasting Corp., as FCC was advised last week, because complaints by three major league clubs, the Yankees, Dodgers and Cardinals, have prevented Trinity from making pre-season arrangements.

Trinity asked FCC to dismiss as moot the petitions for reconsideration filed a fortnight ago by the ball clubs and by Western Union against the Commission's action granting license renewal to Trinity's KELP El Paso, Tex. In that decision, FCC found Trinity's game recreations in past seasons did not constitute illegal appropriation of private property and did not deceive the public. However, they were actually live pickups [BT, April 5, March 8].

It was noted that the ball clubs, by the institution of their complaints and "their subsequent course of action during the time the complaints were pending before the Commission," have made it "impossible for Trinity Broadcasting Corp. to make the necessary arrangements to re-create baseball games during the 1954 season." Consequently, neither KELP-AM-TV nor Trinity's KLIF Dallas will air recreations this year, FCC was told.

Western Union filed a Sec. 309(c) economic injury protest, charging FCC erred in the KELP case by not finding that the station had appropriated private property (game information) without consent and aired it as though it were live. Western Union said it pays the American and National leagues for the right to transmit game data and that such stations may not allow unauthorized rebroadcasting, nor may a non-subscriber station appropriate the data aired by a subscriber.

Counter damage suits between the major league baseball clubs and Trinity's defunct fifth network, Liberty Broadcasting System, are pending in the courts and may be heard this fall, it was indicated last week. Depositions are being taken.

Hearing Backlog Lowers

IN DESIGNATING for hearing three more comparative television cases, FCC last week reported only 13 cities remain to be set for hearing, but said all 44 applicants involved have been notified of expected hearing by McFarland letters. New cases designated, to commence May 14 in Washington, included: Big Spring, Tex., ch. 4, Texas Telecasting Inc. (KDBU-TV Lubbock) and Big Spring Broadcasting Co. (KBST); Jefferson City, Mo., ch. 26, L.H.P. Co., and Jefferson TV Co. (KWOS); and San Antonio ch. 12, Mission Telecasting Corp. (KONQ) and The Walmac Co. (KMAC).

NBC, Clear Channel Group Protest FCC Skywave Ruling

BOTH NBC and Clear Channel Broadcasting Service last week protested FCC's order of early March eliminating from the three test cities the rule making skywave measurements in other than general rule-making proceedings. FCC said the skywave curves in the standards shall be used in licensing proceedings.

The petitions asked for reconsideration and noted FCC had eliminated the use of measurements because of the short period of time over which they would be taken. NBC and CBBS replied that if this logic applied to the measurements, it should also apply to the curves themselves, since the curves are based on measurements taken over only a three-month period in 1935. They asked the Commission not to absolutely foreclose the use of specific measurements in cases where they might apply and could be properly tested.

Gray Chairman of Unit

INVESTIGATING Oppenheimer

GORDON GRAY, president of WSIS-AM-TV Winston-Salem, N. C., former Army Secretary and now president of the U. of North Carolina, is chairman of a special loyalty review board that is holding secret hearings on the charges made against atomic scientist J. Robert Oppenheimer.

Dr. Oppenheimer has been suspended by President Eisenhower from atomic research. A claim has been made against his security status.

FCC Grants Microwave Links

LONG LINES Div. of American Telephone & Telegraph Co. last week was granted permits by FCC for seven new microwave radio relay stations to comprise the Los Angeles-Tucson, Calif., section of the proposed Amarillo-Los Angeles microwave complex. New station, one in Arizona, will hop from Apache to Tucson to provide network tv service to KLAS-TV Las Vegas, Nev. FCC fortnight ago approved permits for an initial section between Amarillo and Albuquerque.
Color cast equipment
The compatible color television system approved by the FCC last December—which will soon bring color TV to your market area—represents an investment of more than a million man-hours and nearly ten million dollars by the entire television industry.

G.E.'s role in this development is exemplified by Dr. W. R. G. Baker, General Electric Vice President and General Manager of the Electronics Division. Dr. Baker was chairman of the National Television System Committee which formulated the system as it was finally approved.

Nearly four years ago, Dr. Baker and his staff of color engineers (above) established a network of color signals at Electronics Park for research and equipment development. Their main consideration throughout these years has been your future in color TV.

Now's the Time!

Plan your color TV future with

Hundreds of G-E engineers cooperated in discovering new theories... new ways to provide a truly compatible system. One of the many General Electric color laboratories—in constant operation during the past four years—is shown above.

Major networks have already converted many top-flight programs to color. The strongest call for color has started—as was predicted—to come from local advertisers. Your needs, therefore, may be temporarily limited to film and slide facilities. General Electric is prepared to help you! For details, see a local G-E representative, or write today.
Chromacoder color equipment will soon be in production at General Electric's Electronics Park. Featuring a compact camera with only one I.O. tube, you will note there is little obvious difference between it and a standard black and white television camera. Size, simplicity of design, weight, maneuverability, ruggedness, economy and flexibility are important operating points.

The unique designed-in flexibility of General Electric's projection room equipment for color slides and film allows you a choice of the equipment you want...when you want it!

2" x 2" color slide scanner with color scanner pickup—the basic equipment you'll want first for color commercials...

Just add the high quality continuous motion film scanner to the slide scanner to provide color film programs...

Carry this block-building technique one step further...and add a second continuous motion film scanner. This entire combination occupies only 32½ square feet of floor space!

GENERAL ELECTRIC

Using the Chromacoder Camera Channel, a single picture signal (containing all color intelligence in sequence) is selected for transmission. This signal is then fed into the Chromacoder and translated to simultaneous red, green and blue images. Subsequently, a Multiplexer forms a color signal for transmission under the compatible standards approved by the FCC. Only one Chromacoder is needed at each station to translate the signals of all in cameras.
General Electric COLOR
for your station!

1 Modify Existing G-E Equipment To Broadcast Network Color Programs For Black and White and Color Reception! General Electric is providing its present customers, on a no-charge basis, all necessary internal transmitter parts, thus permitting stations with G-E transmitters to broadcast color. Engineering supervision for the installation of this equipment is on this same no-charge basis if it is done at the same time external color equipment is installed. External parts (Gamma Amplifier, Stabilizing Amplifier, Color Monitor, and other miscellaneous items) required for performance within FCC color specifications are being supplied at a moderate cost of approximately $7300 to $8800 (VHF-UHF). Optional test equipment is available as required. It is important to note that any of the above changes can be accomplished without loss of air time.

2 Locally Originate Color Slides and Film With G-E Equipment! General Electric provides the ideal solution to the demands of local advertisers for color commercials. Its top-quality film and slide facilities are designed for amazingly versatile effects. Slide Scanner equipment cost is in the order of $32,500; additional for Film Scanner equipment, approximately $36,000. To this must be added the cost for achieving best possible color transmission service as outlined in Plan 1.

3 Put Live Local Color Programs On-The-Air With G-E Equipment! This final step of your color objective incorporates a live camera channel, Chromacoder and allied equipment, Calibration Monitor Console, Monitor Switching Unit and miscellaneous accessories. With these G-E facilities broadcasters are assured of obtaining the ultimate in programming and performance...at what we believe to be the most economical cost figure you'll see in the industry!

Extra! G.E. is making rapid progress with an economy plan to factory-convert your existing G-E black and white cameras for live color program origination. This conversion will similarly apply to non-G-E cameras that are interchangeable. Moderate conversion cost will result in outstanding savings.

Plan your color future with General Electric—NOW!
Our local G-E broadcast representative has all the facts. Call him today or write:

You can put your confidence in

GENERAL G. ELECTRIC
February 10, 1954. United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how responsive these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, United sold 2,200 pints of oysters—a complete sell out. In addition, United sold 4,800 chicken pot pies—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets... so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, President
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa
INTERSTATE TV Proudly Introduces...

THE NEW

DOUGLAS FAIRBANKS PRESENTS

SERIES!

Now being filmed and released! New plays...new stories...new casts...that will hit a new high in audience rating and product sales!

"Douglas Fairbanks Presents"

YOUR PRODUCT NAME HERE

Drama...Romance...Mystery...Comedy! The kind of stories America's millions love...written by America's top-notch writers!

39 NEW HALF-HOUR PLAYS!
...destined to eclipse the popularity of the first series, which was one of television's highest-rated shows! Let the new, greater 'DOUGLAS FAIRBANKS PRESENTS' series spark your product to sales and prestige dominance in your television market!

Interstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway Plaza 7-3070
CHICAGO: 1250 S. Wabash Wabash 2-7937
HOLLYWOOD: 4376 Sunset Drive Normandy 2-9181

CLEVELAND: 2038 Winton Rd., S. Euclid, O. Euclid 1-1921
ATLANTA: Room 405 Georgia Savings
2020 Peachtree St. \* 6-2709
DETROIT: Woodward 1-1980

DALLAS: 360 S. Houston St.
ATLANTA: Room 405 Georgia Savings
2020 Peachtree St. \* 6-2709
DES MOINES: 1135 High St.
4-1417

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Broadcasting • Telecasting
Past Hits Revived by Radio

WHAT started as an experiment on an evening record program called Old Timers Party, on WJAS Pittsburgh less than a year ago, has turned into one of the station's best known and most widely listened-to features. The idea can be traced back to a day in June 1953, when a WJAS maintenance man came into the studio with 20 old records—some released as early as 1908—and asked Hilary Bogden, m.c. of Old Timers Party, to play them on his show. Feeling that many of his older listeners might enjoy hearing some old favorites, Mr. Bogden did just that.

To test the reaction of the audience, Mr. Bogden asked his listeners if they would like a program featuring records of yesterday. “The response was phenomenal,” says Cal Mara of the station publicity staff. “Old Timers Party since its inception has received not only requests for old records, but listeners bring albums and bundles of old time recordings into the studio.”

In a short time Mr. Bogden built up a library of 2,800 old time records. The response from listeners prompted WJAS to designate a 30-minute segment each evening from 10:30-11 o'clock for the record series.

Only one obstacle stood in the way of the new show. Equipment at WJAS was too modern for the quarter-inch records that constituted Mr. Bogden's collection. An old phonograph was necessary. Mr. Bogden announced the need for such a machine and within a few days an Edison floor-type machine patented in 1898 was brought to the studio. Mr. Bogden now spins records on the old phonograph by cranking the machine and at the same time holds a streamlined microphone inside the speaker.

There's no doubt that the show has been an audience success. Mail received at the station emphasizes that older people who largely make up the audience appreciate a program that is designed for them. But the show has met with commercial acceptance, too. It is sold on a participation basis. Types of accounts that have found Old Timers Party a good advertising buy range from department stores and food markets to automobile concerns and movie houses. WJAS reports that once advertisers join the show's sponsor list they generally expand their schedules. Stylebrook Clothes, for example, used a few spots on the show last August. This spring when the store set up its advertising budget it bought three 15-minute segments on the program weekly for 13 weeks.

There is a public service angle to Old Timers Party, too. Because of the great number of records turned over to the show, naturally there are some duplicates. To stimulate a love of music, both popular and classical, among blind youngsters, Mr. Bogden turns over duplicate records to the Pennsylvania School for Blind Children. They are sent to the school along with biographical data on the recording artists for use in music classes. To date, 600 records have been donated to the school. Mr. Bogden's work with the blind children particularly aroused one listener's interest. She called the station to offer a collection of records to the school. Mr. Bogden picked them up and included in her gift was an old banjo. “It was in perfect condition,” Mr. Bogden recalls. “Now a little boy at the school is happily learning to strum on his new instrument.”

April 19, 1954 • Page 67
GETTING SET FOR

IN BALTIMORE: ONE STATION BUILDS OWN COLOR GEAR

by Earl B. Abrams

WHAT'S the practical broadcaster doing about color TV? Is he rushing ahead to pump out color signals with nary a thought for the number of color sets ready to receive them? Or is he holding back, wishing color TV had never been invented?

The answer is neither. The practical broadcaster is making haste—slowly.

Take Baltimore, for example. The U. S.'s sixth market, it has three pre-freeze TV stations operating for the benefit of the more than two million people in its market. WBAL-TV on ch. 11 is the NBC station; WMAR-TV on ch. 2 is affiliated with CBS, and WAAM (TV) on ch. 13 carries ABC and DuMont programs.

All three are commercial successes. There are close to $50,000 black-and-white television receivers in the Baltimore area. There are also, as of now, about two dozen color sets there.

Those two dozen color receivers are the recipients of a lot of work and financial outlay on the part of two Baltimore stations—WBAL-TV and WMAR-TV.

WBAL-TV, owned by the Hearst Corp. (Baltimore News-Post), began operating in 1949. The first thing it did, when color seemed imminent late in 1953, was to adapt its transmitter to be ready to carry NBC's color programs. This was done by its own engineers. When the FCC authorized compatible color standards Dec. 17, 1953, WBAL-TV carried NBC's colorcast which followed the Commission's action by a matter of minutes.

There was exactly one color receiver in Baltimore then, and about 25 people hurried around that first color telecast in WBAL-TV's studios to watch it.

Even before that event, the station was preparing for slide and film colorcasting. Two of its 33-man engineering staff were detailed to build the required equipment. This they did in six months, and in late February, an eight-rack group of components that permit color slide telecasts was ready. These include power supply, test equipment, sync generator, colorplexer, and the myriad tubes and components necessary to originate a color signal. The gear is jammed into a workroom on the third floor of WBAL-TV's home on North Charles St. It has been used to demonstrate color for local advertisers on a closed-circuit basis.

Thus far, from the first steps in modifying its transmitter to the completion of the slide equipment, WBAL-TV has spent $20,000. This compares to about $60,000 that the same job would have cost if the equipment had been purchased commercially.

Hearst Corp.'s vice president in charge of engineering, John Wilner, feels he and his staff have gone as far as they can in building their own apparatus. On order is a color projector and camera, priced at $45,000.

The reason WBAL-TV's engineers built their own equipment is not solely economy. If color is going to be important in television broadcasting, Mr. Wilner wants his men to know as much about it as possible. What better way than to build from scratch.

Station Manager Leslie H. Peard Jr. and his staff have given a lot of thought to color timing. Aside from the network programs, which it has continued to telecast since the beginning, the station plans to telecast a color test pattern every Saturday morning beginning late this month. In September, when 200 color receivers are expected to be in the area, the station will begin broadcasting color slides. Then, a month or two later, when the film projector and camera arrive, color films will be telecast.

Live Production

Both Mr. Peard and Mr. Wilner feel that live local origination is about a year off. New camera developments (a single tube camera, for example) are due soon, they believe, and then there may be some stability in that field of color TV.

Commercial activities in color are geared to the number of color receivers in Baltimore. Mr. Peard doesn't think the station will charge for colorcasting until there are about 5,000 sets capable of receiving those signals in the area. He recalled that WBAL-TV's first rate card was issued when there were that many black-and-white sets in Baltimore. The first rate card carried a $350 charge for one hour of Class A time.

One thing has been brought home with an impact unlooked for by WBAL-TV management. It takes space to accommodate color gear. Although tightly squeezed into four floors at 2610 N. Charles St., on the edge of Baltimore's downtown area, it has managed to get along. It also has two transmitters for am and for TV and a warehouse.

Now, with color television coming along, with room needed for the additional equipment, the station has a space problem. The color slide and film equipment alone take up almost the same amount of space that the full black-and-white operation requires. A significant decision will have to be made soon—whether to expand at its present quarters, or start from the ground up.

WMAR-TV, owned by the Baltimore Sunpapers and run by former FCC Comr. E. K. Jett, has been operating since 1947. When color was approved by the FCC late in 1953, WMAR-TV immediately had its transmitter adjusted so it could bring Baltimoreans the regular CBS-TV colorcast every Friday evening. This has continued.

Early this year, WMAR-TV bought a Telechrome Inc. flying spot scanner, which uses 2x2 inch transparencies. The station began building its own library of special slides for use with this equipment, and to date has more than 500. Many of them are what Mr. Jett calls "date-line" slides—showing the skylines of principal cities with the name of the city superimposed (Washington, London, Paris etc.). Others are "subject" slides—politics, education, labor, etc. These are used on news shows.

Aside from the use of these slides throughout the broadcast day, the station has a regular colorcast five days a week, from 9:30 to 9:45 a.m. Using slides, these programs are in the nature of documentaries, covering Baltimore's Zoo, the Maryland countryside, the city's docks, etc.

The equipment is housed in four racks and is located on the 34th floor of the Mathisene Bldg. in downtown Baltimore. To the present 32-man technical staff, Mr. Jett expects to add four more.

It is WMAR-TV's plan, to begin any day now, to put on a color slide at least once an hour throughout the broadcast day. They will be used for public service spots, news, weather, sports and station identification.

Sometime soon, also, WMAR-TV will sign on and sign off in color.

Due late this summer is a film projector-camera chain. In 1955, WMAR-TV plans to order a live camera chain.

Mr. Jett looks for 1,500 color sets in Baltimore by the end of this year. He has figured that Baltimore accounts for 3% of (Continued on page 70)
COLOR TELEVISION

IN MILWAUKEE: STAFF SEES HOW COLOR PLAYS TRICKS

by Joseph Fox

WTMJ-TV Milwaukee has been transmitting telecasts in color from NBC-TV for some time. All of the station's staffers have seen color, and shortly expect to be producing local color TV programs. The interest all of this has generated throughout the staff caused the art department to be more aware than ever of the singular things that can and do occur in the perception of color. So we put together an elementary review of color psychology, limiting it, after much pruning, to those points of greatest pertinence to the unique type of picture that is TV.

We are not planning to undertake actual camera testing of hues for truth and the formation of standards, since that work is being done on a wide scale under the direction of Norman Grant, art director of NBC-TV in New York. Results of these proceedings will be available to us. We have concentrated here on the phenomena familiar to artists in all fields.

A magazine art director can tell in advance just how millions of copies of color material will turn out. He cannot be certain how they will be seen by the readers, since color perception is so highly personal, and variable to a considerable extent. In television, we cannot be sure even how the finished "copy" (on the viewers' sets) will look, but we can at least be on the lookout for some of the tricks we know the viewers' eyes will play unless we anticipate them.

The Mind's Eye

There is a large and ticklish bridge between a carefully planned and executed color presentation — whether balop art, slides, film, or studio set — and the mind of each viewer (which is where he "sees" color.) There are, on this bridge, these potential false steps: color balance and registration in the cameras; color temperature of the lights; lens used and distance between camera and object; difficulties in the camera chain, which operates on an unusually low tolerance; the condition of the viewer's set, and his adjustment of it; the amount of light in the room with the receiver; and the condition of the viewer's eyes which may be fatigued or dulled by age or illness; and, finally, the level of perception on which he commonly operates.

(Continued on page 70)

Here's the color perception exhibition staged at WTMJ-TV. Doing final touch-up are Edward Stenzel (standing), WTMJ-TV artist, and Mr. Fox, author of this article.
Looking over their home-made color slide equipment are John H. Wilner, engineering vice president of Hearst Corp., which owns W&AL-TV Baltimore, and Leslie H. Peard Jr., station manager. On the monitor is W&AL-TV's color station identification slide.

COLOR IN BALTIMORE
(Continued from page 68)

The tv receivers sold nationally each year, and estimates that there will be 50,000 color sets manufactured this year.

WAAM (TV) has been busy readying an increase in power to the maximum 316 kw permitted to a ch. 13 station. It is planning to ride easy on color until there is a demand for it, possibly, its executives feel, early in 1955. Although the networks with which it is affiliated have not originated any color programs yet, WAAM has had its transmitter adjusted so that it can re-broadcast such a program when it is received.

WAAM's director of engineering, Ben Wolfe, has attended all of the major color tv clinics and has shared his knowledge with his staff.

Although WAAM has taken no concrete steps toward color, it is ready to move when advertisers begin asking for it, Joel Chase, man, director of public service and publicity, says. That will probably come, Mr. Chase, man feels, when there are some 1,000 color sets in the Baltimore area.

COLOR IN MILWAUKEE
(Continued from page 69)

The hues of colors, as the viewer sees them. On this last sheet, we described photopic and scotopic vision, their relevance to a darkened viewing room and over-bright chroma setting, and the effects.

Finally, and largely because it's a new conception to a lot of people, we added an exhibit to show the difference between subtractive color—as in paint, ink, and the color tv camera—and additive color, as it occurs in color tv receivers. We contrasted a simple blending of paint primaries on a palette with a viewer we built to show how merging discs of colored light produce, from red, blue, and green, such surprising results as white and yellow. In this device, three flexibly-mounted lengths of cardboard tubing, carrying lenses, are set over openings exposing special slides we made from clear plastic painted with mixtures of lamp dyes. These tubes are made to lean inward with strings and rubber bands, causing an overlap of the colored discs on the screen. It's crude, but it certainly does answer questions. While the phosphor dots of color on a receiver screen don't move, of course, the effect is precisely the same.

We invited the entire staff of WTMJ and WTMJ-TV (about 190 people) to come and see, because we knew that the radio personnel and even the non-technical people are expected by their friends outside the industry to be experts. Most of our visitors, on seeing the demonstration, began to recollect much of it from their school days and we have been well repaid by the interest and enthusiasm that have followed. It seemed to us that this review constitutes a legitimate part of the preparation for color tv, and it has certainly helped build up interest.

As was mentioned, we brought nothing new or inventive to this display, but we did have the good sense to list our sources, thus pasting a very neat book. This list does not show in the photograph on page 69. There are thousands of fine sources for material, but these are the ones we happened to find most handy and useful to us:

1. Encyclopedia Britannica, sections on "Vision," "Colour" (note British spelling), "Light."
6. Life magazine, July 3, 1944 (no reprints available) article on "Color."
8. "An Introduction to Color" by Ralph M. Evans (of Eastman).

SATURATION SPOTS: KEY TO SALES

CONCENTRATION of radio spot announcements in peak selling days during the week has been worked into a highly profitable advertising formula by William F. Gable Co., a department store in Altoona, Pa.

Until several months ago, the Gable organization confined its radio advertising to "reminder" copy on WFVG Altoona, used chiefly on 15- or 30-minute programs, some scheduled five times a week and others just once weekly. The three to five breaks in the show devoted to Gable merchandise were used to promote different items. Results, the store relates, were just so-so.

The change in advertising format that has spelled greater sales for the store meant a complete switch in Gable's use of radio time. It was decided that the store would adopt a saturation spot campaign on WFVG at peak periods during the week, on the theory that repetition of commercials for merchandise for sale at the store ought to mean more sales. Illustrating how correct the store was in its assumption is the experience at Gable's in November 1953 with a sale of floor sample tv sets promoted entirely with radio advertising. The store brought $100 worth of spot time from WFVG to stimulate the sale of tv sets that had been marked down from $40 to $130 to make room for newer models. Forty spots were used from Friday morning through Monday afternoon. On Friday, sales amounted to $5,000. Monday business was $3,500. The store's $100 radio advertising expenditure brought in $8,500. Advertising that produces 85 times its cost convinced the store that radio can be a powerful factor in a local advertiser's media plans.

In the tv set sale case, there were 12 different pieces of copy used in 40 spots. Those used first announced the Saturday sale. The spots used later informed listeners that the sale would continue through Monday. All mentioned brand names and the savings in dollars. There were 25-second and one-minute spots. In the latter group credit terms were also explained.

Gable's, which owns Gable Broadcasting Co., licensee of WFVB-AM-TV, is now a steady spot advertiser on WFVG. Top selling days at the store are Saturday and Monday. Monday night the store is open until 8:30 p.m. To assure a good flow of business on both these days, 12 to 25 spots are used Friday and Saturday mornings for Saturday selling, and a similar group is aired Sunday and Monday to boost Monday store traffic.
every TV station needs

LOW COST COMMERCIALS

that local sponsors can afford

Here's how the GRAY Telop screens out high production costs

Install a Gray Telop as part of your basic TV broadcast equipment for commercials... "screen" out high production costs! Use with any television film camera, including the new Vidicon camera. Projects opaque cards, photographs, artwork, 3½" x 4" transparent glass slides, strip material, even small objects... pens, watches, cigarette lighters, pipes, etc., or small models of large products.

A Gray Telop... at low initial cost... projects these economical materials and small objects with all the professional versatility of major "network" effects... without using costly film strips or live talent. Sponsors' copy can be prepared quickly, easily, for a variety of effects that is virtually unlimited. Gray's Telop will help you to sell more revenue producing commercials... increase Your Profits!

Seeing is Believing

- Gray Telop projection of commercials must be seen to be appreciated...
- You get dual projection, superposition, lap dissolve, fade-out... with a single lens system.
- You can project 'cinematic', exciting visual effects for greater audience interest...
- Your Gray Telop will pack punch and profit into every minute of your TV commercials... at a price that local sponsors can afford!

GRAY TELOP I

GRAY RESEARCH

GRAY TELOP II

WRITE FOR:
Almost Everybody In Cincinnati Listens To Radio Disc Jockeys

In a single week
8 OUT OF 10 FAMILIES IN A METROPOLITAN MARKET LISTEN TO RADIO DISC JOCKEY SHOWS *

EVERY DAY
41.9%
of all homes tuned in an average of
2½ Radio Disc Jockey Broadcasts . . . listening an average of
ONE HOUR per home *

EVERY WEEK
79.1%
of all homes tuned in an average of
9½ Radio Disc Jockey Broadcasts . . . listening an average of
3 HOURS and 42 MINUTES per home *

—and to whom do they listen most?

*Published by BAB from 1953 Nielsen Data

WCKY ... ON THE AIR EVERYWHERE • TWENTY
IN CINCINNATI—

WCKY DISC JOCKEYS

Lead The Field

From 6 a.m. to 7 p.m., Monday through Sunday, WCKY DISC JOCKEY Programs have MORE 1st Place Audience Ratings* than the combined total of all other DJ Programs in Cincinnati.

WCKY Disc Jockeys are Your Best Buy

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

- FOUR HOURS A DAY • SEVEN DAYS A WEEK
ACCENTING the behind-the-scenes operation of a tv station is this ID shot used on WJBK-TV Detroit. The station features station breaks to emphasize tv effects.

HERE is an ID shown on WJBK of its new tower while it was under construction. The station has recently concentrated on promoting the 1,057-ft. structure.

SIMPLICITY of line characterizes many IDs used on KRLD-TV Dallas, Tex. In all slides the station's channel number predominates. The station is a CBS affiliate.

A PAUSE FOR STATION IDENTIFICATION

AS the result of a channel switch, WNHC-TV New Haven Conn., has concentrated ID time on promoting its new channel number, much in the forefront of this particular station break slide.

THIS is a still shot of a 10-second WNHC-TV identification film used by that outlet. It is used with the actual sound synchronized with the action of the bell which the Town Crier holds in his hand.

KRLD-TV occasionally uses art work like that shown above to promote itself with station breaks. Since it is in a three station market, other IDs stress “see more on ch. 4.”

SCREEN-within-a-screen technique is used on many IDs at KDUB-TV Lubbock, Tex. Cartoon IDs such as this one are seen on screens throughout the area tuned to ch. 13 during the broadcast day.

OTHER station break announcements in a less humorous vein are also used by KDUB-TV, as this one illustrates. Such slides are used regularly to promote the station and the area it serves.

SPECIAL tv slide department at WGVL (TV) Greenville, S. C., sees to it that station programs are properly promoted, as this slide indicates. Title in each case is imposed on an appropriate scene.

HERE is one of the outlet's earliest station break IDs, promoting itself when it went on the air last year. Since WGVL began telecasting, some 600 slides have been produced by the slide department.

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"The cattle feeder has helped to make Omaha the nation's largest beef packing center," Big Mike points out as he tells another chapter in Nebraska's industry story.

Located for the most part in a huge circle around Omaha's Union Stockyards, the feed lots receive range-fed cattle...almost 700,000 annually...from western Nebraska, Colorado, Wyoming, Montana and other ranch states. It is the feeder, with his physical equipment and know-how, who readsies the range cattle for the market...and triples their value. Most of the beef cattle fattened in Nebraska and western Iowa feed lots are sold at the Omaha market and bought on the spot and processed in Omaha plants by the nation's major packers.

There's more...much more to the Nebraska Feeder story and how he plays an important part in making Nebraska a great market. And there's much more to the Big Mike story...how KFAB serves all — industry and individual alike...how people listen most to KFAB...and how this influences what they buy. Find out more from Free and Peters...or check with General Manager Harry Burke.
PEABODY RADIO-TV AWARDS PRESENTED

Television productions and stars capture most of the awards.

THE 14th annual George Foster Peabody Awards for distinguished achievement in radio and television during 1953 were presented last Wednesday at a luncheon meeting of the Radio & Television Executives Society of New York in the Hotel Roosevelt.

The awards, in nine categories plus one special award, were announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, which, with the national Peabody Advisory Board, administers the honors in radio and tv.

George T. Shupert, RTES president, presided at the luncheon attended by several hundred radio-tv leaders. It was the eighth straight year that the event, which was both broadcast and telecast, took place at a RTES luncheon.

These Were Cited

The winners: Radio news, Chet Huntley, KABC (ABC), Los Angeles; television news, Gerald W. Johnson, WAAM (TV) Baltimore; television music, NBC Television Opera Theatre; television entertainment (double award), Television Playhouse and Imogene Coca (both NBC), television education (double award), Cavalcade of Books, KNXT (TV) Los Angeles, and Camera Three, (WCBS-TV) New York; television youth and children's programs, Mr. Wizard (NBC); promotion of international understanding through television, coverage of the (British) Coronation by British Broadcasting Corp.; public service by a regional radio-tv station, WSB-AM-FM-TV Atlanta, especially for Removing the Ruts From Radio and You and Your Health; public service by a local radio station, WBWW Barnwell, S. C., especially for Church of Your Choice; and special award, Edward R. Murrow (CBS).

Citations follow:

RADIO NEWS: Chet Huntley's skill in analyzing the news of the moment is coupled with the competence of a responsible reporter. In a time when the headlines reflect uneasiness and fear he has consistently provided a candid, focused commentary on the controversial issues of the day. Huntley has a thorough understanding of the need for courageous and thoughtful radio journalism plus a craftsman's knowledge of the medium which carries his observations twice daily to listeners in the 11 western states.

TELEVISION NEWS: The recipient of the television news award for 1953 has distinguished himself as a teacher, author, and editorial writer. It is from this rich academic and professional background that he has brought to the newest of the agencies of communication his profound sense of political history, his graceful literary style, and his outspoken courage. In recognition of these qualities, and especially for his perspective, liberal, witty, and scholarly commentary on the news, a George Foster Peabody Award is hereby presented to Gerald W. Johnson of WAAM (TV) Baltimore.

TELEVISION MUSIC: The George Foster Peabody Television Award in Music goes to the NBC Television Opera Theatre, for its imaginative and stunning production, splendidly cast and beautifully sung, directed, and conceived. Praise goes to many people for this enterprise: to General David Sarnoff, to Peter Herman Adler, the music and artistic director, and to Samuel Chotzinoff, the producer. Last year saw some memorable productions. Verdi's "Macbeth," Bizet's "Carmen," Strauss' "Bosenkavalier." Far from enough fine music is being encouraged on television, and it is with real pleasure that we salute those at NBC, who have had faith and the wisdom to present the NBC Television Opera Theatre.

TELEVISION ENTERTAINMENT: A double award. Under the leadership of Fred O'Keefe, The Television Playhouse was, during 1953, in the judgment of many discerning critics, the most consistent producer of fine television drama. We especially commend Mr. O'Keefe for his firm emphasis on good writing, and note his steadfast opposition to the star system. In recognition of its superior standards and achievement, we present to the Playhouse a George Foster Peabody Award for outstanding entertainment.

TELEVISION ENTERTAINMENT: A double award. Blessed with an imp-like, contagious and entirely original humor, Imogene Coca was a welcome visitor in television homes even before the show of shows hit the Top Ten. Now, it develops that the stars of Show of Shows mean to go their own way next season. Regardless of the program Miss Coca chooses to grace, her mere presence thereon will assure a high comedy content, impeccable good taste and a vast and appreciative audience. Which is our way of saying, Miss Coca, that you have won a George Foster Peabody Television Award in the field of entertainment, and wish you all the good wishes for the future.

TELEVISION EDUCATION: A double award. The Peabody Award Committee disabilities aspite the theory that, because of television, fewer good books are being read in America, there is no substitute for really good books. Television, as a matter of fact, can materially help to spread the word about the joys of reading, and Catalogue of Books is an excellent example of exactly how this can be accomplished. Produced by expert bookmen backed solidly by the book-selling fraternity of California and the leading publishers of America, Catalogue of Books is now being watched by upward of 350,000 people a week. The Peabody Committee (three of whose members know from personal participation the pulling power of the program) hopes that this award may stimulate bookmen in other parts of the country to similar endeavor. Under the heading of television education, therefore, we present that George Foster Peabody Award to Catalogue of Books - KNXT.

TELEVISION EDUCATION: A double award. Camera Three is a stimulating, instructive, quiet, and civilizing program produced by WCBS-TV New York, in cooperation with the State Education Department of the U. of the State of New York. Camera Three set out, in its own words, "to put fact and conception together and so use the tremendous potential of the television camera in exploring the realities of man and his world, his arts and sciences, his ideas, his problems, his relationships to himself, to other men and to his world." This is a large order, but Camera Three has mightily succeeded. We recall especially fine programs devoted to the art of the dance, to readings of Shakespeare, and to discussions of the emergence of Western Man. In recognition, a George Foster Peabody Television Award in Education is hereby presented to Camera Three.

TELEVISION FOR CHILDREN AND YOUTH: Intended primarily for children and youth, Mr.
New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems.

Smallest, finest Studio Sync Generator ever built!

RCA Type TG-2A

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

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

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes:  
  |  a synchronizing generator,  
  |  Genlock, dot generator,  
  |  grating generator,  
  |  regulated power supply  
- Entire unit takes only 21 inches of rack space  
- Only 4 operating controls  
- Adjustable pulse output voltages  
- Pulse outputs have sending end-terminations  
- Adjustable "front porch" width  
- Operates with Color Frequency Standard

- Can be remotely-switched to Genlock operation  
- Provides Dot Convergence Pattern  
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)  
- Test jacks for circuit checking  
- Pulse widths and delays STABILIZED against tube aging  
- Choice of 5 ways to control basic frequencies  
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA  
ENGINEERING PRODUCTS DEPARTMENT  
CAMDEN, N.J.
Radio News Citations Made by Va. AP Group

SERIES of awards for radio news coverage, selected by a board of judges from North Carolina stations, featured the April 9 meeting of the Virginia Associated Press Broadcasters, held at the National Press Club, Washington. Ben McDougal, editor of the Washington Star and an AP director, addressed the group.

Elected directors were Charles P. Blackley, WTON Staunton, retiring president; Don Greene, WSVS Crew; Mildred Alexander, WDBJ Roanoke, and John L. Cole Jr., WHLF South Boston.

Members of the board of judges were Jack Knell, WBT Charlotte; Mrs. Kathryn Murphy, WSTP Salisbury; Add Penfield, WBIG Greensboro; Ed Kirk, WPTF Raleigh; Edmond Smith Jr., WIRC Hickory. Awards follow:

COMMENTARY—Metropolitan: Ambert Dall, WGHG Newport News; Walter Crockett, WCYB Bristol; Don Murray, WDBJ Roanoke; Non-metropolitan: Roger Mudd, WRN Richmond; Jim Young, WDBJ Roanoke.

COMPREHENSIVE—Metropolitan: Joe Moffat, WLSJ Roanoke; staff of WPTF Raleigh; Travis, WGHG Newport News; John Patterson, WDBJ Roanoke; Non-metropolitan: Wendell Siers, WSRD Roanoke; Bob Crowes, WSRD Roanoke; Roy Marsh, WHLF South Boston; Jim Woodard, WYIA Roanoke.

SPORTS—Metropolitan: Blair Robbins, WTVR Norfolk; Non-metropolitan: Don Murray, WDBJ Roanoke; and Josh Barry, WNON Norfolk.

PUBLIC SERVICE—Metropolitan: Roy Marsh, WHLF South Boston; Paul Zimmerman, WMVA Martinsville; Don Greene, WSVS Crew; Bob Sterrett, WTNO Staunton.

LOCAL AND METROPOLITAN: Roger Mudd, WRN Richmond; Wally Hankin and Ambert Dall, WGHG Newport News; John W. Eure, WDBJ Roanoke; Lewis T. Jester, WVEC Hampton; Non-metropolitan: Preston Young, WSVS Crew; Maynard Dillard, WMVA Martinsville; Earl Hunsley, WLPM Suffolk; Washington & Lee Journalism school, WHEL Lexington.

FARM NEWS—Metropolitan: Frank Raymond, WCYB Bristol; Hal Grant, WDBJ Roanoke; Non-metropolitan: Bob Sterrett, WTON Staunton; L. E. Pettyjohn, WLPM Suffolk; H. B. Eller, WMEV Marion; Preston Young, WHLF Norfolk.

WOMEN'S NEWS—Metropolitan: Polly Daffron, WBNL Richmond; Anne Lee Crewe, WDBJ Roanoke; Alice Fishe, WCYB Bristol; Non-metropolitan: Barbara Staton, WMVA Martinsville; Virginia Gay, WVEA Emporia; Jean Stram, WDEV Radford.

AWARDS—Metropolitan: John Fischetti, The Nashville Tennessean; Don Cooper, The Washington Post; John Fischetti, Time magazine, for radio news coverage; Richard D. England, The Chicago Daily News, for television news; William J. Rogers, The Houston Post, for public service in newspaper journalism (dual awards); James P. O'Donnell, The Saturday Evening Post, for magazine reporting; Look magazine, for public service in magazine journalism.

Radio News Citations Made by Va. AP Group

SPECIAL AWARD: Tom Meier, WDBJ Roanoke, for outstanding public service by a radio station; John L. Cole Jr., WHLF South Boston, for his work in television journalism.

SPECIAL RECOGNITION: Virginia Associated Press Broadcasters, for their work in television journalism.

SPECIAL AWARD: Virginia Associated Press Broadcasters, for their work in television journalism.

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Height and Power make the difference! 1973 feet above average terrain with 296,000 watts.

yes... in thousands of television homes, WSLS-TV programs score the most...

viewers preference
WSLS-TV in Roanoke 96%*
WSLS-TV in Lynchburg 86%*
WSLS-TV in Danville 61%*

a tri-city metropolitan market of 356,200 population, the center of WSLS-TV's coverage area of 63 counties where 2,312,240 people live.

*Source: American Research Bureau, Inc.

Shenandoah Life Stations, Inc.

WSLS am-fm-tv Roanoke, Virginia

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
MR. GAMMACK    MR. CHATFIELD

be of real interest to the community served by WHCU and must by their content lead to community improvements. The editorial matter is of remarkable quality considering the difficulties under which newscasts are prepared.

For distinguished service in the field of radio news reporting, the Sigma Delta Chi award is made to Gordon Gammack of radio station KNBY Des Moines, Iowa.

During a time when millions of Americans were keenly interested in the exchange of

TV Guide" Names Three For Gold Medal Awards

THREE network television programs were named to receive TV Guide magazine's Gold Medal Awards for 1953-54, the publication has announced. They are See It Now (CBS), news and news feature program, and The Steel Hour (ABC), dramatic presentation, and Cavalcade of Sports (NBC), sports series.

The shows were selected by TV Guide's editorial staff for their "outstanding achievement, initiative and execution, and their major contributions to the industry."

To Guide named 11 other tv programs as runners-up: Advent Hour (NBC), Dramat (NBC), Arthur Godfrey & His Friends (CBS), Look (ABC), Worth Living (DTN), Make Room for Daddy (ABC), Omnibus (CBS), Toast of the Town (CBS), Today (NBC) and Your Show of Shows (NBC).

NAAN Award to WMT-AM-TV For Advertising Campaign

WMT-AM-TV Cedar Rapids, Iowa, has received the Premier Award for a Service Advertising Campaign in Non-Merchandising Business Publications at the 23rd Annual Conference of the National Advertising Agency Network, it was announced last week.

The prize-winning advertisements, which were full pages in two colors, appeared in Broadcasting-Telecasting between Jan. 1, 1953, and Jan. 31, 1954, at regular intervals. The campaign was prepared for William Quayton, WMT-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington, D. C.

'Weekend' Wins Polk Award

NBC Radio's 'Weekend' program (Sun., 4-6 p.m. EST) has been awarded the George Polk Memorial Award of Long Island U. for outstanding contribution in the field of radio journalism during 1953. Honor plaques were accepted by William R. McAndrew, manager of news and special events for NBC, and Merrill Mueller, executive producer of Weekend.

AWARDS

INTERNATIONAL

500-KW XEQ SETS MOVE FOR JUNE

Romulo O'Farrill Sr. says the half-megawatt XEX Mexico City and its affiliated XEQ Mexico City will reach 70% of that country's population when the former begins operating from a location in mid-central Mexico in June.

SEVEN out of 10 Mexicans will be within reach of two Mexican radio stations sometime this June, when 500-kw XEX, Mexico City (on 730 kc) begins operating from Ixtapan and XEQ, Leon, Guanajuato, in mid-Central Mexico, Romulo O'Farrill Sr., industrialist, publisher and broadcaster, told BT last week.

Mr. O'Farrill, in Washington to preside over the second session of the Inter-American Board for the Pan American Highway Conferences, said that the move followed by about a year the merger of his XEQ with Emilio Ascurrara's 150-kw XEQ (on 940 kc), both in Mexico City. The station was his broadcast, theatre owner and film producer.

XEQ will be fed by XEX, which remains in Mexico City, Mr. O'Farrill said. Telephone lines and microwave relays will be used.

Although there has been talk that the merger might encompass their respective tv stations, that presumably is not contemplated at the present time. Mr. O'Farrill said he bought the YMCA Building in Mexico City and was having it put into shape as studios for his XHTV on ch. 4 there. The studios will be rented in about a year, Mr. O'Farrill said, and the entire project will cost $1 million.

XHTV made a small profit in 1953, Mr. O'Farrill said.

Four Other Outlets Planned

Four more O'Farrill tv stations will go into operation this year, according to Mr. O'Farrill. At a cost of $1.5 million, tv operations will begin in Mexican cities of Vera Cruz, Acapulco, Tijuana and Guadalajara. In 1955, three more tv stations are due to begin operating, he said; in Paso de Cortes, Vera Cruz, and Juarez.

Aside from XHTV, Mr. O'Farrill is half owner of XEDL-TV in Matamoros, Tams., across the Rio Grande from Brownsville, Tex., Mr. Ascurrara owns the other 50%.

Television has not injured radio broadcasting in Mexico yet, Mr. O'Farrill said. There are so few tv stations outside of Mexico City, he pointed out, that Mexican radio is still the dominant broadcasting medium.

Even in Mexico City, he said, there are still not enough tv receivers to make a dent in radio listening. He said there were about 85,000 tv receivers in the Mexican capital, and until there were about 200,000 he did not think radio listening would be adversely affected.

Even then, he added, tv would only have an impact on evening radio hours. And, he said, he was not sure that would be too significant.

Nor does the publisher of the Mexico City Newspaper (Spanish and English) believe that tv will have any substantial impact on newspaper readership or advertising. Mr. O'Farrill said that his ownership of newspapers, radio and tv permitted him to offer an attractive package to advertisers through joint use at joint rates.
All you need to shell out

When you buy radio to move goods right now (and not just make friends for the future), do what some of today’s smartest advertisers do: Get the most for the least—buy spot radio, on key stations. The cost, in comparison with any other advertising is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR’s primary coverage area:
15,000,000 customers
Freeman Leaves CARTB; Successor Being Sought

PAT FREEMAN, sales and research director of the Canadian Assn. of Radio & Television Broadcasters, has tendered his resignation after seven years service to that organization.

Mr. Freeman did not reveal his future plans. CARTB has not as yet named a successor. The association sent an official proclamation to all stations, expressing regret at Mr. Freeman’s resignation and thanking him for his contribution towards the advancement of the Canadian radio-television industry.

Mr. Freeman

Canadian Newsman Hits Threat to Press Freedom

THE IMPORTANCE of freedom of the press and radio in a democratic country is emphasized by Patrick Nicholson, member of the Parliamentary Press Gallery in Ottawa.

In a radio address delivered over privately-owned stations in Canada, Mr. Nicholson said, "Only through newspapers and radio can the public learn how they are being governed. Canadians throughout the world in the world for the production of television.

Canadian Newsmen's Need For Its Own Programming

TELEVISION, as being developed in Canada at present, is unique in the world in that a publicly owned organization, with commercial assistance, is combining with private stations to form a network, A. Davidson Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corp.,

Dunton Cites Canada's Need For Its Own Programming

WDAN is a MUST buy if you want coverage in East Central Illinois and Western Indiana’s rich market. WDAN gives you more listeners than all other stations combined!

235 In Attendance At BMI Program Clinic

WITH 235 present at the Royal Connaught Hotel in Hamilton, Ont., the Central Canada Broadcasters Assn. April 12 presented the 12th Canadian BMI Program Clinic.

205 In Attendance At BMI Program Clinic

Canadian Newsmen's Need For Its Own Programming

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New Jersey Schools Drop Educ. Tv Test

NEW JERSEY Dept. of Education announced last week that it is terminating its two-year experiment in educational television because its appropriation request had been rejected.

Comr. of Education Frederick M. Raubinger ordered his department last Tuesday to cease all television activities immediately. The department had operated closed-circuit station WLT(TV), west of New Brunswick, beaming programs by microwave transmission to classrooms in near-by communities.

The order came after both Gov. Robert B. Meyner and the joint appropriations committee of the legislature earlier this year had refused to allot state funds for the construction of a 1 kw station. Gov. Meyner was quoted as saying that "a 20-inch screen should never be allowed to come between teachers and pupils during school hours."

Comr. Raubinger said that a $100,000 appropriation from the Ford Foundation's Fund for Adult Education, earmarked for erection of the proposed station, will be returned. He said that smaller donations will be disposed of in a like manner. Similarly, some $150,000 of equipment lent to the state for its experimental project will be returned to the owners.

Applications Being Taken For WAAM (TV) Fellowship

WAAM (TV) Baltimore's third annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants, university officials have announced.

The fellowship carries a stipend of $4,500 to $6,000, depending on family responsibilities, so a "mature person, active in television, may be free from professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work."

Applications, which must be filed by May 15, may be secured from Chairman, WAAM Fellowship Committee, Johns Hopkins U., Baltimore.
WDAY-TV
FARGO, N. D.
NOW ON FULL POWER
(UP FROM 13,000 TO 65,000 WATTS)
AND CARRYING PRACTICALLY ALL TOP-RATED PROGRAMS FROM ALL 4 NETWORKS (AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT
FREE & PETERS, INC., Exclusive National Representatives
WOR-TV ASKS TO TEST PHONEVISION

Station petitions FCC for authorization to go ahead with experimental broadcasts of Zenith's 'pay as you see' tv system. Transmission would begin May 31.

WOR-TV New York petitioned the FCC last Friday for authorization to conduct experimental broadcasts of the Phonevision system of subscription or "pay as you see" tv, it was jointly announced by the General Teleradio station and Zenith Radio Corp. If permission is granted, Zenith will install Phonevision equipment, and experimental transmission will start May 31 on the New York station, according to Gordon Gray, general manager of WOR-TV.

There will be no general public demonstrations. Purpose of the experiments, according to Dr. Alexander Ellett, Zenith vice president for research, is to finally determine operating characteristics from a high-powered transmitter in metropolitan New York, where Phonevision-equipped receivers will be distributed in different locations. Tests will be continued indefinitely, with WOR-TV and Zenith employees controlling and operating the sets.

Dr. Ellett said that if the FCC grants the necessary authorization, "pay as you see" tv will be operated in New York without telephone lines, the original and only Zenith method, and the decoding signal will be carried out over the air rather than by wire to the receiver. Each receiver will have an air code translator, the use of which is contemplated in commercial operation, if and when approved by the FCC, in conjunction with a coin box or information cards supplied to subscribers.

Any video set that can pick up WOR-TV's regular program fare will be able to receive the experimental broadcasts. But the picture will be unintelligible except on test receivers equipped with Zenith's decoding equipment.

"We have now reached the point where it has become necessary to also determine the operating characteristics of our Phonevision equipment and the power transmitter in the New York area," Dr. Ellett said, noting a series of Phonevision field tests had been made in Chicago with moderate power transmitters.

Program material will comprise test patterns, a variety of station picture films (the nature and age unrevealed) and occasional live pickups, according to Mr. Gray.

Zenith stated that any authorization should not be construed as an FCC approval of Phonevision for commercial radio. "WOR-TV in stressing the broadcasts would be experimental.

Over a period of years WOR-TV has cooperated with Skiatricon Electronics & Television Corp. in tests of Skiatricon's Subscriber-Vision, rights to which were recently acquired by Matthew Fox, board chairman of Motion Pictures for Television [B&T, April 12, March 29]."

WTOP Inc. Splits Radio, Tv Operations

A PLAN setting up a pool of announcers and talent is the main feature in the scheduled reorganization of WTOP-AM-FM-TV Washington next Sunday under which the CBS outlets will separate radio and television operations, John S. Hayes, WTOP Inc. president, said last week.

Mr. Hayes said four operating divisions of WTOP Inc. will be created, three to be headed by vice presidents and the fourth by a director, all operating under the WTOP Inc. president.

The divisions: WTOP Television, to be headed by Gene Hartford, who will hold the title, vice president for television; WTOP Radio, under Lloyd Dennis, vice president for radio; WTOP Engineering Division, under Clyde M. Hunt, vice president for engineering; WTOP General Services Division, under Laurence E. Richardson, director of general services. Further organizational breakdown will be released this week, Mr. Hayes said.

Under the new setup, WTOP-AM-FM and WTOP-TV will rent all electronic equipment from the engineering division. The general services division will be "housekeeper" and will rent building space, besides maintaining the announcer and talent pool for hire to the radio or tv divisions, Mr. Hayes said.

Excluded from Pool

Publicity people, salesmen, program directors and others will not be included in the pool, but will be in separate departments in the radio and tv divisions.

Mr. Hayes said he feels every combined radio-tv operation must meet the problem of integration or separation, adding that he thinks WTOP Inc. has solved under its new plan the problems of economy and efficiency.

He said:

"In setting up our radio and television stations as separate organizations, each is given the opportunity to concentrate on and develop its particular advantages in a free competitive economy." Mr. Hayes said no additions of personnel are planned in effecting the reorganization.

Under the present setup WTOP radio and television operations are combined under top management executives, with Mr. Hartford vice president in charge of sales, Mr. Dennis vice president in charge of the program department, Mr. Hunt vice president in charge of engineering and operations and Mr. Richardson executive assistant to Mr. Hayes.

HERBUVEAUX HEADS WMAQ, WNBQ (TV) 25-year NBC veteran becomes general manager of the network's Chicago stations.

APPOINTMENT of Jules Herbuveaux as general manager of NBC's WMAQ and WMAQ (TV) Chicago, succeeding Harry C. Kopf, was announced last Wednesday by Charles R. Denny, vice president in charge of the network's o&o stations division.

Mr. Herbuveaux, assistant general manager of the stations, assumes his new managerial duties immediately. Mr. Kopf died last month [B&T, April 5].

In announcing the appointment, Mr. Denny noted that Mr. Herbuveaux was instrumental in the establishment and growth of WNBQ, the NBC outlet, which has pioneered in local live programming and in sound broadcasting locally.

"Mr. Herbuveaux' qualifications for the position of general manager ... are outstanding," Mr. Denny stated. "He has an intimate knowledge of the station's operations. He is a prominent member of Chicago's advertising, show business and civic circles, and he is a pioneer broadcaster with 25 years service with NBC." Mr. Herbuveaux also has been credited with development of talent in Chicago, particularly that utilized on NBC network originations out of that city. He was cited last year by Chicago Unlimited and the Chicago Television Council for his achievements.

A musical director early in his career, the new NBC Chicago general manager started on KYW (then in Chicago) with his own orchestra. Later, he arranged and conducted the first musical show for NBC there, formally joining NBC as music director in 1931.

After various creative and administrative posts with NBC, Mr. Herbuveaux was appointed program manager of WMAQ in 1939 and ten years later, with the advent of television and WNBQ, named manager of tv for NBC Central Div. In January 1953 he was promoted to assistant general manager for both WMAQ and WNBQ.

WNBK (TV) GOES TO CH. 3, USING NEW PARMA PLANT

WNBK (TV) Cleveland expects to improve its picture strength up to 15 times when it moves from ch. 4 to 3 next Sunday and begins transmitting from its new million-dollar transmitter and 905-foot tower at Parma, Ohio, Lloyd E. Yoder, general manager of the NBC o&o outlet, said last week.

The new 905-foot tower is said to be the tallest structure in the area, and will extend the station's present fringe area an additional 10 to 20 miles, Mr. Yoder said. WBNK will
Bring local scenes to your TV screens

For all your TV movie-equipment needs

ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, plus exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.

FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client’s office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak’s exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$460. Five other models from $375.

Prices subject to change without notice.

CINE-KODAK SPECIAL II CAMERA, 16mm.
Ideal for news...advertising...special events

Here’s how you can bring new sparkle, new force to news programs—with on-the-scene films of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials on film.

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak’s highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip your station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.
Please send name of nearest Kodak Audio-Visual Dealer and information on:

☐ Cine-Kodak Special II Camera  ☐ Kodascope Pageant Sound Projectors
☐ Eastman 16mm. Projector, Model 25  ☐ Kodascope Analyst Projector

NAME_________________________ TITLE_________________________
COMPANY_______________________ STREET_____________________
CITY___________________________ STATE_______________________

April 19, 1954 • Page 85
Leading the Color-Blind

AFTER several weeks of testing its new color tv equipment, WKY-TV Oklahoma City was putting on its first color broadcast (cf NBC-TV's Paul Winchell Show). Several prominent guests had been invited to view the program on color receivers in mv dealer booths at a Home Builders' show in the Municipal Auditorium. Midway through the program, Jim Reed, staff reporter for the Oklahoma assigned to cover the event, leaned over to a WKY-TV official and asked: "Can you tell what a really good color picture?" The official, his feelings ruffled because he thought the reception was "magnificent" after his weeks of hard work, replied with an

WKY-TV Oklahoma City owner E. K. Gaylorde takes his turn manning a color tv camera at a five-minute dedicatory program April 8 officially launching the station's local studio color telecasting operations.

emphatic affirmative and asked if the reporter didn't think so. "I don't know," was the reply, "and I can't understand how I ever caught this assignment ... I'm so color blind my wife has to match my socks and ties before I can dress for work each day." Mr. Reed's story was filed, adds the station, only after color details had been described for him by more fortunate viewers.

WKY-TV plans to begin regular colorcasts of both network and live studio shows by May 1, P. A. Sugg, general manager, reported. The station has been transmitting a daily color test pattern a half-hour before sign-on, since April 1.

Dabadie Will Assume WBRZ (TV) Post in Fall

J. ROY DABADIE, vice president and general manager of WJBO-WBRL (FM) Baton Rouge, has been appointed general manager of WBRZ (TV) Baton Rouge, which expects to begin operation on ch. 2 Sept. 1.

The announce

ment was made by Douglas L. Manship, Jr., president of Louisi-
ana Television Broadcasting Corp., licensee of the new tv outlet, and president of Baton Rouge Broadcasting Co., licensee of WJBO-WBRL and 99.4% stockholder in the WBRZ licensee. Succeeding Mr. Dabadie as WJBO and

WBRL general manager will be Charles Gar- vey, former sales manager of the radio outlets, Mr. Manship said. Mr. Dabadie will remain at the radio stations to help Mr. Garvey in taking over management before devoting full time to the television outlet, Mr. Manship declared.

John Wooldridge succeeds Mr. Garvey as sales manager of WJBO and WBRL, Mr. Man- ship said.

New Outlets to Start

In San Juan, Honolulu

First vhf for Little Rock, KARK-

TV began regular program-

ning April 15.

TWO stations were scheduled to begin regular programming this past weekend: in San Juan, P. J. Palmer, president, said. Station is affiliated with ABC and represented by Headley-Reed Tv Inc.

WAPA-TV San Juan (ch. 4), was reported ready to start regular programming yesterday (Sunday), affiliated with ABC, NBC and Du-

Mont, and represented by Caribbean Networks.

Little Rock, Ark., got its first vhf but second video outlet last week as KARK-TV (ch. 4) began regular programming April 15. T. K. Barton, vice president and general manager, announced. Station will be an NBC and Du-

Mont affiliate, represented by Edward Petry Co.

Test Patterns

WHO-TV Des Moines, Iowa (ch. 13), started regular test pattern transmission last Thursday, and "barring unforeseen difficulties" will begin commercial programming April 25, Col. B. B. Palmer, president, said.

Test starting date of May 15 has been set by WKNY-TV Kingston, N. Y. (ch. 66). In addition to network programming, the station has signed popular local radio talent for regular tv shows.

WCNY-TV Carthage (Watertown), N. Y. (ch. 7), reported it expects to begin regular pro-

gramming sometime this summer, affiliated with CBS and ABC.

KLIX-TV Twin Falls, Idaho (ch. 11), has set a tentative starting date of Aug. 1, Frank C. McIntyre, vice president and general man-

ager, reported. Station will be represented by George P. Hollingbery Co. and affiliated with ABC.

E. J. Schneider, president of Seattle Con-
struction Co., permittee for ch. 20 at Seattle, reported last week that target date and other plans have not been definitely set. Mr. Schneider said that plans are being carried out very cautiously to avoid unwisely.

The UHF Story

"We have followed the uhf story quite closely . . . . In our opinion, a smartly planned cam-

paign for the sale of low cost converters to the public, and proper programming will be the determining factors in the success of this venture," he said.

Bleevens, executive vice president, Air-

Pix Corp., permittee for ch. 48 at Gastonia, N. C., said last week the station plans to be on the air by the summer. Coit M. Robinson is president.

Peninsula Tv Inc., grantee of ch. 6 at Mar-

quette, Mich., expects to begin regular op-
OAK HILL IS SECOND IN WEST VIRGINIA!

OAK HILL’S WOAY—WITH 10,000 WATTS

—IS THE STATE’S SECOND MOST POWERFUL STATION!

Pardon us for yelling at you, but we do want to point out that Oak Hill is the home of 10,000-watt WOAY—West Virginia’s second most powerful station!

Nielsen credits WOAY with a 21-county audience of 102,200 daytime families—yours for a quarter-hour at a cost of less than 22c per-thousand-homes! (26-time rate)

If that’s your idea of a good radio buy, we’d certainly like to discuss availabilities with you. Just address Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
10,000 Watts AM
20,000 Watts FM
Radio Warns Flint Of Approaching Storm

CITIZENS of Flint, Mich., who were served by radio during a disastrous tornado in that area last summer [B+T, June 15, 1952], were warned by their city manager to listen to their radios "for the fastest and most reliable information" after a second, but much less harmful, tornado struck near the city April 7.

WFDF Flist, which aired U. S. Weather Bureau warnings before the April 7 tornado, continued broadcasting without interruption during the storm and broadcast descriptions afterward of the extent of damages. City Manager Harold C. Chirgwin issued the warning after municipal and civil defense services were flooded with telephone calls from a population still nervous over last year's tornado, which killed 116 persons and injured 900.

WFDF reported the April tornado hit just outside Flint and a "severe storm raked the city itself, causing almost a million dollars damage and injuring two persons." The WPFD disaster procedure went into effect at noon, when first warnings were received, and lasted through the storm, which hit at 8 p.m., and to midnight, when damages were recounted.

WCAN-TV Sets New Rates

RATE CARD No. 3, effective May 1, has been announced for WCAN-TV Milwaukee by Lou Poller, general and sales manager of the uhf ch. 25 outlet. The schedule calls for one-hour rates of $500 in Class A ($100 increase), $375 in Class B, $300 in Class C and $200 in Class D. Rates for Class A run $300 for a half hour, $200 for 15 minutes, $150 for 10 minutes, $125 for five minutes, $85 for both one-minute and 20 seconds, and $40 for IDs. Class A time is from 6 to 11 p.m. Mon.-Sat. and 5 to 11 p.m. on Sundays.

KNPT Hands Hard at Work To Repair Fire Damage

FIRE April 13 completely gutted the transmitter-studio building of KNPT Newport, Ore., causing damage in excess of $20,000. Major part of the loss was covered by insurance, according to Manager Tom Becker.

Personnel are working day and night to put the 1310 kc, 1 kw independent back on the air. Record distributors are contributing discs to replace the 5,000 records lost in the blaze. Equipment and offers of technical assistance have been received from other Oregon stations including KWRO Coquille, KWIL Albany, KOOS Coos Bay, KGW Portland and KORE Eugene.

Zenith Appoints Bubeck

APPOINTMENT of Harry Bubeck, radio-tv industry veteran, as director of television program planning for Zenith Radio Corp. was announced last Wednesday by Comdr. Eugene F. McDonald Jr., Zenith president.

Mr. Bubeck has been placed in charge of program planning for proposed operation of ch. 2 in Chicago, on which the PRC has scheduled competitive hearings for May 7.

Mr. Bubeck was appointed program manager for NBC Western Division in 1951 and also served as NBC's West Coast public affairs director.

EMPLOYEES of Edward Lamb's Erie (Pa.) Dispatch, numbering 182, paid for and listed their names on a full-page ad in that newspaper April 8 in which they defended the broadcaster and publisher against charges of association with Communist Party members. Among statements in the ad: "We have seen him oppose Communism and Fascism at all times. We feel that charges filed against him are the work of vicious political and business rivals." Mr. Lamb has been notified by the FCC that a hearing is indicated on the license renewal bid of his WICU (TV) Erie. Mr. Lamb has denied the charges in detailed reply filed by former U. S. Attorney General J. Howard McGrath [At Deadline, April 12]. Dispatch reprinted Mr. Lamb's reply April 13.

KBIF-KBID-TV Changes

CONSOLIDATION of John Poole Broadcasting Co. radio and tv operation in Fresno, Calif., was announced last week, with George Nickson, KBIF general manager, assuming a similar position with KBIF-KBID-TV. In other personnel changes, Robert Wesson, KBID-TV general manager, has resigned, and Gene Grant, KBID-TV sales manager, becomes sales director for both stations, with Ray Grant, KBIF accountant, promoted to sales manager, that station.

KSWM-TV Names VR&M

KSWM-TV Joplin, Missouri, owned and operated by Air Time Inc., has appointed Venard, Rintoul and McConnell, New York, as its national station representative, effective immediately, Austin A. Harrison, president and general manager, announced last week. The station was granted by FCC in December and will be affiliated with CBS-TV. Target date for start of operations is Aug. 15.
Remember?

... this scene from the first television drama ever produced, "The Queen's Messenger", in 1928 by the General Electric Company's experimental television station? WRGB's smooth and efficient programming today is a result of this first experiment and 26 years of television experience. With this background, WRGB brings the finest service to advertisers and audience through 361,600 sets in WRGB's 14,000 square mile area.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales
- New York • Cleveland • Chicago • Detroit
- Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION
WBAL Guests Help Orioles Come to Rookst

“ORIOLES Opening Day” in Baltimore, marking return of major league baseball to Baltimore, was observed by WBAL-AM-TV with an agency-industry promotion party. Fifty guests, mostly from New York, traveled to Baltimore in a special B&O car, had lunch at the broadcast station, saw the game and returned to New York in a special three-car unit.

Guests were given travel kits at Jersey City, along with flowers from Gov. Theodore J. McKeldin, of Maryland. Two musicians joined the group at Philadelphia. At Wilmington guests were given copies of the Baltimore News-Post with wraparound section carrying stories of the trip and caricatures of each guest at the train window, along with a subdued sales message.

At lunch in the WBAL-TV studios the guests saw photos of the train-boarding at Jersey City, stills having been sent by facsimile. Rain coats were handed out when showers appeared before the game.


AGENCY TIMEBUYERS and other industry figures were guests of WBAL-AM-TV Baltimore at “Orioles Opening Day” baseball promotion party Thursday. Part of group caught in pre-game rain included (l to r): Don Redding, WBAL; Chuck Wilds (portly concealed), N. W. Ayer & Son; Leslie H. Peard Jr., WBAL-AM-TV manager; Dan Kane, Ellington & Co.; Pete Kondras, Lewis & Gilman; Hal James (in background), Ellington & Co.; Fred L. Archibald, publisher, Baltimore News-Post; Mrs. D. L. Provost; unidentified person in rear; Arnold Wilkes, WBAL-TV; Frank Knight, Joseph Foley Co.; Ed Kabernegle, WBAL-TV; D. L. Provost, vice president and general manager, Radio-TV Division, Hearst Corp.; Don Blauhut, Edward Kletter & Assoc.; Freeman Cordall, WBAL.

WKRC-TV Record Audience Views Cancer Operation

A LIVE telecast of a cancer operation by WKRC-TV Cincinnati last week is said to have broken all local viewing records as the station attempted to promote local understanding of the feared disease.

The telecast originated from the Cincinnati General Hospital and was fed by WKRC-TV to the other two members of the Tri-State Regional network, WHO-TV Dayton and WTVN (TV) Columbus. At 6:30 p.m. last Wednesday, WKRC-TV telecast preliminary preparations for the operation. At 8 p.m., the camera switched to the operating room to show a malignant section of the patient's intestine being removed. An attending surgeon presented explanatory remarks and a station artist traced the progress of the operation on an easel.

When the cancerous section had been removed, it was rushed to WKRC-TV's downtown studios where another surgeon and a pathologist further diagnosed the growth.

The station reported that viewer response was overwhelmingly favorable. The Cincinnati area audience was estimated at 710,816, while the combined audience for the three cities was figured at two million, WKRC-TV said.

Mass. Radio Outlets, R. I. Tv Band for Drive

A FIVE-STATION “Heart-to-Heart” network in southeastern Massachusetts, plus a television station in neighboring Rhode Island, supplied blanket area coverage for the Heart Fund appeal by the Southeastern chapter of the Massachusett's Heart Assn.

The pooled radio broadcast, followed up the next day by a quarter-hour program on WARI-TV Providence, is credited as being largely responsible for the 23% increase in contributions over last year for the area.

The stations—WBSS and WNHB New Bedford, WPEP Taunton, WALE Fall River and WARA Attleboro—each supplied an eight-minute tape recording for the simultaneous broadcast by announcer-producer Leo McDevitt, now of WALE, from WBSS studios. WBSS relayed the show by fm to three of the stations and WNHB fed it to WALE.

A Queen of Hearts for the five-station area was chosen before the end of the show and she appeared on the WARI-TV show with Heart Fund workers and entertainers. Mr. McDevitt, who was radio chairman for the area drive, was given a chapter award for his services. Other announcers on the one-hour show: Joe LaFreniere, WPEP; Pat Donahue, WALE; Hal Carpenter, WNHB; Dick Burgess, WBSS, and Dave Mohr, WARA.

Gene Arnold Dies in Fla.

GENE ARNOLD, 73, one of radio's first celebrities, died April 13 in a Kissimmee, Fla., hospital after suffering a stroke. Mr. Arnold started in radio in 1928 and appeared on such national network shows as the 'Sinclair Minstrels' 'Carnival Contested Hour, Fifteen Minutes With You and Crazy Water Crystals' programs. He specialized in a husky style of singing and poetry. He had been in retirement since 1948.

Radio Bandleader Specht Dies

PAUL L. SPECHT, 59, orchestra leader whose name is credited with having been the first to play dance music over radio, died April 11 in New York. Mr. Specht made the historic broadcast on WWJ Detroit and later played dance music on WIZ (now WABC) New York.

A New Competitor

IMPLICATIONS of television are so far-reaching that an insurance company reports it has inherited its sales techniques to cope with the "stiff competition" of the medium. According to a survey of its agents by the Farm Bureau Insurance Cos. of Columbus—owner of WGRF Cleveland, WTTM Trenton, WMMN Fairmont, W. VA., and WRFD Washington, Ohio—published in The Challenger, agents' publication, television offers competition but "has not really hurt the agent's business . . . in fact, the agent is selling harder because of it." The bureau concluded that the agent can overcome "a great competitor," and reported he accomplishes this in one of three ways: "He can lure the prospect away from the tv set, he can just relax and watch the program, or he can ignore the program and gain the prospect's attention by either talking low or out-shouting tv."
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AFM's 'Allegro' Twisted Statement Says Stanton

The CBS president says his statement that radio is 'dying' referred to nighttime radio in use of live music, not as a medium, in reply to claim by AFM Local 802 publication. The publication also reveals differences between AFM President Petrillo and Local 802 President Al Manutti.

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Dr. Stanton said he made the statement, but that it came during a session in which he was under "cross-examination" by union officials for approximately two hours and clearly was intended to apply to nighttime network radio, not to the use of live music, not to radio as a medium.

The attribution was contained in an AFM-networks negotiations report in Allegro, officially the New York Local 802, American Federation of Musicians, as follows: "On Friday [Feb. 19], Dr. Frank Stanton, head of CBS, spoke for one hour. He said that radio is dying fast; that costs were going up, and if films continue to invade TV, they would kill the networks. He insisted that they must have pre-recordings at live rates, if they were to survive."

In answer to Dr. Stanton, as reported in Allegro, Al Manutti, president of Local 802, contended that the statement would mean "a loss to us of $400,000." Allegro's lengthy report, which consisted of minutes of a special meeting of Local 802 at which President Manutti reviewed the negotiations, also revealed a number of behind-the-scenes sidelights.

These included differences between AFM President Petrillo and Local 802 President Manutti, both at the point led the national head to say Mr. Manutti and Local 802 members could not remain in the Federation if they refused to go along with Mr. Petrillo and AFM's executive board. Mr. Manutti was quoted as saying, "after further discussion," that Local 802 "as a unit of the AFM, and being subject to its orders, must dem}

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...and why not? They're among America's best-known products —
and only a few of the many manufactured in our bustling heart of the Prosperous Piedmont.

The 29 counties WFMY-TV serves are a-hum these days with a profitable balance of agriculture and industry — an interlocking pattern of trading areas pivoting around these well-known cities. Together, they generate a buying power that exceeds $1,500,000,000 a year!

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New York — Chicago — San Francisco

AP REPORT SHOWS
RADIO-TV GAIN

AN increase of 79 radio and tv members of Associated Press during 1953 brings the total to 1,264. AP General Manager Frank J. Starzel said in his annual report, released in advance of today's AP membership meeting in New York.

Newspaper members of AP in the U. S. increased only by eight last year, Mr. Starzel reported, bringing the total to 1,733. Largest increase came from out-of-the-country subscribers, which rose from 3,138 at the end of 1952 to 3,762 at the end of 1953. "Argentina, Italy and Japan were 1, 2, 3 in adding the largest number of radio stations to the direct broadcasting of AP news," Mr. Starzel said.

AP's revenue and expenses past the $26 million mark last year, the report stated, $1 million more than the previous year and nearly 21/4 times the total of ten years ago.

Nearly 150 newspapers and tv stations began using Wirephoto delivery service of some kind during the past year, Mr. Starzel said, noting that a desire on the part of some of the tv station subscribers to receive the service by means of facsimile had led to arrangements for equipment to be made by Multifled Ltd. in England to AP specifications, with initial deliveries scheduled for early this year. Ten stations are already equipped for this service out of AP's 71 tv Wirephoto subscribers.

"Radio station members continued during 1953 to extend their news protection and coverage activities on behalf of AP," Mr. Starzel said. "Additionally, television stations contributed to the Wirephoto report. This participation in enlarging the general news pool is of growing importance and a valuable contribution to the association's operations."

Effective Work

Mr. Starzel reported that the AP Radio Members' Committee, formed in 1952, "worked effectively with the management in developing enlarged cooperation and improved use of the news report in broadcasting." Changing news needs and interests of stations was studied by a subcommittee on the News Report, which group "proposed and assisted in the development of featurized weather scripts as well as in the refinement and improvement of news summaries and telescript programs."

Another subcommittee, on News Programming, "inaugurated a continuing exchange of programming and information and ideas among all radio station members" [B*T, March 15]. Still another committee activity was the preparation and distribution to member stations of a manual on reporting news to AP.

Two new radio scripts—Let's Look at the Weather and Around the Farm, Around the Country—were inaugurated during 1953 and were well received, the report noted. In line with the continued popularity of Fix It-Make It, other special interest scripts were introduced, including several five-part series dealing with men's fashions, how to watch football, hunting, etc.

Radio also contributed to newspapers, with a new human interest column by Mary Margaret McBride termed the "outstanding success of the year" among AP byline features.

communities, he said, commenting that most of the speakers took away from each meeting more ideas than they brought to it, but also the analysis, criticism and development of the ideas during the forum sessions that seemed to him the major contribution made by the BMI clinic to the broadcasters and through them to the listening public.
STORER'S WSPD-TV SWITCHES TO CBS

Toledo station drops its basic NBC-TV affiliation, becomes the fourth Storer video property to join Columbia. Other affiliations announced.

CBS-TV officials claimed a coup last week in the signing of Storer Broadcasting Co.'s WSPD-TV Toledo to switch its primary basic affiliation from NBC-TV to CBS-TV, effective immediately.

Signing of the ch. 13 station, only television outlet in Toledo, was announced jointly by George B. Storer, president of SBC, and J. L. Van Volkenburg, president of CBS-TV.

WSPD-TV has been served by all four networks, with basic NBC affiliation. The contract with CBS-TV means that the latter will now get first call on the station's network option time. The NBC radio affiliation of WSPD, it was reported, will continue.

Also announced was the addition of six new stations, five in Canada and WDEF-TV Chattanooga, as affiliates of CBS-TV.

Herbert V. Akerberg, CBS-TV vice president in charge of network station relations said the Canadian stations are CBUT (TV) Vancouver, B. C. (ch. 2); CHSJ-TV St. John, N. B. (ch. 4); CKSO-TV Sudbury, Ont. (ch. 5); CKCO-TV Kitchener, Ont. (ch. 13) and CPFL-TV London, Ont. (ch. 10).

Mr. Storer pointed out that WSPD-TV is the fourth SBC television station to become a basic affiliate of CBS-TV, and continued: "As in the case of WJLB-TV Detroit, WAGA-TV Atlanta, and KGBS-TV San Antonio, once more our decision to become a primary basic affiliate of the CBS Television Network was reached after long and careful analysis of the entire broadcasting situation both at present and for the long range. As a result, we believe that it is in the best interests of our station and the vital, expanding area it serves, for us to switch our primary basic affiliation to the CBS Television Network."

[One of the CBS-affiliated Storer tv stations, KGBS-TV, along with KGBS, was sold a fortnight ago to Express Publishing Co., owner of KTSN-AM-FM San Antonio, for $3.5 million, subject to FCC approval (BET, April 12)].

Mr. Van Volkenburg's Statement

Mr. Van Volkenburg said:

"We are very happy to welcome WSPD-TV. With WSPD-TV as our primary basic affiliate, we believe the CBS Television Network has taken another step forward in its leadership from the standpoint of facilities as well as programming and sales. We are now able to offer our advertisers the best possible service in this important Midwest market area."

Toledo is Ohio's sixth largest market, with a population of 1,106,000 and an annual retail sales volume of $1,249,673,000. Announcement of the WSPD-TV signing said that as of the first of this year there were 263,000 TV families among the 331,400 families in the area served by the station.

WDEF-TV (ch. 12) joins CBS-TV as a secondary interconnected affiliate, effective Aug. 1. The station is owned and operated by WDEF Broadcasting Co. Harold Anderson is general manager.

CBUT (TV), CHSJ-TV and CKSO-TV have signed as secondary non-interconnected affiliates, and CKCO-TV as a secondary interconnected affiliate, effective immediately. CPFL-TV will become a secondary interconnected affiliate on May 1.

CBC, owner and operator of CBUT (TV), also will represent the four other stations (all independently owned) as agent. Robert E. Powell, commercial manager, CBC, Toronto, is contact for all five stations.

ABC-TV Gets Monday Bouts Now on DuMont

ABC-TV's contract is for 52 weeks. DTN plans to shift its Monday night fight operations to another city's arena.

ABC-TV last week acquired the rights to the Monday night boxing bouts from Eastern Parkway Arena, Brooklyn, N. Y. (Mon., 9:30-11 p.m. EST), starting May 17, apparently outbidding DuMont Television Network, which has presented the boxing telecast for the past two years. The contract is for 52 weeks.

Announcement of the transfer to ABC-TV was made last Thursday by Les Arries, sports director of ABC, and Emil Lence, promoter of the arena. Mr. Arries revealed that an ultimate line-up of 90 stations is planned, with 50 stations already having given assurance that they will carry the telecasts.

DuMont, meanwhile, reportedly was set to present another boxing program from an arena in another city on the same night and at the same time. The final show under its contract with Eastern Parkway will be carried on May 10. DuMont carried the program on about 56 stations.

Mr. Arries said the telecast will be offered for sponsorship on a cooperative basis, and that many of the sponsors of the bouts on DuMont already have agreed to present the boxing show over ABC-TV.

He added that certain regional sponsors indicate they will expand sponsorship.

Unlike DuMont's presentation, Mr. Arries said, ABC-TV will carry the Monday night bouts in 12 West Coast cities by means of "hot kinescopes," with transmission from New York starting at 1 a.m. for showing at 10 p.m. Pacific Time. Stations serviced by kinescopes will receive the main bout only.

Mr. Arries said Chris Schenkel, who has been the boxing announcer over DuMont, will continue in that capacity over ABC-TV for an indefinite period, but that plans are in progress to substitute another announcer later.

ABC-TV also presents Ray Arcell's Saturday Night Fights (9-9:45 p.m., EST).
MBS, General Teleradio Sale Discussion Denied

PRESIDENT Thomas F. O’Neill denied flatly last week that sale of “any part” of Mutual Broadcasting System or General Teleradio had ever been discussed “with anyone at any time.”

He branded as “fanciful” any report of sale to H. L. Hunt, Texas oil billionaire and right-winger whose Facts Forum underwrites two Mutual programs.

Mr. O’Neill’s statement followed publication in B&T and elsewhere of reports that Mr. Hunt might be interested in acquiring control of Mutual. B&T’s report, published after attempts to reach Mr. O’Neill for comment prior to deadline had failed, was that Mr. Hunt “is pondering overtures for purchase of control of Mutual” and that, although Mr. O’Neill could not be reached, sources “close in” conceded “there’s been talk.” (C.J.S., April 12).

The statement by Mr. O’Neill: “Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with anyone at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fanciful one I have heard of yet and should be consigned to the oblivion it so richly deserves.”

Company Activity

General Teleradio is the General Tire & Rubber Co. subsidiary which controls almost 60% of Mutual and owns the Don Lee and Yankee Networks and WOR-AM-TV New York. It also is becoming engrossed in tv film properties, and is expected shortly to name an operating head for its film operations. The company, with 20th Century-Fox the Greatest Dramas series, currently in syndication; it next acquired the Phillips H. Lord properties and filming of at least one of these, Gunbusters, is in progress; and most recently it announced negotiations for exclusive licensing rights to a group of 30 feature films at a cost estimated unofficially at $1.25 million.

Meanwhile, there were other published reports of a planned wide scale realignment of the executive set at Mutual. These were denied by authorities at Mutual headquarters in New York. It was understood that Julius F. Seebach, vice president in charge of program productions, may be assigned to other duties possibly in films—upon return from his current vacation.

NBC Radio Announces Plans For Boston Symphony Concerts

EXCLUSIVE arrangements to broadcast Boston Symphony Concerts over the coast-to-coast facilities of NBC Radio direct from Symphony Hall in Boston during the 1934-35 season were announced by Sylvester L. Weaver Jr., president of NBC, last Wednesday.

The concerts will start early in October and continue through April on Saturday evenings at a time to be announced later, Mr. Weaver said. Under the completed arrangements, NBC secures the rights to the Boston “Pops,” the Esplanade Concerts and the Berkshire Festival at Tanglewood.

It was pointed out that the Boston Symphony concerts will comprise NBC Radio’s principal offering in the symphonic music field and as such will replace the NBC Symphony Orchestra.

The latter group, under the leadership of Maestro Arturo Toscanini, had broadcast on NBC from 1937 until April 4, when Mr. Toscanini’s retirement was announced (B&T, April 5).

The NBC Symphony, created for Maestro Toscanini 17 years ago and maintained over that period at a cost estimated by NBC at $15 to $20 million—an average of approximately $1 million a year—will cease to exist following the spring and summer series it is now playing as the NBC Spring Symphony under guest conductors.

This series, which uses somewhat fewer men than were employed under Maestro Toscanini, will continue (Sun., 6:30-7:30 p.m. EST) until the Boston Symphony is back in October.

It was pointed out that many of the personnel of the NBC Symphony— which was created for Maestro Toscanini at the behest of Gen. David Sarnoff, board chairman of RCA and NBC—also have been employed in the orchestras of the Telephone Hour, Voice of Firestone and other NBC musical programs.

Mr. O’Neill said the composition of NBC’s musical personnel will be rearranged into smaller orchestra units to serve the requirements of the network.

Gore Appears on Lewis Show After Equal-Time Request

LEROY GORE, editor of the country weekly Sask City-Prairie (Wis.) Star, last week asked for and was granted equal facilities to answer what he said was criticism by Fulton Lewis Jr., MBS commentator, on the latter’s April 9 show.

Mr. Gore’s request was granted in the form of an interview in the concluding portion of Mr. Lewis’ program last Tuesday (7-7:15 EST).

Mr. Gore is the founder and executive secretary of the “Jose Must Go” club in Wisconsin which seeks the recall of Sen. Joseph R. McCarthy (R-Wis.).

Mr. Gore, who was in New York and Washington seeking financial support and political backing for his recall campaign, wired MBS asking for “equal time” to express his viewpoints because Mr. Lewis allegedly had “gone beyond news commentary and into politics” on the Gore-McCarthy issue.

After the Gore request, Milton Burgh, director of news at Mutual, wired Mr. Gore in Washington that time was being extended through Mr. Lewis to appear on the program with the commentator “to discuss points at issue.”

‘Strike It Rich’ Principals Get Summons; Plead Innocent

SUMMONS were served last week upon Walter H. Framer, producer of Strike It Rich radio and television program, and Warren Hull, master of ceremonies of the show, on a charge of soliciting funds for the program without a license from the New York Dept. of Welfare.

The summons issued last Monday, were returnable in Magistrate Court last Wednesday, at which time counsel for Messrs. Framer and Hull pleaded innocent. Magistrate Milton Solomon set May 7 for a hearing.

The complaint against the program was filed by Henry L. McCarthy, commissioner of welfare, who declared last February that the show was “a national disgrace” and should be licensed by his office (B&T, Feb. 8, et seq).

A spokesman for Walt Framer Productions expressed surprise at the summons. He pointed out that Mr. Framer had sought a declaratory judgment in the New York State Supreme Court last month to prevent the Welfare Dept. from requiring the program to obtain a licensing raise from the city (B&T, March 15).

The case has not yet come up for a hearing.

R. S. GATES was named executive vice president of Collins Radio Co., Cedar Rapids, Iowa, in organizational changes announced last week by Arthur A. Collins, president, following action by the company's board of directors.

In other changes, L. E. Bessemer was elected vice president for manufacturing; R. T. Cox was named vice president for research and development; J. G. Flynn Jr., vice president for sales, and M. W. Burrell, second vice president. All will have headquarters at Cedar Rapids, except Mr. Flynn, who will be in Dallas at the company's Texas division.

DuMont Ships $130,000 In Equipment to Nova Scotia

DuMONT has sold $130,000 worth of equipment to Cape Breton Broadcasters Ltd., Sydney, Nova Scotia, to be shipped about May 15 for use by CJCB-TV (ch. 4). Station is slated to go on the air about Aug. 15, using an RCA 10 kw transmitter. DuMont equipment includes dual camera chain, multiscanner, lighting, film editing apparatus, etc.

DuMont is also shipping April 23 by Avianca Airlines to Bogota, Colombia, four complete camera chains, thirteen 17-inch monitors, a multiscanner, lighting and studio control equipment and several hundred receivers, including some 30-inch sets. The mobile unit (truck equipped for remote pickups) will be shipped by steamer.

Ramon Cuellar & Cia Ltda, Bogota, Colombia, has been appointed DuMont sales representative for the country, to handle sales of receivers as well as transmitters and tv broadcasting studio equipment. This company handled the $300,000 sale of DuMont equipment to the Colombian Government [BT, April 12].

Gotham Forms Subsidiary

FORMATION of Gotham Audio Development Corp. as a subsidiary of Gotham Recording Corp., New York, was announced last week by Stephen F. Temmer, president of the new company. The firm has been organized to design and manufacture products of a custom-built nature for broadcasters and professional recording companies.

First client of Gotham Audio Development Corp. was Reeves Equipment Corp., for which the new firm will design a high-power driving amplifier for use with B. B. C. Grampian disc cutting head. The Reeves organization will serve as distributor for the final product.

Other officers of Gotham Audio Development are Rehn Narma, vice president, and Herbert M. Moss, president of Gotham Recording, who will serve as secretary-treasurer of the subsidiary.

Cathode Ray Tv Tubes Up

FACTORY sales of cathode ray tv receiver tubes totaled 645,715 units in February, compared to 557,681 sold in January, according to Radio-Electronics-Tv Mfrs. Assn. Receiving tube sales totaled 25,189,147 in February compared to 22,133,347 in January.
For the first time ... a precision Presto tape recorder complete with amplifier in studio console cabinet for less than $1000. Here are the facts about this amazing value:

**The R-11" Mechanism**
Here is the smooth operating, sleekly designed tape transport unit that drew engineers acclaim when it was introduced last year. Embodies the exclusive Presto capstan drive unit where pressure pulley and solenoid are mounted on a single sub-assembly for easy maintenance. Capstan and motor are interconnected by a belt. Two torque motors, each including its own brake system (external contracting type) assure smooth, positive action without the usual hazard of tape breakage. If tape does break, an automatic safety switch instantly stops the mechanism.

**The Amplifier**
Actually there are two separate chassis for amplification. One contains the recording and reproducing channels. The second is the power supply located at the base of the console. This arrangement reduces noise and keeps operating temperature down.

**The Console Cabinet**
Presto's designers have given particular attention to accessibility of every part of the SR-11. The top panel swings upward on a sturdy hinge to expose the underside of the tape mechanism, while the amplifier opens from the front and turns over on gimbals for access to tubes.

Ask your Presto distributor to order your SR-11 today. You'll never match it in value or performance.

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**PRESTO SR-11 STUDIO CONSOLE TAPE RECORDER**

- Three triple shielded magnetic heads
- Frequency response: 50 to 15,000 cps. (15"/sec.)
- 55 db signal to noise ratio (at 2% distortion)
- Flutter: less than .15% (15"/sec.)
- Push button function switches
- Will accommodate reels up to 10½"

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
BOW-TIE (UHF) PROMOTION
A Bow tie appeared on many a time buyer's desk early last week, accompanied by a card which cryptically stated: "Hope you like it. Explanation to follow later. Best regards. Two Two." The mystery was cleared up later with a letter indicating the sender as WGBI-TV Scranton, ch. 22, and an explanation that "in the Scranton-Wilkes Barre area nearly everyone sports a 'bow tie' (uhf tv antenna) these days." The message pointed out that "to reach . . . to sell, this rich northeastern Pennsylvania market, it's uhf tv all the way . . . to be specific, your first buy is WGBI-TV."

KFAB MANHUNT COVERAGE
AN AIRPLANE was chartered by KFAB Omaha to fly newsmen to the scene of a manhunt in the Nebraska panhandle, thus providing that station with exclusive coverage in the event that was taken part in by law enforcement officers from the entire area, that station reports. Newscaster Hugh McCoy and special technician Harlan Underkefter made special tapes and relayed last minute information to listeners and KFAB claims that they were the only radio newsmen on hand to provide such on-the-spot coverage.

THIRTY-YEAR BROCHURE
THE THIRTY-year anniversary of WGBF Evansville, Ind., is the theme of a brochure published by that station. The brochure reviews the 30 years of operation for the reader and contains tributes received from well known people in the advertising, theatrical, educational, political and communications professions. A reproduction of a congratulatory letter from FCC Chairman Rosel H. Hyde is included and pictures of notables, station staff and program personalities fill out the booklet. Coverage maps of WGBF and affiliate WMLL (FM) appear in the rear of the brochure.

RATE INCREASE LEAFLET
A LEAFLET titled Profits from Pennies, which introduces advertisers to a rate increase, is being distributed by KXO El Centro, California. The pamphlet points out that "everything" has increased, including a 98% jump in KXO's operating expenses over the past seven years. Announcing the 7.8% increase the station emphasizes that the cost is actually less per listener because KYO is reaching 134% more people than ever before. These facts prove, station claims, that KYO is a better buy than ever, still the best advertising buy in the Imperial Valley. A valley-wide listening survey, which shows KYO has the largest share of the audience, is included along with a station coverage map.

WGBF BOWLING TOURNEY
THE WORLD'S largest regional bowling tournament was sponsored by WNAK Yankton, S. D., according to that station. The tourney, the fifth annual WNAK 5 State Bowling Tournament, attracted 9,195 male bowlers from Iowa, Nebraska, the Dakotas and Minnesota. Over $27,000 in cash prizes, 38 trophies and over $6,000 in merchandise were awarded at the event, which was sanctioned by the American Bowling Congress, and is reported to be second in size to the ABC bowling classic.

WGBF BOWLING TOURNEY
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WBEL RADIO PROMOTION
MOST effective way to promote your own cooking school is to use spots on your own station. At least that's the belief of WBEL Beloit, Wis., which used about 75 spot announcements, but used no printed media. Three local merchants cooperated in the three-day event which drew such crowds to the local Majestic Theatre—where many of the station's programs were seen—that hundreds of ladies had to be turned away. WBEL is reported to be considering the station as an annual promotion.

DODGER FAN AID
WMGM New York, in cooperation with the Brooklyn Chapter of the American Red Cross, is distributing volume four in a series of manuals by the Red Cross on the "Care and Protection of Dodger Fans," giving information on how to root calmly, how to eat and drink healthfully at Dodger games and how to safeguard the blood pressure. WMGM, which broadcasts all Dodger games, will supply copies of the manual to interested persons who write the station at 711 Fifth Ave., New York 22, N.Y.

'ECONOMY RUN' TELECAST
FILM program of the 1954 Mobilgas Economy Run was shown on KTTV (TV) Hollywood after an all-night editing job. News photographers from the station rode in contestants' cars between Los Angeles and Sun Valley, recording the event on film. After the film portion of the program the winners of the race were presented. The KTTV program was sponsored by General Petroleum Corp., Los Angeles, which also conducts the Economy Run.
As a trained newsman, do you know: WHICH ONE OF THESE DOESN'T BURN TAX DOLLARS?

You're undoubtedly familiar with these traffic control devices for various forms of transportation.

But do you realize that only one of them doesn't burn up tax dollars?

Consider these facts. Up to the end of 1953, Federal and local governments had spent some 2 billion dollars on the construction of civil airports and airways.

From the turn of the century to June 30, 1953, Federal expenditures for river and harbor navigation facilities exceeded 4.3 billion dollars.

Highway construction in the United States has cost 39 billion dollars since 1921. Highway construction and maintenance costs come to about 5 billion dollars annually—with you, as a private citizen, picking up the biggest part of the bill. (For every 100 ton-miles of travel, a typical personal car pays taxes averaging 34 cents while a 30-ton highway truck pays an average of only 12 cents.)

Railroads, on the other hand, have spent more than 20 billion dollars to install rights-of-way and other facilities. In addition, they pay taxes on them—which help to subsidize their competitors in the air, on the water and highways.

When, therefore, you hear the railroads say they want the opportunity to compete with other forms of commercial transportation on a free and equal basis, you can understand their position.

It is their feeling that the public would be much better served if all forms of transportation were put on a truly competitive basis. Not only would each be spurred to provide constant improvements in services and facilities, but the cost would fall where it rightly belongs —on users instead of taxpayers.

... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
REACHING HEAD MEN

INVITATION to barbers to attend an exclusive open house for members of that trade has been extended by WHO-TV Des Moines in a clever promotion piece sent to tonorial artists in its coverage area. Pointing out that barbers are considered "high authority" on all subjects by customers, WHO-TV expresses confidence that its story will get to "the right guys in the right place," after the barbers have visited the station. Included are a program schedule for the barbershop, coverage area map, and agle list of answers to questions people will ask about the new TV station.

GOOD FRIDAY PROGRAM

ABC-TV network was scheduled to present a special Good Friday live documentary, The Shroud of Turin, with the program originating in studios of WSBK (TV) Chicago. The show will feature a discussion of the authenticity of the famous Turin shroud, an ancient cloth believed to be the fabric in which Christ was wrapped after his crucifixion. Rev. Francis L. Filas, S.J., religious professor at Loyola U., Chicago, was to present the program, slated to be telecast 1:30-2 p.m. April 16.

KMJ-TV TEACHES ENGLISH

FOREIGN born residents of San Joaquin valley, in central California, are learning English for naturalization and voting tests on twice-weekly KMJ-TV Fresno Let's Speak English program. The program is designed to teach practical, everyday English and is conducted with the cooperation of the adult division of Fresno city schools. Printed study aids are supplied to viewers by KMJ-TV.

KOTV (TV) PHOTO CONTEST

MORE than 50 entries were submitted by members of the Tulsa Camera Club in a contest conducted by KOTV (TV) for the best pictures on the "behind the scenes activity" at that station. A special open house was held during which contestants were invited to take pictures of the various operations. The winners appeared with their winning pictures, along with other members of the club, on KOTV's Tulsa Skyline Show.

BASEBALL SCHEDULE REQUESTS

AN OFFER of an American League baseball schedule by WTAM Cleveland's Tom Manning brought over 15,000 requests, according to that station. Mr. Manning told his listeners: "I realize you can pick up a schedule at any corner store, but I'd like to send you one of mine if you'll send me a stamped, self-addressed envelope." WTAM reports that three girls were kept quite busy in an effort to get the schedules in the mail before the opening games.

KGEM KITCHEN CITED

THE February issue of the Idaho Food Dealer, food trade publication, contains an article about KGEM Boise, titled "KGEM Kitchen Sponsors Take a Bow," which tells about the kitchen show and its four sponsors. The sponsors, Gem Canning Co., Emmett; Keim Packing Co., Nampa; Idaho Creameries, Boise, and Eagle Flour Mills, Eagle, each have a section of the story and pictures devoted to its plant, facilities and product. The program, which features Helen Peterson, as hostess, and Don Bish, as kitchen helper, is written and produced by Mrs. Peterson. The program is described as one that..."has proved to be of real interest to housewives...of exceptional value to sponsoring suppliers and incentive to food dealers in the area."

RED BEARD PROMOTION

WNBT (TV) New York mailed red beards to radio and television editors to call attention to the beard-growing contest conducted on the station by Jim Moran, hirsute host of Midnight Movie program. Winners of the contest were picked on April 9 by "a jury of bearded peers" consisting of Burl Ives, Commander Edward Whitehead, Mitch Miller, George London and Pietro Carboni.

BBC EXPLORES ENGLISH

BBC and the English Speaking Union have produced a new, 15-minute series of radio programs, Plain English, designed to "explore trans-Atlantic understandings and misunderstandings which crop up between people of two nations using the same language." The series has been made available to U. S. stations for broadcast.

WBNS-TV SALES MEETING

WBNS-TV Columbus, Ohio, reports an unusual sales meeting at that station when the entire sales organization of the Omar Baking Company for the state of Ohio met to view its Omar TV Weatherman show, a nightly feature over WBNS-TV. Host for the half-day meeting was Frank Wear, station general manager, and Ross Davis, general sales manager for Omar, presided.
His magic touch moves merchandise

You've met men like Bill Mayer. The look in the eye, the easy smile, the sincere manner of talking, the warmth of the handshake... all tell you, "Here's a man we can trust."

Bill Mayer has radio's magic touch—the ability to inspire confidence in those who listen to him.

Recognized as the area's outstanding commercial announcer, he has the confidence of both listeners and advertisers in Northern Ohio. From 6:30 a.m. to 10:00 a.m., Bill, known to millions as the "Mayor of the Morning", presents listenable music and interesting comment in his inimitable, easy-going style.

His popular show reaches a dual audience—homemakers, and motorists on their way to work. If yours is a product bought by women or by car owners, Bill Mayer's sincere voice can do an effective selling job for you.

Ask your nearest Christal representative for current spot availabilities.

WGAR
THE STATION WITH
4½ MILLION FRIENDS
IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christel Co.
In Canada by Radio Time Sales, Ltd., Toronto

April 19, 1954 • Page 101
RADIO & TV
SURVEYS
tell us that
WHBF-AM-TV
are the
QUAD-CITIES' FAVORITES!
Les Johnson, V.P. and Gen. Mgr.

PEOPLE

Agencies

William N. Huse, formerly with Albers Milling Co., and Fred Mitchell, Foote, Cone & Belding, N. Y., appointed vice presidents and account executives, Dancer-Fitzgerald-Sample, N. Y. William Brooks, Kenyon & Eckhardt, to D-F-S as assistant account executive.

W. J. Haughey, vice president, Ingalls-Miniter Co., Boston, assumes additional duties of general manager.

Arkady Leokum, copy chief, Sherman & Marquette Inc., N. Y., elected a vice president.

William Rindfuss, associate copy director, Young & Rubicam, N. Y., appointed vice president and copy director of Chicago office effective April 19. Frank Harrel replaces Mr. Rindfuss in New York.

James L. Lobian, assistant copy chief, Erwin, Wasey & Co., L. A., to Mogge-Privett Inc., that city, as vice president and copy chief.


William M. Englebaupt named merchandising director, Earle Ludgin & Co., Chicago; George Duke to creative staff and John Meloney to research staff, same agency.

Mahlon G. Remington, sales and merchandising director, Ward Wheelock Co., Phila., appointed vice president and account executive, Lewis & Gilman Inc., same city.


Robert F. Ohren- schall, recently discharged from Navy, to Wank & O'Rourke, S. F., as account executive.

Midge Krone, former timebuyer, Erwin, Wasey & Co., N. Y., to Galen E. Broyles Co., Denver, as assistant account executive.

Robert Campbell, J. Walter Thompson Co., S. F., to Doremus & Co., same city, as production manager and assistant account executive.


Donald L. Perris, director of news, special events and promotion, WEWS (TV) Cleveland, to creative dept., McCann-Erickson Inc., same city.

Robert J. Noel, radio-tv director, Campbell-

GALLANT Grody Cole, "Mr. Dixie" to WBT Charlotte listeners, must not carry young ladies through driving rainstorms to protect their costumes, says on x-ray picture of Mr. Cole's back being held here by "Mr. Dixie" and "Miss America of 1953" (Neve Jane Longley) after he carried the charm from her car to the coronation ballroom of the Azalea Festival in Wilmington. WBT's newsman philosophizes: "We all have to quit sometime, and I'm glad I quit with the best."

Mithun Inc., Chicago, to creative staff, radio-tv dept., Needham, Louis & Broby, same city.

David Luhman, CBS-TV promotion and merchandising department, N. Y., to Young & Rubicam, same city, as a copy writer.


William E. Greenberg, staff artist, Leon Woolf Co., L. A., to Abbott Kimball Co., that city, as assistant art director.


Donald C. Dahms, production supervisor, Leo Burnett Co., Chicago, to Saunders, Shrodt & Assoc., same city, as production manager.

Robert Merryfield, news director, KBID-TV Fresno, starts own advertising agency, that city, but continues as announcer for Jim Clinton Clothing Store commercials on station.


Wendell W. Oberholzer, N. W. Ayer & Son, Phila., to Gray & Rogers, same city.

Ernest E. C. Jackson, vice president, J. Walter Thompson Co. Ltd. and managing director, Montreal office, died April 1.

Stations

George L. Stanford Jr., head of his own merchandising firm at Hobe Sound, Fla., named sales account executive, WPIX (TV) New York.

Thomas Clifford, advertising manager, Montgomery Ward & Co., Fresno, to KBID-TV that city, as account executive.

Phillip A. Meyers, WCUE Akron, Ohio, named
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously... 54.6% more people... 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously... 54.6% more people... 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

**WAVE-TV Delivers:**

66.7% GREATER COVERAGE AREA

than any other television station in Kentucky and Southern Indiana

36.1% GREATER CIRCULATION

than the area's leading NEWSPAPER!

761.0% GREATER CIRCULATION

than the area's leading NATIONAL MAGAZINE!

WAVE-TV delivers a perfect picture to thousands of families who get satisfactory television reception from no other outlet. The reason is simple:

WAVE-TV's tower is on top the highest hill in this area — is actually 525 feet higher than Louisville's other VHF station!

WAVE-TV's Channel is 3 — the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3 — is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Ask NBC Spot Sales for all the WAVE-TV facts.

**LOUISVILLE'S**

**WAVE-TV**

Channel 3

**FIRST IN KENTUCKY**

Affiliated with NBC, ABC, DUMONT

NBC Spot Sales, Exclusive National Representatives
assistant commercial manager, same station.

Peter T. McGovern appointed sales manager, WCOP Boston, Mass., in reorganization of that station’s sales department.

Stanley J. Hudson, salesman, XEO Brownsville and XEOR McAllen, Tex., appointed director of merchandising and public relations for the station.

Jackson M. Fleming, formerly program director, KXLL Seattle, to KEK same city, as account executive.

Murray L. Goldsborough, formerly general manager, WQET Gettysburg, Pa., to WHVR Hanover, Pa., as assistant manager.

Ray Armand, program director, WARL Arlington, Va., promoted to assistant manager; George Crump, sales representative and Don Allen, traffic manager, named sales manager and acting program director, respectively; Robert Hall, program director, WEAM Arlington, and Robert Cobbins, named sales representatives, WARL; James Larkin named record librarian, John Gallaway, continuity director, and Ruth Lewis, auditor, same station.

Robert O. Paxson, sales staff, KEDD-TV Wichita, and formerly account executive, McCormick - Armstrong Inc., same city, appointed regional sales manager, KEDD-TV.

George Vogel, chief Engineer-director of sports, KCOW Alliance, Neb., named program supervisor, succeeding Erv Jensen, who moves to KGLO Mason City, Iowa. Roland Reed appointed technical supervisor, KCOW.

John L. Palmer appointed national sales manager, KOIN-TV Portland, Ore.

Jim Carroll, manager, KONG Visalia, Calif., appointed merchandising director, KYNO Fresno.

Walter M. Windsor, formerly manager, WGBA Columbus, Ga., named general manager, KCMC-TV Texarkana, Tex.-Ark.

Frank Sharp, program director, WFBM Indianapolis, Ind., named personnel director. Robert Yeager, assistant program director, WLIW Cincinnati, succeeds Mr. Sharp.

Carol Vinson, promotion director, KABK-AM-TV Little Rock, to KSLA Shreveport, La., in same capacity.

William Hollenbeck, formerly producer-director, KGO-TV San Francisco, appointed program manager, KHOF (TV) Stockton, Calif., vhf station scheduled to start operating June 1.

Theodore B. Pitman Jr., program director, WTAO-TV Cambridge, Mass., appointed general manager, WTAO-AM-TV. John H. Kimball named sales manager and Edward J. Penney, program director, WTAO. Richard H. Garley Jr. named sales manager; Fred Stein, program supervisor, and Walter Harrington, program director, WTAO-TV. Alice Conlon named film director-publicity director, WTAO-AM-TV.

John M. Haberlan, formerly time salesman, WKY Oklahoma City, appointed national tv sales representative, WKY-TV; Wallace R. Dunn, formerly general manager, KGLC Miami, Fla., to 7tv sales staff, WKY-TV.

Jim Randolph, research director, KOTV (TV) Tulsa, appointed assistant program director.

Norman Heffron, newsman, WCCO Minneapolis, returns to KOTA Rapid City, S. D., as news director.

Louis F. Allen, KOMU-TV Columbia, Mo., Merle Mann, WLWT (TV) Cincinnati, named to sales staff, WCPO-TV Cincinnati. Jack Kelly, traffic dept., WCPO-TV, also joins sales staff.

Ed Bush named to sales staff, KABQ Albuquerque, N. M.

Jack Norman and Ellie Kleb, sales staff, defunct WENR Chicago, to similar duties at WLS same city.

Ian Bernard, special material writer for Eddie Cantor in NBC-TV Colgate Comedy Hour, to KABC-TV Hollywood, as writer and general assistant to executive producer.

Lou Weiner, freelance publicity and exploitation, Hollywood, to KABC-TV that city, in similar capacity.

Forrest H. Respess, formerly with WHOK Lancaster, Ohio, appointed studio manager, WTTV (TV) Bloomington, Ind.

Roy L. Gallagher, formerly chief engineer,
TWO-DAY program clinic in Cleveland for program directors and general managers of Peoples Broadcasting Co. stations was attended by (I to r): Dick Carlson, management consultant, Farm Bureau Insurance Co., which owns Peoples; Rea Merridew, program director, WGAR Cleveland; Wes Hopkins, program director, WTM Trenton, N. J.; Murray Lincoln, president, FBC; Frank Lee, program director, WMNN Fairmont, w. Va.; Joe Bradshow, general manager, WRFD Worthington, Ohio; Herbert E. Evans, vice president-general manager, Peoples; Bob Geis, program director, WRFD; Gary Ferrise, general manager, WMNN; Carl George, general manager, WGAR; George Campbell, Washington news correspondent, and Fred Bernstein, general manager, WTM.

KELK Elko, Nev., to WHIT New Bern, N. C., in same capacity.


Mike Hamlin, WJIM-AM-TV Lansing, Mich., to WILS-AM-TV same city, as host on House of Music show, replacing Chuck Renwick, who moves to news dept., succeeding Marv Phillips, promoted to traffic department.

Mark F. Ethridge, publisher of the Louisville Times and Courier-Journal, licensee of WHAS-AM-TV Louisville, elected a trustee of Ford Foundation.

J. S. Sinclair, director of public relations, WJAR-TV Providence, received an award from Woonsocket, R. I., Junior Chamber of Commerce in recognition of his cooperation during the 1954 Woonsocket Mardi Gras celebration (B*T, March 15).

John Campbell, sports director, KXLL Missoula, Mont., appointed chairman, Montana State Athletic Commission, in addition to his present duties.

George Putnam, newscaster, KTTV (TV) Hollywood, awarded first Civic Affairs Citation, by Loyal Order of Moose in California.

Bill Welsh, sportscaster and special events announcer, KTTV (TV) Hollywood, named to board of trustees of Southern California B.P.O.E. polio recreation funds.

Dick Renick, producer-director, WTVJ (TV) Miami, and Val Phillips were married.

Ted Reeves, program director, WBNS-TV Columbus, Ohio, father of girl, Rebecca Anne, March 25.

Art Davis and A. G. McDaniel, WBAP Fort Worth, Tex., both fathers of boys.

J. Fred Weber, chief engineer, CKOV Kelowna, B. C., father of boy, Robert Neil, March 27.

Jack Sterling, emcee of WCBS New York Jack Sterling Show, father of girl, Patricia Ann, April 7.

Sid Forhman, Chicago disc emcee father of girl, April Brooke.

Merwyn L. McCabe, 56, sales manager, KFRC Broadcasting System's station relations department.

Len Levinson added to writing staff, NBC Radio Fibber McGee and Molly, which will broadcast through the summer.

Mike Dougherty, assistant publicity director, KNXT (TV) Hollywood; Bill Steinmetz, Script Annex head, CBS that city; and Jerry Smith, unit publicist, Wayne-Fellows Productions, named to press information staff, CBS-TV that city.

Ted Kenworthy named associate director, CBS Radio Hollywood, as summer replacement.

Harriet Egan, secretary to David C. Adams, NBC staff vice president, crowned "Miss NBC of 1954" at annual spring dance for NBC employees in New York, at Waldorf-Astoria Hotel April 2.

Kit Kinne, formerly featured on Sally Smart's Kitchen, WOR-TV New York to NBC-TV's Home show tomorrow (Tuesday), as cooking editor.

Martha Rountree, tv panel moderator, to address Women's Adv. Club of Chicago April 20 on "TV As I See It From Washington."

Gordon MacRae, star of NBC Radio Railroad Hour, father of son, April 7.

Film

Chester H. Glassley, production supervisor, Five Star Productions Inc., Hollywood, named president and executive producer succeeding Harry Wayne McMahon, named vice president and member of the copy plans board, McCann-Erickson Inc., N. Y. Norman McCabe, animation director, and Hal Burns, editorial supervisor, Five Star Productions Inc., Hollywood,

San Francisco, killed in automobile accident April 8.

Networks

Thomas P. Duggan, formerly with WOR New York and John A. Buning, formerly with American Broadcasting Co., to Mutual Broadcasting System's station relations department.

You are cordially invited to play in the annual

BROADCASTING
TELECasting

NARTB
Golf Tournament

v
To be held
May 23
in Chicago
at the famous
Acacia
Country Club

Send your reservation to
the nearest B*T office today

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eleven vice presidents and Taylor Byars continues as vice president and general manager.

John C. Allee, formerly in sales capacities, Guild Films Inc. and Advance Television Picture Service Inc., to TeeVee Co. as eastern sales manager in new offices at 666 Fifth Ave., N. Y.


Robert Rockwell, who portrays Mr. Boynton in CBS-TV Our Miss Brooks, father of boy, April 12.

Manufacturers

Frank Steeter, director of RCA plant facilities administration, elected vice president, RCA facilities administration.


James Adbae Jr., named Eastern manager, extension div., E. I. duPont de Nemours, Wilmington, Del.


Ralph H. G. Mathews, sales engineering consultant, to Magnavox Co., Chicago, as general sales counsel, high fidelity division.

Jay T. Nichols, formerly with Armour Research Foundation, to Petron Corp., Chicago, as chief engineer.

Program Services

Wallace D. Cochran, formerly manager, Les Brown orchestra, to RCA Victor Record Div., Thesaurus & Syndicated Sales, headquartered in Atlanta.

MISSISSIPPI Broadcasters Assn. elected a new slate of officers at its annual meeting in Biloxi. L to r: seated, Granville Walters, WAAL Laurel, secretary-treasurer; Bob Evans, WELO Tupelo, president; Ed Wilkinson, WSL Jackson, vice president; standing, C. F. Wright Jr., WFOR Hattiesburg, retiring president; Charles Holt, WHSY Hattiesburg, Joe Carson, WMOX Meridian, and Bill Guest, WPMP Pascagoula, board members.

Patricia Jean Beall, former assistant producer at WTTG (TV) Washington and producer of educational radio-tv shows there, has announced incorporation of her own firm, Public Service Productions Inc., a non-profit corporation, to produce public service programs for radio-tv. Address: 3400 Newark St. N. W., Washington.

Thomas B. Williams, formerly with General Electric Co. in promotional and visual education capacities, to Product Services Inc., N. Y., as supervisor of film production.

Edward Reinauer, research dept., American Newspaper Publishers' Assn.'s bureau of advertising, to BAB as research analyst.

Edwin H. Kasper, formerly a partner, Kasper-Gordon Inc., to Television Programs of America Inc., as account executive in New England area.

Robert T. Donnelly, East Coast representative, Vitapix Corp. and previously Midwest representative, Proctor Television Enterprises, to film syndication div., Motion Pictures for Television, as account executive in Detroit.

Herb Jaffe, eastern sales manager, Motion Pictures for Television, named director of sales, Official Films; Verne Banke, assistant to Mr. Jaffe at MPTV, will succeed him as eastern sales manager.

Jerry Juroe of Paramount Pictures, Hollywood publicity staff, named radio-tv contact succeeding Ted Wick, resigned to become publicity director, CBS-TV that city.

Trade Associations

Charles Vanda, vice president, WCAU Philadelphia, named chairman, radio-tv committee, American Cancer Society's 1954 Cancer Crusade. Clyde R. Spitzmiller, commercial manager, WIP same city, named chairman of downtown Philadelphia office buildings, and Charles Shaw, news editor, WCAU, heads Crusade's program committee.

Philip G. Lasky, vice president-general manager, KPDX San Francisco, elected to board, Northern California Electrical Bureau.

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PLAY BALL WITH GATES REMOTES

GATES RADIO COMPANY—Quincy, Ill., U. S. A.
In stock at: Atlanta, Houston, Los Angeles and Quincy.
Offices: New York and Washington, D. C.
R. H. Weissberg, vice president-manager, Bozell & Jacobs Seattle office, elected chairman, Puget Sound chapter, AAAA.


Frank Kilcheski, formerly manager of retail promotion and publicity, Bureau of Advertising, American Newspaper Publishers Assn., promoted to chain store sales staff.

Edward L. Hanna, formerly with CBS Radio's public affairs dept., appointed executive di-
rector, Mayor's Advisory Council in New York. Chairman of Council is Nathan Straus, president, WMCA New York.

Representatives
Tom Wyman Carroll, State Dept., New York, to Radio-Tv Reps., radio and tv station repre-
sentative firm, same city.

Professional Services
William R. Cahill, editorial staff, Harshe-Rot-
man Inc., Chicago office, public relations firm, named assistant group supervisor.

Edward F. Thomas, vice president and public relations director, Geyer Adv., forms Edward Thomas Assoc., public relations counsel, 745 Fifth Ave., N. Y.

Courtenay E. McCurry, formerly with Ziv Tele-
vision Programs Inc., named supervisor, Cabell Eanes Inc.'s newly opened Norfolk, Va., branch office.

Government

Dr. Ralph J. Slutz, formerly assistant chief, National Bureau of Standards Electronic Com-
puter Lab., promoted to assistant chief, NBS Central Radio Propagation Lab.

- RETAIL SALES
$1 1/2 billion annually ... 50.2% above U. S. percentage gain with an increase of 310% since 1939!*

- WHOLESALE SALES
$1 1/4 billion annually ... 54.7% above U. S. percentage gain with an increase of 323.1% Since 1939!**

- POPULATION
1 1/4 million ... 26.1% gain since 1940!*

KSL-TV
lands that WHALE of a Market!

Salt Lake City, Utah
serving 39 counties
in 4 western states

Represented by
CBS-TV Spot Sales

* Sales Management
** Consumer Markets

KSLS-TV

BROADCASTING • TELECASTING

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FCC Commercial Station Authorizations
As of March 31, 1954*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>Licensed (all on air)</td>
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<td>CPs on air</td>
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<td>CPs not on air</td>
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<td>555</td>
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<td>Applications in hearing</td>
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<td>New station applications</td>
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<tr>
<td>Facilities change applications</td>
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<td>Total applications pending</td>
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<tr>
<td>Licenses denied in March</td>
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<td>0</td>
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</tbody>
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*Does not include noncommercial fm and tv stations.
†Authorized to operate commercially.

Am and Fm Summary through April 14

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
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ACTION OF FCC

New TV Stations . . .

Grants

Lexington, Ky.—Central Ky. Bestg. Co. (WLLEX) granted uhf ch. 18 (494-500 mc); ERP 91 kw visual, 89 kw audio; antenna height above average terrain 620 ft., above ground 631 ft. Estimated construction cost $300,000, revenue $300,000. Post office address 126 N. Limestone St., Lexington. Station and transmitter location is north of Lexington. Geographic coordinates 38° 00' 06" N., Lat. 84° 06' 10" W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Vernon Doheny & Werner, Washington. Principals include President J. D. Gay Jr. (46.5%); Secretary-Treasurer H. Gutherie Bell (46.5%); Vice President J. C. Boggs (12.5%); and Assistant Secretary John G. Ashcon Jr. (0.1%). Grant was made possible by the withdrawal of the competitive bid of WVLX Lexington. Granted April 13.

Buffalo, N. Y.—Niagara Frontier Amusement Corp., granted uhf ch. 3 (54-60 mc); ERP 100 kw visual, 88 kw audio; antenna height above average terrain 229 ft., above ground 256 ft. Estimated construction cost $500,000, revenue $500,000. Post office address 70 Niagara St., Buffalo. Studio location 184 Barton St. Transmitter location Staley Road. Geographic coordinates 43° 00' 36" N., Lat. 99° 00' 18" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President George K. Goodyear (19%); director of Marine Trust Co. of Western N. Y.; Vice President Byron Korr (10.6%); vice president and 6% stockholder of Korr Inc., advertising agency; Treasurer Paul A. Schellkopf Jr. (10%); director Marine TV & Radio Co., Lomax Realty and investment broker; Secretary Jacob Frederick Schellkopf IV (10%); investment banker, and ex-U. S. Sen, Herbert R. O'Connor (1.33%); stockholder in WCAO-AM-FM-Buffalo, Md. Grant was made possible by merger agreement whereby WGR Buffalo is sold to permit the $14 million and one-half month purchase of non-competing competitors Victory TV Corp. and WHLD to purchase part ownership in new tv venture. WHLD will be disposed. Granted April 8.

When Silbey's Tower Clock Time strikes the morning hour on WHAM, it is as familiar to those listening in Rochester and Western New York as the boom of Big Ben is to Londoners. Although Tower Clock Time has been on WHAM radio 15 minutes a day, five days a week for 22 years, it is still booming sales.

This huge department store, largest between New York City and Cleveland, has often gained national recognition for the outstanding merchandising job it has done through this mid-morning radio program.

The duration of Silbey's program is unique in the entire industry, and WHAM points with pride to many other similar success stories of clients using its radio facilities continuously for almost as many years.

Clients' sales results throughout WHAM's Western New York coverage area attest the effectiveness of its appeal.

50,000 WATT CLEAR CHANNEL
Existing Tv Stations . . .

ACTIONS BY FCC

WISH-TV Indianapolis, Ind.—Universal Bestg. Co. granted STA to operate commercially on vhf ch. 8 for the period ending Sept. 28. Granted April 5; announced April 13.

KEBD (TV) Wichita, Kan.—KEBD Inc. granted modification of CP for vhf ch. 18 to change ERP to 205 kw visual, 139 kw auroral; antenna height above average terrain 486 ft. Granted April 9.

WPLF (TV) Baltimore, Md.—United Bestg. Co. of Eastern Md. granted modification of CP for uhf ch. 18 to change ERP to 21.4 kw visual, 12.8 kw auroral; antenna height above average terrain 670 ft. Granted April 8.

WUNC-TV Chapel Hill, N. C.—U. of N. C. granted modification of CP for non-commercial educational vhf ch. 4 to change ERP to 105 kw visual, 60.3 kw auroral; transmitter location to 7 miles WSW of Chapel Hill, Chapel Hill, N. C.; antenna height above average terrain 990 ft. Granted April 6; announced April 13.

KTEN (TV) Ada, Okla—Eastern Okla. TV Co. granted STA to operate commercially on vhf ch. 10 for the period ending Aug. 16. Granted April 6; announced April 12.

KRMV (TV) Beaumont, Tex.—Tv Bests Inc. granted STA to operate commercially on uhf ch. 51 for the period ending April 26. Granted April 5; announced April 12.

STATIONS DELETED

KETV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. FCC deleted tv station on uhf ch. 17. Deleted April 7; announced April 13.

KITO-TV San Bernardino, Calif.—KITO Inc. FCC deleted tv station on uhf ch. 18 at request of applicant. Deleted April 2.

KTCO (TV) Ft. Worth, Tex.—K. K. Kellam et al d/b/a Tarrant County TV Co. FCC deleted tv station on uhf ch. 25 at request of permittee. Deleted April 5.

APPLICATIONS

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co. seeks modification of CP for vhf ch. 20 to change ERP to 18.2 kw visual, 16.9 kw auroral; transmitter location to Linden St. & Jernigan St. Jacksonville, Fla.; antenna height above average terrain 426 ft. Filed April 6.

WBKB (TV) Chicago—American Bestg. Paramount Theatres Inc. seeks modification of CP for vhf ch. 7 to change ERP to 158 kw visual; antenna height above average terrain 626 ft. Filed April 5.

KOVO-TV Missoula, Mont.—Mosby's Inc. seeks modification of CP for vhf ch. 13 to change ERP to 56.9 kw visual, 27.4 kw auroral; antenna height above average terrain 2,050 ft. Filed April 9.

KGEO-TV Enid, Okla.—Streets Electronics Inc. seeks modification of CP for vhf ch. 5 to change transmitter location to 0.3 miles W of Enid, 0.3 mile S of U. S. Hwy 66; antenna height above average terrain 808 ft. Filed April 13.

Allentown, Pa.—Penn-Allen Bestg. Co. seeks modification of CP for uhf ch. 67 to change ERP to 79.1 kw visual, 64.1 kw auroral; transmitter location to 0.2 mile NE of Bauer Rock, about 3 miles SSE of Allentown; antenna height above average terrain 970 ft. Filed April 5.

WSFA-TV Spartanburg, S. C.—Spartan Radiocasting Co. seeks modification of CP for vhf ch. 7 to change transmitter location to Paris Mt., Greenville, S. C.; studio location to 224 E. Main St., Spartanburg; ERP to 200 kw visual, 120 kw auroral; antenna height above average terrain 1,182 ft. Filed April 8.

CALL LETTERS ASSIGNED


KRB (TV) El Dorado, Ark.—South Ark. TV Co., vhf ch. 16.

KPIC-TV El Centro, Calif.—Valley Empire Telecasters, uhf ch. 16. Changed from KELS (TV).

KTVI (TV) Nampa, Idaho—Daho Bestg. & TV Co., vhf ch. 6. Changed from KFXD-TV.


KTLJ (TV) Houston, Tex.—Houston TV Co., vhf ch. 13.


WMVT (TV) Montpelier, Vt.—WCAX Bestg. Corp., vhf ch. 3.
New Am Stations . . .

ACTION BY FCC


APPLICATIONS


Battlesburg, Miss.—Robert M. Keith Jr. & Benny L. Blackledge d/b as Battlesburg Bestra, Co., $96,000, 1 kw daytime. Post office address 5 Robert M. Keith Jr., 200 Wilhelle Lane, Laurel, Miss. Estimated construction cost $15,652, first year operating cost $35,000, revenue $35,000. Principals in general partnership include Robert M. Keith Jr. (15), Secretary, and Benny L. Blackledge (15). News, printing, and 15 partner Barnes Weekly, Bcstg. in the sales and service of radio-television receivers. Filed April 9.

APPLICATION AMENDED

Las Vegas, Nev.—B. Floyd Farr, George Snell & Robert J. Himm d/b as Radio Nevada amends application for new station on 1230 kc 320 w unlimited to specify 1240 kc. Filed April 6.

Existing Am Stations . . .

ACTION BY FCC

KJFJ Webster City, Iowa—Land O' Corn Bestra. Co. granted authority to sign-off at 6:00 p.m. CST, during the next year, revenue $20,000. August Granted April 5; announced April 13.


STATION DELETED

Kane, Pa.—Hilltop Management Corp. FCC deletes voluntary assignment filed 5/5 for new license on 1580 kc unconditionally at request of applicant. Denied April 8.

APPLICATIONS

WBLS Huntsville, Ala.—Huntsville Times Co. seeks modification of CP for 1530 kc to change from directional day and night to directional day only. Filed April 8.

KEEN San Jose, Calif.—United Bestra. Co. seeks CP to increase daytime power 960 kw from 1 kw to 5 kw 1570 kc. Filed April 8.

WRFC Athens, Ga.—Radio Athens Inc. seeks CP to increase daytime power 960 kw from 1 kw to 5 kw. Filed April 12.

New Fm Stations . . .

ACTION BY FCC

Corpus Christi, Tex.—International Radio Co. grants CP for new fm station on ch. 258 (95.3 mc); ERP 2 kw; antenna height above average terrain 250 ft. Granted April 14.

Existing Fm Stations . . .

APPLICATIONS

KFAC-FM Los Angeles, Calif.—Los Angeles Bestra. Co. granted CP for new fm station on ch. 255 (92.7 mc); ERP 2 kw; antenna height above average terrain 465 ft. Granted April 7; announced April 13.

KFMC-FM Texarkana, Tex.—KFMC Inc. granted CP for new fm station on ch. 253 (95.2 mc); ERP 2 kw; antenna height above average terrain 275 ft. Granted April 14.

WHSF (FM) Madison, Wis.—State of Wis. State Radio Council granted CP to change ERP to 38 kw; antenna height above average terrain 450 ft. Granted April 7; announced April 13.

STATION DELETED

K Freeman-FM Denver, Colo.—Eugene P. O'Fallon Inc. granted request to cancel license and delete fm station on ch. 245. Deleted April 6; announced April 12.

Ownership Changes . . .

APPLICATIONS


WJFN-LA, Del.—WJFN, Dover, Del.; WNJR Newark, N.J.; WRAP Norfolk, Va.; WRAD Radford, Va.; WBHN (TV) Bakersfield, Calif.; WEQR Newark, N.J., and 15 partner WMBR, 51% voluntary sale of license to control of control of Northern Pacific Radio Corp. No consideration involved. Filed April 14.

WFNO-WC, Del.—Wilmington, Del.—Wilmington Tri-State Bestra. Co. granted assignment of license to Rol- lins Bestra. Co. for $5,000 and assumption of license obligations totaling $10,000. Rulins operates WRAD Radford, Va.; WMBR, Dover, Del.; WNJR Newark, N.J.; WRAP Norfolk, Va., and is permitted to operate WMBR Dover, Del. Rulins proposes to disband its license for new station in Wilmington. Granted April 14.

WBGB Augusta, Ga.—Savannah Valley Bestra. Co. granted voluntary transfer of control to Gladys M. Bennett, Thurston Bennett, George M. Scott and John D. Watkins, through purchase of 51% interests for $5,000 and assumption of license obligations totaling $21,000. Principals are Mrs. Bennett (41%), Thurston Bennett (8%), radio sales; Vice President, John Watkins, station manager WSBQ and Secretary George W. Scott (43%). Granted April 14.

WAIT Chicago, Ill.—Radio Station WAIT granted voluntary assignment of license of $71,000 for 15 kw daytime, 50 kw nighttime. Filed April 5 by all former owners of WSBC Chicago. They are: Oscar Miller (18%); James P. Mill (18%); Mrs. Miller (18%); Gertrude Miller (18%); and William T. McNell (6%). Granted April 14.

WFLW Hodgenville, Ky.—Lincoln Memorial Bestra. Co. granted assignment of CP to V. R. Anderson for $1,610 to cover expenses. Granted April 14.

KSHJ Shreveport, La.—S. A. Cherry tr/s Shannon Bestra. Co. seeks CP for new fm station on ch. 289 (100.3 mc); ERP 2 kw; antenna height above average terrain 250 ft. Granted April 14.

WONV Atlantic City, N. J.—Matta Enterprises granted assignment of CP for uhs ch. 2 to David E. Malone. Malone is owner of 66% of stock and controls the company. Malone is in real estate and land development. Granted April 14.

KEMN Portales, N. M.—Plains Bestra. Co. granted voluntary transfer of control to John B. Burton of 66% of stock. Filed April 5 by Mr. Mackey for 100% of stock for $25,000. Miss Randolph is manager of KEMN and Mr. Burton is president of company. Granted April 14.

WNEW New York, N. Y.—NEWX Inc. granted voluntary assignment of license for new fm station on ch. 39 to WNEW-Fm for $1,068.750. Principals include President Richard D. Burton (27%), Vice President Harry B. Pil- ford (16%), banker; Secretary-Treasurer Horace L. Lohnes (28%), WNEW's attorney. 54.9% stockholder WDBZ Des retal, Ill.; 18.7% stockholder KFXA-FM Waterloo, Iowa; and 18.7% stockholder KFBI Wichita, Kan.; Ed. C. Wright (10%), real estate and securities, and H. W. Holland (16%), attorney. Granted April 14.

WXLY-AM Ty-Chatanooga, Tenn.—WDEF Bestra. Co. granted transfer of control to Moses Lebovitz and others in stock transaction. Granted April 14.


APPLICATIONS

KDMX Malvern, Ark.—Malvern Bestra. Co. seeks transfer of negative control to Charles W. Perry of 40% of stock for $19,001. Filed April 8.

KHMA-Hilo, Hawaii—Big Island Bestra. Co. seeks voluntary assignment of license to Allo Lah Bestra. Co. (KHON Honolulu), majority stock- holder of KHMA-Hilo. Held by agreement to transfer results from Mr. Gardner's purchase of KHMA-Hilo. Filed April 5.

KHON Honolulu, Hawaii—Allo Lah Bestra. Co. granted transfer of control to Bryson Ross Gard- ners through sale of 50% interest for $5,000. Filed April 8.

WHAV Haverhill, Mass.—The Haverhill Gazette Co. seeks voluntary assignment of license to WHAV-Fm, Co. for $38,600. Principals include Mr. Gardner's newspaper publishing stores; Henry E. Silver (25%), and Morris Silver (25%). Filed April 5. Filed April 13.

KSGA Cottage Grove, Ore.—Coast Fork Bestra. Co. seeks transfer of control to Orfa M. Bagley of 15 share for sale of all stock. Filed April 5. Filed April 13.

KXFT Ft. Stockton, Tex.—W. T. Anderson, E. H. Rogers and others of 16 kw day and nighttime. Filed April 5. Filed April 13.

WKGT D/b as /Fl. Stockton Bestra. Co. seeks assignment of license for new fm station to Mrs. B. Chicken of 15 share for sale of all stock. Filed April 5. Filed April 13.

Cudd Monroe and Raymond E. Kees, Bestra. Co. seeks assignment of license for new fm station to Erie E. Kees for sale of 15 share for $2,924. Filed April 5. Filed April 13.

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FOR THE RECORD
vice president-manager, WSAZ-AM-TV Huntington, W. Va.; James H. Miller, president WSAZ; Robert D. Con Long (10%), William Huntington Trust Co. and WSAZ; Edward H. Long (15%), director Huntington Trust Co. and WSAZ; Long (5%), director Huntington Trust Co. and WSAZ; Long (6%), president Briggs Agency, national advertising representative. Filed April 7.

WCHS-TV Charleston, W. Va.—The Tierney Co. is assigned CP for new tv station on ch. 8 to WCHS-TV Inc. Purpose of application is to carry out Tierney Co.'s agreement for the ch. 8 facility whereby WCAW Charleston, obtained option to purchase 40% interest. Filed April 12.

Hearing Cases...

INITIAL DECISIONS

St. Louis, Mo.—New tv, vhf ch. 4. FCC hearing examiner Claire W. Hardy issued initial decision looking toward grant of the application of KWK, for CP for new tv station on ch. 4 in St. Louis, Mo.; engineering condition and subject to the conditions that the grant is without prejudice to any action the Commission may take with respect to any future application which may be filed to effectuate the agreement between the applicant and the stockholders of KKKK and stockholder or subscribers to capital stock of any of them. It is the decision of the Commission in KWK shall be transferred to KKKK, Ellyne H. Smith (65%), president of her family If any one of them shall then own an interest directly or indirectly in any standard broadcast station in St. Louis, Mo., without the prior written approval of the Commission. Action April 13.

Wausau, Wis.—New tv, vhf ch. 7. FCC hearing examiner Robert Hennock dismissed petition for hearing for ch. 7. In Wausau, Wis., engineering condition. Competing application of WSAU (Dockstaver) is dismissed without prejudice on April 6. Action April 9.

OTHER ACTIONS

KXLY, Spokane, Wash.—Class I-B facility. By report and order, the Commission finalized its proposal of Nov. 30, and designated 1500 kc as a Class I-B channel in the B area, as provided for under the terms of the North American Regional Broadcasting Agreement, effective 30 days after publication in the Federal Register. Comrs. Henroth, Bartley and Lee dissented. The effect is to make KXLY, Seattle, the dominant station on that channel. Other existing stations on that channel are not required to make any changes. Action April 8.

WELO Tupelo, Miss.—Tupelo Bestf. Co. FCC denied grants requested for application to change from 1450 kc 250 w unlimited to 580 kc 500 w necessary to 600 degrees, unidirectional, directional; made WIBQ and WRBC, both of Memphis, Tenn., parties to proceeding. Action April 14.


St. Louis, Mo.—Vhf ch. 11 proceeding. FCC by order, granted request of CBS filed Dec. 28, for waiver of Section 1360(c) and 132 of the rules so as to remain in proceeding; denied motions of St. Louis Telescan Inc., and 229 Tiv. Inc., for dismissal of Columbia's application for tv ch. 11 in St. Louis, Mo., and for request of 229 Tiv. Inc., for dismissal of the hearing issues. Comrs. Henroth dissented. Action April 13.

St. Louis, Mo.—Vhf ch. 4 proceeding. FCC, Comrs. Rosell, H. Hyde granted petition of KXOK and added WZH, St. Louis, Mo. for dismissal of issues on application for new tv station on vhf ch. 4 without prejudice of their application and retained in hearing application of KWK. Action April 13.

KCUE Akron, Ohio.—FCC by order, granted request of KCUE Akron; Ohio, to KCUE Akron; Ohio, to enlarge the issues in proceeding involving its application to change operation from daytime only to 24 hr., unlimited time with power of 1 kw day and 500 w night on 1150 kc, employing different directional antennas day and night. Action April 13.

TV Allocation—VHF ch. 68 to Petaluma, Calif. By report and order, pursuant to rule making proceedings. Filed Feb. 26, the Commission amended the table of tv assignments and assignments in effect in Calif., in lieu of ch. 56. In response to a petition filed by Delta-Sierra Educational TV Corp. Stockton, Calif. The change becomes effective 30 days after publication in the Federal Register. Action April 8.

Memphis, Tenn.—FCC by order denied petition filed Feb. 19 by Tri-State Bcstf. Service to add in the issue in proceeding involving its application and that of Southern Bcstf. Service, for new tv stations on 720 kc in Memphis, Tenn., and application of KRBV Newport, Ark., to shift from 1280 to 720 kc. Action April 13.

Big Spring, Tex.—Vhf ch. 4 proceeding. FCC scheduled for hearing on May 14 the applications of KBST and Texas Telecasting Inc. for new tv stations on vhf ch. 4. Action April 14.


KTRH Houston, Tex.—By order, the Commission dismissed as moot for petition for relief filed by KTVH and granted petition filed by the Chief Broadcast Bureau, to enlarge the issues in proceeding involving applications of KTRH for change in daytime da system TA and Texas Statc Bcstf. Co, for new am station in Houston, Tex. (760 kc), to include an issue with respect to radiations in the KTRH proposal. Action April 13.

Seattle, Wash.—Vhf ch. 7 proceeding. FCC by memorandum opinion and order; denied petition filed Dec. 16, by Queen City Bcstf. Co., for enlargement of the issues on applications for tv ch. 7 in Seattle, Wash.; further ordered that part of the hearing examiner's memorandum opinion and order of Jan. 27, which denied petition of Puget Sound Bcstf. Co., and KCXX for orders respecting simulcasting and antenna proposals, be reversed, and in all other respects the memorandum opinion and order as affirmed. Action April 13.


Hearing Calendar...

April 20


April 21

Bristol, Va.—VHF ch. 5, further hearing before Examiner Jadar A. Howiq—Appalachian Bcstf. Corp., Tri-Cities TV Corp.

Fl. Smith, Ark.—VHF ch. 5, further hearing before Examiner Annie N. Huntingt—American TV Co., George T. Herraduez.

April 22


April 23


Buffalo, N. Y.—VHF ch. 7, before Examiner E. Gifford Irvin—WKBW, WWOL Community TV Co., Great Lakes TV Inc.
Routine Roundup . . .

April 8 Decisions

ACtIONS ON MOTIONS

By Commissioner Robert T. Barley

WTV, Beloit, Wis. (Docket 10815-15).—Ordered that the time for filing of proposed findings be extended from April 3 to April 8, to give the applicant an opportunity to correct the filing of notice of taking of testimony.

By Hearing Examiner Elizabeth F. Smith

Peoria, III., WMDB Inc., WHRL TV Co.—Ordered that the time for filing of proposed findings be extended from April 3 to April 8, to allow the applicant an opportunity to correct the filing of notice of taking of testimony.

By Hearing Examiner James D. Cunningham

landed motion of WRWC, Memphis, Tenn., to quash or change notice of taking depositions in re proceeding for ch 9 (Docket 10815-15), so as to substitute new transmitter site. (Action taken 4/8.)

By Hearing Examiner Claire W. Hardy

Denied motion of WREC, Memphis, Tenn., to quash or change notice of taking depositions in re proceeding for ch 9 (Docket 10815-15), so as to substitute new transmitter site. (Action taken 4/8.)

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp.,—Ordered that the time for informal exchange of points of reliance be extended from April 3 to April 8, so as to allow the applicant an opportunity to correct the filing of notice of taking of testimony.

By Hearing Examiner James D. Cunningham

Granting motion of the Chief of the Broadcast Bureau, to stay the progress of hearing in re applications of Biacayne Television Corp., et al., for chs 7 and 9 in Miami, Fla. (Docket 10815-31), so as to allow the applicant an opportunity to correct the filing of notice of taking of testimony.

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WPRO-AM Providence, R. I., Cherry & Webb Bcstg. Co.—Modification of construction permit (BPPI-786 to make changes) for extension of completion date (BMPR-4965).

Modifications of CP

WJIC Urbana, Ill., University of Illinois—Modification of construction permit (BPPI-141) for extension of completion date (BMPR-767).

WNEM-TV Bay City, Mich., Northern Michigan, Corp.—Modification of construction permit (BPPI-1783) as mod., which authorized new tv station for extension of completion date to 11-24-54 (BMPR-2043).

WBTW-Simpson, N. Y., Clark Associates, Inc.—Modification of construction permit (BPPI-750) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 11-9-54 (BMPR-3943).

KPTV (TV) Portland, Ore., Empire Corp. —Modification of construction permit (BPPI-923) as mod., which authorized new tv station for extension of completion date to 10-5-54 (BMPR-2945).

WCTV-Omaha, Neb., S. C. Radio Columbus —Modification of construction permit (BPPI-1914) as mod., which authorized new tv station for extension of completion date from 4-9-54 (BMPR-2944).

WVTW (TV) Richmond, Va., Havens and Martin Inc.—License to cover CP (BMPR-404) as mod., which authorized changes in facilities of existing tv station (BLC-103).

WRCA-TV Salisbury, Md., The Peninsula Bcstg. Co.—Modification of construction permit (BPPI-1304) as mod., which authorized new tv station for extension of completion date (BMPR-2943).

WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Corp.—Modification of construction permit (BPPI-1050) as mod., which authorized new tv station for extension of completion date to 7-26-54 (BMPR-3948).

KXXL-TV Butte, Mont., Television Montana—License to cover CP (BMPR-1253) as mod., which authorized new tv station (BLC-105).

License to CP


KJIF-TV Dallas, Texas, Trinity Bcstg. Corp.—Modification of construction permit (BPPI-1368) as mod., which authorized new tv station for extension of completion date to 10-11-54 (BMPR-2950).

April 13 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of April 9

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WXXO Baton Rouge, La.: RHS Corpus Christi, Tex.; WMDB Baltimore, Md.; WCHJ Fort Worth, Tex.; WCPD Cincinnati, Ohio; WDOT Burlington, Vt.

Granted License

KOTS Deming, N. M., Luna County Bcstg. Co.—Granted license for am broadcast station; 1250 kHz., w. d. (BMPR-529). WCPD Cincinnati, Ohio, Scripps-Howard Radio Inc.—Granted license for use of old main transmitter as alternate main transmitter (BMPR-529).

(Continued on page 116)
PROFESSIONAL CARDS

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Offices and Laboratories
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Telephone District 7-1205
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GEORGE C. DAVIS
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<td>1735 DeSales St., N.W.</td>
<td>ADAMS 4-2414</td>
<td>Member AFCCE*</td>
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<td>JAMES C. McNARY</td>
<td>National Press Bldg., Wash., 4, D. C.</td>
<td>District 7-1205</td>
<td>Member AFCCE*</td>
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<td>GEORGE C. DAVIS</td>
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April 19, 1954 • Page 113
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This vhs sales job is not permanent! If you don't progress rapidly to $18,000 a year, we don't want you. You will succeed and will pay well for it. If you're good, you'll move upward quickly. If you're not good, you're out! We are a good team in small and competitive market. CBS affiliated in radio. Box 17D, B-T.

Experienced salesman to sell in competitive market. Must be strong on sales and ideas. Send all replies to Box 122, B-T.

Are you an order taker or salesman? If interested in local sales for any radio station in city over 100,000, write Box 360D, B-T.

WXKN, in Jackson, Mississippi interested in man of integrity who has been, or wants to get into radio sales. Good station and market. Write at once.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station, KFRO, Longview, Texas.

Salesman at once. 25¢ commission, 5000 watt. day and night. WXKN, Muskegon, Michigan.

Aggressive selling manager for full-time Mississippi delta station with outstanding potential. New ownership seeking man with successful small or medium market experience for advancement. Resume and photo to Box 1511, Meridian, Mississippi.

Announcers

Come announce, 1st engineers or salesmen. Immediately. Indiana. Box 486C, B-T.

Good all-around sport play-by-play announcer and air salesman wanted by California major network. Must have experienced, excellent opportunity for right man. Box 817D, B-T.

Staff announcer-news writer. Experienced best reporter who can do air work wanted by 1000 watt daytime network. Must have required community. Excellent opportunity for right man. Box 821D, B-T.

Aggressive morning personality for NBC regional, plus staff man with news background. Ability determines income. Send tape and resume. Box 460D, B-T.


Help Wanted—(cont'd)

Announcer or without ticket. Emphasize on announcing, top salary. Also girl copywriter, some sales. KBOY, 43 North Peach Street, Medford, Oregon.

Need first class engineer-announcer. Must be able to do transmitter maintenance and DJ show. Send audition tape with background. Good opportunity for steady family man. Base NBC affiliate in midwest. Box 617D, B-T.

Capable radio announcer, top salary, familiar with control board. Send photograph and audition tape. Box 410D, B-T.

Experienced, like, friendly town. References. First class ticket desirable. WLSR, Lake City, Florida.

Announcer, independent, news, hillbilly, popular, race shows, 40 hours. Chance to complete college education at Mississippi State College. Joe Phillips, WLSU, Starkville, Mississippi.

Announcer—first class engineer needed by 1st independent. Excellent opportunity for young ambitious type. Good salary and sick leave. Send audition tape and salary requirements to Station WTM, Taylorsville, Illinois.

Broadcast teachers wanted to start in July. $85 to start with raised. Pathfinder School of Radio, 371 11th Street, N. W., Washington, D. C.

Combination engineer wanted for full-time sales and ideas. Good pay and pleasant work environment. Send resume to Box 1511, Meridian, Mississippi.

Technical

Need engineer-announcer for Arizona Network Job. Resume to Box 851C, B-T.

Chief engineer—strong on announcing. Must take board shift 40 hour week. Excellent opportunity in California. Send all details and photo letter. Radio Station KMEL, Monro, La. Start 1000 watt station. Box 907C, B-T.

Established progressive station in Los Angeles for chief with am-995 low. Permanency. Box 17D, B-T.


Transmitter engineer—established midwest network affiliate with tv grant. State qualifications, experienced, experienced, immediate opening. Choice location. Box 393D, B-T.

Position for tv transmitter and studio engineers (supervisors) for new midwest vhf educational station. Experience essential. Willing to continue education and pursue research work, is desired. Send resume indicating experience, education and salary expected. Box 64D, B-T.

Chief engineer for 5000 watt daytime station. MLIK, Jefferson City, Missouri.

Combo WNYT, Warwick, Virginia. $200.00. Furnish tape, references. Opportunity for advancement to chief engineer.

First engineer, network station. Apply WSYB, Rutland, Vermont.

Production-Programming, Others


If you can write, want to write, and will write for commercial assignments, complete background in first letter. An excellent job for creative, imaginative writer, non-depend- ent in midwest. Salary open. Box 276D, B-T.

Local salesman. $70 to $90, to start. Interest and ability required. Essential. Immediate opening. Box 953D, B-T.

Help Wanted—(cont'd)

Production manager, with 4 or 5 years experience wanted for 5000 watt CBS affiliate. For 48 hour week. Must have good equipment. State qualifications, approx. 30 years old, capable of handling technical. Excellent of music essential. KGOV, Missouri, Montana.

Wanted immediately: Copywriter, either male or female. Send complete details, WCVS, Springfield, Illinois.

Experienced continuity writer—preferably young woman who can write strong, bright sales copy. Send samples, photo and background material to Program Director, WDFD, Flint, Michigan.

Radio news reporter, to edit and compile news. Must have reporting experience. Shoe leather must be used. Excellent spot for the right man. Excellent opportunity. WMAA, Maurice K. Henry, General Manager, Daily News and WNLK, Middletown, Kentucky.

Copywriter—for radio and tv. Commercial copy experience required. Box BIC, Box photo and copy samples to; Continuity Director, Station WOOD & WOOD-TV, Grand Rapids, Michigan.

Television

Help Wanted

Salesman

Hard hitting aggressive salesman for midwest television station. First 15 markets. 25% commission. No ceiling on earnings. Box 815C, B-T.

Production-Programming, Others

Midwest tv station in major market desires ex- perience. Send complete details, work sample, salary. Box 822C, B-T.

Top advertising executive. Exceptional back- ground in radio, television and Industrial advertising. Experienced in TV or top agency work. Broad experience in all phases suit- able. Salesman. Box 395C, B-T.

Mr. Owner, here's your man: integrity; reliability; industry; imagination. Eight years experience, three years managing independent and net- work operations. 37; family; active civic, fraternal organizations; experienced writer, announcer, salesman, presently manager; specialize minimum-cost, maximum-revenue operation. Prefer west or midwest. Box 34D, B-T.

Situations Wanted

Management

Successful, thoroughly experienced, mature man- agement available because of personal qualifica- tions, nationally respected. Worth investigating. Box 815C, B-T.

Problem station! I'll make it profitable for you! Write me now. No time to lose. Box 345C, B-T.

Mr. Owner, here's your man: integrity: reliabil-
ity; industry; imagination. Eight years experience, three years managing independent and net- work operations. 37; family; active civic, fraternal organizations; experienced writer, announcer, salesman, presently manager; specialize minimum-cost, maximum-revenue operation. Prefer west or midwest. Box 34D, B-T.

Top advertising executive. Exceptional back- ground in radio, television and Industrial advertising. Experienced in TV or top agency work. Broad experience in all phases suit- able. Salesman. Box 395C, B-T.

Mr. Owner, here's your man: integrity; reliability; industry; imagination. Eight years experience, three years managing independent and net- work operations. 37; family; active civic, fraternal organizations; experienced writer, announcer, salesman, presently manager; specialize minimum-cost, maximum-revenue operation. Prefer west or midwest. Box 34D, B-T.

Situations Wanted

Salesman

Experienced married commercial manager de- sires contact with TV station, one with CP considered, am or tv, to discuss possibilities of association. Experienced. All phases of operation, am and tv. Box 98D, B-T.

Account executive-employed. Five years radio voice over experience. Enjoys outdoor life, full Desires change. N. Y., Philadelphia. Box 217D, B-T.

Salesman-announcer, 6 years experience, details small. Box 460D, B-T.

Success-bound salesman, college graduate, 30, single, inexperienced selling. Anywhere. Box 862C, B-T.

Announcers

Baseball announcer. Seven years experience. Fine voice—best of referrals. Box 34C, B-T.

Sports announcer. Due to unusual situation in small market, opportunity to manage baseball, basketball, professional football, and veteran, 27 years old, family man, 8 years' experience, good reference is current employer. Write Box 745C, B-T.
Situation Wanted—(cont'd)

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey work and sound control class ticket. No experience. Box 866C, B.T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 962C, B.T.


Deejay. Employed million market independent. College graduate, 26, veteran. Seeks northeast Box 6D, B.T.

Experienced announcer—draft exempt—excellent reference—progressive station—preferably south. Box 14D, B.T.

Announcer—summer relief. Experienced news, music, commercial, combo. Tape available. Box 21D, B.T.

Announcer—Experienced, presently employed, needs permanent position with good station. Box 23D, B.T.

Announcer-newscaster. Experienced, competent, radio, television. Excellent program director, assistant to manager. Box 33D, B.T.

Country music DJ—complete knowledge of music and artists. South preferred. Box 35D, B.T.

Wanted, change for the better ... willing, able. Six years experienced in various types of program directing. Experience all phases radio except play-by-play. Married. Available April 18. Box 42D, B.T.

Staff announcer, five years present position, destitute. Play-by-play a must. 27, married, veteran. Box 43D, B.T.

15 years experience—single—33—currently doing late hour DJ show. Prefer to get in on ground floor of TV-radio operation. Radius 150 miles of Cleveland—Personal audition. Box 44D, B.T.

Staff announcer, excels in news and DJ. Can work board. Desires position in midwest. Veteran, age 25, married. Box 45D, B.T.

College and broadcasting school graduate. Experienced speaker, news, radio writing and music programming. Excellent news, music and background. Present assignment East. Available immediately. Box 46D, B.T.

Announcer-station staff, commercials strong, news, sport interest. Flatters smooth with adm. Limb. Limited experience, conscientious, dependable, able, veteran, travel. Resume. Tape. Box 49D, B.T.

Negro announcer, broadcasting school graduate, good reference. Determined to go into Single DJ, commercials, MC. Light experience, news. Box 50D, B.T.


Announcer—light experience-good potential-strong news, smooth DJ; commercials. Permanent stations. Staff Veteran, single, reliable. Available now, travel, resume, tape, references. Box 52D, B.T.


Negro DJ announcer. Newscaster. Recent Cambridge Radio School graduate, N.Y.C. Draft exempt. Relaxed DJ personality, strong selling. Free to travel, audition tape and resume on request. Ambitious and will work diligently. Box 54D, B.T.


Female personality, warm friendly voice, slight British accent, write continuity and commercials, control board, office experience. Specializes in female personality DJ show. Ronnie Jennings (Foster), 108-20 Northern Blvd., Flushing, N.Y.

Announcer, newscaster, disc jockey. College graduate, well versed in all phases of radio. Travel- eran—36, Bill Moss, 403 East 3rd Street. Brooklyn 18 N. Y.


Announcer—salesman. Good on hillybilly and gospel shows. Desires college town. Write or show Bob Riddle, Box 114, Brunswick, Georgia. Call 2741.


Summer replacement college student with 2 years experience on network and independent news, commercials, 3rd ticket, willing to operate control board. Available about June 1. Contact Paul Schuett, Box 61, East 159th Br., Richmond, Indiana.


CIRE graduate, first phone, service experience. No experience at station. Married, veteran, have car. Anywhere. To learn. Prefer midwest. Box 883C, B.T.

Chief engineer, plenty experience construction, maintenance. Can announce. Best references. Box 52D, B.T.

Engineer, first phone, limited transmitter and console experience. Box 26D, B.T.

Engineer experienced 220 to 50 kw, with tv institute training. Box 33D, B.T.

Engineer, first phone, 5 years experience studio transmitter. Car. Prefer south. Box 29D, B.T.

Tape walkie-tape-recorders, famous stars of radio, TV, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp, 135-51 Liberty Ave., Richmond Hill 11, N.Y.

Production-Programming, Others

Girl Friday. Copy, Traffic. Mike work. Midwest preferred. Box 966C, B.T.

Husband-wife team, singly, Br: 3 years college radio, 2 years major network N.Y.C., including tv studio. Some am production N.Y.C. indie. Strong tape editing. 2 years credits. Friday, small indie. Looking to relocate. Box 62D, B.T.

Top news—specially man, metropolitan market, executive, production. Top location discriminating radio-television station. Box 37D, B.T.

Sales promotion-copywriter, experienced, mature; single, travel. Imaginative, creative copy; forceful promotional ideas. Box 43D, B.T.

Guzanteed to fill your need. Program director, eight years experience. Free to travel-radio-technical. First phone. Versatile announcer. Personality DJ. Box 65D, B.T.

Situation Wanted—(cont'd)

Television

Managerial

Tv merger—am sale makes available top reference. C.A.R. Toply respected manager. Will welcome opportunity to discuss your present or future career possibility. Not above accepting lesser capacity with good association. Twenty years successful broadcasting background. Box 862C, B.T.

Ty manager or sales manager available 30-90 days. Veteran broadcaster, 47 years. Put in station on air last year. Prefer medium size city. Will stand careful investigation. Box 865C, B.T.

Knowledge administration, public service. Experienced tv operator. First class license. East. Box 85D, B.T.

Salesmen

Salesman-sportscaster, radio. Box references. Presently employed, ready for larger market. College graduate, married, immediate reply. Box 968C, B.T.

Announcers

Network tv announcer, 37, looking for tv player-man, connection. Experienced doing sports, news, variety, weather, commercials. Presently employed. Box 15D, B.T.

Three years leading disc jockey-newsmen in half-million market. Veteran, stage actor of two seasons, wants television news, disc jockey, or staff. References tops. Will travel. Box 31D, B.T.

Thoroughly experienced tv announcer-MC-singer. Good commercial delivery, good news background. Creative ideas desired. Box 67D, B.T.

Experienced tv announcer—memes opportu-nty with new tv operation. 3 years varied tv experience—10 years in radio with top record. In sales. Prefer warm climate location. Recent photo and complete bioscope on request. Am presently employed. Box 31C, B.T.

2 years radio, 7 months television. Announce, direct, produce. Family. Will travel. Box 35D, B.T.

Technical

Television chief engineer or well paid mainte- nance-operation technician. Experienced complete construction two television stations (RCA, GE/DuMont). Three years thorough operations/maintenance all units. Married, 31, car, don’t drink, top references. Extensive technical, operation notes invaluable to new station, former am radio engineer. 2102 East 55th Street. Kansas City, Missouri 68171.

Production-Programming, Others

Tv director—seven years varied experience in network television. Currently operation/programming director in larger operation or new station where advancement is possible. Prefer midwest or east. Box 866C, B.T.

Farm director and producer: Experienced in all phases of tv. Staff announcing, grain and live stock markets, hillybilly and western shows. Married and two children. Graduate of University of Illinois in Agriculture. Am now on tv in midwest, desire to locate in Florida but will consider anywhere. Box 187D.

Tv operations-program manager, now employed. Top references. Thorough experience and know- ledge to relocate. Box 24D, B.T.

Tv producer-writer-director, creative commercial. Now employed. Six years experience. Desire to locate in new, major market. Box 31F, B.T.

Copy-chief, tv or potential, travel. Permanent position. Box 31G, B.T.

Save 60% on Stop Watches

- Anti-Magneto

- Stems Protect

- Shock-Proof

- Guaranteed

- No Service

- Wholesale

- 10% Discount on 12 or more

- Only $13.50 each

- Schwob Watch Company

22 West 46th Street

New York City, N.Y.
**For Sale**

**Stations**

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 482 Melrose Ave., Los Angeles 26, California.


**Equipment, etc.**


Used Presto TL-10 turntable tape play-back unit. Makes good spare play-back machine in control room. East, Kansas City, Missouri.


1000 watt am Western Electric 4541 transmitter bought new four years ago. Good condition. Available June account equipment standardization several stations. $3,000. WHIP, Mooresville, N. C.

3600 watt (erp) fm station, complete and ready to go for $8,000, includes 1500 watt R. E. Bridgman transmitter, frequency monitor, modulation monitor, crystal controlled and with antennas with 200 feet of coaxial cable. WIVY, Jacksonville, Florida.

196 feet Winch charger type 101 guyed tower complete with base insulator and CAPA specification A-9 lighting. 1. Andrew type MEA-AX-UF, dry air pump 1. Andrew type 49, antenna tuning unit. Made by: M. C. J. Burdette, WSPA-TV, Spartanburg, S. C.

Two RCA 73B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. $1,950 each. Crating and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.

New, used tape recorders. Trade-in excepted. Commercial Electronic Service, 2609 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a magpie to a remote when you can wear a Tapak newsletter, that walks the tape "radio." No charging, no lines, just you. Try before you buy. Broadcast Equipment Corp. 129-40 Liberty Ave., Richmond Hill 19, N. Y.

Commercial crystals and new or replacement broadcast crystals for Billey, Western Electric; RCA hold the line, etc., fast service. Also monitor and frequency measuring sections. Edison Electronic Co., Temple, Texas. Phone 3-3901.

3 year old galvanized Lehigh 475's self supporting 40-g tower new disassembled, ready for immediate shipment. Will support mix-ray, super turntable antenna, will sell as is or erected, also have 500' of coaxial cable, 100' each. Crating and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.

**Help Wanted**

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply—Guy C. Eden, OKC, Edln., Secretary, Oklahoma Broadcasters Association. Do not send tapes or discs.

**Girls**

America's First All Girl 24 hour AM Glanum station now being planned. If you have experience in Management, Engineering or Sales, apply by letter. Market in first 50 of the country. Ideal climate and living conditions. Box 61D, B-T.

**Phaser Design Engineer**

Man to design from consultants specifications broadcast directional phrasing equipment including layout and supervision of construction. Permanent and will work directly under highly experienced engineering supervisor. Old established Midwest manufacturer of broadcast equipment. Box 68, B-T.

**Production-Programming, Others**

**FOR THE RECORD**

(Continued from page 112)

**Television**

**Situations Wanted**

Managerial

Good Management Pays Dividends!

I am an experienced television station manager and a veteran radio station manager, a family-man. 42 years old, will offer outstanding record of sound broadcasting practice and operations. Available May 1st. Send personal interview warrant. Write Box 524C, B-T.

**EXPERIENCE TV EXECUTIVE**

with three years' knowledge of programming, production, and advertising for TV station. Ability to plan and write. Production experience in magazines and magazines. Excellent grade from medium market stations. Currently employed as TV programmer for station but available with reasonable notice. Young man with creative ability and strong personality. Full details upon request. Box 26D, B-T.

**Technical**

**AVAILABLE FOR TELEVISION**

CHIEF ENGINEER, PART-TIME CHIEF

Through background and experience in engineering, studio and transmitter operation, personal handling and supervision of operating department. Best part-time 3 months or six months from now for new or established TV operation. Box 10A, B-T.

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**For Sale**

**Equipment Etc.**

**BROADCASTERS EXECUTIVE PERSONNEL SERVICE**

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FAZETTE
TV & Radio Management Consultants
704 Bond Blvd., Washington 5, D. C.

**PERSONNEL PROBLEMS?**

We render a complete and confidential service to Radio & TV (near and far) as well as Program Producers.

**For Sale**

**NEWSTIME**

280 Madison Ave., New York, N. Y. 10016-7-2690
Paul Sarorn, Dir., Radio TV and Film Div.
Announcements welcomed from qualified people.

**Miscellaneous**

FOR THE RECORD

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**CHIEF ENGINEER, PART-TIME CHIEF**

Through background and experience in engineering, studio and transmitter operation, personal handling and supervision of operating department. Best part-time 3 months or six months from now for new or established TV operation. Box 10A, B-T.

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**FOR THE RECORD**

(Continued from page 112)

**KUAM**

Again, Guam, Radio Guam—Granted license for am broadcast station; 619 Ke, 1 kw, U (BL-5253).

**Crawfordsville, Ind.—First Baptist Church—Granted license for fm broadcast station; ch. 266, (106.3 mc), 1 kw, UT (BLU-546).

**KEIS**

Corpus Christi, Tex. Gulf Coast Best, Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1360 kc, 250 w (BP-9227).

**WBML**

Macon, Ga., Middle Georgia Best, Co.—Granted CP to change transmitter location (same city) (BP-9281).

**Modification of CP**

**WEMR**

Emporium, Pa., Elk-Cameron Best, Co.—Granted Mod. of CP to make changes in the antenna system (increase height) (BMP-5644).

The following were granted Mod. of CP's for extension of completion dates as shown:

**WTVI**

(TV) Belleville, Ill., to 11-1-54; WLBT (TV) Jackson, Miss., to 10-30-54; KPTV (TV) Portland, Ore., to 12-31-54; WTVS-TV Syracuse, N. Y., to 8-5-54; WHIZ (TV) Zanesville, Ohio, to 12-3-54; KALIS Austin, Minn., to 7-5-54, condition.

**WBLJ**

Dalton, Ga. Dalton, Best, Co.—Granted CP to operate transmitter by remote control.

**WHIR**

Houghton Lake, Mich., Sparks Best, Co.—Granted Mod. of CP to change transmitter and studio location (BMP-5915).

The following were granted Mods. of CP for completion of dates as shown: WJNA-TV Chico, Calif.; WVA, Va.; KPMI-Baby City, Mich., to 12-31-54; WCOS-TV Columbus, S. C., to 10-30-54; WNBF-TV Binghamton, N. Y., to 11-1-54.

**WBML**

Macon, Ga., Middle Georgia Best, Co.—Granted CP to change frequency to ch. 266 (106.9 Mc) (BP-1533).

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**BROADCASTING • TELECASTING**

Page 116 • April 19, 1954
By Hearing Examiner John B. Polondexter

KWTV Bestco., WACO Television Corp., WACO, Texas—Denied motion to strike by WACO requesting that "Comments" be filed by KWTV in reply to the proposed findings of fact, conclusions and brief filed on behalf of WACO be stricken and physically removed from the record; "Comments" by KWTV and reply thereto by WACO accepted (Docket 16994-90).

By Hearing Examiner Basil P. Cooper

Issued Second Order Controlling Conduct of hearing in proceeding re applications of South Bend Bestco., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind., for ch. 24; stipulated April 19 for any additional exhibits to be exchanged by the parties and any additional points of reliance occasioned by or arising out of the exhibits may, thereafter, be alleged and if alleged written notice to be served on hearing examiner and parties to conference if requested by the parties. On or before April 26, each party will notify the Examiner and other parties to the proceeding of (1) the number and identity of witnesses to be called for the purpose of identifying, introducing, and explaining the exhibits and giving other testimony in support of its affirmative case, (2) the identity of opposing witnesses desired for cross-examination, and (3) a suggested date for the taking of oral testimony—after which an appropriate order will be issued. (Dockets 10034-35; BPCT-101; 1451) (Action April 8).

WYOR Voice of Dixie Inc., Birmingham, Ala.—

Granted petition for continuance of hearing re its application (Docket 10881; BP-8548); hearing continued until the Commission has taken final action in Docket 10459 or the proceedings in that docket have progressed to the extent of enabling the parties to ascertain what agreement, if any, has been or will be reached in said application re class II standard broadcast stations in the U. S. which operate on 600 kc. (Action April 8). (Docket 8560-4)

International Bestco., KTVB Inc., Shreveport, La.—

Granted request of International that both this proceeding be authorized to file reply findings on or before April 29 (Docket 10746, 10477), for ch. 3 (Action April 8).

By Hearing Examiner James A. Frederick

Ordered prehearing conference re applications of Westminster Television Co., WWSV and Pittsburgh Radio Supply House, Pittsburgh, Pa. (Dockets 8694, 8750, 8840), for ch. 11, on April 16.

By Hearing Examiner Isadore A. Honig

Ordered prehearing conference re applications of KFIR Broadcasters, and Klamath Falls Television Inc., applicants for ch. 2 at Klamath Falls, Ore., at 2:00 p.m., April 14 (Dockets 10908-81; BPCT-1299).

By Hearing Examiner Millard F. French

Indianapolis Bestco., Indianapolis, Ind.—

Granted petition for leave to amend its application for ch. 13 at Indianapolis, to reflect changes in costs of construction and operation and revenues (Docket 8590; BPCT-261).

By Hearing Examiner Elisabeth C. Smith

James A. Nee and Co., New Orleans, La.—

Granted motion for continuance of hearing from April 15 to April 20, for the exchange of direct cases in writing between the applicants and the filing thereof with the Commission in proceeding re ch. 4 at New Orleans (Docket 8909 et al.).

By Hearing Examiner Thomas H. Donahue

Ordered hearing conference re applications of St. Louis Television, Inc., St. Louis, Mo., for chs. 4, 5 and 6 at St. Louis, Mo., on April 24, 1954 (Dockets 8809 et al).

By Hearing Examiner Claire W. Hardy

KWK, KXOK, Missouri Valley Television Co., St. Louis, Mo.—Granted petition of KWK for leave to amend its tv application to incorporate therein a certain option agreement entered into between the three applicants for ch. 4 at St. Louis, Mo., to make certain engineering changes and to furnish information incident to such changes (Docket 8818; RPCT-324) (Action April 9).

Southside Virginia Telecasting Corp., Petersburg, Va.—

Granted request for continuance of date for the filing of Proposed Findings of Fact and Conclusions of Law in proceeding re its application and that of Petersburg Television Corp. for ch. 8 at Petersburg; continued from April 15 to May 1, 1954. (Action April 8).

By Hearing Examiner Herbert Shafman

Chief Broadcast Bureau—Granted petition to extend indefinitely the time for filing of proposed findings and conclusions re application of Latrobe Broadcasters, Latrobe, Pa. (Docket 10438, BP-8073) (Action April 9).

Agreement of the parties continued further hearing conference from April 12 to April 20, 1954, in proceeding re applications of Wisconsin Broadcasting System Inc. (Docket 8594, RPCT-376) et al., for ch. 12 at Milwaukee, Wis. (Action April 12).

At request of counsel for applicants and without objection by the Chief of the Commission’s Broadcast Bureau, continued hearing conference from April 30 to May 7, in the matters of Zenith Radio Corporation for CP for new tv broadcast station, (Docket 10421, BPCT-222), and Columbia Broadcasting System Inc. (WBBM-TV), Order to Show Cause why the license of Station WBXM-TV should not be modified to specify ch. 2, Chicago, Ill., in lieu of ch. 4. (Docket 10526) and for renewal of license (Docket 10900, BPCT-5). This postponement is without prejudice to any action which may be taken on the petition for continuance filed by Zenith Radio Corp., Chicago, Ill., on April 8 (Action April 12).
By Hearing Examiner Annie Neal Hustling
Issued statement reciting action taken at hearing conference re applications of Central Plains Enterprises Inc. and The Cox Capital Televis.) Corp., for ch. 2 in Tulsa, Oklahoma (Docket 10547-41; BPTC-1581, 1590) which shall control the subsequent course of the hearing. The taking of testimony is scheduled to commence on May 10 and exhibits are scheduled to be exchanged on May 3.

April 13 Applications

ACCEPTED FOR FILING

Modification of CP

WKBV Richmond, Ind., Central Bcast. Corp.—Modification of construction permit (BP-8214) as modified, which authorized change in transmitter and studio location and installation of new antenna system for extension of completion date (BMP-6497).

WKBV Rochester, N. Y., The Federal Bcast. System Inc.—Modification of construction permit (BP-8100) as modified, which authorized new television power, installation of new transmitter and change from DA day and night to DA-N only for extension of completion date (BMP-6489).

Remote Control


April 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley
Eastern Wisconsin Bcast. Co., Plymouth, Wis.—Dismissed as moot petition for removal of hearing examiner and grant of petition for extension of construction permit (Docket 10913; BP-8968; since this application was reversed on hearing docket and returned to processing line on March 18. (Action taken 4/13).

WKBV-TV Inadmissible, Ala.—Granted petition for an extension of time and including April 15 within which to file exceptions to initial decision and ch. 5 (Docket 10457 et al.). (Action taken 4/12).


By Hearing Examiner Harold L. Schiltz

By memorandum opinion and order granted additional time to Radio Associates Inc., and WLOX, applicants for ch. 13 in Biloxi, Miss. (Dockets 10944-45); each applicant shall exchange with the other party all additional information needed to supplement and expand certain Points of Reliance of each party, such exchange to be accomplished on or before April 15; each applicant shall on or before April 23 submit revised Points of Reliance; further ordered that Point of Reliance No. 5 of Radio Associates Inc. and Point of Reliance No. 4 of WLOX, as set forth in Appendices “B” and “C” of the order of March 12 be stricken, with leave to the said parties to file an appropriate petition or motion in lieu thereof in the disposition of the issues, and continued hearing in this matter to April 28.


By Hearing Examiner Annie Neal Hustling

Central Plains Enterprises Inc., The Cox Capital TV Corp., Tulsa, Okla.—By memorandum opinion and order granted petition of Oil Capital Inc. for leave to amend its tv application for ch. 9 (Docket 10839, 41).

By Hearing Examiner Claire W. Hardy

Scott County Bcast. Co., Ferrell, Miss., WCHI Columbus Bcast. Co., Columbus, Miss.—Granted petition for oil capital for new tv station for extension of construction permit (Docket 10883; BP-8897; to specify 800 kc, 500 w, in lieu of 50 kc, 1 kw, and removed from amendment as needed from date of hearing.

By Hearing Examiner Iadore A. Honig

KFJZ Bcstrs., Klamath Falls TV Inc., Klamath Falls, Ore.—On request of counsel for applicants, continued pre-hearing conference scheduled for April 14 to April 20, in re applications for ch. 2 (Docket 10680-81).

By Hearing Examiner Harold L. Schiltz

Independent Bcast. Co., Minneapolis, Minn.—Granted petition for leave to amend its tv application to correct the geographical coordinates (Docket 10977; BPTC-396).

By Hearing Examiner Herbert Sherman

By memorandum opinion and order denied petitions to enlarge the issues filed by WKAT Inc., Public Service Tele. Inc., and L. B. Wilson Inc. applicants for tv station for extension of Fl. (Docket 9321 et al.); granted motion to strike filed by L. B. Wilson, Inc. and the reference by Public Service to color stu Jo technical equipment are stricken.

AUD TV AND FM BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley and Doerfer, took the following actions on April 14:

Renewal of License

The following stations were granted renewal of licenses for the regular period:


April 14 Applications

ACCEPTED FOR FILING

License to Cover CP

KRTN Neosho, Mo., John V. Turner and Lawrence P. Neuemier d/b as Ozarks Playground Bcstrs.—License to cover construction permit (BP-8880) as mod., which authorized new standard broadcast station (BRCS-144).

WERS Boston, Mass., Emerson College.—License to cover construction permit (BP-5252) which authorized changes in licensed station (BLED-148).

Modification of CP

WWIT Canton, N. C., Western N. C. Bcastrs. Inc.—Modification of construction permit (BP-9009) which authorized new standard broadcast station for approval of antenna, transmitter and studio locations and change type of transmitter (BMP-6485).


WSTM-TV Nashville, Tenn., WSM Inc.—Mod. of CP (BPTC-1751) which authorized changes in existing tv station for extension of completion date to 8-4-54 (BMPCT-2051).

Remote Control


Renewal of License


Application Returned

WSTN St. Augustine, Fla., Ben Akerman and Thomas S. Carr d/b as Saint Augustine—Voluntary assignment of license to St. Augustine Bcast. Corp. (Name of Assignee incorrect).

Application Dismissed

Fred R. Henry, Joe B. Hall and Bay V. Truman, a partnership d/b as Radio LaFayette, LaFayette, Ga.—Construction permit for new standard broadcast station to be operated on 1560 kc with 1 kw, daytime (per request or attorney) (BP-8953).

Modification of CP

KTTY (TV) Los Angeles, Calif., KTTY Inc.—Mod. of CP (BPTC-1752) which authorized changes in existing tv station for extension of completion date to 11-3-54 (BMPCT-2052).

KHOP (TV) Stockton, Calif., Radio Diablo Bcast.—Mod. of CP (BPTC-368) which authorized new tv station to change corporate name to Television Diablo Inc. (BMPCT-2055).

WSIL-TV Harrisburg, Ill., Turner-Fatir Assoc., a partnership of Oscar L. Turner, et al.—Mod. of CP (BPTC-1832) as mod. which authorized new tv station for extension of completion date to 11-11-54 (BMPCT-2063).
FIRST IN THE UNITED STATES
WITH 316,000 WATTS AND
1000-FOOT A.A.T.* TOWER

WOOD-TV, Grand Rapids, Michigan, on April 17, was the first TV Station, anywhere in the United States, to deliver 316,000 watts from a tower 1,000 feet above average terrain.

For the best in technical equipment, plus top local and network programming, select Grand Rapids' only TV Station, WOOD-TV.

* Above Average Terrain

WOOD-TV
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company

NBC, BASIC; ABC, CBS, DUMONT, SUPPLEMENTARY. ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. * WOOD-AM. WOOD-TV. REPRESENTED BY KATZ AGENCY
Governors of 28 states sent birthday greetings to the oldest station in the South

During its 32nd birthday celebration in March, WSB Radio - "The Voice of the South" extended daily salutes to listeners in all the 48 states. Governors of 28 of the states graciously acknowledged this neighborly gesture. Many sent transcriptions, and these were broadcast for all of WSB's near and far-flung friends to hear.

The prestige and huge audiences which WSB has built in 32 years of broadcasting in the public interest is richly shared by its television affiliate, WSB-TV.

And in turn - by the advertisers using these pioneer stations.

wsb
"The Voice of the South"

wsb-TV
"The Eyes of the South"

Affiliated with The Atlanta Journal and The Atlanta Constitution.
Represented by Edw. Petry & Co.
TELESTATUS

April 19, 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 in which it is licensed. Stations, vhf or uhf, report separate estimates of their coverage area. Separate figures are shown for each as claimed. Set U.S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
△ WBMT (13) CBS, ABC, DuM; CBS Spot Sis.; 225,500
△ WBMG-TV (6) NBC; Katz; 219,454
△ WJTV (48); 12/10/52-Unknown
△ WAGN-TV (49); 12/10/52-Unknown
Decatur—
△ WMSL-TV (23) 12/9/52-5/1/54
Mobile—
△ WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
△ WRAB-TV (48) CBS, DuM; Forjoe; 60,600
The Mobile Wire Corp. (5) Initial Decision 2/18/54
Montgomery—
△ WCOV-TV (20) ABC, CBS, NBC, DuM; Rayter; 23,765
△ WSFA-TV (11) Headley-Reed; 3/25/54-10/1/54
Selma—
△ WSLA (8) 2/24/54-Unknown
AZARNA

Mesa (Phoenix)—
△ KTVX-TV (12) DuM; Avery-Knodel; 90,607
Phoenix—
△ KPHO-TV (15) ABC; Blais; 90,607
△ KPHO-TV (5) ABC, CBS, DuM; Katz; 90,607
Tucson—
△ KOPO-TV (13) CBS, DuM; Forjoe; 21,800
△ KVDO-AM (4) NBC, Raley; 22,626
Yuma—
△ KIVA (11) DuM; Hollinger; 18,243
ARKANSAS

El Dorado—
△ KRRB (18) 2/24/54-Unknown
Fort Smith—
△ KFCM-AM (32) ABC, NBC, DuM; Pearson; 18,800
Hot Springs—
△ KTVF (8) 7/3/54-Unknown
Little Rock—
△ KARK-TV (4) NBC; Petry; 8/18/53-4/18/54
△ KGFT (19) 10/30/53-Unknown
Pine Bluff—
△ KALV (7) ABC, CBS; Avery-Knodel; 58,772
Texarkana—
△ KCMC-TV (33) Texarkana, Tex.
CALIFORNIA

Bakersfield—
△ KBAC-TV (20) ABC, DuM; Forjoe; 55,800
△ KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692
Berkeley (San Francisco)—
△ KQED (9) 1/24/54-Unknown
Chico—
△ KCHL-T (12) CBS, NBC; Grant; 34,275
Corona—
△ KCOA (52); 9/16/53-Unknown
El Centro—
△ KFIC-TV (16) 2/19/54-Unknown
Eureka—
△ KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 6,000
Fresno—
△ KBFD-TV (53) Moeker; 92,252
△ KJEO-TV (47) ABC, CBS; Brannam; 106,588
△ KMER-TV (24) CBS, NBC; Rayter; 85,841
Directory Information Is in following order: call letters, channel, network affiliation, national representative; effect set cause for operating station; date of grant and commencement target date for grantees.
SOUTH BEND - ELKHART MARKET

- It's a brighter picture
- A clearer picture
- A stronger picture

FOR THE RECORD

CONNECTICUT

- WBNB-TV (47) ABC; NBC; Branham; 34,083
- WNAZ-TV (13) ABC; CBS; DuM; Avery-Knodel; 76,593

ROMET

- WRDM-TV (9) Weed; 94,380

Savannah

- WTVG (11) ABC; CBS; NBC; DuM; Katz; 30,000

WSAV Inc. (3) Initial Decision 3/31/54

Thomasville-

- WCTV (6); 12/8/53-Unknown

Valdosta-

- WGOV-TV (27) Stors National; 2/26/53-5/15/54

IDAHO

Boslet (Meridian)-

- KBOI (2) CBS; Free & Peters; 31,300

- KIDD-TV (7) ABC; NBC; DuM; Blair; 28,500

Idaho Falls-

- KID-TV (3) CBS; NBC; DuM; Girl-Perma; 50,000

- KFJ (8) ABC; Hollenberg; 2/26/53-Nov. '54

Nampa-

- KTVI (6) 3/11/53-Unknown

Potlatch-

- KISJ (6) CBS; 2/26/53-November '54

- KWIK-TV (10) ABC; Hollenberg; 3/26/53-

Twin Falls-

- KLIX-KV (11); Holberg; 3/10/53-

ILINOIS

Beloit (St. Louis, Mo.)-

- WTGY (54) DuM; Weed: 565,000

Bloomington-

- WBLN (15) McGillivra; 113,242

Champaign-

- WCIA (3) CBS, NBC, DuM; Hollenberg; 250,000

- WCUI (21); 7/12/53-Unknown

- WCLE (12); 11/11/53-Unknown

Chicago-

- WEBN-TV (2) CBS; CBS Spot Sls.; 1,618,145

- WBKB (7) ABC; Blair; 1,618,145

- WGN-TV (9) DuM; Hollenberg; 1,618,145

- WIPCC-TV (66); 1/11/53-Unknown

- WIND-TV (20); 3/3/53-Unknown

- WNBQ (5); NBC; NBC Spot Sls.; 1,618,145

- WOPA-TV Inc. (44) 1/10/54-Unknown

- WTTW (11) 11/11/53-Fall '54

- WDAY-TV (24) ABC; Everett-McKinley; 35,000

- Decatur-

- WTYP (17) ABC; DuM; George W. Clark; 120,500

Evaston-

- WTTW (32); 8/18/53-Unknown

Harrisburg-

- WSIL-TV (22) ABC; Walker; 30,000

Joliet-

- WDOL (46) Holman; 8/21/53-Unknown

Peoria-

- WZKJ (45) CBS; NBC; DuM; Head-

ley-Reed; 171,630

- WTVH-TV (10) ABC; DuM; Petry; 106,400

Quincy-

- WHQA-TV (7) (See Hannibal, Mo.)

- WGEM-TV (10) ABC; NBC; Avery-Knodel;

- 108,000

Rockford-

- WREX (25) ABC; CBS; H-R; 132,002

- WVTO (30) CBS, NBC, DuM; Weed; 76,000

- Rock Island (Davenport, Moline);

- WBBF-TV (4) ABC; CBS; DuM; Avery-

Knodel; 164,411

Springfield-

- WICS (20) ABC, NBC, DuM; Young; 67,000

ILLINOIS

Beloit (St. Louis, Mo.)-

- WTGY (54) DuM; Weed: 565,000

Bloomington-

- WBLN (15) McGillivra; 113,242

Champaign-

- WCIA (3) CBS, NBC, DuM; Hollenberg; 250,000

- WCUI (21); 7/12/53-Unknown

- WCLE (12); 11/11/53-Unknown

Chicago-

- WEBN-TV (2) CBS; CBS Spot Sls.; 1,618,145

- WBKB (7) ABC; Blair; 1,618,145

- WGN-TV (9) DuM; Hollenberg; 1,618,145

- WIPCC-TV (66); 1/11/53-Unknown

- WIND-TV (20); 3/3/53-Unknown

- WNBQ (5); NBC; NBC Spot Sls.; 1,618,145

- WOPA-TV Inc. (44) 1/10/54-Unknown

- WTTW (11) 11/11/53-Fall '54

- WDAY-TV (24) ABC; Everett-McKinley; 35,000

- Decatur-

- WTYP (17) ABC; DuM; George W. Clark; 120,500

Evaston-

- WTTW (32); 8/18/53-Unknown

Harrisburg-

- WSIL-TV (22) ABC; Walker; 30,000

Joliet-

- WDOL (46) Holman; 8/21/53-Unknown

Peoria-

- WZKJ (45) CBS; NBC; DuM; Head-

ley-Reed; 171,630

- WTVH-TV (10) ABC; DuM; Petry; 106,400

Quincy-

- WHQA-TV (7) (See Hannibal, Mo.)

- WGEM-TV (10) ABC; NBC; Avery-Knodel;

- 108,000

Rockford-

- WREX (25) ABC; CBS; H-R; 132,002

- WVTO (30) CBS, NBC, DuM; Weed; 76,000

- Rock Island (Davenport, Moline);

- WBBF-TV (4) ABC; CBS; DuM; Avery-

Knodel; 164,411

Springfield-

- WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington-

- WTGY (54) ABC; CBS, NBC, DuM; Meeker; 524,003

Elkhart-

- WSVJ (50) ABC, NBC, DuM; H-R; 132,002

Evansville-

- WFEI (63) ABC, NBC, DuM; Valenti; 55,000

Fort Wayne-

- WKKV (25) ABC, NBC, CBS, NBC; DuM; Ray-

ner; 75,344

Anthony Wayne Best Co. (69), Initial De-

cisions 10/21/53

Indianapolis-

- WFWB-TV (6) ABC; CBS, NBC, DuM; Katz; 273,000

- WSJL-TV (9) Bolting; 12/26/54-7/11/54 (granted

STAA April 5)

- WJRE (20); 3/25/53-Unknown

Broadcasting • Telecasting
New Orleans—
WCKG (26) Gh1-Perna; 4/2/53-Late '54
WCNO-TV (52) Forjoe; 4/2/53-Summer '54
WDSU-TV (6) ABC, CBS, NBC, DuM; Blatt; 234,162
WJMR-TV (61) ABC, CBS, DuM; McGilvra; 65,661
WTLO (20), 2/26/53-Unknown
Shreveport—
KLUL (12) ABC, CBS, NBC, DuM; Raymore; 34,300
Baton Rouge—
WAFB-TV (3) ABC, CBS, NBC, DuM; Blatt; 539,503
WTLF (11) NBC; Katz; 539,503
WTLP (19) 12/9/53-Summer '54
Cumberland—
WOBO-TV (17) 11/15/53-Summer '54
Salisbury—
WROC-TV (5) Burn-Stith; 5/11/53-5/1/54
(Granted STA Feb. 16).

MARYLAND
Baltimore—
WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (12) Forjoe; 12/15/53-Unknown
WMAR-TV (2) CBS; Katz; 539,503
WTLP (13) 12/9/53-Summer '54

KANSAS
Great Bend—
Central Kansas Telco. Co. (S) 3/15/54-Unknown
Hutchinson—
KTVH (12) CBS, DuM; H-R; 90,040
Manhattan—
KSAC-TV (*8), 7/24/53-Unknown
Pittsburg—
KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 20,000
Topeka—
KTVK (46), 11/5/53-Unknown
WIBW-TV (13) ABC, CBS, DuM; Capper Sla.; 46,288
Wichita—
KAKE-TV (10) 4/1/54-July '54
KEDD (18) ABC, NBC, Petry; 80,457

KENTUCKY
Ashland—
WPTV (56) Petry; 8/14/53-Unknown
Henderson—
WKYT (50) CBS; Meecker; 30,189
Lexington—
WLAP-TV (27) 12/15/53-See footnote (c)
The Central Kentucky Bpbg. Co. (16) 4/15/54-Unknown
Louisville—
WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sla.; 383,824
WJAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) ABC, DuM; Venard; 61,942
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport—
WNOP-TV; 12/15/53-Unknown
Paducah—
WTLK (63), 9/16/53-Unknown

LOUISIANA
Alexandria—
KALB-TV (5) Weed; 12/20/53-9/1/54
Baton Rouge—
WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 48,000
WBRZ (2) Hollenberg; 1/28/54-9/1/54
Lafayette—
KVOL-TV (10), 9/16/53-7/1/54
KLAF-TV (10), Rambeau; 9/10/53-7/1/54
Lake Charles—
KLCO-TV (7) Weed; 11/15/53-9/1/54
KTAG (26) ABC, CBS, DuM; Young; 15,000
Monroe—
KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 148,370
KFQZ (43) Pearson; 16,500

Windy's jumping with joy—because NOW, your televised sales message may originate from downtown Wichita...right from KTVH's new studio in the centrally located Hotel Lassen. NOW, you can choose your point of origination as well as sales office. Sell your product to the vast Kansas TV audience by contacting a KTVH facility in Wichita or Hutchinson. Howard O. Peterson, Gen. Mgr.
<table>
<thead>
<tr>
<th>State</th>
<th>TV Stations</th>
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<tbody>
<tr>
<td>Massachusetts</td>
<td>WGBY-TV (50) 3/28/53 - Unknown</td>
</tr>
<tr>
<td></td>
<td>WWZ-TV (4) NBC, Free &amp; Peters; 1,162,627</td>
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<tr>
<td></td>
<td>WGBK-TV (72) 1/10/53 - Fall '54</td>
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<tr>
<td></td>
<td>WTAW-TV (56) DuM; Black; 9,025</td>
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<tr>
<td></td>
<td>WWLP (61) ABC, DuM; Huntington; 9,000</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>WOR-TV (14) DuM, Raynor; 45,000</td>
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</tbody>
</table>

**FOR THE RECORD**

-代表的

**NON-COMPETITIVE TV MARKET**

of 128,300 Homes

COVERED EXCLUSIVELY

by "The TV Link in the Heart of the Nation"

**FOR THE RECORD**

-代表的

**NON-COMPETITIVE TV MARKET**

of 128,300 Homes

COVERED EXCLUSIVELY

by "The TV Link in the Heart of the Nation"
North Carolina

Asheville—
  WISE-TV (96) ABC, CBS, NBC, DuM; Durling; 210,000
  WNCX-TV (10) ABC, CBS, NBC, DuM; Cover; 197,500

Norfolk

ẳng—
  WBFN-TV (32) ABC, CBS, NBC, DuM; Durling; 190,000
  WBGH-TV (11) ABC, CBS, NBC; DuM Spot Sls.: 230,000
  WTBR (30) CBS; Headley Reed; 70,184
  WYBN (2) ABC, CBS, NBC; Durling; 106,344
  WYIN (3) ABC, CBS, NBC; Durling Spot Sls.; 329,185

Ohio

Cincinnati—
  WDBO (6) ABC, CBS, NBC, DuM; Petry; 49,500
  WGAL (5) ABC, CBS, NBC, DuM; Headley Reed; 115,000
  WLW (2) ABC, CBS, NBC; Durling; 117,777
  WUYT (2) ABC, CBS, NBC; Durling; 118,150
  WKRV (10) ABC, CBS, NBC, DuM; Durling; 450,000

Pittsburgh

ABC, CBS, NBC, DuM; Petry; 1,020,000
  WPXK (10) ABC, CBS, NBC, DuM; Durling; 110,000
  WSTU (9) ABC, CBS, NBC, DuM; Durling; 307,000

South Dakota

Sioux Falls—
  KCLO (13) ABC, CBS, NBC, DuM; Cover; 450,000
  KFRO (10) ABC, CBS, NBC, DuM; Durling; 450,000

Virginia

Fairfax—
  WCPO (58) ABC, CBS, NBC, DuM; Durling; 450,000
  WQIX (7) ABC, CBS, NBC, DuM; Durling; 175,000

West Virginia

Charleston—
  WTRF (13) ABC, CBS, NBC, DuM; Durling; 303,400
  WJTV (3) ABC, CBS, NBC, DuM; Durling; 303,400
  WTVH (20) ABC, CBS, NBC, DuM; Durling; 125,000
  WZTV (5) ABC, CBS, NBC, DuM; Durling; 303,400
TENNESSEE

Chatanooga-

WOCU (49) Pearson; 8/21/53-Unknown
WDVE-TV (13) NBC; Brackham; 1/28/54-6/25/54
Jackson-

WXDI-TV (9) Burn-Smith; 12/2/53-Unknown '54
Johnson City-

WJHL-TV (11) ABC, CBS, NBC; DuM; Pearson; 58,078
Knoxville-

WATE (6) ABC, NBC; Avery-Knodel; 63,620
WTSK (28) CBS, DuM; Pearson; 58,550
Memphis-

WHEQ-TV (13) CBS; Blair; 276,342
WMCT (5) ABC, NBC, DuM; Brackham; 276,342
Nashville-

WSIX-TV (8) CBS; Hollenberg; 186,176
WSM-TV (4) NBC; Petry; 186,176
Old Hickory (Nashville)-

WLAC-TV (5) Katz; 8/5/53-8/14/54

TEXAS

Ablenier-

KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,318
Amarillo-

KFTA-TV (10) ABC, CBS; Brackham; 47,481
KGNC-TV (4) NBC, DuM; Katz; 47,481
KLYN-TV (7) 11/13/53-Unknown
Austin-

KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 68,045
Beaumont-

KBTM (31) 12/4/53-5/31/55 (grandfathered Sept. April 5)
KTRK-TV (6) Initial Decision 7/22/53
Corpus Christi-

KVDO (22) 1/5/53-6/15/54
KXTO (42) 12/5/53-Unknown
Dallas-

KDFT (23) 11/15/53-Unknown
KLIF-TV (29) 12/15/53-6/15/54
KLRL-TV (4) ABC, CBS; Brackham; 368,500
WFAA-TV (8) ABC, NBC, DuM; Petry; 330,000
El Paso-

K glo-TV (4) ABC, CBS; DuM; Braunham; 30,171
KEM (3) NBC; Hollenberg; 26,490
KLTV (13) Fort; 3/14/54-Sept. 24
Ft. Worth-

WBAP-TV (5) ABC, NBC; Free & Peters; 371,405
Galveston-

KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sis.; 276,000
Heraldine-

KBGT-TV (4) ABC, CBS, DuM; Pearson; 31,600
Houston-

KNUV-TV (38) DuM; Forjoe; 68,144
KPBC-TV (3) ABC, CBS, NBC, DuM; Petry; 253,500
KVTF (23) 1/15/53-Unknown
KURT (4) 281,500
KXYZ-TV (39) 6/18/53-Unknown
KYLJ (13), 6/25/53-Unknown
Lowndesport-

KTVZ (32) Forjoe; 19,300
Lubbock-

KCBR-TV (11) ABC, NBC; Pearson; 51,828
KDKU-TV (13) CBS, DuM; Avery-Knodel; 51,358
KPYO-TV (4) Katz; 57/13/53-Unknown
Lufkin-

KTRK-TV (9) Forjoe; 5/31/53-Fall '54
Marshall-

KMSL (16) 6/25/53-Unknown
Midland-

KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,500
San Angelo-

KXLL-TV (8) CBS; Venard; 26,035
San Antonio-

KALA (35) 3/25/53-Unknown
KGMS-TX (5) ABC, CBS, DuM; Katz; 188,181
WOAI-TV (4) NBC; Petry; 188,181
Sweetwater-

KPAT-TV (12) CBS; Avery-Knodel; 8/28/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating station; date of grant and commencement date for grants.
**WISCONSIN**

Eau Claire— WBAY-TV (12) ABC, NBC, DuM; Hollingbery; 55,700.

Green Bay— WHA-TV (2) ABC, CBS, NBC, DuM; Weed; 191,283.

Valley Telecasting Co., (5) 1/10/54—Unknown

La Crosse—

WRST (3) CBS, NBC, DuM; Raymer; 10/28/53-12/1/54

WTLB (38) 12/16/53-Unknown

Madison—

WHA-TV (21) 10/7/53-12/3/54

WKOW-TV (27) CBS; Headley-Reed; 41,500

WMTV (33) ABC, DuM; Meeker; 46,600

Marquette—

WMBV-TV (11) NBC; George Clark; 11/18/53-August

Milwaukee—

WCAN-TV (25) CBS; Rosenman; 308,760

WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500

WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righiter & Parsons; 680,700

Neenah—

WAMA-TV (42) George Clark

Superior (Duluth, Minn.)

WDEN-TV (6) CBS; Free & Peters

Wausau—

WOWA (18) Rambagne; 3/10/54-1/17/54

Wisconsin Valley TV Corp. (7) Initial Decision 4/9/54

**YOMING**

Casper—

KRSP-TV (2) 5/14/53-Unknown

Cheyenne—

KFXC-TV (6) CBS; Hollingbery

**ALASKA**

Anchorage—

KFIA (8) ABC, CBS; Weed

KTVA (11) NBC, DuM; Felts

Fairbanks—

KFIF (3) ABC, CBS; 1/15/53-Spring '54

**HAWAII**

Honolulu—

KGMB-TV (9) CBS; Free & Peters; 55,000

KZONA (13) NBC, DuM; Mix; 50,000

KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/4/54 (granted STA Feb. 17)

**PUERTO RICO**

San Juan—

WAPA-TV (4) ABC, NBC, DuM; Caribbean Network; 8/12/53-4/18/54 (granted STA Jan. 16)

WKAQ-TV (2) Inter-American; 6,000

**CANADA**

London—

CFL-F (10) 55,000

Montreal—

CBFT (2) 143,005

CBNM (6) 143,005

 Ottawa—

CBOT (4) 10,100

St. John, N. B,—

CHUL-TV (4)

Sudbury—

CPSO-TV (5) ABC, CBS, NBC; All-Canada, 6,285

Toronto—

CHCL (9) 222,500

Vancouver—

CHUT (3)

**MEXICO**

Matamoros (Brownsville, Tex.)—

XELD-TV (7) ABC, CBS, NBC, DuM; Young; 3,100

Tijuana (San Diego)—

XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 377, total cities with stations on air: 249. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use: 29,267,523. 

*Indicates educational stations.

Cities not interconnected with AT&T.

(a) Figure does not include 285,617 sets which have not been regular operation, but have not turned in CPS.

(b) Figures do not include 285,617 sets which WDBN-TV Buffalo reports it serves in Canada.

(c) Number of sets not currently reported by WDBN-TV.

(d) The February 23,'52, CP has not been surrendered.

(e) KTVY (TV), WACH-TV and WIFE (TV) have suspended regular operation, but have not been turned in CPS.

**UPCOMING**

**APRIL**

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-TV Broadcasters, Toronto.


April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 24-25: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.

April 27-28: Fourth District, Advertising Federation of America, Moreno, Holliingbery, St. Petersburg, Fla.

April 28-25: American Women in Radio & Television, annual convention, Kansas City, Mo.


April 25: Los Angeles Advertising Women, awards dinner, Los Angeles.


April 26: Brand Names Day.

April 28-29: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.


April 30-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.


**MAY**

May 3-5: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.

May 4-6: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-14, Senate Office Bldg., 10 a.m. Washington.


May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: IEEE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 7: Advertising Conference, U. of Michigan, Ann Arbor.


May 10-21: CNVDA tv news seminar, Orrington Hotel, Evanston, Ill.


**JUNE**

June 1: National Assn. of T v & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 2-4: National Assn. of T v & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.


June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of T v, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 18-22: Advertising Federation of America, Hotel Statler, Boston.

June 21-July 31: National T v Institute, Pasadena (Calif.) Community Playhouse.

June 25-26: Advertising Assn. of the West, Hotel Union, Salt Lake City.

June 28-Aug. 6: Summer Institute of Radio & T v, co-sponsored by NBC and Barnard College, New York.

**SPECIAL LISTING**

**BMI Program Clinics**

June 7: Winnipeg, Man.

June 8: Regina, Sask.

June 11: Edmonton, Alta.

June 14: Amherst, N. B.; Butte, Mont.

June 16: Redmond, (city unmamed) Idaho

June 18: Portland, Me.; Salt Lake City

June 21: Columbus, So. Col.

June 22: Huron, S. D.

June 26: (city unmamed) Indiana

**April 19, 1954**  **Page 127**
**Educational TV: Two Years Later**

A SIGNIFICANT anniversary passed last Wednesday virtually unnoticed. On April 14 two years had elapsed since the adoption by the FCC of its sixth and final report on television allocations, lifting the then three-and-one-half-year-old freeze and signaling the resumption of licensing.

That April 14 date also was a deadline, in theory. The allocations report set aside 242 channels on a "reserved" basis for noncommercial educational stations—an innovation resulting from the activities of the 250 most effective lobby ever to operate in communications. The deadline wasn't hard and fast. Actually the FCC inferred the reservations would be reviewed after one year, not two. But the lobby got in its licks and there was a sort of phantom extension of a year, based on the contention that in some states the legislatures, which must provide the authority and the funds, met at two-year intervals.

Now two years have elapsed. What's the educational picture?

Let the statistics speak:

The grand total of educational stations on the air is four (4). The total number of construction permits authorized for educational stations is 29, most of them on flimsy financial showings. The total number of applications filed is 52, out of the 242 reservations (this number has been increased since to 250).

What has happened to the 200 uncalled-for channels? They're vegetating, many of them in areas where there are qualified commercial applicants and where additional service is needed.

In our issue of April 14, 1952, in regard to the then 242 reservations, we commented that we doubted whether there would be a dozen educational stations on the air in the first year. It seems we overshot our mark by 300% after two years rather than one.

So the picture today is two vhf and two uhf educational stations on the air. The reservations gave 80 vhs (13% of the total) and an overlap of 250 channels representing nearly 12% of the available assignments, to educators. The balance of these facilities lie fallow, when many of them could be used to serve vast audiences, both urban and rural.

But the educational lobby—largely with Ford Foundation funds—continues to function. We would judge that more money has been expended on the lobbying and paper-work than for the operation of the four noncommercial stations.

The total number of educational stations on the air is four.

In Section 1 of Title 1 of the law creating the FCC states that agency is created "... to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communication service. ..."

Based on this record, what do you think?

**Behind the Curtain**

THE spotlight which award bestows generally train upon the star of the show was shared in this case of last week's Peabody presentations—indirectly, but most fittingly, we think—by the too often overlooked people who put the stars on the air.

Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the presentations, sounded the note for commercial radio and television in his introduction. Commercials, he said, are too often maligned. Since the condemnation frequently comes from academicians, he thought it appropriate that he, as an academian, should defend commercials. It is the advertiser who keeps the media alive, who makes possible not only the commercial but the sustaining features. Although the Peabodies single out the programs and performers, Dean Drewry observed, they also pay indirect tribute to the sponsors.

Similarly, WAAM (TV) Baltimore's Gerald W. Johnson, an award winner, took the opportunity to honor the technicians who, he said, cover the flaws and highlight the advantages of the performer. Paraphrasing H. L. Mencken, he observed that if a commentator could ever do his work as well as the technicians do theirs, broadcasting would have the greatest commentators mortal man ever saw.

Taking nothing away from the Peabody recipients, we think it most appropriate that the sponsor and the technician thus were given at least a measure of their due.

**Maryland, Whose Maryland?**

THE American Civil Liberties Union was quite correct in branding, as it did last week, the criminal indictment of Fulton Lewis jr. as a "shocking abridgement of free speech." The question of whether or not Mr. Lewis libeled anyone in his series of broadcasts alleging corruption in Maryland is one which should be settled in civil court, if indeed it needs settling. To make a criminal case of it suggests political reprisal and, of wider consequence, an effort to stifle freedom of broadcasting.

No matter what his political views, Mr. Lewis is entitled to have them and beyond that to express them on the air. Free radio and free television, like a free press, require diversity of expression. If a grand jury in St. Mary's County of Maryland becomes an instrument for the suppression of Mr. Lewis, what is to prevent a grand jury somewhere else from acting similarly against any other commentator?

**Sour Music Season**

THE decision of Life Music Inc. to withdraw from BMI and attempt to arrange its own music licensing agreements with stations is not in itself a matter of transcendental interest.

It may be presumed, however, that the results of this move by one music publishing house will be attentively watched by others. For that reason, broadcasters would be well advised to consider possibilities.

Whatever flaws may be inherent in such concentrations, the existence of two major licensing firms, ASCAP and BMI, has the merit of providing broadcasters and telecasters with central authorities with whom to deal on license payments. Indeed the disadvantages of concentration of power have been largely overcome since the formation of BMI and the introduction of real competition against ASCAP.

Consider the administrative chaos that would prevail if a broadcaster were obliged to enter into individual license agreements with every publisher whose music he wished to broadcast. Aside from the probability that such an arrangement would enormously increase the cost of music, it would introduce bookkeeping problems too ramified for any station to bear.

The wise broadcaster, who has been confronted with situations similar to the Life approach in past years, has taken steps to fortify himself with a catalog of Life numbers. He has also arranged to be notified of any new works which might be acquired by the company.
still another way
WWSW comes close and
stays close to the
heart of Pittsburgh!

Pittsburgh
is one of the
top sports cities
in America...
and Pittsburgh's
top station for
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and Duquesne basketball.

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Represented by John Blair Co.
We are proud to be a pioneer television station in Oklahoma ... and during the month of May we will add another milestone to our pioneering efforts when KOTV brings network Color Television to Tulsa and surrounding areas.

KOTV first in Tulsa and always first in programming, audience rating and coverage.