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Page 27

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You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts—or 10,000 or even 5000—to cover the compact Baltimore market!

W-I-T-H will do the job for you—without waste! Network stations overlap areas covered by their own affiliates...their effective coverage is limited to just about the area W-I-T-H itself covers.

NIelsen Shows W-I-T-H In Lead!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT * REPRESENTED BY FORJOE & CO.
Consumer confidence in Bayer Aspirin has been built by years of research and know-how in producing a reliable product. There's laboratory control over every process at the modern Bayer Company plant. This quality control has been one part of a complete job that makes the Bayer Company a leader in its field.

Laboratory control can be applied to broadcasting. Skill in programming the best ingredients of fine entertainment and public service builds the audience. The roster of advertisers on WMBG, WCOD and WTVR mirrors the large and loyal audiences that you too can reach. Join the other advertisers using the “First Stations of Virginia.”

**WMBG AM** **WCOD FM** **WTVR TV**

**FIRST STATIONS OF VIRGINIA**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
TAKE YOUR CHOICE  
but...  

"eyes"  

THE EYES HAVE IT ON  

PULSE  

FOR TOP RATINGS IN CENTRAL OHIO  

HOOPER  

MARCH '54—12 OUT OF 15  

1. I Love Lucy  
2. Godfrey's Talent Scouts  
3. Jackie Gleason  
4. Godfrey and His Friends  
5. Burns and Allen  
6. Toast of the Town  
7. What's My Line  
8. Mama  
9. Red Skelton  
10. This Is Your Life  
11. I Led Three Lives  
12. T-Men in Action  
13. Two for the Money  

FEB. '54—13 OUT OF 17  

1. Godfrey Talent Show  
2. I Love Lucy  
3. Godfrey and His Friends  
4. Jackie Gleason  
5. Burns and Allen  
6. Jack Benny  
7. You Bet Your Life  
8. Toast of the Town  
9. Roy Rogers  
10. You Bet Your Life  
11. This Is Your Life  
12. I've Got A Secret  
13. Two for the Money  

MARCH '54—10 OUT OF 15  

1. I Love Lucy  
2. Godfrey Talent Scouts  
3. Godfrey and His Friends  
4. Jackie Gleason  
5. Jack Benny  
6. You Bet Your Life  
7. This Is Your Life  
8. Toast of the Town  
9. Godfrey and His Friends  
10. Two for the Money  

This is not an isolated instance! Year in... Year Out... WBNS-TV consistently remains an undisputed leader among TV stations as reflected in the full program log, for WBNS-TV takes 10 out of 10 top rated multi-weekly shows, 5 of which are WBNS-TV's own local productions. (Telepulse March 1954)
advertise and SELL

WDEL-TV CHANNEL 12

Wilmington, Delaware

You reach your audience. You get right into the homes of people who spend over one billion dollars a year on retail merchandise when you buy WDEL-TV.

WDEL-TV delivers your sales message to a high-income area that includes all Delaware (the state with the highest per-capita income), and thriving portions of Pennsylvania, New Jersey and Maryland.

WDEL-TV features top network shows and active local programming that is of vital interest to its audience.

Represented by ROBERT MEEKER, Associates

New York Chicago Los Angeles San Francisco
IT IS UP to Congress, and not FCC, to determine whether subscription broadcasting should be public utility-common carrier, in judgment of FCC. In formulating comments on Hinshaw Bill (HR 6431) which would make box office tv common carrier, FCC, after many months, concluded last week that it was not empowered or prepared to make determination, having no guideposts. Moreover, FCC holds view that box office tv does not necessarily have to be precluded from broadcast channels, but that it can't be common carrier without also being public utility, subject to rate regulation and other controls. FCC hasn't considered merits of box office proposal, and no hearings are yet in sight.

NARTB's quiet search for radio vice president still goes on. Need for experienced broadcaster, able to charm NARTB members in all areas of the country and willing to travel most of the time, has kept applicants to a minimum. Price tag on job reported in excess of $15,000.

SOME NBC affiliates reportedly are getting Plymouth's "participations" business [B&T, May 3] on regular rather than "participations" pay basis, using argument that under affiliation contract NBC can't reduce their rates on less than 90 days notice. At least some of these maintain they won't carry "participations" after 90-day period is up, except at straight regular rates. Plymouth meanwhile has expanded its "participations" order from two weeks to three and NBC authorities say majority of stations are going along. Meeting of anti-"participations" affiliates during NARTB convention in Chicago, probably May 23 or 24, still looms.

IT'S BUSINESS almost as usual at FCC despite lapse of another week without word from White House on appointment of regular chairman. Staff morale isn't as good but Rosel H. Hyde continues to run agency as if nothing had happened. His one-year tenure as chairman expired last month and President Eisenhower hasn't uttered single public word on his intentions.

MEANWHILE, report persists that John C. Doerfer, whose FCC interim term expires June 30, will be named to Federal Power Commission to succeed Dale E. Doty, whose term expires June 22. But there's no official confirmation and no comment has been forthcoming either on report that George C. McConnaughey of Columbus, Ohio, chairman of Renegotiation Board, or Lewis E. Berry of Michigan, deputy counselor of Army Dept., might be named to FCC vacancy and ultimate chairmanship [CLOSED CIRCUIT, May 3].

NAMES OF THREE House Republicans —two of them ancient warriors against FCC—are mentioned in connection with chairmanship stalemate on FCC. These are Rep. John Taber of New York, chairman of powerful Appropriations Committee; Richard B. Wigglesworth of Massachusetts, who a decade ago maintained running fight against FCC and Arde Buxton, who used to own number of Eastern stations, and Hugh Scott of Pennsylvania, former Republican chairman. They want new blood and GOP patronage.

PLAN OF NBC to shift Voice of Firestone from its regular Monday night simulcast position (8:30-9 p.m.) to make way for new Sid Caesar tv program has brought criticism from unusual quarters. In addition to apathy of Firestone, high official quarters in Washington express concern. That show and succeeding Telephone Hour are two programs singled out by officials as being among best on air, in answering critics who contend programming is "low brow."

TO RECONCILE VIEWS and to plan for cooperative approach, executives of NARTB and of newly-formed Television Advertising Bureau will meet in New York this Thursday, preparatory to meeting following day in Chicago of TAB organizing group (story page 27). Scheduled to attend Thursday meeting are NARTB President Harold E. Fellows and Television Board Chairman Robert D. Sweezy, WDSU-AM-TV New Orleans. For TAB are Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman; Norman Gittleson, WJAR-TV Providence, and Tom Harker, vice president in charge of sales, Storer Broadcasting Co. TAB thinking in terms of $400,000-$500,000 initial annual budget.

INDICATIVE of lengths to which some uhf station owners will go in effort to focus attention are these reported moves: (1) Ford Foundation has been approached to underwrite commercial uhf on reasoning that in band is essential if educational uhf is to flourish. (2) Some extremists are urging all uhf stations to suspend operations until after Potter subcommittee hearings May 19-21. They feel this will dramatize plight of uhf operators.

DuPONT Co. (for its anti-freeze), Wilmington, Del., through BBDO, New York, looks to quarter-hour availabilities in more than 100 television markets for fall start. Quarter-hour is expected to be football film series.
If you're gunning for sales, here's two weapons that never miss.

The first, KOWH, which has a share of audience with a March Hooper rating of 41.4%—surpasses her nearest competitor by a full twenty points! 35 quarter hours weekly collect 50% or more of the radio audience available!

And remember—with ratings of over 50%, your spots on KOWH often reach more people than if you had purchased equal time on all the other Omaha, Council Bluffs stations combined!

But for a real surprise, check those low rates!

Represented Nationally
By The BOLLING COMPANY

Don't Aim This at Anyone . . .

IT'S LOADED!

If you're shooting the works in New Orleans, pull the trigger on WTIX!

First by a wide margin of the seven independents, WTIX has come a long ways in just seven months under new management. One network station rates higher in the morning, and two in the afternoon . . . by a small margin; but they didn't build Rome in seven months either.

But man, those rates! On a cost-per-thousand basis, WTIX is already the best buy in New Orleans! Check your Hoopers, and you'll want to check with WTIX's

National Representatives
ADAM J. YOUNG JR.

Bigger Audience, Lower Rates!
'No Further Delay' Ruling Issued on Miami, Charlotte
GET on with Miami ch. 7 and Charlotte ch. 9 hearings, FCC ruled Friday—even though controverted points of reliance agreed upon by applicants and examiners do not meet strict interpretation of expediting rules. Ruling came after oral argument two weeks ago [8:30, May 3].
Separate opinion by Comr. Frieda B. Hen- nock, although agreeing with majority, recom- mended abolition of points of reliance require- ments. Comrs. Edward M. Webster and John C. Doerfer did not participate in decision.
Commission majority said that whole subject of hearing conferences was being studied by staff. Therefore, it said, no useful purpose is served by delaying Miami and Charlotte hear- ings.
In discussing arguments submitted at oral argument, Commission decision said expediting procedure "does not contemplate a detailed preliminary debate at the hearing conference over evidence to be offered later in the hear- ing."

Babbitt Names Cohen
B. T. BABBITT Inc., N. Y., has named Harry B. Cohen Adv., N. Y., to handle new product to be launched this year, in addition to Gilim detergent account now serviced by that agency.

General Mills Renew
GENERAL MILLS Inc. renews its Monday, Wednesday, Friday, 7:30-55 p.m. period on ABC Radio with Lone Ranger program for 52 weeks, and in addition has bought Tuesday and Thursday, 7:30-55 p.m. segment for new show, The Silver Eagle, starting June 1. Dancer-Fitzgerald-Sample, N. Y., is agency.

RCA Showing Color 'Station'
NARTB convention exhibition (Chicago, May 23-27) will feature fully equipped color tv station, now being assembled by RCA for what it calls "first comprehensive trade showing of commercial color broadcast equipment." New transmitter will feed receivers in viewing room but will not transmit by air. Annual NARTB exhibition will be held at Palmer House (story page 38).

MBS Affiliates Plan Meeting
PLANS for meeting of Mutual affiliates on May 23 at Chicago's Palmer House, at outset of NARTB convention, to be laid today (Mon.) by Mutual Affiliates Advisory Committee at meeting in New York. Group, headed by Victor C. Diehm of WAZL Hazleton, Pa., WIDE Biddeford, Me., and WVDA Boston, also will hear reports on summer and fall plans by Mutual President Thomas F. O'Neill; Adolf N. Hult, vice president in charge of sales; Herbert Rice, vice president in charge of pro- grams; E. M. Johnson, administrative vice president in charge of production, engineering and station relations; Robert A. Schmid, ad- ministrative vice president in charge of sales and advertising, and Robert Carpenter, director of station relations.

FCC HONORS STERLING
FCC COMR. George E. Sterling heads list of 45 Commission employees to receive service emblems today (Monday) at ceremony honoring those who have devoted careers to FCC and its prede- cessor agencies. Comm. Sterling gets 30- year emblem as do James E. Pearson, Common Carrier; Kenneth G. Clark (re- tired), Field Engineering & Monitoring, San Francisco, and Anna L. Poleske, Field and M. 1, on July M. Boston. Program begins 10:30 a.m., Conference Rooms A, B and C, Departmental Auditorium Bldg.

Hazel Bishop Buys
'Kane' Time for Summer
Hazel BISHOP Inc., N. Y., has picked up Thursday, 10:10-10:30 p.m. period on NBC-TV, now occupied by U. S. Tobacco's Martin Kane, for eight agencies during summer effective June 1, and prior to time Lux Theatre moves into that spot. Summer show probably will be Stop the Music or possibly reruns of This Is Your Life. Raymond Spector, N. Y., is agency.

Gillette Sponsors Preackness
GILLETTE Safety Razor Co., Boston, will sponsor over CBS Radio and CBS-TV coverage of Preackness from Pimlico race track, Balti- more, on May 22 (5:30-6 p.m. EDT) and of Belmont Stakes from Belmont Park, Belmont, L. I., on June 12, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

Froman-Stafford Replacement
SUMMER replacement for Jane Froman and Jo Stafford shows, sponsored on CBS-TV by General Electric and Gold Seal Wax, respect- tively, Tues. and Thurs., 7:45-8 p.m., will be Summertime USA, with Hank Sylvern, musical director of Froman show, serving in same capacity for summer series.

Sid Caesar Sponsor
AMERICAN CHICLE Co., in contract that's said to represent more than $2 million for NCC on gross annual basis, signs as first of three sponsors of NBC-TV's new Sid Caesar Show, which starts Sept. 27 (Mon., 8-9 p.m. EST three out of four weeks), and meanwhile, to sponsor 10 minutes per week of Saturday Night Revue (Sat., 9-10:30 p.m. EDT) from July 3 till Caesar show takes over. Agency: Dancer-Fitzgerald-Sample, N. Y.

Largest TV Audience
BELIEVED to be largest audience ever reached by any performance or by any advertisement, March 28 two-hour Rodgers & Hammerstein Show telecast on 255 stations reached 21,060,000 U. S. homes, according to special study made by A. C. Nielsen Co. for Young & Rubi- cam, agency for General Foods Corp., pro- gram's sponsor. Program reached 74.5% of all U. S. tv homes, nearly half of all homes in nation.

• BUSINESS BRIEFLY
SWIFT SHOWS INTEREST • Swift & Co. Chicago, reportedly interested again in picking up part of tab of ABC simulcast of Don Mc- Neill's Breakfast Club. If deal goes through, meat packer probably will drop part of radio holdings.
JELLO SPOTS • General Foods, N. Y., for Jello Instant Pudding, through Young & Rubi- cam, N. Y., buying tv spots in 20 cities starting today (Mon.) for two weeks.
FLEA POWDER IN TV • Eastco Inc., White Plains (Scratchex, dog flea powder), is plugging into television with 13-week spot announcement campaign in 18 southern markets, starting almost immediately, and in 43 northern markets effective June 1. Ruthrauff & Ryan, N. Y., is agency.

TEST FOR DASH • Procter & Gamble's new- est detergent for washing machines, Dash, is starting test campaign in radio and television —one radio and three tv stations in Cleveland and Boston for 13 weeks—to compete with Monsanto Chemical Co.'s sudsless detergent All, which has been capturing this type of market. Both Lever Bros. and Colgate are put- ting out new products, Vim and Ad, respective- ly, but have not yet bought radio and tv time.

THREE-WEEK DRIVE • Polaris Corp., Cambridge, Mass., placing heavy three-week radio and television spot announcement campaign June 1 in 20 major cities. BBDO, N. Y., is agency.

GLEM IN THREE STATES • Procter & Gamble's Glem is adding radio spot announcement campaign in three states, South Dakota, Montana and Florida, effective May 15 until-forbid. Agency: Compton Adv., N. Y.

Popsicle Radio • Paris & Peart, N. Y., placing radio spot campaign in Canada and four U. S. markets starting May 31 through June 26 for Popsicle, ice cream novelty.

WATERMAN TRY-OUT • Waterman Pen Co., through Fletcher D. Richards, N. Y., con- templating television spot schedule and starting tv test in Utica, May 17 through June 1.

DUFF NAMES AGENCY • Duff Baking Mix Corp., Newark, N. J., names Doherty, Clifford, Steers & Shenfield, N. Y., as adver- tising agency, effective immediately. Harry B. Cohen, N. Y., resigned account.

NEW GENERAL MILLS PRODUCT • General Mills, Minneapolis, appoints Tatham-Laird, Chicago, to handle advertising for Trix, new cereal product, now being introduced in Buffalo district. Heavy tv schedule to be used, but not revealed, including special spot campaign there.

MAY FILM, SELL 'KANE' • U. S. Tobacco Co. understood to be contemplating filming Martin Kane and possibly tying up with film company for distribution in areas where com- pany would not be sponsoring program. Kid- ners, N. Y., is agency.

NATIONAL OPEN SPONSOR • Kelly-Spring- field Tire Co. to sponsor National Open Golf Championship on NBC-TV Sat., June 19, from 5 to 6 p.m. EDT. Agency: Compton Adv., N. Y.

May 10, 1954 • Page 7

BROADCASTING • TELECASTING
OUT-OF-HOME LISTENING IN ATLANTA GIVES YOU A WHOPPING 20% BONUS

and

WAGA gives you

* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B"
   — AND TWICE AS MANY OR MORE THAN ANY OTHER STATION
* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.

Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you’ll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

WAGA
CBS-Radio in Atlanta

590 on the dial
5,000 watts

WRITE FOR THIS FOLDER

Represented Nationally by the KATZ AGENCY, Inc. Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago
The Hunt Is On

NINE-FOOT Kodiak bear skin already is among Alaska trophies that Ray V. Hamilton, partner in media brokerage firm of Blackburn-Hamilton Co., will bring home from northern trip. He and his wife, Mrs. Hamilton, bagged bear two weeks ago on Kodiak Island. Mr. Hamilton claims hunt one of biggest thrills of his life. His future plans along hunting lines prove it. He and his wife went from Kodiak to Pt. Barrow, Alaska, where they hope to add polar bear hide to their collection.

Sincerity Key to Effective Advertising, Buck Contends

IMPORTANCE of sincerity in creating effective advertising was to be stressed in speech for delivery today (Mon.) by Max E. Buck, director of advertising, promotion and merchandising for WNBC-WNBT (TV) New York, before convention of Connecticut Food Merchants Assn. in Hartford. Mr. Buck will contend radio and television offer "greatest opportunity for sincere sales talks because the warmth of your voice and the honesty of your face quickly document or expose your true feelings."

Sponsor Buys All-Night Show, Aided at Aiding Students

ALL-NIGHT broadcast directed at Columbia City (Ind.) High School Senior Prom was carried Friday by WOWO Fort Wayne, Ind., as public service. Idea was proposed by Columbia City Chamber of Commerce as means of keeping students in group instead of roaming countryside all night in autos in line with scholastic tradition. After WOWO agreed to stage broadcast, White County Industrial Cooperative decided to sponsor broadcast. WOWO disc jockeys and other entertainers joined in night-long fest, running 10:30 p.m. to 5:30 a.m.

UPCOMING

May 14: Television Advertising Bureau, Palmer House, Chicago.
May 18: Indiana Radio-TV Newsroom, WISH studios, Indianapolis.

PROTEST MUSKOGEE GRANT; OTHER ACTIONS OF FCC

PROTEST was filed Friday against last month's granting of $12,500 to Muskogee to build KTVX, Bectst. Co. [B'T, April 12] by KCEB (TV) Tulsa, operating on ch. 23. UHF station, owned by Clifford Beck, asked revocation or stay of grant and hearing on question of station site, compensation of construction cost, and violation of table of allocations, and other allegations. It claimed it has standing to protest under Sec. 309(c) or 405, said it had invested $850,000 in building station, and since Muskogee vhf grant was announced, KCEB is affiliated with NBC and DuMont.

Tulsa Bectst. received Muskogee grant after Oklahoma Press Publishing Co. (Muskogee Phoenix and Times-Democrat) and Ashley L. Robison withdrew competing applications after hearings began. FCC finalized initial decision April 8.

KCEB claimed that John T. Griffin and family, owners of Tulsa Broadcasting, also own 50% of KWTW (TV) Oklahoma City on ch. 9 and that overlap exists between KTXV (TV), Muskogee ch. 8 and KTVX, and KWTW. KCEB also claimed that KTVX Site is midway between Muskogee and Tulsa, permitting coverage of both cities which has been heavily promoted by vhf station. This violates allocation table, KCEB said.

KPIX (TV) Sale Filed

FORMAL papers for sale of KPIX (TV) San Francisco by President Wesley L. Dunn and associates to Westhouse Electric Corp., for more than $6 million in Westhouse stock and cash was filed with FCC Friday. Companion bid filed to transfer KSFQ there from Mr. Dunn's Associated Broadcasting in new firm, San Francisco Broadcasters, also wholly owned by Mr. Dunn.

Mr. Dunn gets 61,775 shares in Westhouse for his 5% interest in KPIX Inc. Four others selling shares to KSFQ and their respective compensation are: Franklin Dunn, controller, brother of Wesley, 2,338 shares in Westhouse plus $45,019 cash; R. C. Bell, assistant to president, 8,611 shares and $140,980; Philip C. Laskey, who continues as KPIX manager, 11,848 shares and $275,000; George Hughes, vice-president, 1,692 shares and $60,000.

Westhouse had bid of par of $12.50, reportedly was figured at around $92 per share two months ago when negotiations were underway [B'T, March 5] and closed Friday at around $71.

Microwave to Atlantic City

APPLICATION of AT&T Long Lines Div. for microwave radio relay at Wyndmoor, Pa., to provide network link to ch. 4 WPTV-ATL Antanta City granted by FCC Friday. Construction cost $155,000. WPTV-TV earlier in week advised Commission, however, it is forced to suspend operation May 17 on "temporary" basis (story page 18).

KCBQ Transfer Filed

CHARLES E. SALIK filed bid Friday for FCC approval to sale of his KCBO San Diego for $500,000 to principals in KRXK Phoenix, Mr. Mrs. Timothy Sparkman and Mr. & Mrs. Stanley Schultz. Sale is necessary for Mr. Salik to establish himself as independent control ch. in KPSD-TV area. Blackburn-Hamilton Co. was breaker.

Imes Files for Columbus, Miss., Ch. 4

BID for ch. 4 at Columbus, Miss., filed with FCC Friday by William Davis Jr., who requested denial of his permit for ch. 38 WCBI-TV there. Last fall said he wanted ch. and he would give up ch. when allocated, which he did in November.

New Stations Filed in WGLA Case

FIVE UHF stations in cities surrounding ch. 8 WGLA-TV Lancaster, Pa., notified FCC Friday of intention to keep under door on protest of January grant to WGLA-TV for site change and boost in power and antenna height. Noting

Broadcasting • Teletesting

People

NORMAN MATHews, manager of radio-tv commercial production department, Dancer-Fitzgerald-Sample, N. Y., appointed a vice president of agency.

DON L. CHAPIN, coordinator for Tri-State TV Network, consisting of WKRC-TV Cincinnati, WHIO-TV Dayton, and WTVN (TV) Columbus, transfers from Cincinnati to New York June 1 as network's director of national sales.

SAYINGTON W. CRAMPTON, agency creative head, Hutchins Adv., N. Y., appointed radio and television supervisor on portion of ABC Breakfast Club simultaneous sponsored by Philadelphia in new capacity he will have complete agency responsibility for all radio and television commercials, as well as all contact on shows.

SAMUEL E. FELDMAN, for past five years eastern division manager of ASCAP, promoted to assistant sales manager, to handle radio-tv affairs primarily.

WILLIAM E. NICHOLS, sales staff, KFRC San Francisco, appointed sales manager, succeeding the late MERWIN McCaBe [B'T, April 5].

JOHN J. SIGNORE, formerly of Raymond Rosen Co., distributor, named advertising-sales promotion manager of KYW Philadelphia.

HARRY L. BAUER appointed vice president and general manager of Chicago office of McCarty Co., Los Angeles advertising agency.


HERBERT V. COUGHLIN, vice president, Peek Agency, N. Y., to Abbott Kimball Co., N. Y., as a vice president and member of plans board.

EDWARD R. MURROW, CBS commentator, will be presented with 1954 Roosevelt College award for "Distinguished Service to the Principles of American Democracy" at ninth anniversary celebration of college in Chicago on May 26.

Godfrey Segment Sold

BRISTOL-MYERS Co. (Bufferin & Vitals) to sponsor 10-10:15 a.m. segment of Arthur Godfrey Time on CBS simulcasts starting May 11 (Tuesdays and Thursdays) on radio and tv and alternate Fridays on radio exclusively. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Power Productions Formed

FORMATION of Jules Power Productions Inc., with offices in Chicago, New York and St. Louis was announced Friday by Jules Power, Chicago tv producer. He previously was partner and executive producer with Herbert S. Laufman & Co., tv producer, under name of Jules Peworow. He will utilize members of his former staff.

Tv Set Sales Over Billion

MANUFACTURERS' home tv set sales hit $1,188,060,000 last year, accounting for 74% of total sales of radio-tv-phonograph instruments, Census Bureau stated in preliminary estimates Friday. Total sales were $1,599,634,000.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL
Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Lawrence Christopher, Technical Editor; David Betyn, Harold Hopkins, Don West, Assistant Editors; Patricia Kiely, Special Writer; Staff: Ray Ahearn, Jon Geller, Louis Rosenzweig; Editorial Assistants: Kathryn Ann Fisher, Elsie Moore, Peter Pence, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, Secretary to the Publisher.

BUSINESS
Maury Long, Vice President and General Manager; Ed Sellers, Southern Sales Manager; George L. Dant, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadl, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.
Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE
John P. Coggs, Manager; Elwood M. Sicz, Subscription Manager; William Bolbecker, Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley.

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winifred R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
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 (3rd issue): $9.00. or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including all issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular Issues: 35¢ per copy; 3rd and 54th Issues: $1.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.00 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept. BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING-The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
Washington, D. C.—where money is made!

Inside the Bureau of Engraving and outside... everywhere you look they're making money in Washington. We've got the highest major-market family income in the nation here—a lovely green $7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you... but your share of the treasure outside is here for the asking—if you ask for it over WTOP RADIO (Washington's most listened-to radio station) and WTOP-TV (Washington's most watched television station). For these Washington Post-CBS stations deliver more potential customers each week for your sales messages than any other radio and/or television stations in the Washington metropolitan area.

Sources:
Sales Management, May 1954
(top 75 metropolitan areas); Pulse and Telepulse, Jan.-Dec. 1953

WTOP Radio
Represented by
CBS Radio Spot Sales

WTOP-TV
Represented by
CBS
Television Spot Sales
TO PROPERLY mark its seventh anniversary in tv, Kraft Television Theatre set out last Wednesday night to do something special—a video adaptation of the Lewis Carroll classic, "Alice in Wonderland." Adapting a fantasy of the "Alice" calibre and reputation to television, the production followed Kraft Television Theatre productions, had every reason to anticipate a truly pleasurable hour in Mr. Carroll's world of makebelieve.

Unfortunately, things didn't turn out that way. The television "Alice," as adapted from the book by Jack Roche, bore not the slightest resemblance to the "Alice" Mr. Carroll created. The interpretation of "Alice" that was telecast betrayed Mr. Roche's lack of sensitivity to the charm of the original story rather noticeably. He obviously puts no stock in fairy tales. To make sure viewers didn't get lost in a wonderland, as they most surely should have had "Alice" been adapted and played correctly, he wrote Edgar Bergen and Charlie McCarthy into the script—a decidedly realistic touch that had no place in a fantasy. Advance press releases on this production informed that Mr. Bergen and his sidekick would narrate the show. What would have been acceptable enough. What they actually did was participate in it. They journeyed hand-in-hand with Alice through wonderland, dressed fashionably in white tie and tails. The dialogue which Mr. Roche penned for them carried poetic license beyond the point of credibility. Charlie did severe damage to the story with his usual wisecracking. Remarks such as "My psychiatrist would never believe this!" were frequent and totally out of place. At one point he made reference to a crazy mixed up bunny. This sort of comment simply did not fit. It was out of harmony with the tone "Alice" must retain if it is to be effective.

Robin Morgan was badly miscast as Alice. Any similarity between her and the whimsical, delicate Alice in the novel can be attributed to the costume designer. The dress Miss Morgan wore fit the part. She did not. She was no more awed by her excursion into wonderland than you might expect a sophisticated child actress to be. Miss Morgan was in a tv studio playing a part and at no point in the play did she lead her audience to believe she was anywhere else.

Supporting roles, for the most part, were not played with much imagination or conviction. The only three in the cast who seemed at all acquainted with stylized characterization were Una O'Connor, who played the Cook, Art Carney, the Mad Hatter, and Fredd Wayne, the March Hare.

Unlike the play, the production aspect of "Alice" was up to Kraft's usually high standards. There were some very fine sets for Alice to wander through and some good camera work that helped create her illusory world. The costumes and makeup were excellent.

The commercials followed Kraft's set routine—its food products attractively prepared and displayed. What Kraft whipped up during the commercial segments was far more appetizing than the main course at its seventh birthday party.

YOUR VOICE OF AMERICA
Network: ABC Radio
Time: Sat., 10-10:30 p.m. EDT
Narrator: Don Gardner
Producer-Director: Telly Savalas
Writer: Ira Marcon
Announcer: Milton Cross
Production Cost: $100 per week

RARE opportunity for Americans to hear the material that is beamed by the Voice of America to countries behind the iron and bamboo curtains is provided in ABC Radio's Your Voice of America series, which started April 24.

The series, presented in cooperation with the Voice, reports the past week's activity of that organization. It consists of actual tapes of VOA programs beamed overseas to Communist-controlled areas, with narration supplied by Don Gardner. From time to time, the program features outstanding personalities in the U. S. speaking in one of the 34 languages in which the Voice broadcasts.

The program under consideration on May 1 centered around the Communist celebration of May Day and observance of Easter Sunday, as celebrated by followers of the Eastern Orthodox faith. A special feature of the program was an interview with Edward Lathan, acting director of VOA, on the aims and accomplishments of the Voice to date.

The series underlines once again radio's preeminent role in the documentary field and its adaptability for public service programming of high calibre. Judicious editing of Voice tapes and pointed commentary by Mr. Gardner add to a highly provocative program that should appeal to all who are concerned with the work of the U. S. in attempting to counteract Communist propaganda and bring the truth to the peoples of the world.
All Summer Long
The Southwest listens to WOAI!

In the summer, radio plays a bigger part than ever in the life of the Southwest. Radio goes along to the beaches, camps and back yard barbecues. Radio goes along on weekend driving trips. Nearly all family cars sold in the great auto distribution center of San Antonio are equipped with radios. This extra use of portable and car radios in summertime adds a healthy plus to the huge WOAI dominance of radio homes in the Southwest, as shown by SAMS and Nielsen.
Sell to the people of the Southwest better than ever, more than ever, this summer. Send your sales message wherever they go... via WOAI Radio.

"The most powerful advertising influence in the great Southwest"
1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.
Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).
RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals—close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP and "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in and far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—with power to spare!

Antenna System takes full 50-kw Input!

RCA’s TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

Qualified planning help is vital!

For experienced assistance in planning a transmitter-antenna system that will literally "blanket" your service area with strong signals, call your RCA Broadcast Sales Representative. He knows systems-planning from A to Z.
Now! build a brand new . . .

SENSATIONAL DISC JOCKEY PROGRAM with SHOW STOPPERS

Three hundred madcap "characters" are ready (and eager) to speak, whisper and shout to your disc jockey! The greatest collection of character voices ever recorded will tease, flatter and sometimes completely ignore your DJ. Each a distinct personality—he may "guest" as a congressmen, a crusader or even a lady wrestler. But it all adds up to fun from chuckles to pandemonium and back again.

SHOW STOPPERS set up the comedy situation and the comedy voice for your straight-man disc jockey. Sometimes the DJ talks to the S/S "character" using lines from scripts supplied with the package. Other times he just sits back and takes it—or ducks! But either way the laughs are guaranteed! SHOW STOPPERS cut-ins make every show a rollicking, unpredictable fun-packed session!

Over Sixty Character Voices! You get Seventeen dialects!

from
Torrid senoritas
Beatful boffo sombats
Irish washwomen
Park Ave. matrons
Two-gun desperados
Proud lecturers
Pasky kids
Crotchety grandpas
to
Cockney
Western
Irish
Scotch
German
Mexican
Scotch
Italian
Brooklyn
Chinese
Swedish
Hillbilly
British
French
Dawn East
Colored
Japanese
Southern

SHOW STOPPERS are now featured on stations in forty-four states and eight Canadian provinces.

Important stations like:
KOV Pittsburgh WCOP Boston KOWH Omaha WREC Memphis
KXEL Waterloo CJAD Montreal

With SHOW/STOPPERS your Disc Jockey will become the "town character". . . . Everybody will be talking about him—because everybody will be listening to him!

SHOW STOPPERS
PRODUCED BY
CLARKSON FIRST FEATURES
274 MADISON AVENUE NEW YORK 17, N. Y.
Telephone: Lexington 2-3163

Page 16 * May 10, 1954

Film Features Useful
EDITOR:
We have been receiving your film features section since you started the . . .
I think you are doing a swell job in providing television people with this section, and want to congratulate you on it.

Dan Thompson
Director of Radio & TV
National Safety Council
Chicago

Safe All 'Round
EDITOR:
Who's on first? was the question asked by Harold E. Sheffers, president-general manager of WUST Bethesda, Md., in complaining about your April 5 picture story of WLIR receiving from Dr. Channing Tobias, chairman of the NAACP Board, and Walter White, executive secretary, the first award ever presented by the National Assn. for the Advancement of Colored People.

Mr. Sheffers is right. WUST Bethesda did receive an award from Eugene Davidson, president of the Washington, D. C. Chapter of the NAACP. The award which I received for WLIR and the picture you carried on April 5th, was the first national award ever offered by the National Assn. for the Advancement of Colored People.

Mr. Sheffers was on first, but in another ball park, in a different city.

Once again, B&T is right.

Harry Novik
General Manager
WLIR New York

McJunkin Now Gordon Best
EDITOR:
On page 24, of the April 26th BROADCASTING
* TELECASTING, top of column 2, reference is made to "the now-defunct McJunkin agency." . . .

The McJunkin Advertising Co. was founded in 1905 and has operated continuously since that time. In 1947 the name was changed, but the corporation, its officers and executives remained exactly the same as before.

You will note that the name McJunkin still appears at the bottom of our letterhead. . . .

Gordon Best, President
Gordon Best Co. Inc.
Chicago

[EDITOR'S NOTE: Our apologies for the error in phrasing. In 1947 the name of the McJunkin Advertising Co. was changed to the Gordon Best Co. Inc.]

37 Stations Use Korda
EDITOR:
. . . Incidentally, our feelings are hurt at not being listed among the feature film distributors cited on pages 70-71 of the 4-12-54 issue. We ship far more film than most of the companies named and are at present servicing about 37 stations with KORDA features, and about 30 with Dick Tracy. It is difficult to understand how we could have been passed over in these listings, since the KORDA package is being shown in so many cities and still ranks very near the top in popularity. Maybe the editors of the article have difficulty placing us. Off-hand, I should think our volume might be somewhere near that of Comet, which you rank 7th . . .

J. A. Byers, Comptroller
Combined Television
Pictures Inc.
Beverly Hills, Calif.

[EDITOR'S NOTE: Film distributors listed in the April 12 article "Feature Film" were those furnished by stations cooperating in B-T's survey on feature film costs and sales.]

BROADCASTING * TELECASTING
bigger profits three ways!

Here is how you increase your profits with the new combined* Studio Telescription Library

1. **BIGGER AUDIENCES** are attracted to programs featuring Studio Telescriptions. With the Studio Telescription Library, over 1,100 three minute films produced especially for TV, you have the nation's top musical stars in lavish settings creating unprecedented popularity for your shows.

2. **LOWER PRODUCTION COSTS** are made possible because, with all talent on film, it takes only minutes to build any number of sparkling, production-type programs. The Library is complete with handy index files, sample scripts, program ideas and background material for your MC, and the monthly charge is unbelievably low!

3. **MORE SPONSORS** flock to Telescription shows with their high listener ratings. Now, even local advertisers can capitalize on the miracle selling power of top quality television and top name stars, wherever Telescriptions have eliminated high production costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

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

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

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632
Answer Coming Up

EDITOR:
...
Radio stations all over the country have just received the usual, free copy of Today's Woman. It's sent to us in the hope that we'll get in a free mention of the book or some item in it.

Yet on page 12, an item by Jack Cluett, the radio-television editor says, in part "... The statistic I'm waiting for is the number of radio sets that are ever turned on in the 27 million homes that have a choice of either medium."...

Miles Tod Williams
Assistant Manager
WEAN Providence, R. I.
P. S.—Kevin Sweeney is sending Cluett "the statistic" he wants to see.

Bryson Bill Advocate
EDITOR:
...
register a strong protest to your editorial "Upon Sober Consideration" in the issue of BT of April 26, 1954.

In high and haughty tones you pontificate that no one "in his right mind" wants that for which the Bryson bill stands—the elimination of liquor advertising on radio and television...

The rising tide of sentiment in this nation is directly on the opposite side. In fact, according to carefully conducted surveys, already 37% of the people in this nation are in favor of total prohibition; and much of this sentiment comes about because of the growing radio and television advertisements of beer, wine, etc., encouraged by the attitude of the networks and individual stations exemplified by your downright offensive remark about Representative Bryson's "taking his bill with him."

We, of course, recognize that the Bryson bill is not ideal and leaves much to be desired, but the principle involved is that for which the people of America are increasingly calling...

Francis A. Soper,
Washington, D. C.

Who's on First?
EDITOR:
...
For shame. Reference to p 66, April 26
BT (WOOD-TV ups power to full 316 kw)
1. WOOD-TV is not the first station in Michigan at full power with 1,000 foot tower.
WJBK-TV—100,000 watts on ch. 2 with 1,057 ft tower Jan. 12, 1954.
2. WOOD-TV is not Michigan's most powerful station—
WJBK-TV channel 2 is viewed in Grand Rapids.
WOOD-TV channel 8 is not viewed in Detroit.

Kenneth H. Boehmer,
Sales Promotion Manager
WJBK Detroit

Cartoon
EDITOR:
I would love to have one of the "Free Publicity" cartoons, suitable for framing, for my office.

Steve Libby
Publicity Director
Fred Waring's Pennsylvanians

EDITOR:
...
appreciate a copy of the cartoon "Free Publicity..."

Gene Seehafer
Manager, Research & Sales
Promotion, CBS Radio

[EDITOR'S NOTE: Above are two of the 14 individual requests BT received last week for the March 29 Sad Sack cartoon. While the supply is limited a few more copies are available.]

BROADCASTING • TELECASTING
THREE MIGHTY M’s...

that add up to one of the most outstanding advertising opportunities in America!

THE MARKET...
an industrial dynamo of 116 counties, five states wide and a-hum with the manufacturing tempo of plants and mills, mines, factories, transportation webs, and wide-awake communities where many of the nation’s most successful businesses have chosen to locate their multi-billion industrial investments!

THE MONEY...
which flows soundly via pay envelopes into the comfortable homes of skilled workers throughout this Ohio Valley region... money that stems from the prosperity and progress they have helped build for this bustling market where incomes are higher, sales are brisker, and buying power has the potent wallop of four billion dollars a year!

THE MEDIUM...
is the one remaining element needed to complete a perfect climate for exceptional sales. That, too, is here. It’s WSAZ-TV, the one television station that commands this entire market... and exerts a welcome influence upon the ways so many of its prosperous families spend their money. Nothing sells so marvelously here as WSAZ-TV! Ask America’s top advertisers. The giant opportunity they’ve found is mighty enough for more to share.

More than $63,000,000 has been spent in the past three years on expansion of the enormous Portsmouth, Ohio, plant of Detroit Steel Corporation, employing 4,000 workers. This fiery new open hearth furnace—No. 14 to be put in service—was first heat tapped February 27, 1954...another example of the vast industrial growth throughout WSAZ-TV’s 116-county realm!
"No, the weight isn’t EQUIALLY distributed!"

Measure Kentucky’s economic dimensions and you’ll find the big Louisville Trading Area alone accounts for 55.3% of the State’s total retail sales... 51.3% of its food sales... 59.8% of its drug sales!

5000-watt WAVE delivers this tremendous market intact—covers it (plus a quarter-billion-dollar chunk of Southern Indiana) thoroughly, without waste circulation. To reach the rest of Kentucky, you need many of the State’s 50 other stations.

Let NBC Spot Sales give you all the facts on WAVE—the station that really pays off in Kentucky.

5000 WATTS
NBC AFFILIATE • LOUISVILLE

NBC Spot Sales, Exclusive National Representatives

LOUIS JOSEPH RIGGIO on all accounts

LOUIS JOSEPH RIGGIO is just conceivably the choicest blend of tobacco and advertising experience in the industry. Youngest son, at 41, of Vincent Riggio, the successor to George Washington Hill as president of the American Tobacco Co., Louis Riggio currently is a partner in Hilton & Riggio, New York.

From early manhood his career has been marked by an integrated shuttle between the tobacco fields and the field of advertising.

His first job out of Yale was with the American Tobacco Co., as a leaf buyer in the southern markets, traveling through Kentucky and Tennessee from Thanksgiving to March, then through Georgia and the eastern markets the rest of the year.

After two years on that circuit, Mr. Riggio joined his first advertising agency, N. W. Ayer & Son, in New York, as an assistant account representative on the American Telephone & Telegraph account.

To Regents in 1940

He remained with the agency until 1940 when he resigned to correlate his twin interests, joining his brother Frank in the launching of a new king-sized cigarette, Regents. Seven years later he returned to the American Tobacco Co. as director of sales and the following year was named director of sales and advertising. During this period American Tobacco sales were the highest in history. Three years later he joined Peter Hilton to form the present agency, Hilton & Riggio, New York. Today the billing of the firm is approximately $5 million.

In his present role he still supervises the account for Regents, a television spot advertiser.

The agency also handles B-B Pens, which last season sponsored the George Jessel Show on ABC-TV, and the newly acquired [B+T, April 19] Coca-Cola Co. of New York business, which is placing a radio and television spot campaign locally.

Mr. Riggio has been married to the former Marcella Modra 20 years. They have twin sons, Louis and Phillip, 16. The family lives at Ardsley-on-Hudson.

Mr. Riggio’s hobbies are tennis and television.
To: Irene Buyers
From: Chas. Cventersfield

SUBJECT: 1954 Pulse of Charlotte

OFFICE COMMUNICATION

4-23-54

Again WBT proves itself its phenomenal hold on its audience.

With the competition of 17 listenable radio signals in Charlotte, WBT wins these audience shares:

M-F
6AM-12M - 44%
12M-6PM - 50%
6PM-Midnight - 61%

Out of 500 quarter-hours measured, WBT is first in 489!*

For details call WBT on CBS Radio spot sales.

Sincerely,

* WBT loses 10-11 Sunday morning

C&H
FRANDSEN'S MATINEE 22 or Call $1
Let Tom participate in: 1-20-sign
18 NBC SPOT SALES
TOM FRANDSEN
AT THE
1100
DAYS!
and
LATE DAYS!
ITEM
FOR
IN
10,
and
1954
for
other
- Fri.
mon.
features
Mon.
- Fri.
with developing
plain. "We can move
want
owns
shows;
pany's triple-threat makeup.
organization to date and
Prockter's triple-threat makeup.
remained
prockter's
figure-
big story, among others.
In this
as
Philip Morris Playhouse.
Take
or Leave
What's My Name? and
Martin Downey and Kate Smith on radio and
philosophy,
He was educated at
Prockter's
Tell
Big Story, described
"We are organized
in such a way that we
can satisfy a client if he should shift gears
and want a live show on film," Mr. Prockter
explains. "We can move in and act rapidly. And
that's a tremendous advantage in a business as
highly competitive as this one."
Mr. Prockter is a mild-mannered, soft-spoken
individual whose forte is a talent for creating new
program formats. He is credited with helping to
device programs that placed Bing Crosby,
Morton Downey and Kate Smith on radio and
with developing Big Story, described as the first
documentary program presented commercially on radio and television.
Despite these and other evidences of creative imagination, Mr. Prockter
professes that as a youngster he had no ambitious calculation to propel him
to a career in the entertainment world. He landed his first job with CBS in
New York in 1929, he says, because he needed a job and a friend was able to help him.
Mr. Prockter was born in Chicago Aug. 18, 1908. He was educated at the U. of Chicago
and the U. of Wisconsin, where he studied business administration.
He remained at CBS from 1929 until 1940, serving in the sales service department and as
director of CBS-owned stations and assistant program director.
In 1940 Mr. Prockter joined Biow Co., a radio
director. While at the advertising agency, he supervised production on such programs as
Take It or Leave It, What's My Name? and
Philip Morris Playhouse.
Mr. Prockter considers June 6, 1944—D-Day
—a most significant date in his life. It was on
that day that he "invaded" the business world as an independent package of radio programs.
In this capacity, Mr. Prockter packaged Quick
as a Flash, Crime File of Warden Lawes and
Big Story, among others.
The success of these packages prompted Mr.
Prockter in 1946 to set his sights even higher
and he organized the first of several companies for the production and distribution of radio and
television programs. The corporate name of Prockter Television Enterprises Inc. was
assumed in 1953.
From Mr. Prockter's wide experience in radio
and tv film production and distribution has
emerged one operational concept which is at
variance with that of some industry leaders. He
is convinced that a tv film organization cannot
be a producer and also a distributor.
"I firmly believe that one or the other operation
suffers when a company distributes and
produces," Mr. Prockter contends. "You are
bound to emphasize one or the other. It's better
for a distributor to distribute and a producer
to produce."
In line with this business philosophy, Mr.
Prockter sold his distribution firm, PSI-TV, late
last year to a group headed by Ely Landau.
Today Mr. Prockter is exclusively a producer.
His business acumen over the years can best
be judged by the growth of his organization
from humble beginnings to one that now
employs about 100 persons and grosses almost $5
million in 1953.
Together with a group including Ed Pauley,
Bob Hope, Sol Lesser and others, he heads
American National Studios (old Eagle-Lion Studios) in Hollywood. He will produce certain
of his television properties there.
Among Prockter Television Enterprises filmed
shows are Playhouse 15 and International Police.
Starting in the fall, Treasury Men in
Action, currently a "live" show, will be pro-
duced on film. The company's live television
programs are Man Behind the Badge, Postal
Inspector, Quick as a Flash and Big Story.
Perhaps Mr. Prockter's most highly publicized
contribution to radio and television production
has been Big Story. Mr. Prockter himself is
extremely gratified with Big Story, not only
because it represented his first major "hit,"
but because the program has sustained singular
sponsor loyalty. On radio the program has been
sponsored continuously by the American Tobacco Co. since April 1947. On television,
American Tobacco sponsored the program on
an exclusive basis until last February at which
time the Simoniz Co. signed to share
sponsorship.
It was the success of Big Story that impressed
on Mr. Prockter the potentialities of other
programming in the documentary area, and he
consequently developed Treasury Men in Action
and Postal Inspector.
Mr. Prockter married the former Ruth Rosen-
thal of New York, whose father, Julius C.
Rosenthal, formerly was general manager of
ASCAP. They live with their two children,
Jules, 17, and Lawrence, 12, in New Rochelle,
N. Y.
These days Mr. Prockter is a harried com-
mutter between his home in the East and his
studios on the West Coast, but he still finds
time occasionally to play golf at the Vernon
Hill Country Club in Tuckahoe, N. Y.

Page 22 • May 10, 1954
How little it takes

If you're buying radio not just for a long-range "institutional" purpose but to move goods now, take a hint from some of today's smartest advertisers: Get the most for the least—buy spot radio, on key stations. In comparison with any other advertising, the cost is chicken feed. A handful of good stations will cover the kernel of the market. WJR alone, for instance, covers 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
sweet music for sponsors!

that fabulous

Liberace

TV's Biggest Success Story:
Now sponsored in more than 180 TV markets—more than any other TV show in the country! Sponsors include over 50 financial institutions, plus scores of local and regional advertisers in every category...including such important regional sponsors as Breast-O-Chicken Tuna, All Detergent, Maybelline, Serta Mattress, Union Pacific Railroad, Yes Tissues, etc.

Sensation of the Concert World:
In the past year, LIBERACE's concerts all over the nation have grossed nearly three-quarters of a million dollars...with attendance records broken in city after city!

Record Sales Hit the Top:
Columbia Records report that LIBERACE Record Albums are now outselling all others in virtually every city in the country.

HURRY...BEFORE YOUR MARKET IS SOLD!
TV's most exciting musical personality in a brand-new half-hour series produced and transcribed expressly for radio!

Starring America's keyboard virtuoso, LIBERACE — his brother George, and orchestra.

Backed by a dynamic merchandising and exploitation campaign... including a sensational record "give-away" promotion.

Designed for three powerhouse commercials, plus opening and closing sponsor identifications. Also available: Personalized LIBERACE Bank Commercials.

Guild's realistic price policy makes it your biggest and best radio "buy!"

It's a sure winner... So act fast! Wire... phone... or use this special priority coupon....

Please grant us option in the following markets; said option to expire 48 hours after you wire us prices.

Name
Title
Firm
City. State
Markets Requested

All Orders And Options Accepted On A First Come, First Served Basis!
The following unsolicited letter from Mr. Ted Gouldy, Secretary-General Manager of the Ft. Worth Livestock Market Institute, Inc., tells the whole story — especially if you remember that Ft. Worth is 220 miles from Shreveport.

"When the Ft. Worth Livestock Market Institute bought KWKH for a spot campaign, we frankly did it with some temerity.

"The great distance between our cities, and an intervening state line, made it appear that we were perhaps going pretty far afield.

"However, I can say without qualification — the portion of our budget spent on KWKH has been one of the bright spots of our outlay.

"We have actually traced many shipments of livestock that came here because they 'heard us on KWKH'.

"Feel free at any time to refer doubting time buyers to me. It will be a pleasure to recommend KWKH to them without reservation."

Ted Gouldy
TAB TO BE IN FULL SWING TO SWAY NEXT FALL’S BUYING

Projected Television Advertising Bureau will meet with television licensees in Chicago next Friday. Six more tv operators joined the ranks last week to bring total organizing principals to 38.

THE NEW tv sales promotion project, Television Advertising Bureau, promised last week it would be operating in time to influence fall-winter planning by advertisers and agencies.

Richard A. Moore, KTVI (TV) Los Angeles, temporary chairman of the TAB organizing committee, announced that six more stations had lined up with TAB last week, making a total of 38 on the committee.

The organizers will meet Friday at the Palmer House, Chicago, to draft basic plans. A full meeting to which all tv licensees and operators are invited will be held May 24, 9 a.m.-1 p.m., at the Palmer House during NARTB convention week. Officers will be elected, with charter and bylaws, budget and sales program to be adopted.

While NARTB is not included in TAB, Richard P. Doherty, head of Television Radio Management Corp. and consultant to the new group, said it is in no sense a "rump" organization, and many loyal NARTB supporters are taking active roles.

TAB was started originally without network participation but it was learned Friday that each tv network has been invited to send one representative to the May 14 organizing committee meeting. All network o&os stations will be invited to send representatives to the May 24 meeting during the convention.

"Rumors are 'rampant,'" Says Swezey

Robert D. Swezey, WDSU-TV New Orleans general manager and chairman of the NARTB TV Board, contends "it would be regrettable" if industry groups with the same objective should duplicate or impede each other's efforts [B&T, May 3]. He reminded that NARTB has been working on a similar project for a year-and-a-half, and expects within a few weeks to have before it a complete organization plan for a tv advertising bureau that later would operate outside the NARTB fold as was done in the case of BAB.

Mr. Doherty said TAB had "exploded into existence" and is ready to begin its work in time to promote tv's share of fall budgets. In a letter to tv stations he said networks "have done a magnificent job promoting and selling tv to national advertisers." He said all stations must have an organized effort to "bring tv dollars to the local market."

Edgar Kobak, WTVN Thomson, Ga., consultant, president of Advertising Research Foundation, and an NARTB Radio Board member, said last week that any TAB plan not including network participation would be a "mistake." He warned, too, against network encroachment in the spot field as well as "playing fast and loose" with rate cards (see story, page 38). Addressing the monthly meeting of the Broadcast Executives Club, Chicago, he said networks, representatives and stations should be represented in such a bureau.

New member stations joining TAB last week, according to Mr. Moore, were Chris J. Witting, president of Westinghouse Broadcasting Inc. (WBZ-TV Boston, WPTZ [TV] Philadelphia); Edwin K. Wheeler, general manager of WJW-TV Detroit; J. M. Higgins, general manager of WTHI-TV Terre Haute, Ind.; Don Davis, vice president of WHB-TV Kansas City; Charles Crutchfield, vice president and general manager of WBTY (TV) Charlotte, N. C.; Jack Harris, vice president-general manager, KPRC Houston.

Mr. Moore noted that the TAB organizing committee comprises a cross-section of tv stations, including large and small stations, independents and network affiliates. Discussing the May 14 meeting, he said:

A preliminary program designed to fit the spot that daytime still has many features that industry will be planned at the Chicago meeting. A proposed charter and bylaws, to be decided upon later in the month when officers are elected, will be discussed. The work accomplished at the Chicago meeting, including the charter, which will follow, will enable the TAB to function as an advertising sales bureau in time to act for the industry when next fall's advertising budgets are worked out later this spring and summer. It is the intention of the Bureau to see that tv stations come in for a larger share of advertising expenditures.

Neville Miller, for many years president of the former NAB and member of the law firm of Miller & Schroeder, has been retained by

KATZ AGENCY REPORT

DAYTIME television offers advertisers remarkably high viewing at invitingly low costs, according to a special study made by The Katz Agency, station representatives, in the 17 markets where there are Katz-represented tv stations. Titled "Let's Take a Look at Daytime Television," the Katz report shows:

- Sets-in-use averages 11.9 in the morning, 7.6 in the afternoon.
- Average ratings of daytime programs on Katz-represented stations in these markets was 6.9 in the morning, 7.6 in the afternoon.
- Average cost of reaching 1,000 tv homes with a one-minute announcement at the one-time rate was $1.95 in the morning, $1.92 in the afternoon. At the 104-time rate, the cost per-thousand is practically identical: $1.65 in the morning, $1.64 in the afternoon.
- Actual costs to the advertiser may run a lot lower than those figures, the survey notes, since stations offer a great variety of daytime incentive plans. These range from package plans offering five or six announcements a week at a flat overall rate to a 10-plan or 12-plan which may earn discounts as much as 40-50% off the regular rate.
- Specific examples cited by the study show that one advertiser with an announcement schedule is getting average ratings of 13.6 for his spots, nearly the station average, for a cost of 74 cents per thousand homes. Another advertiser, on another Katz station, is getting audience ratings averaging 9.2 for his spots, which cost 48 cents per thousand homes.
- The skyrocketing of daytime viewing is stressed in the Katz report, which cites Nielsen figures showing an increase from 5.3 million home-viewing hours a day available to the advertiser in 1950 to 49.2 million home-viewing hours in 1953. "Estimates for 1954 are much higher," is the Katz comment.

Hour-by-hour sets-in-use breakdown from 9 a.m. to 6 p.m. shows the following 17-market average sets-in-use figures:

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-in-use</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-10:00 a.m.</td>
<td>8.5</td>
</tr>
<tr>
<td>10:00-11:00 a.m.</td>
<td>12.5</td>
</tr>
<tr>
<td>11:00-12:00 noon</td>
<td>16.2</td>
</tr>
<tr>
<td>12:00-1:00 p.m.</td>
<td>15.6</td>
</tr>
<tr>
<td>1:00-2:00 p.m.</td>
<td>16.2</td>
</tr>
<tr>
<td>2:00-3:00 p.m.</td>
<td>16.8</td>
</tr>
<tr>
<td>3:00-4:00 p.m.</td>
<td>16.5</td>
</tr>
<tr>
<td>4:00-5:00 p.m.</td>
<td>17.7</td>
</tr>
<tr>
<td>5:00-6:00 p.m.</td>
<td>24.2</td>
</tr>
</tbody>
</table>

The average daytime ratings of the Katz-represented stations in the 17 markets covered by the study—9.9 for the morning 9 a.m.-12 noon period, 7.6 for the afternoon 12 noon-6 p.m. period—failed to match up to the 24.2 average for those stations during Class A or B evening time. The Katz report notes that do the daytime cost-per-thousand figures of $1.95 in the morning and $1.92 in the afternoon at the one-time rate of and $1.65 and $1.64 at the 104-time rate match the evening cost-per-thousand of $1.45 and $1.24 at the one-time and 104-time rates, respectively.

But despite this apparent advantage of the nighttime hours on tv, the Katz study points out two features that make its use advantageous for the advertiser:

1. It allows for longer commercials, with more to sell.
2. With more availabilities to choose from, the advertiser has a far better chance to buy ratings above the average than in the nighttime.
3. Daytime tv costs are subject to more discounts than nighttime. Therefore, the daytime advertiser may end up with a substantially lower cost-per-thousand than the nighttime advertiser.
4. As gross charges for daytime tv are much lower than nighttime, the small and medium-size advertiser finds his budget will go much farther in the daytime.
5. Daytime rates are not being increased to the same degrees as nighttime.
6. Daytime viewing is expanding rapidly.
TAB as special legal counsel [CLOSED CIRCUIT, May 3]. Mr. Miller is working on the organization format, including charter and by-laws. He will submit his plans to the May 14 session.

TAB grew out of a planning session held April 22-23 in New York (BWT, April 26). It proposes to provide sales efforts, advertising and promotion, development of new revenue sources, improvement of sales techniques and a central source of services to advertisers and agencies.

NARTB Action in 1952

NARTB's move to develop a sales promotion organization for TV was instigated by the TAB TV Board at its Dec. 7-9, 1952, meeting (BWT, Dec. 15, 1952). At that meeting the board also set in motion the plan to measure TV circulation, with the goal of providing data on the medium's spread as well as impact on viewers.

Robert D. Swigart, WDSU-TV New Orleans, chairman of the NARTB TV Board, proposed that a sales department be set up in the association, later separating the unit as was done in the case of Broadcast Advertising. Swigart was incubated within the association and then separated so it could perform competitive promotional functions not possible under the NARTB banner.

The research operation is well underway, with organization and financing details being worked out as field testing of a nationwide measurement project draws near.

The 1952 board meeting asked the NARTB president to draw up a long-range plan for industry-wide sales promotion.

At the Feb. 4, 1953, TV Board meeting two months later, a staff report on the sales promotion project was submitted (BWT, Feb. 8, 1953). This report, which included views of network promotion executives, voiced the belief that it was too early in the life of TV advertising to start an industry-wide sales promotion project. The report proposed that NARTB start collecting information as a basis for future activity, including the views of TV stations.

A progress report was submitted to the meeting of the TV Board held in June that year. The board also directed the TAB to draw up a long-range plan for industry-wide sales promotion.

As TAB moves forward in the promotion of its plan, it should be noted that 1953 was the year that saw the beginning of the modern television advertising market. The network and station operators realized the potential of the medium and began to invest in it.

CONFERING on organization of the new Television Advertising Bureau, which last week counted 33 organizing TV stations, are Richard A. Moore (r), KTTV (TV) Los Angeles, temporary chairman of TAB, and Richard P. Doherty, head of TV Radio & Management Corp. and former NARTB vice president who has been retained as consultant by the organizing committee of TAB.

TAB PLANS QUICK START

TAB plans to have a quick start on their promotion efforts. The organization is looking to attract the attention of advertisers and stations alike, and they plan to do this by providing valuable information and services.

TAB'S PLANS QUICK START

TAB plans to have a quick start on their promotion efforts. The organization is looking to attract the attention of advertisers and stations alike, and they plan to do this by providing valuable information and services.
HEINZ PUTS HALF MILLION IN ‘HOME’ IN FIRST VENTURE INTO TELEVISION

Participations to be used on NBC-TV show. Firm also seeks half hour evening tv show. Saraan Wrap wants to buy like period.

H. J. HEINZ’s purchase of $500,000 worth of participations on NBC-TV’s Home led the parade of four tv network buys and three half-hour renewals last week. In addition, Heinz and Saraan Wrap are each in search of a half-hour evening tv time.

In addition, Procter & Gamble, Simoniz and Noxzema have bought new tv time periods. Scott Paper Co., Pontiac Cars and Dodge Division of Chrysler Corp. have renewed for next year.

H. J. Heinz Co., Pittsburgh, effective in September, will sponsor 78 participations at the rate of three a week on NBC-TV’s Home, (Mon.-Fri., 11 a.m. to 12 noon). This newest buy for Home brings the two-month-old program’s gross sales to more than $2,000,000, George H. Frey, NBC vice president in charge of network sales, reported. Maxon Inc., New York, is the agency. Heinz, which makes its initial entry in television with this buy, also plans to use it to sponsor a half-hour evening tv show. The time period, whether it will be placed regionally or on network, is still under consideration.

Procter & Gamble, Cincinnati, has purchased two new daytime strips on NBC-TV at 3:15-30 p.m. and 3:45-4 p.m., effective July 5. In addition P & G will continue its sponsorship of another NBC-TV daytime serial, Three Steps to Heaven, 10:45-11 a.m. All three serials will be sponsored by P & G on alternate days beginning with the start of the afternoon schedule of quarter-hour dramas. The client will have the programs on Mondays, Wednesdays and Fridays one week, and on Tuesdays and Thursdays the next. Contracts for all three shows are for 52 weeks.

Simoniz Buys on CBS-TV

Simoniz Co., Chicago, has bought a quarter-hour period of the CBS-TV Garry Moore Show, effective June 28, 2-15-10 a.m., effective July 5. The American Oil Co. sponsors the show in the East and the Hamm Brewing Co. in the Midwest. Both will continue, alternating with Noxzema on an every-other-week schedule. SSC&B, New York, is the agency for Noxzema; Amoco is represented by Joseph Katz Co., and Hamm Brewing Co. by Campbell-Mithun Inc.

Simoniz, the first advertiser to renew its sponsorship of Omnibus, produced by the Ford Foundation TV-Radio Workshop, on CBS-TV, Sundays, 5-6:30 p.m., effective Oct. 17 when the show returns to the air. J. Walter Thompson Co., New York, is agency for Scott. The program’s talent budget runs about $60,000, which is shared by four advertisers.

Pontiac Cars, Detroit, through MacManus, John & Adams, New York, will renew its time period, Fridays, 8:30-9 p.m. on NBC-TV, but will drop sponsorship of the Dave Gar- roway Show and currently is looking for another property to place in the time period next fall.

Dodge Division of Chrysler Corp. has renewed its two half-hour of NBC-TV Break the Bank and, on an alternate-week basis, the Danny Thomas show, Make Room for Daddy. Grant Adv., New York, is the agency for Dodge. Effective July 4, the renewal covers 115 stations for Break the Bank and, effective July 13, 124 stations for Make Room for Daddy.

Saran Wrap, through MacManus, John & Adams, New York, is looking for a successful half-hour evening show already on the air to sponsor on alternate weeks.

Wherry Heads S&M’s Chicago Successor

FORMATION of Wherry, Baker & Tilden Inc., as successor to the Chicago agency of Sherman & Marquette Inc., with L. A. Wherry as president, was announced last Tuesday.

Earlier, the advertising firms of Bryan Houston Inc. had been announced as successor to Sherman & Marquette, New York [B&T, May 3, April 26]. Both Bryan Houston, head of the New York agency bearing his name, and Mr. Wherry had served with Sherman & Marquette, two distinct incorporated firms, in similar capacities.

The Chicago agency of S & M was formed in 1937 by Stuart Sherman and Arthur E. Marquette, who have retired. They opened the tv director and Mr. Balgard, who has six years with S & M, as timebuyer. Among its accounts have been Quaker Oats Co’s Quaker Oats, Mother’s Oats, Quaker puffed wheat and rice and Full-O-Pep feeds, and Oscar Mayer Co. domestic and canned meats.

RADIO STILL POTENT, BEIRN TELLS ADMEN

“RADIO still remains a powerful weapon for truth and for sales throughout the U. S.,” F. Kenneth Beirn, president of Bio, Co., New York, said last Wednesday at a meeting of the Metropolitan Advertising Men of New York at the Belmont Plaza Hotel.

“ITS demise (radio’s) was predicted,” he said, “but the patient has demonstrated an unusually healthy disregard of its own funeral notices. And as for television, we have witnessed a powerful industrial revolution before our very eyes within the past few years. Imagine having millions of shop windows carried right into the home. No longer is it necessary to entice the customer to walk by your store to see your window display. He can now sit at home and smoke a cigarette (Philip Morris, naturally) and the shop window comes right to him. This is an incredible era for advertising men.”

Beirn Looks to Color

“... and now on top of this, those creative geniuses, the scientists, have given us color television. Imagine—now we can not only go into the innermost sanctum of the home to sell our goods, without sticking our foot in the door to get to speak our piece—but we can do it in Technicolor.”

“This is a day of challenge to everybody,” he stated, “but most of all, it is a day of challenge to the man in the advertising business. Let us never forget that the link between production and consumer is the advertiser—the man who tells them what there is to buy and why it should be bought. If we, the advertisers, do our jobs right, we can stop right now calling this a ‘period of adjustment’ and start calling it what it really is—the beginning of an entirely new age of progress.”

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TV IS SUCCESSFUL MEDIUM FOR DEPT. STORE—GABLE

Altoona department store owner films his tv commercials in store’s studio. He will make them available to other department stores at print cost.

SUCCESSFUL use of tv by William F. Gable Co., Altoona, Pa., department store, was described Monday by the store’s president, George P. Gable, in a talk given at a meeting of Arkwright store owners in Atlantic City. Mr. Gable concluded his address with an offer to make available to other stores at print cost the filmed commercials his own store has made and tested.

Mr. Gable said he intends to repeat this offer and to extend it to tv stations interested in developing department store business as well as to the stores themselves, today (Monday) when he presides at a joint NRDA-G-NATB television session at Washington’s Sheraton Park Hotel (B&T, April 26).

These one-minute spots, which constitute most of Gable’s tv advertising, are made in the store’s own film studio, where they are produced from the retailer’s point of view. In essence, the Gable film commercials are direct merchandise presentations designed to reproduce as closely as possible the techniques of top salespeople in showing merchandise to their customers in the store.

The films are silent and are broadcast accompanied with live commentary and slides which can be super-imposed to show prices, department locations and other pertinent information. Mr. Gable pointed out that this allows for ample flexibility both in the original presentation and in repeat telecasts which may require changes to correspond to different events, seasons, prices, etc.

Because WFBG-TV Altoona (store's own station) has a coverage area beyond that of the usual advertising media, one result of Gable’s television has been an appreciable increase in out-of-town business, Mr. Gable reported. He credited the telecast commercials with attracting many new customers to the store who live outside its customary sales area.

Quinn, Gibson Named In DCS&S Promotions

DONALD H. QUINN, head of the timebuying staff of Doherty, Clifford, Steers & Shenfield, New York, has been appointed media director, and Gerald Gibson has moved up to succeed him as head timebuyer, William E. Steers, exec-

MDTVS054 HICKS

Maryland Track Offers Race for Tv Sponsorship

AVAILABILITY for television sponsorship of the third running of the “Washington, D. C., International” horse racing classic, which will pit “America’s best thoroughbreds with the finest of Europe,” has been announced by the Laurel (Md.) Race Course.

The half-hour event will be held in November and will be available for exclusive regional or network sponsorship, spokesmen said. The international racing event will be “coupled with the background color of race-goers from Washington’s government, diplomatic and society life,” the spokesmen said. Inquiries should be sent to Laurel Race Course, Commerce St., Baltimore 2, Md. Phone: Lexington 9-6242.

Van Urk in Agency Move

J. B. VAN URK, vice president and business coordinator, Dowd, Redfield & Johnston, N. Y., has been appointed vice president and chairman of the plans board of Calkins & Huston, Carlock, McLinton & Smith, New York, it was announced last week by J. Sherwood Smith, chairman of the board of the agency.

Mr. Van Urk formerly was with N. W. Ayer & Son and before that with Young & Rubicam’s Bureau of Industrial Service.

SPOT NEW BUSINESS

Emerson Radio & Phonograph Corp., for its air-conditioners will launch a nationwide campaign starting May 20. Radio and television spots will be used on a co-op basis.

Sunkist Growers Inc., L. A., following a recently completed six-week Fort Wayne test to increase use of lemons with fish, is considering a radio-tv spot campaign in several marketing areas. Agency: Foote, Cone & Belding, L. A.

Munsen Greeting Cards, N. Y., plant tv campaign for early fall. Other details have not been announced. Agency: Alden Co., N. Y.


Sears, Roebuck & Co., Los Angeles County stores start intensive two-week radio spot announcement campaign, with approximately 200 one-minute spots weekly on 12 local stations, from May 20. Agency: The Mayers Co., L. A.

Table Products Co., div. of Safeway Stores, starts 30-minute segment No School Today on 83 ABC Radio stations, Sat. 10:10-10:30 a.m. EDT, for 52 weeks from May 15. Agency: Hoefler, Dietrich & Brown Inc.

Treesweet Products Co., Santa Ana, Calif. (concentrated juices), started series of 10-second chain break animated and live action tv spots in Los Angeles area in addition to spot radio campaign currently underway in that area. Agency: BBDO Los Angeles.

NETWORK NEW BUSINESS

Chico Portable Air Cooler Co., Chico, Calif. (air cooler), signed to sponsor five-minute segment of Phil Norman Takes Ten on 47 CPNR and Mountain stations (Thurs., 3:05-3:15 p.m. PDT), effective May 27 for 10 weeks. Agency: Carmona & Allen Inc., L. A.

Cudahy Packing Co. has purchased weekly 10-minute segments of NBC-TV’s Show of Shows starting May 8 and its summer replacement, Saturday Night Revue, beginning June 12. The contract covering 19 weeks was placed through Young & Rubicam and represents Cudahy’s first use of network television. Heretofore it had confined itself to spot tv. The purchase provides for a 10-minute segment in the 10:10-10:30 p.m. EDT or last half-hour period of Shows and Revue, for New Old Dutch Cleaner.

Plymouth Motor Corp., division of Chrysler Corp., which recently announced its sponsorship of 13 Robert Trout newcasts on CBS Radio, May 3-15, has extended its contract to include six more broadcasts, through May 28. N. W. Ayer & Son, New York, is the agency.

NETWORK RENEWALS

Coca-Cola Co., N. Y., has extended sponsorship of Coke Time Starring Eddie Fisher (NBC-TV, Wed. and Fri., 7:30-7:45 p.m. EDT) for an additional nine weeks, ending June 25, and has renewed program for the 1954-55 season, starting Aug. 25. Agency: D’Arcy Adv. Co., N. Y.

ADVERTISER & AGENCY PEOPLE

James H. Cobb appointed advertising director, American Airlines, succeeding James Dearborn, who was named director of sales programming.

John J. Hickey, assistant advertising manager, Georgia-Pacific Plywood Co., N. Y., appointed advertising manager.

John Platt, vice president, Kraft Foods Co.; Edward R. Taylor, vice president, Motorola Inc., and James W. Auldorf, president, Cory Corp., named directors of Brand Names Foundation Inc.

Raymond B. George, vice president of merchandising, Philco Corp, adds duties as overall director of advertising for consumer products divisions.

Edward C. Portman, manager, Early Apple Advisory Board, Sebastopol, Calif., to newly organized California Fresh & Processing Asparagus Boards, Stockton, as secretary-manager.

Maurice S. Despres, 53, board member of Admiral Corp. and president of Dale Dist. Co., died May 2 in New York.

Franklin S. Forsberg, formerly with Forsberg & Church, management consultants, to Sterling Adv. Inc., N. Y., as vice president-general manager.

Glen Jocelyn, formerly with Foote, Cone & Belding, L. A., rejoins Earle Ludgin & Co., Chicago, as vice president and creative su-
Guild Film Triples Production Plans

SALES exceeding expectations were credited last week by the Guild Film Co., New York, with having induced the company to triple its production plans as announced at the beginning of the year from an estimated 75 to 205 episodes of tv film programming.

In announcing the increased production schedule, Reub Kaufman, president of Guild, declared that "our sales for the first three months went beyond expectations." He contended that television advertising will "continue to expand, so we are going ahead full steam."

Production budgets for the 205 episodes have been set at a figure in excess of $3 million. This sum will be applied to Guild's current three tv filmed shows, Liberace Life With Elizabeth, and Joe Palooka, as well as two new programs, The Florian ZaBach Show and The Frankie Laine Show. In addition, Guild is planning production of 26 episodes of a new sports telefilm series.

Mr. Kaufman said 43 of the proposed 205 episodes already have been filmed at Guild's facilities in Hollywood. He emphasized that plans do not take into consideration Guild's new Liberace radio series, of which 52 half-hour programs will be ready for distribution shortly.

By the end of 1954, Mr. Kaufman said, Guild expects to have available for distribution 39 episodes of Joe Palooka 91 of Liberace 65 of Life With Elizabeth 39 of Florian ZaBach and 39 of Frankie Laine.

Currently, Liberace is carried in 82 markets Joe Palooka 42 and Life With Elizabeth 86.

Ziv Ty Promotes Three, Adds 13 New Salesmen

IN LINE with an expansion program at Ziv Television Programs Inc. M. J. Rifkin, vice president in charge of sales, announced last week the addition of 13 new salesmen and promotion of three salesmen to executive posts.

Named as Mr. Rifkin as new spot sales managers were Joe Koster, Phil Williams and Jack Gainey, who will headquartered in New York, Cincinnati and Dallas, respectively.

New account executives in the New York office are Edward H. Benedict, George E. Brown, and Richard A. Hamburger. Appointed to the eastern division sales staff were William Hooper, George Vaughan Jr. and George Oliware. New salesmen in the central division are Len Henest, Barney Broiles, James Delaney, Robert Block, Lynn Knox, and Marion Stoneking. Jack W. Stafford has been named to the western division sales staff.

 Kirby Sues Crawford, Others for $250,000

SUIT asking $250,000 damages was filed Thurs-
day in U. S. District Court, D. C., by Edward M. Kirby, Washington, public relations coun-
sel. Named as defendants were Broderick Crea-
ford, Academy Award winning actor; Al Gan-
away; William F. Broydi; Bill Broydi Co. and William F. Broydi Co.

The suit claims the defendants agreed to pay the plaintiff $250,000 "for securing the permission of the U. S. Treasury Dept. to allow the defendants" to use Secret Service symbols and file material as the basis for tv, radio and motion picture productions. Process was served on Mr. Crawford at a press and radio reception arranged in his honor by the plaintiff. The invitation referred to the actor as "my old war comrade."

The defendants state they had no contract or agreement with the plaintiff and flatly deny all the charges.

AAW-HAC to Make Awards For Filmied Commercials

CERTIFICATES of award will be made for filmed commercials in four categories in the third annual television commercials competition sponsored by the Advertising Assn. of the West in cooperation with the Hollywood Ad Club. The categories are local, regional and national advertisements, all one minute or less, with a general classification for film or kinescopes of any length.

Award presentations will be made during the AAH's 51st annual convention at Salt Lake City, June 27-30.

Tv Film Producer Bids for Dept. Store Business

DESIGNED to bring the garment manufacturers' advertising budget into the video medium and give the newspapers a run for their money, Hollywood producer Jack Chertok has devised a tv film show especially for department stores.

Tentatively titled What's New, the half-hour program is limited to one store in a city on an exclusive one-year basis. Each store, Mr. Chertok stipulates, must purchase 25 films for the price set at the average Class B time rate in that store's city, plus $50 for each print. It is then up to the store whether it will use Class A, B or C time, he adds.

Each film contains approximately 15 items of merchandise divided into 90-second segments. Radio-tv announcer Don Wilson is commentator for each film, which will have store identification at the beginning and end of the program, and feature only those selected items which the individual store carries.

Technique used in the production of these segments approximates the fashion and merchandise layouts used by such magazines as Vogue, Harper's Bazaar, Madame-selle and others. Unadorned backgrounds are used which, Mr. Chertok points out, places all the eye emphasis on the particu-
lar garment or merchandise being promoted. Additional features to be incorporated include an interview with a pertinent per-
sontlty, such as Gussie Moran on sports clothes, Elizabeth Arden on cosmetics and designer Edith Head on fashions and movies. Also, there will be occasional musical numbers and features on the care and laundering of synthetic fabrics. The last minute of the program is left open for slides the store might produce locally on last minute shopping news and sales.

Mr. Chertok, headquartered at General Service Studios, is currently producing CBS-TV's Private Secretary and ABC-TV's Cavalcade of America, Lone Ranger and Sky King.
Academy Pictures Appoints Tytla to Head Creative Work

APPOINTMENT of William Tytla as supervisor of creative work for Academy Pictures Inc., producer of tv film programs and commercials, was announced at a news conference in New York last week by Edward Gershman, president. Mr. Tytla, who has worked for several years as an artist with the Disney studios in Hollywood, is said to be a specialist in the creation of tv film.

A demonstration was held, for trade newsmen and agency personnel, of several animated commercial tv spot announcements in black-and-white and color produced by Academy. A highlight was the showing of two color spot announcements made for P. Ballantine & Sons, which were similar to abstractions utilizing myriad geometric patterns.

Growing Use of Live Action, Cartoons in Commercials

TREND toward combined cartoon and live action in tv film commercials is growing, according to Chester H. Glassley, president of Five Star Productions Inc., Hollywood, who declared that more than 60% of the firm’s commercial spots fall into this category. “The cartoon gains audience attention and interest, while the live action does a more believable selling job,” he declared.

Among the firm’s recent clients using this technique are Pacific Coast Borax Co., Brown & Williamson Tobacco Corp. (Raleigh cigarette), Armour & Co. (Miss Wisconsin Cheese), Falls City Brewing Co., 7-Eleven Stores, Brown & Haley Candy Co., Ohio Oil Co., W. A. Shaffer Pen Co. (Snookel pen), Tea Council and a special series for the Community Chest.

Actor Ireland Amends His $1,756,000 Suit

AMENDMENT of his $1,756,000 breach of contract and slander suit has been filed by actor John Ireland. It states the contract for him to portray the title role in the Ellery Queen tv film series was with Norvin Productions, while Television Programs of America and producer Leonard Fongren guaranteed the finances. Agreement to amend the complaint was made out of court by both sides [B&T, April 26].

The suit, filed last March [B&T, March 8] in Los Angeles Superior Court, charged the defendants had slandered the actor as “politically unacceptable” after discharging him from the series “without cause or excuse.”

FILM REPORT

SALES

Guild Films Co., N. Y., has sold Life With Elizabeth in six additional markets, raising total markets to 86.

KTLA (TV) Hollywood has acquired local telecasting rights to Hans Christian Andersen series of 26 films, shot in Denmark, from Interstate Television Corp., that city.

WEAR-TV Pensacola, Fla., has acquired 11 shows from United Television Programs Inc., which are scheduled to start around June 1. Package consists of Lone Wolf, Royal Playhouse, Heart of the City, Old American Barn Dance, 52 weeks; Waterfront; Rocky Jones, Space Ranger; Counterpoint: Your Gospel Singer: The Chimps, 26 weeks; Double Play, 37 weeks; Hollywood O’Beat, 13 weeks.

George Baglani & Assoc., Beverly Hills, announces that four New York stations have acquired rights to 195 5-minute Crusader Rabbit cartoons, telecasting of which starts May 17. Stations are WNB'TV (TV), WOR-TV, WPIX (TV) and WABD (TV).

DISTRIBUTION

Standard Television, Beverly Hills, has acquired distribution rights to two feature films, “Mimi,” which stars Douglas Fairbanks Jr. and Gertrude Lawrence, and “Tomorrow the World.”


PRODUCTION

Animated Production, N. Y., is producing one-minute and a 20-second tv film commercial for Taylor-Reed Corp., Glenbrook, Conn., for Stashower, Cleveland; Sentinel Television, placed direct; Frigidaire Div. of General Motors, through Foote, Cone & Belding (for Arthur Godfrey & His Friends).

Screen Gems Inc., Hollywood, is shooting first half-hour film in Father Knows Best series, to be sponsored by P. Lorillard Co. (Kent cigarettes), starting Oct. 3. Robert Young re-creates his radio role with Ethel Rodney, producer, and William D. Russell, director. Columbia Pictures’ art director, Ross Bellah, has created the permanent set of a house, complete in every detail, working with Edward Gershman, which could actually be lived in. Shooting is made practical in that every three feet of wall may be removed for the camera.

Kling Studios announces production of new television film commercials for Williamsoon Dickey Mfg. Co., through Evans & Assoc., Fort Worth; O’Cedar Corp., through Turner Adv., Chicago; Carroll’s Brewing Co., through Lang, Fisher & Stashower, Cleveland; Sentinel Television, producer of several animated tv series, to United Telefilm, Hollywood, has acquired two properties for upcoming series. They are The Young Reverend, novel by Willis Vachel Kelth, and Leave It to Lester, situation comedy format created by David Chandler. Pilot films will be shot this fall under the supervision of Rudy Abel.

FILM PEOPLE


Jack L. Brumback, San Francisco account executive, Ziv Television Programs, to United Television Programs, as head of newly opened S. F. branch office.

Frank Maum, formerly on Paramount Pictures’ sales staff, S. F., to George Baglani & Assoc., as manager of distribution firm’s Chicago office.

Hugh McCallum, producer of short subjects, Columbia Pictures, to Tvs Spots Inc., Hollywood, as treasurer and producer in charge of all live action film.

Sylvia Lewis, assistant choreographer and feminine dancing lead, ABC-TV’s film series Where’s Daddy?, assigned leading dancing role in RKO feature film, “The Conqueror.”

Vic Ferrini, who portrays district attorney in NBC-TV’s series Dragnet, assigned same role in Warner Bros. feature film version.

John Nesbitt, creator-director of “Passing Parade” film shorts for M-G-M, signed by Dudley Television Corp., Beverly Hills, as star of upcoming Book of Knowledge tv film series.

Diane Disney, daughter of Walt Disney, and Ronald Miller, former USC football star, were married yesterday (May 9). Mr. Miller is associated with his father-in-law in the development of “Disneyland” in Anaheim, Calif.


BROADCASTING • TELECASTING
NOW WHO-TV BRINGS WHO'S RADIO STANDARDS TO TELEVISION!

Now on the air with TOP SHOWMANSHIP—TOP PUBLIC SERVICE—TOP AUDIENCE REACTION!

WHO has been preparing for WHO-TV for years... as to facilities, personnel and talent programming.

Operation-wise, our transmitter building, remodeled in 1948, was designed to include TV facilities. Our special vertical directionalized radio antenna, erected in 1951, was designed to carry all possible forms of high-gain TV antennas.

Personnel-wise, over the years we have accumulated people talented in radio showmanship, as well as having intimate knowledge of stage lighting, acting, and all other components that are necessary for outstanding television production, too.

Program-wise, our large talent staff has been signed with a special eye toward TV as well as radio. Like our Barn Dance, much of our radio programming has been planned with built-in video potentials.

We are now on the air. WHO-TV pledges you that in television as in radio, the highest standards will be maintained, resulting in the same audience preference and advertising results for which WHO is known throughout the Middle West.

WHO-TV
CHANNEL 13 • NBC
DES MOINES

Col. S. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
Starting Monday, August 2,
Russ Morgan will throw a
30-minute recorded disk jockey
party, 5 days a week —
"In the Morgan Manor."

Meet interesting personalities
as they talk with Russ about
records, movies and show
business in general. Hear the
current phonograph record
favorites . . . the smash hits of
yesterday and collector’s items
of the immortal songs and
stars of the past.

Come on along — there’ll be
great music and fun aplenty . . .

Available for commercial spot participation on a regional
or local basis — 5 days weekly, beginning August 2, 1954.
RUSS MORGAN “his IQ”

Master of trombone, piano and organ... he has a pleasant, easy-going singing style. At the age of 21, he was arranging for John Philip Sousa and Victor Herbert. Two years later Russ organized, arranged for and fronted the great Jean Goldkette Band with Bix Beiderbecke, Tommy and Jimmy Dorsey, Joe Venuti, Eddie Lang and other stars. Simultaneously he was scoring “longhair” music for the Detroit Symphony Orchestra. He is acclaimed one of the outstanding arrangers in the business.

Russ records for Decca. The total number of his records sold is astronomical. Four of his Decca records sold over a million copies each. He is one of ASCAP’s most prolific and successful writers of pop tunes. To mention a few: Somebody Else Is Taking My Place, So Tired, Does Your Heart Beat For Me, Homespun, You’re Nobody Till Somebody Loves You, and The Four Aces’ current smash hit recording, “So Long.” He’s witty, cheerful and down-to-earth. He likes people... and shows it.

These qualifications make Russ Morgan outstanding as MC of his new show “In the Morgan Manor.”
BUSY FIVE-DAY SCHEDULE PLANNED FOR NARTB DELEGATES IN CHICAGO

A host of speakers, roundtable discussions and workshop sessions will confront delegates at the May 23-27 convention. Sports broadcasting-telecasting is to come under scrutiny, along with color and other subjects. Radio-tv code enforcement is to be reviewed.

SPORTS broadcasting and telecasting will join fm, program-advertising standards and newest engineering advances, including color television and fm multiplexing as features of the May 23-27 NARTB convention to be held at the Palmer House, Chicago.

At the weekend Kenyon Brown, KWFT Wichita Falls, Tex., Convention Committee chairman, and Robert K. Richards, NARTB administrative vice president, were completing a half-day sports program as a Wednesday morning convention feature.

George J. Higgins, vice president of KMBC Kansas City, and chairman of the NARTB Sports Committee, will preside at the sports meeting. Already scheduled to take part in a forum titled "The Sports Question" are George Trautman, president of the National Assn. of Professional Baseball Leagues, and Jerry N. Jordan, of N. W. Ayer & Son.

Mr. Trautman heads the minor leagues, which claim to have suffered heavily from broadcasts and telecasts of major league games. Mr. Jordan is regarded as the leading research specialist in the sports field and is author of annual studies showing the relationship of sports and radio-tv play-by-play coverage.

Broadcasting's Effect on Sports

The convention forum will go into the contribution of the broadcast media to sports enthusiasm, which in turn is reflected in gate receipts. From the other viewpoint, Mr. Trautman and possibly one or two other sports figures will give their version of the radio-tv impact on attendance. Methods of handling radio-tv coverage of games will be reviewed.

FCC Chairman Rosel H. Hyde, it was learned, has accepted an invitation to address the convention at the Wednesday luncheon. The FCC chairman's address is an annual feature but NARTB had not announced Chairman Hyde's acceptance in view of the White House delay in filling the vacancy created when his term ended April 18.

A feature of the Wednesday luncheon will be the appearance of Elizabeth Ellen Evans, one of the Voice of Democracy winners last season. Miss Evans will voice her winning radio essay.

Three programs are scheduled at the May 26 afternoon session. Progress of code enforcement in both radio and tv will be reviewed. John E. Petzer, WKZO-TV Kalamazoo, will speak as chairman of the NARTB Tv Code Review Board. John F. Meagher, KYSM Mankato, Minn., will appear as chairman of the NARTB Standards of Practice Committee. A panel on freedom of information will include Edgar Kolak, WTWA Thomson, Ga., chairman of NARTB's Freedom of Information Committee. Taking part will be Richard Harkness, NBC commentator, and Lawrence Spivak, of Meet the Press. The forum will follow a press conference format.

Radio's role in the nation's life will be reviewed by Alfred Stanford, former director of the Bureau of Advertising, newspaper sales promotion bureau, and currently publisher of Radio. Mr. Stanford prepared the analysis of the Politz study of radio listening.

Six FCC members will take part in a Thursday morning roundtable discussion in which they will answer broadcasters' questions about regulations. Taking part will be Chairman Hyde and Comrs. Robert T. Bartley, Frieda B. Hennock, John C. Doerfer, George E. Sterling and Robert E. Lee.

A Broadcast Advertising Bureau sales clinic and the annual banquet will wind up the Sunday-Thursday series of convention events.

Featuring the technical side of the convention will be a joint management-engineering half-day program plus the largest collection of broadcast-telecast equipment ever to be shown at an industry meeting. The joint management-engineering meeting will include workshop sessions on ways of buying tv film and new developments in labor relations. Management economies in radio and tv will be reviewed along with lessons learned to date in color television.

Mr. Brown formally will open convention proceedings Tuesday, May 25. William S. Read, CBS chairman of the board, will deliver the keynote address and will be presented the second annual NARTB keynote award. President Harold E. Fellows will make his annual membership report at the Tuesday luncheon.

The industry's engineers will hold a three-day meeting starting May 25. The program has been prepared by a committee headed by Raymond F. Guy, NBC radio and allocations engineering manager, and A. Pronse Walker, manager of NARTB's engineering department. The first day's agenda features color tv, including the story behind NTSC color standards, equipment operation and preparing transmitters for color. An engineering reception will be held that day.

Wednesday's engineering program includes more color tv papers. Subjects treated will be components, simultaneous cameras and tubes, test gear and alignment tests, color encoders, color films, program techniques, staging and lighting and an address by NARTB President Fellows.

The third day of engineering papers will include such audio broadcast topics as remote control, fm multiplexing and tape editing. Curtis B. Plummer, FCC Broadcast Bureau chief, will discuss allocations, practices for state broadcasting association presidents, Druw Pearson's Program Service meeting, United Assn. for Pro Radio Education; Clear Channel Broadcasting Service; Edward Petry Co. meeting; Council on Radio Journalism; NARTB Sports Committee; CBS affiliates; BMI-NARTB Old-Timers Dinner.

General Electric Co. will hold a sales conference May 22-28 and RCA will hold a May 22 sales meeting. Motion Pictures for Television will meet May 22. Sunday, May 23, includes Central Broadcasting Co. meeting; BMI board meeting and luncheon; tv pioneers dinner, and MBS affiliates session.

BMI will hold a clinic-breakfast May 25. The annual Radio Pioneers' Dinner will be held May 26.

May 24 includes two meetings belonging to the NARTB agenda but preceding the formal opening. The NARTB tv membership will meet at 2 p.m. to elect five new directors and handle business matters. Tp directors whose terms expire are Chairman Robert E. Sweeney, WDSL-TV New Orleans; Clair R. McCollough, Steinhman Stations; Paul Raibourn, KTLA (TV) Los Angeles; Harold Hough, WBAP-TV Fort Worth, and George B. Storer, Storer Broadcasting Co.

FCC Com. Sterling will address an fm panel session scheduled May 24, 3:30 p.m., discussing fm multiplexing. FCC recently asked comments of fm broadcasters with a view to amendment of the rules to permit split spectrum services. Ben Strouse, WWDC Washington, NARTB Fm Committee chairman, will moderate the panel. Others taking part will be Walter J. Brown, WDSU-TV (FM) New Orleans; S. C. Gunner, WGAR-FM Cleveland; Richard Field Lewis, WRFL (FM) Winchester, Va.; Edward Wheeler, WAEW (FM) Evanston, III.; Merrill Lindsay, WSOY-FM Decatur, Ill., who will explain revenue possibilities in separate programming of fm affiliates of an outlet.

NEW YORK Radio-Tv Society "workshop" luncheon April 30 at the Roosevelt Hotel featured principals of CBS-TV's Douglas Edwards With the News. L to R: Wilbur S. Edwards, general sales manager, CBS-TV Film Sales; Douglas Edwards, show star; Don McClure, chairman; Radio-Tv Society "workshop"; Don Hewitt, show co-producer; Fred Mahlstedt, director of operations, CBS-TV Film Sales.
When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Masts for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and leads-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. Therefore five Gates major branches plus a field engineer near you, no matter where you are.

Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you will quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.
100 Schedule Displays
At NARTB Convention

NARTB's annual equipment exposition and displays of light gear and services will include nearly 100 industry firms, it was learned Thursday as the association was completing plans for the 32nd annual industry convention.

Complete transmitters and all types of recording and reproduction devices will be on display, with heavy emphasis on color television assemblies. The exhibits are in charge of C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, exhibition chairman.

Exhibiting firms follow:


**Film, Program, Transcription—**M. & A. Alexander Productions: A.B.C. Film Syndication; A-V Tape Libraries of Studio Film Sales Inc.; Flamingo Films; General Telecolor Inc.; Harry S. Goodman Productions, Guild; Harriscrope Inc.; Hollywood Television Service Inc.; IBC, Inc.; International Television Projects Corp.; MacGregor Co.; Minot TV Inc.; Motion Pictures for Television Inc.; NBC Film Division; Official Films Inc.; Old Scotchman's Scrapbook; RCA Recorded Service Program; Radio-Graph Enterprises Inc.; Screen Gems Inc.; SSAC; Sterling Television Services Inc.; Trans-america Programs of America Inc.; United Television Programs Inc.; Unity Television Corp.; World Broadcasting System; Fredric W. Ziv Cbs.; Ziv Television Programs Inc.


Networks—ABC-TV; CBS-TV; DuMont TV Network; MBS: NBC.


Research—A. C. Nielsen Co.

Service Organizations—Keystone Broadcasting System; Standard Rate & Data Service.

Telephone—American Telephone & Telegraph Co. Long Lines Dept.

Daytime Broadcasters Plan
Tests on Carrier-Current

TESTS of carrier-current broadcasting will be conducted by members of Daytime Broadcasters Assn. during early morning hours, with reports to be submitted to the FCC [CLOSED CIRCUIT] (May 3).

The experiments are designed to show whether daytime stations could operate after sunset by transmitting over telephone and electric utility lines, a type of service used at Army post on the former Ft. waves campus at WACO.

DBA proposes to test powers ranging from 20 to 250 w, according to Kenneth Patterson, WSIV Pekin, Ill., DBA president. The project will be discussed at a meeting of DBA to be held May 24 at the NARTB convention at the Palmer House, Chicago. The 125 DBA members will attend this session, with all non-member daytime stations invited to take part.

A major DBA project is based on a proposal for daytime stations to be granted minimum operating hours from 5 a.m. to 7 p.m. throughout the year instead of the present sunrise-to-sunset formula. It is claimed would permit limited broadcast after 7 p.m. but the carrier tests do not affect the objective of fixed year-round hours.

The carrier idea developed from DBA discus- sions with the FCC Broadcast Bureau. DBA will assign eight member stations located around the nation to make transmission tests in early morning hours. Data will be gathered on methods of connecting into power lines with various transmitter powers. The carrier receivers will measure skywave signals radiated. Local field intensities will be measured near the test stations.

Experiments will be conducted over a period of several months, after which data will be given FCC for study. Of the 2,600 am stations on the air, 807 operate daytime only. DBA contends 334 of these stations are in communities having no local fulltime am service.

Dist. 12 Names Casper

CY CASPER, WBZZ Ponca City, Okla., has been named NARTB District 12 (Kan., Okla.) director. He will join the Radio Board at the close of the industry convention in Chicago May 23-27, succeeding Jack Todd, KAKE Wichita.

Mr. Casper was elected in a special nomination and election required when, due to the large num- ber of names sub- mitted, no person in the district received a majority of the five ballots required for nomination.

Mr. Casper

A special election is now underway to name a district director for District 10 (Iowa, Mo., Neb.). K. S. Gordon, KOTV Dubuque, Iowa, was elected but declined to serve because of business. The result will be announced later this month.

NATRFD Completes Part Of June 1 Clinic Agenda

REPRESENTATIVES from station, advertiser and agency fields will participate as panelists during one session of the national sales clinic conducted by the National Assn. of Television & Radio Farm Directors in Chicago June 1.

The topic, "How to Get the Most From Farm Radio and Television," will be one of the subject discussions at the Sherman Hotel sessions, sponsored jointly by NATRFD and 51 cooperating stations, according to Al Mal Hansen, WOW-AM-Jackson, KCMO Kansas City and NATRFD president, will be moderator.

SACRAA CONFERENCE LAUDS RADIO TV

Conference is told that in Southern California radio has not lost its business or audi- ence in competition with tv, however, can demonstrate products with action and expla- nation, delegates told.

MERTS of radio and television as advertising media came under scrutiny at the fourth an- nual conference of Southern California Adver- tising Agencies Assn. in Palm Springs April 29- May 1.

Products of radio's doom have been proved wrong, J. Frank Burke Jr., president and general manager, KFVD Los Angeles, and president, Southern California Broadcasters Assn., told the agency executives. However, he took radio to task for its defensive and "somewhat nega- tive" attitude in face of "certain advertisers and agencies who went on a hysterical tv binge several years ago and haven't sat back and evaluated the picture." However, he said, "California, at least, radio has not lost business or its audience in competition with tv, he pointed out.

Referring to the Alfred Politz survey, Mr. Burke reminded the SCAAA members that "two out of three adults have heard radio at an average day," in tv areas. "The 40 million people in radio's daily audience listen for just under three hours a day. In the day, they listen while doing other things. In the evening, they listen exclusively."

Mr. Burke stated that radio is capable of reaching its audience while they are doing some- thing else, without interfering with their activities. "And, in California, where there are no major markets, it is a major market in itself, he declared. In the region, automobile radios outnumber tv sets, he pointed out.

Richard Moore, vice president and general manager, KTTV (TV) Hollywood, told SCAAA members that tv supplies the two principle supports of any sales effort—merchandising and advertising. "Television in Southern California is such a powerful selling tool that it is seldom used," he said. "In Southern California, at least, radio has not lost business or its audience in competition with tv, he pointed out. The only requirement for success is the correct use of tv advertising, he added.

Practice of running several tv spot announce- ments consecutively was defended by Mr. Moore, who stated objections arose mainly from agencies protesting high tv time rates. Actually, no evidence exists that this practice reduces impact of any single commercial, and writing and presentation remain principle factors in a commercial's success, he declared.

Kobak Attacks Network
Spot Participation Plans

NETWORK participation or spot programs "could put the representatives out of business," Edgar Kobak, WTTA Thomson, Ga., presi- dent of the Advertising Research Foundation, said last week in an address to the Broadcast Executives Club of Chicago. Mr. Kobak said, too, it would be an error to set up a tv sales promotion agency without network participa- tion (story page 27).

In discussing network spot activities, Mr. Kobak claimed the concept of program person- nel controlling all programs over the heads of advertisers is wrong. "When an advertiser buys time, as well as a network," he said, "he has a financial stake in the improvement of

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Everyone has something he does best...

...and chances are that the person who specializes in a single skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, exclusive attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

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<th>Harrington, Righter and Parsons, Inc.</th>
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<td>WBEN-TV</td>
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New York  
Chicago  
San Francisco  

television—the only medium we serve
Madsen Leaves KOVO
To Accept BAB Post

APPOINTMENT of Arch L. Madsen, vice president-general manager of KOVO Provo, Utah, as BAB's director of member service, effective today (Monday), was announced last week by Kevin Sweeney, BAB president. Mr. Madsen succeeds William Wyatt, who has resigned to join the A. C. Nielsen Co.

Madsen has been a member of BAB's board of directors for the past two years and has resigned from that post, started his broadcasting career on the engineering staff of KSL Salt Lake City 20 years ago. He was commercial manager of KUTA Salt Lake City in 1939 and was a co-founder and organizer of the Inter- mountain Network in 1940. During 1947-48 he served as director of commercial operations for KSL. In his new post, Mr. Madsen will operate out of BAB's New York headquarters.

John F. McBride, manager of marketing, General Foods; L. P. Roach, president of Sawyer Biscuit Co., and M. F. Peckels, consumer relations manager, International Harvester Co. The clinic will be devoted to the management view of advertising and distribution, including costs and product development.


BAILEY Elected AFCA President

Armed Forces Communications Assn. holds its eighth annual convention in Washington. Delegates hear of the role communications is playing in the nation's defensive efforts.

GEORGE W. BAILEY, executive secretary of the Institute of Radio Engineers, was elected president of the Armed Forces Communications Assn. for a one-year term at a meeting of the AFCA board in Washington last Friday, on the last day of the two-day eighth annual AFCA convention at the Shoreham Hotel.


Washington War Service

Mr. Bailey served in Washington during World War II as chief of the Office of Scientific Personnel under Dr. Vannevar Bush, director of the Office of Scientific Research & Development, and received the Certificate of Merit from President Truman. As a commissioned Navy amateur radio operator, he was president of the American Radio Relay League and of the International Amateur Radio Union from 1940 to 1952.

At the annual AFCA banquet Friday evening, Hal S. Dumas, executive vice president of AT&T, addressed the association on "Communications for Continental Defense," saying that "it is the American peacetime habit of using electrical communications universally that makes it a weapon immediately available for our defense."

He said 17 telephone companies, "from Western Electric, from AT&T's Long Lines Dept., and from the Northern Electric Co. of Canada, were involved in the recent announcement that the Coast Guard and merchant marine are forming a joint task force to fight the enemy."

Mr. Bailey was congratulated on his work with the American Radio Relay League and the National Amateur Radio Union from 1940 to 1952.

Trade Assns.

Duffy, Bonfig to Address Chicago 'Tribune' Forum

BEN DUFFY, president of BBDO, and Henry C. Bonfig, vice president of Zenith Radio Corp., will be among 24 speakers at the Chicago Tribune's fifth annual Distribution and Advertising Forum May 17-18.

Business and industrial leaders will discuss market advances that can help achieve higher living standards. The three sessions will be held in the audience studio of WGN, the Tribune station.

Mr. Duffy will be a panelist at the May 18 afternoon meeting on "Advertising to Raise the Standard of Living." Other speakers include Glenn Gundell, vice president, National Dairy Products Corp.; George H. Hartman, president of George H. Hartman Co., an agency; John H. Tinker Jr., senior vice president and creative director for radio-television, McCann-Erickson, and Chester Miller, copy supervisor, Leo Burnett Co.

A morning session will include Mr. Bonfig and W. Paul Jones, president of Serevic Inc.;
NOW on the AIR
with local "LIVE"
COLOR TV

ANOTHER "FIRST" FOR WKY-TV!
Local "live" color was first introduced to Oklahoma TV viewers in a five-minute telecast at 6 p.m. on April 8 by E. K. Gaylord, president of the Oklahoma Publishing Company and WKY Radiophone Co.

Now, with two complete camera chains in operation, WKY-TV is nation's first independent station to have a regular schedule of local "live" color programs. Far-sighted planning made it possible for WKY-TV to receive the first color cameras delivered to any independent station in America! This same foresight has been characteristic of every phase of WKY-TV's operation. That's why WKY-TV is FIRST in black and white television*—as well as COLOR!


In his symposium talk, Mr. Peterman said there is not "sufficient capacity" for handling messages in time of all-out attack, adding, "We have no test color by which we can activate and control systems to insure positive warning, free from possibility of mistake or misfire; systems which will reach into the perceptive range of every man, woman and child, including our workers, our accesssories, and our executives sealed in air-conditioned office buildings."

The Army, Navy and Air Force had electronic equipment on display. Signal Corps radio specialists from Fort Monmouth exhibited several experimental devices using transistors and printed circuits, including the "Dick Tracy" wrist radio. Also shown were a four-ounce amplifier and radar and photographic equipment.

Two new radio relay sets were shown, the smaller designed for vehicular use, to establish mobile radio relay facilities in front line positions, by spacing vehicles 25 miles apart, for multi-channel communications.

The larger radio relay set provides a 12-channel carrier telephone system and introduces automatic frequency regulation for tactical use for the first time.

NCAA Budgets $70,650

For '54 Grid TV Program

NCAA's executive committee last Wednesday approved a $70,650 budget for operation of the 1954 controlled football TV program already adopted by the association's membership. At the same time the committee heard and discussed a report on the whole football television program, including its organization and operation. NCAA has selected ABC-TV for games next fall [AT DEADLINE, April 26].

NCAA's video budget will be used to defray expenses for producing the control plan, according to Walter C. Byers, executive director. These include money for four or five meetings of the NCAA TV Committee and expenses incurred through the administrative offices of Asa Bushnell, NCAA TV program director.

The executive committee met Wednesday and Thursday and NCAA's 18-man policy council Friday and Saturday at Chicago's La Salle Hotel. The tv phase was only one of many matters taken up at the annual spring meeting.

Bernald Heads Korea Drive

GENE BERNALD, president of Pan-American Broadcasting Co., station representatives, last week was named chairman of the American-Korean Foundation's radio industry committee for "Help Korea Trains." He has contacted U. S. radio stations and other segments of the industry to obtain gifts of television broadcasting equipment to revitalize the Korean Broadcasting System, which was damaged during the Korean war, and also will seek new and used technical books, receiving sets, recordings, tapes, and other supplies and equipment. Headquarters of the radio division for "Help Korea Trains" is at the American-Korean Foundation, 20 Park Ave., New York.

SMpte Sets Color Film Reel Test

COLOR test film reel, which will be used as standard for all television station operators and equipment manufacturers, will be produced by the Television Committee of the Society of Motion Picture & Television Engineers, was announced last week.

The announcement was made at the 75th semiannual convention of the SMpte at Washington's Hotel Statler last week. More than 500 film and tv technicians were registered.

Entire Friday session of the convention was devoted to test film. Twelve "papers" were read on that subject.

In deciding to start work on a color test film reel, the SMpte tv committee determined that the test reel will be made up of sections from the four major manufacturers of color film—Technicolor, Ansco, DuPont and Eastman-Kodak.

Test reel will permit broadcasters and equipment manufacturers to check the performance of equipment, it was pointed out. A tv test reel for black and white film is standard for present monochrome operations, it was explained. This, too, was developed by SMpte.

Work on the test reel began early in June, it was decided. It was hoped to have the project completed by fall. Thomas Gency Veal of Eastman-Kodak is chairman of this committee.

The Television Studio Lighting Committee agreed to broaden its study of lighting standards by including non-network-owned station operators, it was announced. At present, major network technical leaders have been working on this subject. H. M. Gurin of NBC is chairman of this committee.

The convention also heard W. W. Watts, RCA executive vice president in charge of electronics products, declare that RCA may spend $30 million in establishing color tv as a new service to the American public. RCA already has spent $30 million in developing compatible color tv, he said.

Watts predicted that by July 1 there would be 75 cities interconnected for color tv, and that by the end of 1954 there would be more than 140 cities able to receive network color programs. There will be 125 stations able to show the test reel by then, Mr. Watts estimated, and their signals will cover 75% of the country's population.

The early days of tv were discussed by J. V. L. Hogan, consultant, New York.

Watts said for more critical studio practices in order to maintain the compatibility features of color tv was stressed by Richard S. O'Brien, CBS-TV. He indicated that light levels for color were two-and-a-half times those for black and white.

Color television light sources were discussed by Mr. Gurin.

Lighting contrast of 2:1 for best results is required in color tv, E. T. Percy and Mr. Veal, of Eastman-Kodak, explained. They also recommended background lighting to give illusion of depth.

Radar priority of the vidicon tube for film pickup was stressed by James L. Lahey, Dage Electronics Corp. Electronic shutter in tv film pickup was described by F. Cecil Grace, Allen B. DuMont Labs.

Axel Jensen, Bell Labs., spoke on the evolution of modern tv. NBC's mobile color unit was described by Sherman Atwood, NBC.

Use of an improved ultraviolet phosphor and photographic process in recording tv pictures were discussed by J. M. Brumbaugh and R. O. Drew, RCA.

RCA's NBC has recorded color tv signals was told by E. D. Goodale, NBC.

A 16mm continuous projector with an f/1.6 optical system, designed especially for color tv, was described by Otto Wittel, Eastman-Kodak. SMpte's fall meeting is scheduled for Oct. 18-22 at the Hotel Ambassador, Los Angeles.

Tactical Tv

ESTABLISHMENT of an experimental Tactical Television Unit by the U. S. Army Signal Corps was announced at the 75th semiannual convention of the Society of Motion Picture & Television Engineers, held in Washington.

If proven out in tests, the unit may revolutionize battlefield command," Capt. H. C. Oppenheimer, Army Signal Corps, told SMpte audience at the television sessions Friday.

Command of troops in battle has always been tenuous, the Signal Corps officer said. Runners, smoke signals, pigeons were used in the past. Now we have radio and wire communications. But television may permit a commander for the first time in warfare to eyewitness the events on the battlefield.

Tv has aided in several types of training, Capt. Oppenheimer said. It was found, for example, he explained, that one group, comprising the lower 50% in IQ standing, was aided "considerably" by tv instruction—compared with no difference in the group composed of the upper half in IQ standing.

Long distance viewing of contaminated or inaccessible areas is also a possibility with tv, he explained. This would be particularly valuable in atomic warfare, he said.

IBA Clinic Studies

News Access Rights

ALL NEWS MEDIA have a common cause in keeping open the channels of communication, newsmen were told at a radio-rev newspaper clinic conducted jointly by the Illinois Broadcasters Ass'n and U. of Illinois in Springfield.

A radio news director and newspaper editor joined in urging radio-rev newsmen to unite with printed media in making the first Illinois AP Freedom of Information Clinic in Springfield a success. The session will be held this Friday (May 14), with access to news as the key topic [BT, May 3].

About 50 Illinois radio-rev broadcasters attended the Urbana clinic, with the first day (April 30) devoted to problems of political broadcasting and access to news sources. Second day was devoted to television news.

Glen L. Farrington, WTAX Springfield, recalled his eight-year fight to open the Illinois legislature to news coverage. He finally achieved success last year, with backing of IBA and the Chicago Radio Newsman's Ass'n. WTAX-FM broadcast direct from the house chamber and WTAX carried weekly taped reports. Mr. Farrington urged broadcasters to avail themselves of this coverage right.

Martin J. Gagie, executive editor, Danville Commercial News and chairman of the Illinois Freedom of Information Committee, called on broadcasters and newspapermen to unite on that front.

Bob Boaz, day news editor, WHAS-AM-TV,
nothing **Works Like Wantmanship**

What you're selling is better than most people have. What you need is **Wantmanship**, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-C, Columbus, where stars put your advertising on selllevision. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

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the **CROSLEY GROUP**

Exclusive Sales Offices:

New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood
TANKER OFFICER Durward Knight uses sextant to "shoot the sun." He started as mess man 9 years ago — now is chief mate on tanker. All top men in marine department of Knight's company started out "on the deck."

GEOLOGIST Bill Alexander, a Texas A & M grad, plots subsurface "fault" pattern of oil field. Now in development section of his company's Geological Department. Bill's work helps guide future drilling operations.

RESEARCHER Betty Meehan is a specialist on oil-based synthetic detergents in East Coast oil company labs. Like many young women in oil science, Betty is ideally suited for research on products used by housewives.

SALES MAN Jerry Chase, 27, helps another young man get started in the service station business. An ex-GI and Columbia graduate, Jerry began on fuel oil truck 3 years ago — now has own sales territory in New Jersey.

REFINERY ENGINEER Arthur Smith, 30, a Stanford graduate, began as junior technologist in oil company lab. Though Korean Navy duty interrupted career, he now supervises toluene plant in West Coast refinery.

DRILLER John B. Farrell "makes hole" 11,000 feet down at an exploratory well near Longville, Louisiana. Starting in the oil fields as a floor hand, or "roughneck," Johnny now has full charge of a 5-man drilling crew.

OPPORTUNITY KNOCKS FOR YOUNG AMERICANS

The young people pictured here have one thing in common: like thousands of other young Americans, they are busy building successful careers with U.S. oil companies.

They have all found that initiative, imagination and hard work get quick recognition in this progressive, highly competitive industry. For every oil company needs these qualities in its constant efforts to stay ahead of competition.

Everybody benefits from the fact that oil is a business where young people can get ahead. Because the best way for them to succeed is to help create better, more efficient products and services. This is another important reason why you enjoy the finest oil products at the world's lowest prices.

Note to college and high school students: For a free booklet, "Careers in Petroleum," write to the American Petroleum Institute, Box 172, 50 West 50th Street, New York 20, N.Y.

JOBBER JamesBelloc, Jr., an ex-GI, graduated from Lafayette — went to work for Dutchess County, N.Y. oil jobber as fuel oil salesman. Now, only 3½ years later, he is operations manager for the entire company.

PIPELINE ENGINEER Joe Cornelia, 25, checks pumping station. With engineering degree from S. M. U., Joe went into the field as pipeliner, worked as draftsman — now is inspector on new pipeline construction.
Louisville, told delegates that tv used rightly can give local news back to the people. He suggested a daily newswrap with support from authoritative newsmen for on-camera work. This type of coverage will "pay in the cash till, in prestige, in public regard for your action, and in good will, in such competition." He said a short newswrap could be produced at a cost of about $500 a week.

Other speakers included Dix Harper, WLS Chicago, who discussed radio's changing role with fast-tracking; Gordon Ellis, market research consultant, and Gordon F. Christiansen, Decatur, Ill., who counted how much of good news radio will "pay in prestige," canLouisville, explored community news coverage; John Allen, WBBM-TV Chicago, who stressed morning news shows.

Mr. Tormey said advertising is coming back to the people. He noted heavy attendance of supermarket operators and claimed, "The growth of hard-selling premium promotions in supermarkets has been phenomenal during the past year." Manager of the exhibition was A. B. Coffman Assoc., Chicago.

Tormey Criticizes 'Big 3' Soap Firms

AMERICA needs another washday product like Carter needs more pills—at least that's the opinion of William J. Tormey, vice president and director of sales and advertising of White King Soap Co., Los Angeles. He said as much to the 21st annual National Premium Buyers Convention in Chicago last week. He illustrated the lack of such a need during his ad lib talk by tossing soap flakes boxes into the orchestra pit and onto the stage of the Eighth St. Theatre.

Mr. Tormey's talk was the highlight of a four-day convention of the Premium Adv. Assn. of America, which convened at the Conrad Hilton Hotel. Over 2,000 advertising executives, merchandising managers, retailers and manufacturers attended the Monday-through-Friday meet.

Mr. Tormey appeared as a panel speaker last Tuesday along with Dr. Daniel Starch, president of Daniel Starch & Assoc., New York, business research consultants, and Gordon Ellis, merchandising director, P&G, Chicago. Mr. Tormey's target was the "Big Three" of the soap industry—Procter & Gamble, Lever Bros., and Colgate-Pamolive Co.—which he charged had preempted the advertising business in broadcast and printed media. He described P&G as the No. 1 spender in advertising, Lever Bros. as No. 3 and Colgate as No. 5. White King spends less than 1% of the advertising in 11 western states, he added.

Spots Crowded

Mr. Tormey said P&G has most of the morning spots on CBS and the afternoons on NBC, "so that when you, as a regional advertiser, try to get a good spot, it's pretty difficult." He closed the list of programs sponsored by the three major soap companies.

Despite this, Mr. Tormey concluded, "we sell more White King soap in the 11 states where we operate than all other soaps combined."

Dr. Starch discussed readership studies concerning premium advertisements, how premium offers affect readership and whether they influence the responsiveness of readers.

He noted that his firm has records of "preference, acceptance and ownership of durable products"—radio-television receivers and others—and has analyzed and compared these factors among readers and non-readers immediately after their appearance.

Dr. Starch's conclusions were these: Advertisements (1) should be acceptable, helpful, informative and not full of generalities, irrelevancies and "dull, stale, worn out copy"; (2) should not be "blatant," exaggerated and "incredible."

Mr. Ellis lifted a definition from a book by Herbert Wilson: "Merchandising is marketing strategy to get the right product to the right people at the right time in the right quantity at the right time in the right line—merchandising is strategic action to move merchandise." Merchandising and selling by repeating your story, he told delegates, means more demand for more products and more coupons for more premiums.

Among the industries with buyers at the exposition were oil, soap, grocery products, cosmetics, retailers and appliance manufacturers. Gordon C. Bowen, PAAA president, noted heavy attendance of supermarket operators and claimed, "The growth of hard-selling premium promotions in supermarkets has been phenomenal during the past year." Manager of the exposition was A. B. Coffman Assoc., Chicago.

Washington IRE Unit Talks About Uhf Problems

UHF TV—"Problems and Prospects"—is scheduled to be discussed before the Washington (D. C.) section of the Institute of Radio Engineers today (Monday) at the Pepco Auditorium at 8 p.m.

Featured speakers will be FCC Commissioner George E. Sterling, Robert G. Morlock, on strata- mitters, and RCA's Wen Juan Pan, on receivers.

More than 300 registrants heard papers on various aspects of tv technology April 24 at the Eighth Annual Television Conference of the Cincinnati Section of the IRE at the Engineering Society of Cincinnati Bldg.

Among the featured speakers were Axel Jensen, Bell Labs, on color tv; Ralph S. Brown, Sylvania, uhf tuners; Jack Avins, RCA Labs, IF amplifiers; J. P. Roneto, Raytheon, semi-conductors; R. E. Bohr, Federal Telecommunications Labs, 12.5 kw uhf transmitters; James G. Reeves, CBS Labs, chromaode color system, and Willmar K. Roberts, FCC, interference.

Richard A. Maher, Avco, and Dr. D. W. Martin, Baldwin, were moderators.

New Mexico Broadcasters Elect Tucker President

MERLE TUCKER, KGAK Gallup, was elected president of the New Mexico Broadcasters Assn. at its meeting in Ruidoso last month. Others elected were Wayne Phelps, KALG Alamogordo, vice president; A. M. Cadwell, KOAT Albuquerque, treasurer, and Margaret H. Wettling, secretary.

The association unanimously approved a set of rules for broadcasting games under jurisdiction of New Mexico High School Activities Assn., which has not yet acted. The rules specify no charge will be made for broadcast rights. The high school group reserves the right to sell tournament sponsorship to a major company which in turn may specify stations to carry the broadcast, with all stations entitled to carry events provided they do not sell spon- sorship competitively.

Radio Sells Homes

CONTINUED selling power of radio was demonstrated through a survey of purchasers of 33 homesites in Holly Manor development, Wilmington, Calif., when 60% reported they first heard about the $11,300 homes on KOWL Santa Monica.

Tract executives directed a sales mes- sage to southern California Negro and Mexican audiences in a three-week campa- ign, using a total of 52 spot announce- ments on Joe Adams and Chico disc m.c. programs. The entire tract was sold out.

Tiv Sales Match 1953's; Radio Total Shows Decline

SALES of TV receivers at retail totaled 1,780,795 in the first 13 weeks of 1954, according to Radio-Electronics-Tv Mfrs. Assn. The figure compares with 1,780,899 sets sold in the first quarter of 1953.

While sales of tv sets matched last year's total for the quarter, retail sales of radio sets were 1,059,336, well below the 1,438,866 sets sold in the same 1953 period. March retail tv sales totaled 512,861 sets compared to 536,017 in February and 603,704 in March 1953. March radio sales totaled 486,314 sets compared to 262,679 in February and 516,618 in March 1953. The radio figures do not in- clude auto sets.

RETMA had reported earlier that 1,096,652 auto sets had been produced in the first quarter last year, 370,249 of them in March. Most auto sets are sold direct to auto manufacturers and are not included in the retail set figures.

Sale of cathode ray picture tubes totaled 759,468 in March compared to 645,715 in February and 974,154 in March 1953. Re- ceiving tube sales in March totaled 29,063,484 compared to 25,189,147 in February and 44,691,200 in March 1953.

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Nielsen Analyzes
Tv Costs for Group

Facts & Figures

Nielsen Analyzes
Tv Costs for Group

COST-PER-THOUSAND commercial minutes for tv programs sponsored by makers of radios, tv sets and electrical appliances ranged from $1.50 to $10.40, according to an analysis made by A. C. Nielsen Co. This commercial-minute base was used to permit comparison of differ- ences of commercial time in programs of varying lengths, it was explained.

Other findings of the study:

1. Monthly unduplicated coverage of tv homes ranged from 16.5 million for a weekly show, down to 1.8 million for a bi-weekly pro- gram.

2. Cost-per-thousand homes reached in a week ranged from a low of $4.30 to a high of $34.20.

3. Total number of commercial impacts per month per program ranged all the way from 5 to 220 million.

4. Total monthly expenditures of individual companies in relation to commercial impacts per month varied widely; one company spent virtually twice as much as another to achieve the same number of impacts.

Nielsen Analyzes
Tv Costs for Group
Passing lures don’t take away our listeners. We stack up . . . for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

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FACTS & FIGURES

‘Lucy’, ‘Dragnet’ Head Nielsen’s Latest List

CBS-TV’s I Love Lucy and NBC-TV’s Dragnet, in that order, headed the A. C. Nielsen Co. top 10 evening, once-a-week network tv shows for the two weeks ending April 10, the marketing research firm reported last week. The ratings:

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>16,384</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>15,321</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>12,830</td>
</tr>
<tr>
<td>4</td>
<td>Gillette Cavalcade (NBC)</td>
<td>13,563</td>
</tr>
<tr>
<td>5</td>
<td>Bullock-Barlow Show (NBC)</td>
<td>13,446</td>
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<tr>
<td>6</td>
<td>Rodgers &amp; Hammerstein (NBC)</td>
<td>11,995</td>
</tr>
<tr>
<td>7</td>
<td>Jackie Gleason Show (CBS)</td>
<td>11,999</td>
</tr>
<tr>
<td>8</td>
<td>Ford Theatre (NBC)</td>
<td>11,524</td>
</tr>
<tr>
<td>9</td>
<td>Godfrey’s Scouts (CBS)</td>
<td>11,445</td>
</tr>
<tr>
<td>10</td>
<td>Toast of the Town (CBS)</td>
<td>10,653</td>
</tr>
</tbody>
</table>

PER CENT OF TV HOMES REACHED

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>58.9</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>56.1</td>
</tr>
<tr>
<td>3</td>
<td>Gillette Cavalcade (NBC)</td>
<td>48.3</td>
</tr>
<tr>
<td>4</td>
<td>Jackie Gleason Show (CBS)</td>
<td>47.4</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>47.0</td>
</tr>
<tr>
<td>6</td>
<td>Bullock-Barlow Show (NBC)</td>
<td>47.0</td>
</tr>
<tr>
<td>7</td>
<td>Rodgers &amp; Hammerstein (NBC)</td>
<td>44.4</td>
</tr>
<tr>
<td>8</td>
<td>Godfrey’s Scouts (CBS)</td>
<td>44.1</td>
</tr>
<tr>
<td>9</td>
<td>Ford Theatre (NBC)</td>
<td>43.6</td>
</tr>
<tr>
<td>10</td>
<td>Toast of the Town (CBS)</td>
<td>42.4</td>
</tr>
</tbody>
</table>

Copyright 1954 by A. C. Nielsen Co.

Radio Gains Listenership
In Tv Homes, Says Nielsen

RADIO listening in tv homes is increasing, according to A. C. Nielsen Co. data. During the first five months of the 1953-54 season (Sept.-Jan.) the average tv family used radio 1 hour and 46 minutes a day, compared to 1 hour and 41 minutes for the same months the previous year.

January registered a new all-time high for time spent viewing tv per home, with an average of 5 hours, 46 minutes a day, Nielsen reported. The same month of 1953 and 1952 were previous highs, only one minute less per home per day.

February Radio Shipments
Top January’s by 16,698

RADIO set shipments to dealers in February were 16,698 higher than the previous month’s figure, according to Radio-Electronics-Tv Mfrs. Assn., with 291,234 sets shipped as compared to 274,536 in January. The shipments do not include auto sets.

Radio set shipments to dealers by states for the first two months of 1954 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>6,589</td>
</tr>
<tr>
<td>Ariz.</td>
<td>2,065</td>
</tr>
<tr>
<td>Ark.</td>
<td>2,939</td>
</tr>
<tr>
<td>Calif.</td>
<td>30,498</td>
</tr>
<tr>
<td>Colo.</td>
<td>2,830</td>
</tr>
<tr>
<td>Conn.</td>
<td>9,075</td>
</tr>
<tr>
<td>Del.</td>
<td>1,236</td>
</tr>
<tr>
<td>D. C.</td>
<td>5,738</td>
</tr>
<tr>
<td>Fla.</td>
<td>15,562</td>
</tr>
<tr>
<td>Ga.</td>
<td>8,011</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,086</td>
</tr>
<tr>
<td>Ill.</td>
<td>30,697</td>
</tr>
<tr>
<td>Ind.</td>
<td>11,618</td>
</tr>
<tr>
<td>Iowa</td>
<td>5,800</td>
</tr>
<tr>
<td>Ky.</td>
<td>4,708</td>
</tr>
<tr>
<td>La.</td>
<td>6,651</td>
</tr>
<tr>
<td>Me.</td>
<td>1,628</td>
</tr>
<tr>
<td>Md.</td>
<td>11,909</td>
</tr>
<tr>
<td>Mich.</td>
<td>18,781</td>
</tr>
<tr>
<td>Minn.</td>
<td>6,503</td>
</tr>
<tr>
<td>Miss.</td>
<td>8,030</td>
</tr>
<tr>
<td>Mont.</td>
<td>7,987</td>
</tr>
<tr>
<td>Neb.</td>
<td>2,456</td>
</tr>
</tbody>
</table>

TOTAL 565,770
WSM Wins Top Programming Award in

21st ANNUAL
VARIETY SURVEY OF
SHOWMANAGEMENT

THE CITATION

"There's gold in them thar hills, and out of music of the hill country, WSM has mined itself a mint of billings, and an 18-carat position among radio stations of the nation. More than that, a solid-gold niche in the pop music business, as a maker of hits, a discoverer of talent, and proud pappy of country-style music that's such an important ingredient on the air everywhere, and in jukeboxes coast-to-coast.

"WSM's unique position is no accident. It's the result of its continuing conviction that radio is healthy and important, and backing up of that conviction with year-after-year investment in live programs, live talent. The Nashville Story which has made this southern city one of the major pop music centers of the U. S. A., is largely the WSM story.

"This is the station that today has on its talent payroll 241 — count 'em — 241 performers. This is the station that last year fed nearly 1,000 individual programs to the networks. And this is the station that not only programs coast-to-coast via its flock of network feeds, but also, in a sense, programs hundreds of staffs all over the country, through the hundreds of disks cut each year on dozens of labels by its big battery of talent.

"More and more, AM stations are giving up their roles of discovering and developing new talent — except for an occasional WSM which finds and builds stars like Snooky Lanson, and when it loses them to New York or Hollywood, goes right out, scouts the hills and towns, and comes up with new ones.

"Institutions like 'Grand Ole Opry' are just a small part of the WSM operation. In fact, while country music is the mainstay of WSM's programming, it's not so widely known that WSM also does a fine job in programming other types of music — jazz, standards and even classical.

"Disk jockeys and turntables are a necessary and important part of AM broadcasting in era of video, but in the WSM story there's a mighty moral for some other big-time stations. Maybe the small stations can't afford it, but there certainly are a couple of dozen other big-city stations in this country that would find themselves winning new audiences and bigger ratings by going in for the big sound, the live sound. Their battle-cry could well be: bring 'em back alive."

WSM Nashville Clear Channel • 50,000 Watts

Broadcasting • Telecasting May 10, 1954 • Page 47
EXCLUSIVE' TERRITORY RULE
CHANGE DRAWS FEW BRIEFS

But NBC tells FCC the proposal actually would cause economic loss to stations, is unworkable and would lessen inter-network competition. Part of stations filing have different opinion.

ONLY a bare handful of comments were filed with FCC last week on the Commission's proposal to restrict a TV station's "exclusive" rights to network programs to the community where its channel is allocated rather than to the coverage area [BW, April 5].

NBC contended the proposed rule change is unworkable, would actually affect the economic loss to stations and result in lessened competition among the major networks. Only other opposition was filed by ch. 8 WNHC-TV New Haven, Conn.

Comments in support of the rule change were filed by ch. 15 WLBR-TV Lebanon, Pa.; Valley Telecasting Co., permittee for ch. 5 at Green Bay, Wis.; ch. 39 KNUZ-TV Houston, Tex.; ch. 42 WTM-TV Neenah, Wis., and Summit Radio Corp., operator of ch. 49 WAKR-TV Akron, Ohio.

Specifically, FCC would amend Sec. 3.658(b) of its chain broadcasting rules so as to substitute "community" for "area" in describing the scope of territorial exclusivity. The change, FCC indicated, would prevent an affiliate from any principal city from keeping a network show off a station in a nearby market even though the first station did not wish to carry the program.

In its brief, NBC held that the change would encourage duplication of program service and inefficient use of television channels. NBC said "one of the fundamental objectives of the network rules was to provide a workable basis upon which territorial exclusivity could be granted to a network affiliate. It was recognized that some measure of exclusivity was a requisite of successful network operations and that duplication of the same network programs in the same service area should be avoided."

NBC said it is clear from the history of 3.658(b) "that the rule has never deviated from the original Commission principle that '. . . it would be wasteful duplication of service for a network simultaneously to send identical programs to stations whose service areas approximately coincide.'"

NBC cited Petition by Moline Besyg. Corp., 5 RR 466 (1949) as "a forceful example of the application of this principle. In that proceeding a radio station was seeking a network affiliation and charged that it was being prevented from getting network service by the actions of another radio station which was an affiliate of the network in question. The evidence showed that the station of the petitioner was within the primary service area of the second station." The petition was denied, NBC recalled and noted that in its memorandum opinion the Commission stated:

"The chain broadcasting rules and Sec. 3.102 particularly express two policy considerations. The first consideration is that a station should not enter into a contract with a network whereby the network is precluded from offering its programs to a station serving substantially different areas. On the other hand, it is consistent Commission policy to prevent a duplication of programs by stations serving substantially the same area in order to achieve a maximum utilization of radio frequencies."

Direct Conflict

The change proposed by the Commission in 3.658(b) is in direct conflict with this second policy consideration, NBC said. "It would ignore the fact that a station's signal does not stop at the city limits of the community in which the station is located. It would substitute artificial political boundaries as the measure of protection for a station's signal in lieu of the common sense standard of whether the signal strength is adequate."

NBC cited examples of separately listed communities in the table of assignments which are geographically separated by relatively short distances, using the New York-New Jersey-Connecticut area.

The NBC brief pointed out that the proposed rule is designed to encourage the broadcasting of the same network programs by a station in each of these communities, but said that for cities as close as Stamford and Norwalk (8 miles), or Hartford and New Britain (8.5 miles), "this would make no sense economically. Except for isolated cases based on unusual considerations of local interests, advertisers will not buy both stations since there will be substantial duplication of coverage. More important, the listeners in the area of the two stations will be deprived of a choice of program service if both stations carry the same programs."

An "absurd result" is reached if the new rule is applied to those cases where a channel has been assigned to a suburban community of a principal city primarily for the purpose of serving that city, NBC argued.

If the proposed rule is adopted, "NBC will
Basic Buy Because:
KRNT is the Hooper leader morning, afternoon, and evening (and has been for years!). In the morning, KRNT leads with an audience share of 48.8%. In the afternoon, KRNT leads with an audience share of 50.4%. In the evening, KRNT leads with an audience share of 41.8%. (Des Moines Hooper Report, Feb., 1954). KRNT is the only Des Moines station that can talk Hoopers!

Basic Buy Because:
KRNT is the Know-How, Go-Now station in Des Moines... the only Des Moines station which builds audience through a daily newspaper radio column, as well as display advertising and many other promotion features... the showmanship station affiliated with KRNT Theater, world’s largest legitimate theater... the station which has one rate for everyone, with no PI, no deals.

REPRESENTED BY THE KATZ AGENCY

Basic Buy Because:
KRNT is the station with the stars... CBS plus Don Bell, Iowa's favorite disc-jockey... Bill Riley, long-time popular emcee with the great new mid-afternoon participating show... Smokey Smith, Central Iowa's most popular Western and country-music star... Elizabeth Clarkson Zwart, veteran Tribune columnist with outstanding morning "radio column"... Al Couppee, Iowa's "Mister Sports"... Al Rockwell, late-evening music authority.

Basic Buy Because:
KRNT is the station Central Iowa depends on for news. Everyone knows such names in news as Russ Van Dyke, Paul Rhoades, Don Solidey, Tribune columnist Gordon Gammack, and Mac Danielson. It takes a BIG, FULL-TIME staff of professional news- men — with "beat" reporters — to run the NEWS CENTER for Central Iowa. That's why any KRNT quarter-hour newscast is the most-listened-to newscast in Des Moines!
THE TIME?

Well, It's Time to Utilize WFBG Television Coverage

IF YOU ARE NOT ALREADY DOING SO!

- Television Families, 418,798
- Retail Sales $1.9 Billion
- Tower Height, 990 Feet Above Average Terrain

The Only Station You Need to Cover the Rich Pennsylvania Area Between Pittsburgh and Harrisburg

The Gable Broadcasting Co.
ALTOONA, PA.
ABC NBC DU MONT
Represented Nationally by H-R Television, Inc.

be forbidden from assuring its uhf affiliates in Macon, Ga., that NBC Television Network programs will not also be broadcast by the vhf station allocated to Warner Robins, Ga. Obviously, the Commission did not intend such a result.

"If two stations which serve substantially the same area, but which are located in different communities, carry the same network service neither will realize its full economic potential," NBC contended. "Advertisers will either not buy the duplicate coverage or will insist on an adjustment in rates to reflect the overlap in circulation. Consequently, stations which find themselves in this position will necessarily have lower station rates for network programs."

Program Popularity

Citing multiple affiliation practice in markets with less than four stations, NBC said, "in such cases, the tendency has been for the networks with the greatest number of popular programs to secure most of the available time on the stations which accept programs from more than one network. This has made it very difficult for the networks with fewer popular programs since they have not been able to assure advertisers of satisfactory clearances.

"With more and more new stations coming on the air every day this situation is fast being remedied. However, the proposed rule would have the effect of arresting this development in many market areas."

WNHC-TV said "territorial exclusivity is for the protection of the affiliate, not the network; and it is just as vital to the affiliate as is option time to the network.

"The public interest is protected so long as network programs are being carried by one station rendering service to an area; and the public interest is no better served by duplicating such programs on other stations rendering service to substantially the same area."

WNHC-TV argued that the only appropriate inquiry the Commission should make is what constitutes adequate "service." It said, "if in fact the affiliate renders service to an area, it is just as important that it have the right of first call on network programs throughout that area as it is that it have such right within the city in which it is located and in other unlisted cities within 15 miles thereof. The 15 mile criterion, which was arbitrarily selected for allocation purposes, bears no reasonable relation to the service areas of particular television stations."

'Preserve Independence'

The chain broadcasting rules were primarily intended "to curb the power of the major networks and preserve the independence of their affiliates," WNHC-TV said. "The proposed change in the concept of territorial exclusivity, however, weakens the position of television affiliates and strengthens the position of the networks."

Summit Radio held the proposed rule should be adopted "because the existing chain-broadcasting rule as to 'territorial exclusivity' permits arrangements, agreements and understandings between networks and their owned and operated or affiliated stations which unreasonable preclude stations in other communities from obtaining network programs and/or affiliations.

"It is unreasonable for television networks and their owned and operated or affiliated stations to combine to restrain television stations not owned and operated nor affiliated with such networks, located in other communities, from affiliating with or broadcasting any programs desired of the networks. These restraints have in the past prevented, and would, in the absence of the proposed rule, continue to prevent such
A home run in the living room

Once again this season, WCCO-TV is bringing exclusive telecasts of Minneapolis and St. Paul American Association baseball to the fabulous Twin City market. Vivid sports telecasts are a traditional part of the WCCO-TV schedule—for WCCO-TV . . . in sports as in everything else . . . is the familiar "other member of the family" to 2½ million men, women, and children in our 62 county home area.

With this red-hot sports audience
A hit reaches 760,000 homes
Each game is a sell-out
Every pitch counts

WCCO-TV's year-round sports schedule offers a chance for a smart sponsor to slide safely into the real home base—that family circle reached best in the Northwest by WCCO-TV. Call Free and Peters for the complete line-up.

WCCO-TV
The other member of the family
Minneapolis—St. Paul

CBS
that good has failed rule, for programs, for audience and for advertising revenues."

Although generally supporting the proposed rule, ch. 39 KNZU-TV told the Commission it would not help in the Houston area since FCC has failed to deny the bid of ch. 11 KXUL-TV Galveston to move its transmitter site so as to put a primary signal into Houston. Citing the WSPA-TV Spartanburg precedent, KNZU-TV contended it has been blocked from getting good network affiliations and shows because of the entrance of the new vhf signal.

"Insofar as the Houston situation is concerned and based upon KNZU-TV's past experience, the uhf station said, "it is evident that the proposed change in the network territorial exclusivity rule will merely improve KNZU's legal position in any effort which it may make to invoke the anti-trust laws against the network companies and KXUL-TV. From a practical standpoint, however, it can be anticipated that the networks will merely repeat to KNZU what they have said in the past, viz.: 'We just can't force advertisers to take you.'"

Networks Won't Sell UHF

"It is therefore clear that the network companies will either make no contract at all for Houston, or if they do, they will make no effort to sell a uhf outlet, such as KNZU-TV, but instead will rely on their non-exclusive Galveston contract to cover that market."

Lebanon's ch. 15 outlet, WBRT-TV, related it has contacted all four networks "in an effort to obtain network service, even on a bonus basis," but in each case "it has been indicated that due to affiliations with stations in Harrisburg, York, Lancaster and/or Reading it appeared that the services would be overlapping.

WBRT-TV asserted it "has established to its own satisfaction that it has a respectable viewer audience" but "finds it exceedingly difficult to sell time against the network stations in the area." The station said it "believes that unless it is able to obtain a network affiliation, it will not be able to achieve financial success within a reasonable period."

Adoption of the proposed rule, the petition said, "although not compelling networks to affiliate with stations such as WBRT-TV, will permit the networks to exercise more freedom in their selection of stations and may thus permit stations such as WBRT-TV to obtain network services and thus compete successfully with other stations."

Valley Television contended it "is a victim of the ineffectiveness of the Commission's rules in achieving the objective that television stations serve only one principal community."

Valley explained it was granted ch. 5 at Green Bay on March 10 while FCC earlier had approved ch. 11 WMBV-TV Marinette, Wis., 49.5 miles distant, with Green Bay outside the Grade A contour of WMBV-TV.

WMBV-TV Gets NBC

Valley noted WMBV-TV's owner also is licensee of WMAN Marinette, an NBC affiliate, but the tv station did not affiliate with that network until February "when the Marinette company conceived a plan of moving its transmitter site further to the south in order to provide the city of Green Bay with a signal in excess of 77 dbu." After the change was granted and Valley indicated its intention to protest, WMBV-TV "suddenly requested the Commission to rescind its recent grant of transmitter location change."

Valley said this "matter has been the subject of numerous pleadings" before the Commission in which WMBV-TV alleged the move was designed specifically to establish an additional station in Green Bay "despite the fact that the Commission in its table of allocations allocated ch. 11 to serve the local needs of Marinette."

Don C. Wirth, vice president of WNAM-TV, submitted his letter to the Senate Communications Subcommittee on the uhf problem which cited the Green Bay situation and suggested uhf stations be limited to transmitter locations not more than 10 miles from the principal city to be served. Recalling its efforts to get network programs, the ch. 42 station wrote Sen. Charles E. Potter (R-Mich.), subcommittee chairman, in part:

"In New York, early in 1953, we were told that NBC-TV would not be able to give us an opinion on affiliation until after Milwaukee moved from ch. 3 to ch. 4 with 100 kw. When the move was made it was clear that Milwaukee and NBC-TV did not have primary coverage in this market; we again asked for an affiliation. On our second request we offered to pay NBC-TV $5,000 per year to take a bonus station, even paying the costs of network lines."

At late as Dec. 1953 we were informed that NBC-TV would not likely affiliate with us. We quoted from a letter signed by Tom Knodle of NBC-TV, "Obviously this conclusion has been reached on the basis of drawing board information, and our final position with respect to Neenah-Menasha can't be determined until the Marinette-Green Bay facility is in operation. We feel, however, that the best interests of all parties involved will be served by not affiliating with WNAM-TV at the present time."

"This brings up the first statement we should like your Committee to consider. Allocation plan of the FCC Sixth Report. This plan allocated two uhf channels to Green Bay, Wis., and one uhf to Marinette, Wis. The FCC has recently applied to grant the Marinette facility a transmitter location at Marinette, Wisconsin, which is 20 miles from Green Bay. The proposed site is closer to Green Bay than Marinette."

It is our humble opinion that the grant of this...
February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation.

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show... your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

**WKMH**
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

**WKHM**
JACKSON
1000 WATTS

**WKMF**
FLINT
1000 WATTS

Presented by Headley Reed
location actually places three vhf stations in the Green Bay area—and such action prohibits WYAN- TV from receiving an affiliation with NBC-TV, since the Marinette station is classified by NBC as their “Marinette-Green Bay facility”, and that such action does not make the best use of the facility because an area north of Marinette, Wis., will not receive primary television service as a result.

WGAY Racing Shows Cited

PRE-HEARING McFarland notice was sent by FCC last fortnight to WGAY Silver Spring, Md., advising the by “substantial” periods of the Grand National. The notice was passed despite objections by Republican Rep. Gardner Campbell (Wash) that it infringes upon the Purves and by Democratic Rep. John P. McMorrow (Boston) that it violates both the Massachusetts and U. S. Constitutions. Rep. McMorrow said it is “discriminatory” to say that reporters and cameramen for newspapers can come in to a hearing, but that TV personnel cannot.

Massachusetts Bill Bans Radio-TV From Hearings

THE MASSACHUSETTS House last week in Boston passed a bill to bar radio-tv broadcas- tin, and TV networks from public hearings in which testimony is being taken under oath. The bill was passed despite objections by Republican Rep. Gardner Campbell (Wash) that it infringes on freedom of the press and by Democratic Rep. John P. Mc-

McMorrow (Boston) that it violates both the Massachusetts and U. S. Constitutions.

AN OFFER TO PAY $10,000

My name is Edward Lamb. I am a newspaper publisher, Attorney, broad-
caster and manufacturer. I am an independent in politics.

Over the past decade I have signed many affidavits stating that, "I am
not now and have never been, directly or indirectly, a member of the communist
party at any place and I have never been a member of any other organizations
which have any anti-American objectives, nor have I ever been a member of any organization
listed on the Attorney General’s list of subversive organizations."

On many occasions I have had judicial findings establishing correctness of
such statements. Recently, however, after certain personnel changes on the Federal
Communications Commission at Washington, D. C., there was issued a statement that
said organization had in its possession “certain information containing charges which
rest on the statements concerning the correctness of averments made in such sworn testimony
and affidavits.”

My legal counsel has made numerous requests that the unknown persons
making such wicked, unsubstantiated charges be identified, but thus far the names of
such persons, if they exist, have been refused us. When we discover the identity of any
person who makes such a scurrilous charge, especially if he makes it without
immunity, you may be sure that he will face criminal and civil prosecution.

However, we all realize that in these troubled days, there are abroad in
our beloved land a growing list of persons who may be induced to bear false witness
against their neighbors. These character assassins, informers, professional witnesses,
purveyors of evil, all seem to function best when financial rewards are dangling before
them. Obviously, no decent American citizen enjoys being a victim of a smear
campaign or a frame-up, even if motivated by one’s competitors.

Therefore, I am hereby making an offer of $10,000.00 (said sum having
been deposited in escrow at The Ohio Citizens Trust Company, Toledo, Ohio), to be
paid to any person or persons who can disprove the truth of my non-communist affi-
davits before a court and jury of competent jurisdiction. Whether stooges of unscrut-
ulous competitors, persons on or off a government payroll, such a sum will be paid to the
person wreckers of the facts set forth in my affidavit as aresaid.

I make this offer in the interest of stopping vile rumor-mongers, hysterical
character wreckers, or others who would intimidate or threaten our cherished freedoms.
After all, the glory of America must continue to lie in our wholesome spirit of free
inquiry, self-assurance in the strength of our spiritual and material premises, and
confidence in our own mutual ability to build towards a healthy future.

Edward Lamb

P.S. We will be glad to make available to anyone interested a half-dozen letters of context from Professor Schlesinger, Professor Chettle, Judge-

McGovern, and other reputable witnesses. Stewards, Edward Lamb for his.veterinary, writ-

ings, and speeches attacking crimer, character assassination as well as other material which will go to establish the

truth of the non-communist affidavits.

J. Howard McGrath, Executive Vice President
Edward Lamb Enterprises, Inc.
Edward Lamb Building
Toledo, Ohio

UHF Hearing Has Chance To Start As Scheduled

Barring the unforeseen, Sen. Potter plans to hold the hear-
ings from May 19-21.

POSTPONE-ITIS that has beset the pending hearing in the Senate all but disappeared last week as word came from Senate Communi-
cations Subcommittee Chairman Charles E. Potter (R-Mich.) that he expects the May 19-
21 hearing to be held as scheduled.

Hopes were felt for awhile in Washington when it was speculated that the prolonged
McCarthy-Army controversy might serve to force still a third postponement of the hearing
on uhf and multiple ownership.

Sen. Potter is a member of the Senate in-
vestigations unit which is probing the McCarthy and Army charges.

The uhf hearing picture otherwise remained much the same last week. No changes
were announced in the list of witnesses (see listings, B+T, May 3).

Other developments:

- WFPV-TV Atlantic City, N. J., asked FCC to authorize suspension of the uhf ch. 45 sta-
tion’s operations for 90 days beginning May 17 (see story, page 58). Reason given by the
licensor, Neptune Broadcasting Corp., was that the suspension would allow the company
to study results of technical studies and surveys of uhf being made throughout the U. S., as to “whether uhf provides a truly competitive system

Cites Senate Study

WFPV-TV said the study will include the Senate investigation by the Potter group. Fred
Weber of WFPV-TV already is listed as a wit-
ess. He is a member of the Uhf Industry
Coordinating Committee.

That committee reported the list of members growing, some 60 as of Thursday with
the number possibly going as high as 75 by the time the hearing begins. Leon Green, KNZ-
TV Houston, had announced a fortnight ago
that his uhf group was joining the coordinating unit (AT DEADLINE, May 3).

A letter to FCC from Sen. Styles Bridges
(R-N. H.) on the relationship of uhf to color
tv.

Sen. Bridges included in his letter an editorial from TV Guide urging manufacturers
to install tuners “capable of receiving both vhf
and uhf telecasts in all color sets.”

The Senator said the proposal “would ap-
pear to be a reasonable recommendation and
one that would be of benefit to the viewing pub-

cularly inasmuch as there are now few, if any,
color-tv sets in general use in the country.”

The report on a possible new postponement
of the hearing was based on a known feeling of Senators on the subcommittee and of various
industry people who will testify that Sen. Potter,
because of the interest he has expressed, ought
to be present. Thus, any suggestion that the
hearing go on as scheduled “with or without
Sen. Potter” was discarded. This left the de-
cision up to the Senator, himself, who made a
stand that the hearing will be held May 19
barring unforeseen developments.

Deibler Retires From FCC

DAVID H. DEIBLER, veteran attorney with FCC and its predecessor Federal Radio Com-
mision, retired from Federal service April 30. He most recently had been with the Renewal
Branch of the Broadcast Bureau.

Page 54 • May 10, 1954 BROADCASTING • TELECASTING
A BIG SURPRISE IN A SMALL PACKAGE

the new AMPEX

WEIGHS ONLY 26 LBS. The most portable truly high fidelity tape recorder ever built.

PERFORMS LIKE A TRUE AMPEX Frequency response is 30 to 15,000 cycles at 7 1/2 in/sec; signal-to-noise ratio over 55 db; and every machine is tested to meet or exceed specifications.

SERVES ALL BROADCASTING NEEDS For recording, editing, dubbing and broadcasting, it's a full time troublefree machine. Major components have been "life tested" for an equivalent of 10 years' normal use.

COSTS LESS THAN ANY AMPEX BEFORE It's simpler and lighter, but it's all Ampex—and still the best.

AMPEX CORPORATION

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal cities (listed in the "yellow pages" under "Recording Equipment"); distributed in Canada by the Canadian General Electric Company

See it at the NAR TB CONVENTION Chicago, May 23rd to 27th

May 10, 1954 • Page 55
LEE WARNS AGAINST FEDERAL CONTROL

FCC Commissioner urges industrial users to utilize common carrier wherever possible, saying he sees no end to the scarcity of radio frequencies. He contends free enterprise should handle its own affairs wherever possible.

EXCESSIVE government control "is incompatible with the free enterprise system," FCC Comr. Robert E. Lee said Wednesday in an address before the annual conference of the Industrial Communications Assn. held Tuesday and Wednesday at Washington's Sheraton-Park Hotel. The conference explored operation and allocation problems.

Non-use of the spectrum was described as the greatest waste of the natural resource by another speaker, Jeremiah Courtney, non-broadcast communications attorney. He said that the block system of frequency allocation to the various services, broadcast and non-broadcast, may be easier to administrate but it is geographically inefficient and eventually will have to be altered as demand increases.

Comr. Lee outlined his philosophy of government regulation in discussing the crowded radio spectrum and the resulting need for control of allocation and assignments. He urged industrial users to look first to extensive common carrier facilities to meet their needs before attempting to secure scarce radio frequencies. He explained the fundamental problem of frequency availability is present in all of the spectrum that we know how to use and in spite of the advances our country's engineers will make in utilizing and expanding the spectrum upward, that we here in the U. S. will forever be equal in getting good uses to make its newly found space equally precious.

For these reasons, we must not forget and must make use of communication facilities other than radio whenever possible. In any case where fixed point-to-point communication is desired, service must be placed on the common carrier facilities furnished by the telephone company where possible, or if the telephone company is not available make the most effective use of the limited available spectrum space.

FCC's Function

Concerning free enterprise, Comr. Lee told the group that FCC is a "necessary regulatory body, by reason of the fact that the spectrum is limited and, like the waters of our rivers, belongs to all the people. The grant of a license to use these valuable public frequencies is, therefore, a privilege extended to those citizens who are able to demonstrate that they will serve the public interest."

Comr. Lee said he feels the Commission "is under great obligation to ensure that the limited spectrum is carefully conserved and that it should be for the benefit of all the people, just as our great water conservancy projects must store and use the precious fluid in the public interest."

"Once the determination of the radio licensee has been made, I believe that government interference must be kept to the utter minimum and the true economic forces be permitted to solve the day-by-day problems that arise."

"In my concept of free enterprise I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation."

Comr. Lee relayed his experience with the appropriations committees of Congress: "I was frustrated from time to time when the proponents of free enterprise, balanced budgets and low taxes would importune Congress to make an exception for something they were personally interested in. We used to refer to this as 'economy in government at the expense of the other fellow.'

"There is no unmixed blessing in Federal handout," he said. "The round trip of your dollar to and from Washington loses a lot in the process. I am impressed by the fact that the hand that feeds you today could one day call the tune that you must dance to."

"Consequently, I urge American business to stand firm with head high in the firm knowledge that almost any problem can be best solved by free competition and that good government is that which cooperates with its citizens and does not compete with them in the business world.

More Than Merely Filing

"I believe that too many of us have, in recent times, leaned heavily on the Great White Father in Washington to solve all of our problems. This includes communication problems—the solution of which involves more than the mere filing of an application or a petition."

"If all of the manpower in Washington and all of the government dollars were made available to the Commission it would still be unable to allocate the relatively few frequencies to meet the great demand. A parallel more easily understood would be the impossible task of the government allocating public roads for the exclusive use of individual trucking and transportation companies."

Urging use of common carrier facilities first where possible, Comr. Lee believes we are not making the most effective use of the limited available spectrum space.

VETERAN radio engineer J. R. (Jack) Poppele takes office today (Monday) as the new head of the Voice of America [CLOSED CIRCUIT, April 26]. His title is assistant director of the S. Information Agency. The job carries a $14,800 a year salary.

Mr. Poppele disclosed his appointment over the May 1 weekend and it was announced officially in Washington last Monday by Theodore C. Streibert, USIA director. Mr. Poppele succeeds Leonard F. Erikson, who was vice president and director, after having served in the VOA post since last July [AT DEADLINE, April 19].

With Mr. Poppele at VOA, the USIA now has two top officials formerly of WOR-AM-TV New York and MBS. Mr. Streibert was board chairman of the network and the key stations; Mr. Poppele was engineering vice president of Bamberger Broadcasting Co. (WOR-AM-TV). With WOR for more than 20 years, Mr. Poppele also was a director of MBS when he signed in 1952 to set up a tv consultancy.

Mr. Streibert told his former MBS-WOR associate's "many years of practical experience in directing large-scale commercial radio operations will be invaluable in stimulating further improvements in the Voice's broadcasting programs and transmission facilities. . . ." At the outset, Mr. Poppele will be concerned with directing VOA's physical transfer from New York to Washington, D. C. (target date, Nov. 1).

Broadcast Pioneer

Mr. Poppele said the VOA job, although "big," was "in the field of communications" something which "I've been engaged in all my life since I was a ham operator in Newark back in 1911." Mr. Poppele, who is 56, is a native of Newark and now resides in South Orange, N. J. A broadcast pioneer, Mr. Poppele served as a wireless operator on a freighter (Dr.) Allen B. DuMont, now head of the DuMont Television Network, and delivered his radio logs to (Brig. Gen.) David Sarnoff, RCA board chairman, then employed by the Marconi Co. He helped build WOR's first transmitter.

Mr. Streibert last week returned from overseas where he inspected USIA centers and attended the Geneva conference where he observed USIA news coverage of the event.

Fable, Not Fact

AN FCC hearing examiner's legal decisions represent writings of fact, not fable. But this has not stopped one examiner, H. Gifford Irion, from venturing into fable in off-hours. For some time a writer of drama, Examiner Irion has written a novel, Windward of Reason, to be published May 20 by Dial Press, New York. Its 375 pages are much longer than an initial decision.

POPPELE NAMED TO HEAD 'VOICE'

Mr. Poppele at VOA, the USIA now has two top officials formerly of WOR-AM-TV New York and MBS. Mr. Streibert was board chairman of the network and the key stations; Mr. Poppele was engineering vice president of Bamberger Broadcasting Co. (WOR-AM-TV). With WOR for more than 20 years, Mr. Poppele also was a director of MBS when he signed in 1952 to set up a television consultancy.
ABCTV Radio Curtails McCarthy-Army Pickup

THE RADIO-TV coverage of the McCarthy vs. Army controversy last week ended at the usual “point of order” pace.

At the same time, Sen. Joseph R. McCarthy (R-Wis.), deep in the charge and counter-charge of the hearing, managed to keep a hand in the broadcast free issue.

The Senate said last week he had not finished drafting a bill that he plans to introduce in the Senate this congressional session.

The Senate would require radio and TV stations to give free time for a reply to any person who is attacked by another person on free time. The history of this goes back to the refusal by CBS and NBC to permit Sen. McCarthy to take to the ether to answer what he said was a reference to him in the March 6 speech by Adlai Stevenson carried by the networks without charge [BWT, March 15].

At that time, Sen. McCarthy indicated he would ask for a change in the law.

Latest full “live” broadcast network coverage casually because of the relentless morning-and-afternoon hearing was ABC Radio which April 5 reported 11:15 EDT coverage, substituting recorded versions at 4-6 p.m. EDT and highlights in a late evening half-hour. ABC continued live radio coverage of morning sessions and live TV of all sessions.

Trendex Tabulates

Meanwhile, the McCarthy-Army telecasts have boosted mid-afternoon viewing in New York to half again as many homes as in March-April, according to a special study made last Tuesday and Wednesday, 2:30-4:30 p.m., by Trendex.

Hold of the study, released by Ted Bergman, manager-director, DuMont TV Network, whose WABD (TV) was one of the two New York TV stations carrying the hearings, showed an audience increase of 53% over the average use in TV sets at the same time of weekday afternoons during March and April. Trendex figures also showed that the combined audience of those two stations amounted to nearly three-fifths (59.8%) of New York viewing during the measured period, competing programming attracting only 40.2% of all homes with sets-in-use at that time.

Special Hooperings taken in New York also showed Wednesday interest on the part of viewers Tuesday morning the two-station hearing telecast had a rating of 11 and a 51% share of audience, rising to a 13 rating, 64% share of audience Wednesday morning. Afternoons showed lower ratings—10 Tuesday, 12 Wednesday—but share of audience was 59% Tuesday and 64% Wednesday. Meanwhile, sets-in-use figures were some 75% above normal for this time of year, with the increase apparently due to hearings' viewers.

In Boston, a Monday afternoon Hooper check gave WNAC-TV's hearings coverage a rating of 30, and 87% share of audience. In Houston on Tuesday afternoon KHTV's telecast of the same period, a 12 rating, a 75% share of audience. The WOXY-TV (uhf) hearings telecast in Milwaukee, with a 60% set conversion, showed ratings ranging from 4 to 8, with as high as a 45% share of audience, according to Hooper.

At one time during the consultations of the subcommittee looking for a shorter hearing, Senators considered restricting broadcast coverage. While there was considerable sentiment among members of the group to cut radio-TV coverage down to “discourage some who otherwise might want to use what should be a news medium for publicity purposes” as Sen. Henry C. Dworshak (R-Ida.) characterized it, no decision was reached.

An offshoot of the national publicity, particularly the broadcast coverage, was to boost subcommittee counsel Ray H. Jenkins, a Tennessee criminal lawyer, for the Republican nomination to run against Sen. Estes Kefauver (D-Tenn.) this fall. Republican leaders in the state already were getting the ball rolling.

In New York, Brig. Gen. Telford Taylor, attorney and former FCC general counsel as well as educational TV consultant, spoke out once more on the McCarthy issue. He charged the Senator was "a politically ambitious anarchist."
CIRCUIT TV RALLY

OUTSTANDING uhf station suspensions increased to nine last week at ch. 46 WPFG-TV Atlantic City announced "temporary discontiguity" effective next Monday (May 17) to permit a study of the economics of uhf, including testimony before the forthcoming Senate inquiry on uhf progress (story page 54).

Total suspensions represent stations off the air but which have not returned their permits to FCC. Actual deletions total 70 (58 uhf, 12 vhf).

FCC also reported receipt of a letter from ch. 43 KFAZ-TV Monroe, La., advising that it had suspended operation May 1 because of economic losses "amounting to well over $100,000" [B&T, May 1]. KFAZ-TV has pending a petition for allocation of ch. 13 there.

In a letter circulated throughout its area, Neptune Broadcasting Corp., owner of WPFG-TV, said the operation of WPFG radio is unaffected by the discontiguity of the tv station. Fred Weber is president and part owner of WPFG-AM-TV. Explaining the suspension, the letter stated in part:

New Jersey is an allocation for educational or commercial television, other than community television, a novelty. WPFG-TV was a first uhf station in the country after 54 days after FCC authorization it began telecasting on ch. 46.

The loss of 35 half-hour weekly shows and other peak programs has made it increasingly impossible for WPFG-TV to present a schedule of audience preference programs. WPFG-TV received these program cancellations because super power metropolitan market uhf stations 50 miles from Atlantic City established a concept of coverage generally satisfying television viewers.

Therefore the extreme audience and economic loss compels suspension at this time because WPFG-TV cannot render a service of public utility to the community for which it was planned, built and dedicated.

FCC Proposes Changes in Engineering Rules

IN ACCORD with FCC's efforts to modernize its rules and engineering standards, the Commission is proposing rule-making this week to offer further miscellaneous amendments in that direction.

With comments due June 7, the new proposals include deletion of the present provision for "type acceptance" of new transmitters. Instead, the Commission would establish a procedure for accepting broadcast transmitters for licensing purposes through "type acceptance." Type approval involves actual tests conducted at the FCC laboratory or at other locations under Commission supervision. Type acceptance, FCC explained, may be granted by manufacturers or conditional approval for licensing upon proper showing.

Conditional approval upon proper showing presently is followed by FCC with respect to transmitters in certain fields of special radio services, the notice explained. FCC hopes to extend this procedure to transmitters in all services.

The Commission has pending another proposed rule-making proceeding to standardize its type acceptance of certain transmitters, in place of a list of approved equipment instead of naming the equipment in the standards themselves.

FCC summary of the proposed changes:

A. Section 28 of the Standards deals with field intensity measurements to establish performance of directional antennas. It is proposed to remove Section 28 from the Standards and replace its provisions in the Rules (Sec. 3.151).

In this connection it is proposed that photographs of monitoring points be submitted as an aid to their identification by the licensee and the Commission. It is also proposed to specify where the intensity measurements are to be made.

B. When field intensity measurements are taken for presentation in hearings before the Commission, Section 28 of the Rules requires that detailed reports on the measurements of the antennas shall also be presented if the station is owned by the party on whose behalf the test is made.

The submission of such data has been found to be burdensome and unnecessary. Accordingly, it is proposed to eliminate the requirement. It is also proposed to remove Section 2C from the Standards and include it in the Rules (Sec. 3.152) as it is believed that the provisions of Sec. 2C of the Standards (field intensity measurements in support of applications) should be included in the Rules.

C. Section 8 of the Standards deals with the power output of vacuum tubes. The proposed rule-making set forth the requirements for approval of power ratings of vacuum tubes. Field ratings are established by the manufacturers and are transmitted in the data on the type of vacuum tubes, are type accepted by the Commission. It would appear that Sections 8 and 9 be deleted. In its proposed rule-making, the FCC also requires changes to be made with respect to Sections 8 and 9.

D. Sections 21, 22, and 23 of the am Standards and Sections 18, 17 and 18 of the fm Standards consist of lists of approved equipment. These sections are not believed to be administratively desirable to present in regulations and it is proposed to delete these sections.

E. Section 3.54 deals with direct measurement of parameters required in the standards that are not applicable to the Rules. It is proposed to delete Section 3.54 of the Standards and include in Section 3.54 the applicable provisions of the Rules.

F. Section 3.53 deals with the application of efficiency factors in determining power by the indirect method and refers to Section 10 of the Standards. Since stations now determine power by the direct method these factors have been found unnecessary. It is proposed to delete these sections.

G. Section 3.57 of the Standards deals with accidents resulting in damage to apparatus or interruption of service. It is proposed to delete these sections.

H. Section 3.56 of the Standards relates to the use of frequency converters and other equipment at auxiliary transmitters. It is proposed to delete this section also included in Sec. 3.55, and to make editorial changes in Section 3.53.

I. Section 3.58 of the Standards deals with the use of sound equipment for testing purposes. It is proposed to delete Section 3.58 of the Standards and make editorial changes in the allied Section 3.20.

J. Section 3.52 of the Standards deals with the use of signal processing equipment, auxiliary transmitters, and other equipment. It is proposed to delete Section 3.52 of the Standards and make editorial changes in Section 3.53.
Only STEEL can do so many jobs so well

The Spring's The Thing that gives a Trampoline its unique place in the world of exercise and entertainment. Around the edge of the resilient "bouncing" surface, more than 100 oil-tempered springs, carefully designed and precisely manufactured by U.S. Steel, quietly go about their jobs of supplying the "motive" power that enables a performer to bounce and leap as high as 26 feet.

Cuts Steel Like Butter! This modern flame-cutting equipment, in use at U.S. Steel Supply Division warehouses, can follow the most complicated patterns accurately and turn out finished shapes of steel exactly as wanted. Many fabricators of steel products buy their steel from U.S. Steel Supply, and have it cut to shape before it is delivered to them.

A 42-Foot Car-Bottom Furnace heats big steel ingots like this up to forging temperature at U.S. Steel's Homestead Works. But proper heating involves a great deal of skill and experience on the part of the men who supervise the process. And U.S. Steel Forgings Division craftsmen are second to none in expertness at their various jobs. Many learned their skill from fathers and grandfathers who held the same jobs before them.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 285 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUMBIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERARD STEEL STRAPPING...NATIONAL TUBE OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...Division of United States Steel Corporation, Pittsburgh

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

This trade-mark is your guide to quality steel
DRYS' SPIRITS HIGH: ADVERTISERS' LOW

As House Commerce Committee readiness to hear on May 19-21 the Bryson bill to prohibit beer and liquor advertising, a Senate Commerce Committee unit prepares to hear the companion Langer bill June 21.

THE "DRYS" were in high spirits last week for the news for them was tops.

For advertising media and the advertiser himself, particularly the distiller and brewer, the outlook was foreboding.

The news broke Thursday from the Senate Interstate & Foreign Commerce Committee where Chairman John W. Bricker (R-Ohio) announced a subcommittee would consider the Langer bill (S 3294) beginning June 21. Sessions probably will last three or four days.

Word of the new hearing came as advertiser, printed and broadcast media spokesmen formed battle lines on the Bryson bill which already is set for a May 19-21 hearing before the House Interstate & Foreign Commerce Committee (B-T, May 3, for list of advertiser-media organizations expected to appear).

With this second session of Congress at least half-way gone, the thirty-for-restriction prohibition bills are putting on pressure with an unprecedented effort for an anti-alcoholic beverage advertising law.

The Bricker announcement places the attacks by the major only a month apart in both houses of Congress. The Langer bill (Sen. William Langer [R-N. D.]) is a companion measure to the Bryson proposal (the late Rep. Joseph S. Bryson [D-S. C.]).

The Langer bill, introduced in April would prohibit the transportation in interstate commerce of advertisements of alcoholic beverages. As Sen. Bricker emphasized:

"The bill also would make it unlawful to broadcast or to permit the broadcasting of any advertisements of alcoholic beverages or the solicitation of an order for alcoholic beverages."

The commerce group that will hear the Langer measure is the Subcommittee on Business & Consumer Interests. Sen. William A. Purcell (R-Conn.) is chairman. Others on the subcommittee are Sens. Andrew F. Schoeppel (R-Kan.), Charles E. Potter (R-Mich.), also a chairman of the communications subcommittee, A. S. Mike Monroney (D-Okla.), and John O. Pastore (D-R.I.). Sens. Schoeppel and Pastore also are members of the communications group.

Sen. Bricker said he has instructed the subcommittee staff to "proceed to analyze" much material the committee has in its possession as a result of hearings held in the past on similar bills.

Witnesses are asked to file a typewritten or mimeographed copy of a "brief oral summary of their testimony" for the Senators' perusal, although the full text of the written statements will be printed in the hearing record.

Meanwhile, this Friday is the deadline for filing 10 copies of written statements of witnesses expecting to testify on the Bryson bill before the House Commerce Committee.

The statements must be filed with Elton J. Layton, the committee's clerk. He must be notified of the name of the organization represented, of each person's position on the bill and of the amount of time required, not to exceed 15 minutes.

FCC AMENDS RULES FOR CONSENT ORDERS

AN INCCREASE in consent orders to settle the Federal Trade Commission's litigated cases was indicated in amendments to the agency's rules of practice announced Friday by FTC Chairman Edwin F. Howrey.

The FTC's Rule V, adopted in 1951, was amended to:

1. Eliminate the previous requirement that consent settlements contain findings of fact.

2. Authorize in the complaint a case by consent at any stage of the proceeding. (Formerly, consent orders were permissible only "prior to the commencement of the taking of evidence.")

3. Allow settlement of a case as to some or all of the issues of consent orders to some or all of the respondents. (Previously, the settlement had to "dispose of the entire proceeding as to all parties."

4. Authorize hearing examiners to accept or reject stipulations containing proposed consent orders, with acceptance subject to Commission review and rejection subject to appeal to the Commission. (Formerly, consent settlement proposals were submitted to the hearing examiner who merely transmitted them to the Commission with his comments.)

Chairman Howrey said he expects the amended procedures to reduce expense and delay in dealing with such cases.

Com. James M. Mead dissented to the new rule.

Under the amended rule, respondents in a consent settlement are required to admit only "jurisdictional facts," although the FTC may use charges in the complaint in construing the terms of the order. Any of the parties may move to defer reception of evidence to negotiate a stipulation containing a consent order, but after testimony has started, suspension of hearings for consent settlement may be made only on agreement by all parties.

Such deferment may be made at the discretion of the hearing examiner, who in such case will file an initial decision to that effect.

William Starbuck Dies; Former FRC Commissioner

WILLIAM D. L. STARBUCK, 68, member of the Federal Radio Commission, died May 2 at his New York City home. An attorney and mechanical engineer, he was named to the FRC, predecessor to the present FCC, in 1929 by President Hoover.

Mr. Starbuck, a Democrat, was commissioner for the Eastern Zone under the FRC procedure. He was active in drafting codes of ethics for broadcasters and evolved the system of aeronautical allocations. FRC policies laid the groundwork for the present broadcasting structure.

After his FRC service he returned to New York in 1934 to practice patent law. In World War II he headed the Radio-Radar Div. of the War Production Board in the New York-New Jersey area.

He retired from active law practice six years ago because of a heart ailment.

Surviving are his wife, Mrs. Harriet McKee Starbuck; a son, David Lent Starbuck, and a sister, Mrs. Marie Cooper.

Broadcasting • Telecasting
With the RCA 25-kw VHF transmitter illustrated on the left—and the RCA 12-section VHF antenna on the right—VHF stations are reporting remarkable plant operating economy and spectacular coverage on channels 7 through 13. Here's why:

**RCA's TT-25BH VHF transmitter** is designed with the lowest priced power amplifier tubes of any high-power VHF equipment in the business (aural and visual P.A.'s employ the "proved-in" RCA-5762; suggested price, only $195 each). The entire equipment transmitter operates entirely air-cooled. (No water pumps, water interlocks, tanks, or plumbing are needed.) "Rollback" doors eliminate door-swing space (you save money on reduced floor area). Equipment cubicles are small enough to move through standard doorways, and in and out of standard elevators (you save on installation).

**RCA's TF-12AH, 12-section antenna** enables you to virtually eliminate first null with practically no loss of gain. The antenna provides effective close-in coverage and vertical field-pattern shaping for constant field. Adjustable beam tilting (optional) insures best possible coverage and maximum reinforcement of your vertical pattern.

For complete information on how to get best possible coverage on channels 7 through 13—ECONOMICALLY—talk to your RCA Broadcast Sales Representative about this remarkable transmitter-antenna package. In Canada, write RCA Victor Ltd., Montreal.

This TF-12AH Superturnstile Antenna is radiating 251 kw ERP for KTEN-TV on channel 10.
WHEREAS, citizens of eastern and southern Oklahoma will be privileged to enjoy top quality television on June 1 when Station KTEN (TV), better known as "K-10" begins operation at Ada; and,

WHEREAS, "K-10" is the only VHF television station serving the entire southern and eastern quarter of Oklahoma; and,

WHEREAS, the Eastern Oklahoma Television Company, Inc., is contributing greatly to Oklahoma's growth, development, and leadership in many fields; and,

WHEREAS, more than one hundred forty citizens, from all walks of life, have demonstrated firm faith in the future of their district, state, and the television industry by pooling their resources in a stock company to construct this powerful television station for the enlightenment, entertainment, and well-being of our citizens;

NOW, THEREFORE, I, JOHNSTON MURRAY, Governor of the State of Oklahoma, do hereby proclaim Tuesday, June 1, 1954, TELEVISION DAY and do call upon citizens throughout the entire area served by "K-10" to take notice of this important new voice and picture in the television industry and cooperate in every way possible to assure that it will become an outstanding success.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Oklahoma on this 23rd day of April, 1954.

BY THE GOVERNOR OF THE
STATE OF OKLAHOMA

JOHNSTON MURRAY

SECRETARY OF STATE

By the Act, Secretary of State
33 LOCAL ADVERTISERS sold on TSC REAR SCREEN PROJECTION

Mrs. Z. D. Parker, K-10 Woman's Director pictured in front of TSC Rear Projection Screen

Exclusive Features Of The “PROFITMAKER” REAR SCREEN PROJECTOR

Automatic slide changer—saves cost of operator.
Wide angle optical system—saves studio space.
Versatile—projector and screen mounted on rollers for easy mobility about the studio . . . screen can be rolled up when not in use.
Wide angle screen—no hot spots . . . can be picked up from any angle in studio.

$1625 Projector • Screen • Slides

TELEVISION Specialty COMPANY INC.
350 WEST 31ST STREET NEW YORK 1, N. Y. Longacre 4-5326
BRAND THESE CRITTERS WITH THE BRAND!

Class "A" Coverage—39 Miles from Tower

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of Families</th>
<th>Effective Buying Income</th>
<th>Per Capita Income</th>
<th>Retail Sales</th>
<th>No. TV Homes</th>
<th>% of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>186,075</td>
<td>54,365</td>
<td>198,638</td>
<td>12,411</td>
<td>157,188</td>
<td>23,844</td>
<td>43.85%</td>
</tr>
</tbody>
</table>

Class "B" Coverage—57 Miles from Tower

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of Families</th>
<th>Effective Buying Income</th>
<th>Per Capita Income</th>
<th>Retail Sales</th>
<th>No. TV Homes</th>
<th>% of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>519,580</td>
<td>156,410</td>
<td>637,621</td>
<td>21,765</td>
<td>473,832</td>
<td>72,700</td>
<td>48.87%</td>
</tr>
</tbody>
</table>

Class "C" Coverage—89 Miles from Tower

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of Families</th>
<th>Effective Buying Income</th>
<th>Per Capita Income</th>
<th>Retail Sales</th>
<th>No. TV Homes</th>
<th>% of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,059,050</td>
<td>323,955</td>
<td>1,362,615</td>
<td>37,531</td>
<td>997,711</td>
<td>160,953</td>
<td>49.68%</td>
</tr>
</tbody>
</table>

County By County Breakdown of K-10 Coverage

<table>
<thead>
<tr>
<th>County</th>
<th>No. of Families</th>
<th>Effective Buying Income</th>
<th>Per Capita Income</th>
<th>Retail Sales</th>
<th>No. of TV Homes</th>
<th>% of TV Homes</th>
</tr>
</thead>
</table>

Slip Your Brand on These Customers—Can Do It!
See Your Nearest Venard, Rentoul and McConnell Representative!
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

PHOTOFAX is AP's new facsimile picture unit which works directly off the famous Wirephoto network. Designed especially for TV stations, it is an example of AP's continuing development program on behalf of its members.

Those who know famous brands... know the most famous brand in news is AP
Kten to be known as KTEN!

252,000 Watts  Channel 10  750' Tower

To brand
Eastern Oklahoma with
YOUR BRAND, use the KTEN brand

Yes, sir, here's the most powerful VHF outlet in the entire Southwest . . . serving more than half a million people within Class B coverage, the major portion of which is unduplicated. Fully equipped for net color, AP facsimile, telephoto and topped by an ultra-modern 750 ft. tower (1000 feet above average elevation). Yes, sir, pardner, here's the greatest TV buy in the Great Southwest.

Represented by Venard, Rentoul and McConnell  ·  ABC Affiliate
Belknap Gets Grant Of Private Microwave

IN the first case of its kind, the FCC last week granted the application of J. E. Belknap & Assoc. to construct a private microwave relay system to feed Memphis, Tenn., television signals to community tv distribution firms in Kennett and Popular Bluff, Mo. [B+T, Jan. 18.]

The grant came after the whole question of the FCC's jurisdiction over community television system had been thrashed out by the Commission and several major parties over a month. The Commission decided to treat the Belknap application solely on its request for common carrier operation. It specifically stated, however, that it is making a final determination at this time on whether or not it has jurisdiction over community television operations. The bellwether grant will spark additional requests for private microwave relays to serve community tv systems, it was understood. There are believed to be more than 200 such operations in existence, serving small communities which either have none, or inadequate tv service.

The Commission found that Belknap proposed a specialized service which appeared to have no need for interconnection with any other common carrier, will not divert traffic, duplicate investment or cause unnecessary expenses, or cause harmful competition.

KILGORE SUBMITS LIST OF NEWSPAPER INTERESTS

THERE'S too much ownership in the broadcast-news field by the same people. That is Sen. Harley M. Kilgore's (D-Va.) charge as reported last week in introducing into last Tuesday's Congressional Record a tabulation of newspaper ownership of tv stations [CLOSED CIRCUIT, April 3].

Only a fortnight ago, Sen. Edwin C. Johnson (D-Colo.), who is retiring from the Senate this year, introduced a bill that would bar anyone owning 10% or more of a newspaper in a city of at least 100,000 population from owning a radio or tv station in the same city [B+T, Mar. 5].

Sen. Johnson at that time told B+T his bill was tied to the Kilgore anti-"radio monopoly" stand "to some extent." Sen. Kilgore has asked the Senate Interstate & Foreign Commerce Committee and the Anti-Monopoly Subcommittee in the Senate, as well as the Justice Dept., to look into the situation [B+T, March 15, 1].

The West Virginia senator has charged a "threat of a developing monopoly in communications," whereby radio interests allegedly are taking over tv properties. His charges also touched on newspaper owners acquiring broadcast stations.

Last week Sen. Kilgore reiterated his as- sertions, adding that "newspapers or their own- ers have interests in almost one-third of all television stations on the air."

The Senator, taking out a trade publication, he said "shows a majority or minority share in 112 outlets and in 29 companies with certificates pending." Kominex Begins Hearings On CBS-Zenith Ch. 2 Bids

HEARING on Chicago's ch. 2, between CBS (WBBM-TV) and Zenith Radio Corp., opened Friday before the FCC. Chairman Herbert L. Smith opened with preliminary matters under discus- sion, including a request by Zenith to amend its application. The next session is scheduled for June 7.

At issue is the application of the Chicago radio-tv manufacturer for the Chicago vhf channel, now occupied temporarily by WBBM-TV. Zenith's application of March 4, 1948, was denied by the FCC, but the U. S. Court of Appeals last January [B+T, Jan. 25] ordered that it be re- instated. CBS bought the then existing ch. 4 facilities from American Broadcasting-Paramou nt Theatres Inc. for $36 million. Because of the reallocation of ch. 4, CBS was ordered to move to ch. 2. This was made temporary on account of the pending results of the newly formed CBS.

Meanwhile, Zenith Radio Corp. is moving ahead with personnel and program plans for proposed operation of a tv station in Chicago in the event it wins its fight with CBS for the disputed ch. 2.

The radio-tv manufacturer has lined up a number of executives, including three formerly associated with NBC, on a consulting basis temporarily, with the agreement they would accept full-time positions if Zenith obtains ch. 2.

Already committed are John McCormick, radio industry veteran and midwest manager for Screen Gems Inc., who would become gen- eral manager of Zenith; Cedric B. Ashton, tv producer for Central California Pictures of California, who would be- come program manager. Harry Bubbeck, an- other industry veteran, has been appointed di- rector of tv programming for Zenith [B+T, April 19].

Also committed is Jerome Cowan, stage and screen actor, as an executive producer.

CCBS Outlines Stand On Skywave Proposal

CLAIMING there has been misunderstanding of FCC's proposal to amend its rules and standards as to so to afford daytime skywave protection at sunrise and sunset to clear channel stations [B+T, April 26, March 15], Clear Channel Broadcasting Service has circulated on Capitol Hill a memorandum designed to clarify the proposal and show existing secondary stations will not be harmed.

"The argument that daytime and limited time stations are being discriminated against and that the clear channel stations are being favored simply does not stand up under careful technical examination of the proposed report," CCBS said.

"If the Senate, the House, several parties, including CCBS, will oppose the Com- mission's proposed report and order on the grounds that the protection accorded clear channel stations is inadequate."

CCBS further explained its position as follows:

In its proposed report and order, the Commis- sion has prepared engineering standards which supposedly afford additional protection to clear channel stations during the morning and late afternoon periods from skywave interference from Class I-A stations and their carriers. In its notice of further rule making, however, the Commission also stated the rules are not made applicable to existing stations.

Many complaints have been filed with the FCC and has been heard from those who have obviously not digested fully the contents of the proposed report. Much misinformation as to the dire consequences—should the report be adopted in its present form—has been circulated.

Let us examine what would happen to all Class I-A stations operating on Class I-A clear channels. In the first place, should the FCC adopt in the manner in which they deem desirable, none of them would be affected, since the rules would not apply to existing stations.

But let us suppose the proposed standards were adopted, but there was no interference, nevertheless, considerable engineering studies have been made by the Commission of all Class II stations operating on Class I-A clear channels. It is true only two instances out of 68, assuming the rules were made applicable to existing stations, would a change in operation be necessary. In both cases, the changes would be insignificant.

WKDA, WCAV, WRAP Sales Filed at FCC

APPLICATIONS for the sale of WKDA Nash- ville, Tenn., and WCAV and WRAP, both in Norfolk, Va., were filed with the FCC last week.

WKDA was sold to John W. Kluge and as- sociates by Tom Baker Jr. and Al Beaman for $312,500 [B+T, May 3].

Slated to head the purchasing group, under the name of Capitol Broadcasting Co., is Mr. Kluge, and vice president and majority stockholder of WGAY Silver Spring, Md., and KXLL Clayton, Mo., secretary-treasurer and 25% owner of WLOF Orlando, Fla., and treasurer and 12½% stockholder of Mid-Florida TV Corp., applicant for a new tv station on vhf ch. 9 at Orlando.

At Norfolk, in an effort to obtain a full-time outlet, Rollins Broadcasting Co. sold its 1 kw daytime facilities of WRAP on 1050 kc and has purchased WCAV there, assigned 1 kw full- time on 850 kc. Sale of WRAP is contingent on Rollins receiving FCC approval to the pur- chase of WCAV.

Rollins purchases WCAV from the estate of Joseph Light for $20,000. President O. Wayne Rollins and Vice President John W. Rollins in- dividually purchased the outstanding accounts, financed with $197,002 of 6½% bonds.

Rollins Broadcasting sells its WRAP day- time facilities to Cy Blumenthal for $55,000. Mr. Blumenthal is vice president and one-third owner WCAV-AM-FM and 10% stockholder and 39% stockholder WAL-AM-FM Arlington, Va. [B+T, April 12].

Rollins Broadcasting operates WRAD Radio-FM; WWJL, Detroit; Del; WNJR Newark, N. J.; WAMS Williamsboro commit- tee of WHRN (TV) Dover, Del., and is applicant at Indianapolis, Ind.

Rollins recently purchased WAMS for $5,000 and assumption of obligations totaling $105,000 [B+T, April 19].

Mansfield Grant Proposed

INITIAL decision proposing to grant Fergun Theatres Inc. a new tv station on uhf ch. 36 in Mansfield, Ohio, is expected to be made by FCC Hearing Examiner William G. Butts. Action on the ch. 36 bid was made possible by the dismissal with prejudice of the competitive application of Mansfield Journal Co. The Mansfield Journal is expected to dismiss its application on the ground it wished to expedite the bringing of tv to the Mansfield area. Hearing for the ch. 36 facility had begun on Jan. 7. Comr. John C. Doerfer acting as Motions Commissioner, dismissed the Mans- field Journal application with prejudice on the ground that it was withdrawing its application in midst of the hearing for lack of good cause. FCC several years ago denied broadcasting facilities to the Mansfield Journal and associated Lorain (Ohio) Journal on the charge their owners sought to suppress competition in the dissemination of information about WMAN Mansfield and denied advertising space to those who bought time on WEOL Elyria- Lorain. Anti-trust suit was brought by Justice Dept. against the newspapers in the WEOL case.

Bowling Replaces Griswold

SEN. EVA BOWRING (R-Neb.), newly ap- pointed to the U. S. Senate, has been assigned to the same Senate Committee posts—including Interstate & Foreign Commerce and its com- munications subcommittee held by her prede- cessor, Sen. Dwight Griswold (R-Nebr.), who died April 12.
LAMB OFFERS $10,000 FOR 'RED' PROOF

The reward will be given to anyone who disproves his non-communist affidavits, the broadcaster-publisher says. Court action hinted if FCC doesn’t proceed soon with its hearing on WICU (TV) license.

CONCURRENT with his fight before FCC for renewal of license of WICU (TV) Eric, Pa., broadcaster-publisher Edward Lamb last week offered $10,000 to anyone who will disprove his non-communist affidavits.

The WICU renewal involves issues alleging Mr. Lamb has had communist affiliations contrary to representations he has made to FCC. Meanwhile, Mr. Lamb’s counsel, former U. S. Attorney General J. Howard McGrath, has hinted court action unless the Commission proceeds soon with its formal hearing of the Lamb case. Destructive publicity resulting from delay in the hearing was cited (BT, May 3).

Other than WICU, Lamb stations include WTIO Toledo, WIBK Erie and WHQ Orlando. Mr. Lamb is applicant for ch. 11 at Toledo and ch. 9 at Orlando. He holds permit for ch. 22 WMATC-TV Massillon, Ohio, and has purchased ch. 47 WTVQ (TV) Pittsburgh subject to Commission approval. Mr. Lamb also was high bidder fortnight ago for lease of city-owned WSTM-A TV St. Petersburg (BT, May 3).

In a series of appearances appearing across the nation in various newspapers and magazines, Mr. Lamb offered the $10,000 reward to any person who can disprove his sworn affidavit which states “I am not now and I have never been, at any time or any place, directly or indirectly, a member of the Communist Party and I have never been a member of any other organization which has any un-American objective, nor have I ever been a member of any organization which was listed on the Attorney General’s list of such subversive organizations.”

Mr. Lamb said he is making the offer because he believes there are persons who can be induced to bear false witness against their neighbors and they seem to “function best when financial rewards are dangled before them.”

“Obviously,” Mr. Lamb said, “no decent American citizen enjoys being a victim of a smear campaign or a victim of a frame-up, even when such an attack is motivated by one’s competitors or other jealous persons.”

Included in the advertisement is an offer from Edward Lamb Enterprises Inc. to make available copies of letters and other evidence from ministers, priests, rabbis, judges, public officials including J. Edgar Hoover and other reputable citizens extolling Mr. Lamb for his editorials, writings and speeches attacking the Communist dictatorship.

WHAM-TV Goes on Air As Fifth Educ. Outlet

WHAM-TV Madison, Wis. (ch. 21), the country’s fifth educational television outlet, began regular programming last Monday. The new station will televise from the U. of Wisconsin’s television lab. Hours of programming at the start will be 7:30-9:30 p.m. daily except Sunday, and 2:30-3 p.m. on Friday when an in-school program will be scheduled.

KBMV (TV) Beaumont, Tex. (ch. 31), first station there, was scheduled to begin commercial programming yesterday (Sunday), after almost a month of test pattern transmission.

Reports from other stations:

Five more stations are reported set to begin commercial programming around May 15, including a Mexican border station: WDBO-TV Orlando, Fla.; KGLO-TV Mason City, Iowa; WGAT-TV Portland, Me.; WKNY-TV Kingston, N. Y., and XEJ-TV Juarez (El Paso).

KGLO-TV Mason City, Iowa (ch. 3), plans a May 15 debut interconnected with CBS and DuMont, Herbert R. Ohrt, general manager announced. The station has been testing since May 3 and will use full 100 kw power.

WKNY-TV Kingston, N. Y. (ch. 66), will commence commercial operations the week of May 16 affiliated with all four networks, Robert L. Sabin, manager, announced.

KQED (TV) Berkeley (San Francisco), will be the nation’s sixth educational television outlet when it starts regular programming soon. Regular previews of programs to come have been televised by the ch. 9 station since April 30.

The following stations have reported they plan to begin regular programming by May 30:

KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); KGLO-TV Mason City, Iowa (ch. 3); WGAT-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WCET-TV Cincinnati (ch. 8); educational; XEJ-TV Juana (El Paso) (ch. 3).

(For details see TELESTATUS, page 115.)

Booth Buys WIBM Jackson From Radners for $115,000

BOOTH Radio & Television Stations Inc., which a fortnight ago suspended operation of ch. 64 WGBKZ (TV) Battle Creek, Mich., because of economic losses and in order to file for ch. 10 at Parma-Orandaga, Mich. (BT, April 26), has purchased WIBM Jackson, Mich., for $115,000, subject to FCC approval.

Acquisition of WIBM from Herman and Roy Radner was reported by John L. Booth, president of the firm which also is permitted of ch. 51 WSBM-TV Saginaw, Mich., and operator of WJLB Detroit, WBBG Flint and WSGW Saginaw. WIBM, which is to dismiss its own bid for ch. 10 at Parma, earlier turned back to FCC the permit it held for ch. 10 (ch. 37). WIBM was never on the air (BT, Dec. 21, 1953).

Two other applications are before FCC for ch. 10 at Parma. They were filed by Triad Television Corp. and WKHM Jackson.

At the time the ch. 10 allocation was proposed, Mr. Booth protested the assignment, citing the added economic burden that any new vhf channel would put upon existing uhf stations in the area. When he suspended operation of WGBKZ (TV), Mr. Booth told the Commission the station had lost about $10,000 a month since commencement a year ago.

XELD-TV Suspension Explained on KRGV-TV

REASONS for the indefinite suspension of operations of XELD-TV Matamoros, Mex. (Brownsville, Tex.), were explained on KRGV-TV Weslaco, Tex., by Bert Metcalf, director of operations of XELD-TV.

The Mexican border ch. 7 station went off the air April 13 after damage to its diesel engine, which generated its electrical power. Other causes for suspension, as described by Mr. Metcalf, were: (1) although XELD-TV had carried kinescopes of almost all the top network shows since it began operation in 1951, the NBC kinescopes were moved to KRGV-TV when that station began operating April 11, and (2) on April 18, the Mexican Government announced devaluation of the peso from 8.65 for
A Good Reporter

"Gets Around"

Like KCMO's radio and television newsmen, for example. Their specialty is first-person coverage of all the important Kansas City and Mid-America newsbeats. And KCMO's complete facilities make it possible for them to give daily coverage to the "offbeats" too—the fresh, human stories that don't come in over the wire. Trained journalists all, they know how to get the news, write, edit, and deliver it via KCMO radio and television with that fresh, bright, "I-was-there" approach that builds impressive audience response. If you're pounding a sales-beat in the Kansas City market, why not hire these experts in complete coverage of Mid-America—the KCMO radio and television news staff.

KCMO
TV-Channel 5
Radio-810 kc.

"It's a Meredith Station" ... affiliated with Better Homes and Gardens and Successful Farming
$1 U. S. to 12.80 for $1 U. S., raising XELD-TV's operating costs 44% on one hand while reducing its income on the other.

Mr. Metcalf made his statement on KRGV-TV's The Valley Today show, explaining to the 550,000 residents of the Texas and Mexico border Rio Grande Valley the reasons for the suspension, effective April 30 when equipment was stored and employees were released with severance pay. He said the station at first had announced it was suspending operations for seven days until repairs to the diesel engine were made, but that repairs proved to be longer and more costly than expected.

**WTCA (TV) Makes Public Its Color Facilities**

WTCA (TV) Harrisburg, Pa., ch. 71 outlet in the central Pennsylvania area, made public its color transmission facilities at a news conference last week, using the Voice of Firestone NBC program for the presentation.

Although the station has been carrying the NBC program since the Parade of Roses on Jan. 1, no public announcements were made pending the availability of color receivers in the station's market, David Bennett, WTCA vice president and general manager, explained. Dealers now have color sets and servicemen have been trained, he said.

**WABC on 24-Hour Schedule**

WABC New York plans to return to all-night, 24-hour-a-day broadcasting today (Monday) when a six-hour nightly session of popular music sponsored by the Birdland Restaurant in New York premiers at midnight and continues until 6 a.m. EDT. Since last November, the station has had a 1 a.m. sign-off. Titled The Birdland Show, the new program will be presented seven nights a week with Bob Garrity as m.c.

**WNBK (TV) Gets Praises After Shift to Ch. 3**

THOUSANDS of viewers have sent letters, phone calls and telegrams to WNBK (TV) Cleveland reporting improved reception since Gov. Frank J. Lausche pushed the button that put into operation the station's new transmitter on ch. 3, the NBC 24-7 world outlet reported last week.

WNBK moved from ch. 4 to 3 and began operating from its new million-dollar transmitter and 905-foot tower at Parma, with 100 kw [8T, April 19]. WNBK's transmission on ch. 3 is stronger, clearer and carries farther than the old ch. 4 picture, and interference from tv stations in other cities has been eliminated, WNBK said.

NBC's "Mr. Peepers" on the Mr. Peepers show told of the change to more than a million viewers in WNBK's coverage area just prior to the ch. 3 changeover, the station said. Reception was reported from Canada, 60 miles across Lake Erie, it was said.

The tv outlet now claims 1,089,860 viewers and coverage of 29 counties in Ohio and Pennsylvania.

**GROVE CITY PIONEER OBSERVES 34th ANNIVERSARY**

ONE of radio's first broadcast stations—WSAJ Grove City, Pa.—last Tuesday celebrated its 34th anniversary on the air.

Located in the rolling hills of western Pennsylvania, this college station made its first "long-distance" voice broadcast April 26, 1920, operating with the experimental call 8YV. The event followed a series of electronic experiments that had begun after the turn of the century.

Key figure in this pioneer research was Dr. Herbert W. Harmon, then head of the physics department of Grove City College for more than 40 years. Dr. Harmon is father of Ralph Harmon, engineering manager of Westinghouse Broadcasting Co. stations.

Five decades ago Dr. Harmon was making recordings of thunderstorms, using the coherer type of detector. He directed a long series of tests of crystalline materials, credited with advancing the electronic science materially, and at the same time worked on tubes and antennas.

In the spring of 1913 transmitting and receiving facilities were built, licensed as 8CO. When World War I brought silencing of all stations, Dr. Harmon worked on development at the Bureau of Standards.

After World War I the station was licensed as 8YV with 25 kw spark power and a voice transmitter based on 5 w amplifier tubes connected in parallel. The first distant pickup of a broadcast signal was made April 26, 1920, when Dr. Weir C. Keltner, college president, addressed the Rotary Club of New Castle, Pa., 20 miles away, by radiotelephone.

The broadcast was picked up and amplified for the club by Rex Patch, operating 8HA New Castle station, and a radio store. Mr. Patch had been using his own radiotelephone station to promote the sale of the store's supplies.

The college station was licensed by the Dept. of Commerce for regular broadcast service in 1922, with the call WSAJ, operating on 1310 kc. The frequency has since been changed to 1340 kc, with the station operating on a time-sharing basis with WKRZ Oil City, Pa. A new 1 kw GE transmitter was installed in 1950 by Prof. Dale O. Smock, now directing the station.

Dr. Harmon organized a college Radio Club in 1934. It is still active, and Dr. Harmon continues his interest in its work, living in retirement off the campus.

**24 on Advisory Board Resign From KPFA (FM)**

KPFA (FM) Berkeley, Calif., non-profit, listener-sponsored station, faced new problems last week after 24 members of the advisory board resigned over a broadcast praising the use of marijuana [BT, May 3]. Dean Frank H. Freeman of the U. of California, one of the 24 resigning members, explained that the 24 constituted two-thirds of the advisory board.

Dean Freeman said the main reason for the mass resignations was the fact that the station's control is in the hands of its staff members. The resigning members felt control should be vested in a board composed mainly of representatives of the community which supports the station.

Dean Freeman also commented that the 24 resigning members also constituted the main source of funds for the station.

**WBAP-TV Plans Two-Hour Variety, Style Show in Color**

WBAP-TV Fort Worth, which has been running a color bar test pattern for two weeks, will present a two-hour local live color show May 15. The colorcast will feature style shows, variety shows and other items adaptable to color, with local merchants participating.

The station reported there are about 100 color receivers in the area. In addition, department stores in Fort Worth and Dallas will have color sets on display and many area dealers also will have demonstration sets on hand.
Got something to say?

...tell it where they're waiting for you!

The secret lies in tested, established local participation programs commanding loyal audiences. In Rochester, you'll find the most and the best of these programs on the station that has a 4-year head start in TV in this market—WHAM-TV.

"HOME COOKING"

for instance: with Trudy McNall, 9 to 9:45 AM daily, Monday thru Friday. The only cooking show in Rochester TV, and one of the best anywhere! Try it and see. Participation, live or film, $60.00. Average ARB rating: 10

WHAM-TV
ROCHESTER, N. Y.'s FIRST STATION
Arkansas Newsmen Act To Halt News Gags

COURT action centering around gag techniques invoked by Arkansas public agencies to bar radio and newspaper reporters will decide how far these agencies can go in meeting behind closed doors.

Seven radio-press newsmen are fighting the battle to stop what they contend are abuses of Public Law 343 enacted last year. Their campaign started April 12 when the Arkansas Eclectic Medical Board excluded reporters from a hearing.

Headed by William Neel, news director of KTHS Little Rock, the seven obtained a hearing in Federal court recently before U. S. District Judge Guy T. Williams, who issued a temporary order preventing a closed-door session. The medical board voted to adjourn indefinitely. The Arkansas Supreme Court heard arguments April 26, setting May 11 as deadline for briefs to be filed.

The high court will rule whether licensees of state boards are private individuals and what is privileged information. Public Law 343 gives state agencies executive session powers when individuals and privileged information are being discussed. This has led to a rash of locked-door proceedings, bringing protests from newsmen.

After the reporters' protest, the Pulaski County Grand Jury looked into the subject, issuing a warning against closed meetings.

Newsmen who joined Mr. Neel in the test were Bill Hughes, United Press; Sam Harris and Dean Duncan, Arkansas Gazette; Dick Evans, KLRA Little Rock; Bud Lembreck, Arkansas Democrat; Bobbie Forrester, KXLR Little Rock.

KEDD (TV) Plans to Boost Visual Power to 257 Kw

KEDD (TV) Wichita, Kan., will increase its signal to 257 kw June 1, it has been announced by Stanley H. Durwood, station president, following negotiations the past fortnight.

Negotiations for the installation of a new GE 12 kw transmitter were completed by John North, vice president-general manager of KEDD; George Smith, the station's chief engineer, and Wells R. Chaplin, district sales manager for GE.

KEDD claims the new power will boost its audience coverage to include an 82-mile radius of Wichita. The uhf ch. 16 station is affiliated with both ABC and NBC.

COMPLETING negotiations for installation of new GE 12 kw transmitter at KEDD (TV) Wichita, to boost power to 257 kw, are (l to r) Wells R. Chaplin, GE; John North, KEDD vice president-general manager, and George Smith, chief engineer of the ch. 16 station.

Davis Named Blair-Tv V.P.

ELECTION of John T. Davis as vice president of Blair-Tv Inc. is being announced today (Monday) by William H. Weldon, president.

Mr. Davis will continue as manager of the Chicago office of Blair-Tv.

He joined John Blair & Co., national representatives of radio stations, in 1946 as a salesman. In November 1948, when Blair-Tv was established, Mr. Davis was named manager of the Chicago office.

Mr. Davis was named manager of Blair-Tv Inc. last week by WGR-AM-TV Buffalo. Joe Bernard has been appointed general manager of both WGR-AM-TV, with Nat L. Cohen named station manager of WGR. The ch. 2 tv station, which originally had the call WRGB (TV), expects to be on the air in late July.

WSPA-TV Starts Work On Studio Construction

WSPA-TV Spartanburg, S. C., starts construction of its studios in that city this week and expects completion in 90 days, Walter J. Brown, president, said Saturday. Groundbreaking will take place today (Monday) with Mayor Neville Holcombe and civic leaders on hand, he said.

WSPA-TV, which has received FCC authority to move its ch. 7 transmitter site to Paris Mt., 5 1/2 miles from Greenville [98-WT, May 3], will remodel three store buildings adjoining the present WSPA radio building and also will construct a modern studio facility immediately behind the buildings, Mr. Brown said.

The tv building will make 7,500 square feet available for WSPA-TV and the WSPA radio building will provide 21,000 square feet for both am and tv operations, Mr. Brown said.

McBride Project Winners In N.Y. for Interview

FOUR national award winners of the annual Mary Margaret McBride Project, which is the second annual survey of women's achievements in the U. S., were interviewed on the Mary Margaret McBride program May 4 and 5. Miss McBride brought the four national winners to New York, where they were entertained.

The four winners were: Mrs. Frances Morton, Baltimore, founder of the Baltimore Plan for slum clearance; Martha Priscilla Shaw, mayor of Sumter, S. C., and the first woman mayor of that state; Mrs. Edwin V. A. Murphy, Covelo, Calif., botanist who worked out controlled grazing plans and who also has devoted many of her 75 years to Indian affairs, and Mrs. Fred Wesser, Huntington, W. Va., who secured a federal appropriation to rehabilitate the state mental hospital there.

Miss McBride leaves ABC on May 15 for her first holiday, returning in the fall.

WPIX (TV) Promotes Hartigan

PROMOTION of Albert G. Hartigan, a director at WPIX (TV) New York since October 1950, to assistant program manager and business manager of the station. WPIX's press department was announced last week by W. Robert Rich, program manager. Mr. Hartigan fills a vacancy that was created several months ago when Mr. Rich was advanced to his present post.

Mr. Hartigan joined WPIX from WPTV, where he had been a producer and business manager for more than two years. Previously he had worked with WFBL and WSYR Syracuse.

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WTAP-TV REPORTS...“tremendously increased coverage” with new, high-gain GABRIEL* UHF ANTENNA

A BIGGER MARKET AT LOWER COST!
WTAP-TV doubled its greatest market expectations with Gabriel UHF Antenna!
The predicted market mapped out in its construction application by WTAP-TV engineers covered the 40-50 mile area shown inside the white circle. The doubled market actually covered now with the new Gabriel UHF Antenna is shown in gray—with more than 265,300 population.

Says Theodore A. Eiland, President, WTAP-TV—
"THE GABRIEL ANTENNA must receive a large share of the credit"
"I am delighted to report that our Gabriel Channel 15 antenna is delivering tremendously increased coverage over what we had anticipated. Much to our surprise we began receiving letters informing us of strong reception in communities 45 to 50 miles distant.
We have discovered also that there is an absence of major shadowed areas within our coverage contours. If you are familiar with the section of West Virginia and Ohio we serve, you will realize what an accomplishment this is!
Obviously we obtain one of the finest UHF coverage performances in this part of the country, and the Gabriel Antenna must receive a large share of the credit."

HOW GABRIEL GIVES WTAP-TV GREATER COVERAGE
Delivers 19,500 watts ERP, with 1 KW transmitter.
Null Fill-in built in electrically, eliminates circular regions of low field strength.
Reliable—Design integrates radiating and structural members, no external projections to build ice formations.
Economical—Unique electro-mechanical design gives these performance advantages at relatively low cost.

STATION ENGINEERS... CONSULTANTS

GABRIEL ELECTRONICS DIVISION

Formerly Workshop Associates Division
THE GABRIEL COMPANY
200 Endicott St., Norwood, Mass.
**STATIONS**

**REPRESENTATIVE APPOINTMENTS**

WKGN Knoxville, Tenn., appoints Everett-McKinney Inc. as exclusive national representative.

WLOS-TV Asheville, N. C., slated to commence operations this summer on ch. 13, names Venard, Rintoul & McConnell as its national representative, according to Charles B. Britt, president of the station. WLOS-TV, associated with WLOS, will have its tower on 6,000-ft. Mount Pisgah, which spokesman said will make it the highest tv antenna in the south.

KIMN Denver (formerly KFEL) and WSMB New Orleans name Avery-Knodel as their national representative, effective May 1, and KXLY-AM-TV Spokane have appointed the firm effective May 16.

**STATION SHORTS**

KOWL Santa Monica, Calif., transmitter site address has been changed to 3470 McLaughlin Ave., Los Angeles, through extending and renaming street by city officials.

WFDF Flint, Mich., reports that in a reorganization of the telephone number system in the Flint area, its number will remain the same, but will be preceded by a Cedar exchange. Number is now: Cedar 2-7158.

**STATION PEOPLE**

Warren A. Anderson has been appointed general manager of WBEL Beloit, Wis., succeeding L. O. Fitzgibbons, who has also relinquished his one-third interest in the station. Joe Moen, commercial manager, WBEL, named assistant manager.

Howard W. Maschmeier, assistant to general sales manager, WFIL Philadelphia, appointed executive assistant, WFIL-AM-TV.

Thomas L. Young, manager, KWAT Waterloo, S. D., named sales manager, KOLN (TV) Lincoln, Neb.

Art Sprinkle, formerly program director, KPHO-TV Phoenix, Ariz., named assistant general manager, KULA-TV Honolulu, T. H. Bob Sevey, KPHO-TV, to KULA-TV as production manager and director of sports and special events.

Mr. Anderson

April 29. John J. Wilson, announcer-engineer named program director; Herman B. Civils, engineer, named chief engineer; Carl B. Caudill Jr., announcer, named chief announcer, and Frank Elliot, formerly announcer, WISP Kinston, to WFTC announcing staff.

Thomas B. Sawyer, formerly president, WSSB Durham, N. C., appointed local sales manager, WIST Charlotte, N. C.

John R. Kreiger, general manager, WCDL Concord, Pa., to WQAN Scarsdale, Pa., as commercial manager.

Harry B. Shaw, sales manager, WSJS-AM-FM-TV Winston-Salem, N. C., elected chairman, senior management board, Piedmont Publishing Co. & Triangle Broadcasting Corporation.

Sam Hill, account executive, KSL-TV Salt Lake City, to KNXT (TV) Hollywood, in similar capacity.

Arthur M. Clifford, formerly with M. Seller Co., Portland, Ore., to KEX that city, as account executive.

Daniel Miller, sales service dept. manager, KCOP (TV) Hollywood, named account executive.

Eric Parker, salesmen-announcer, WKBJ Muskegon, Mich., to WESK Escanaba, Mich., as program director. Mr. Parker married Barbara Makemson, WKBJ-FM, April 23.

Bill Merchant, formerly program director, WMUS-Muskegon, Mich., to KSST Davenport, Iowa, in same capacity. Dick Sherman and Larry Hall to news staff, KSST.

Dick Quass named promotion director of WMIN-TV Minneapolis-St. Paul.

J. R. Troxel, operations manager, WITV (TV) Ft. Lauderdale, Fla., named May 1. Gail Compton, program director, resigns to devote full time to Gail Compton Show on that station.

Harold Dedrick, associate farm director, WKY-AM-TV Oklahoma City, named farm director, succeeding Sandy Saunders, resigned to become manager, American Dairy Assn. in Oklahoma.

Chet Cooper, former studio manager, WFIL-TV Philadelphia named production operations manager, same station. Walter Wagenhurst and John Hohan, WFIL-TV production staff, named senior director and senior chief writer, respectively.

Jack Woodard, CBS Hollywood guest relations staff, transfers to KNXT (TV) that city, as floor manager. He succeeds Alex Runciman, promoted to KNXT staff director.

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

A. Bertrand Channon, formerly with WSJS-TV Winston-Salem, N. C., to WEMY-TV Greensboro, N. C., as continuity director.

Don Issacs named to sales staff, KLOG Kelso, Wash.

Jerry Grove, WFIL-AM-TV Philadelphia, named program director, WDAS same city.

Nancy O'Connell, publicity director, WTAO-TV Cambridge, Mass., to publicity and promotion staff, WNHC-TV New Haven.

Win Stracke, formerly conductor of Animal Playtime on NBC o&o WNBC (TV) Chicago, moves to ABC o&o WBKB (TV) same city, with similar program May 17.

Don Blair, disc m.c., WNBZ Saranac Lake, N. Y., to WOC-AM-FM-TV Davenport, Iowa, as staff announcer.

Paul Mason, formerly with WISE Asheville, N. C., to announcing staff, WNAO Raleigh, N. C.

Don Kingley to announcing staff, WEEI Boston, Mass.

William Jameson, formerly with CIAD Montreal, to CJON St. Johns, Nfld.; Ron Wilson and Ann Wilson, CJJO Guelph, Ont., to CJON.

Scott Berner to photography staff, WKY-TV Oklahoma City.

Sadie Adwon, account executive, KTUL Tulsa, received Distinguished Salesman award from National Sales Executives Club with trophy presented by Gov. Johnston Murray at award dinner.

Bob Newbrough, farm reporter, KWWL-AM-TV Waterloo, Iowa, selected to receive "Honorary Iowa Farmer Degree" from Iowa Assn. of Future Farmers of America.

Normand Houle, head of KCOP (TV) Hollywood scenic department, and Pette Hill, formerly traffic department manager, were married May 2.

Elmo Ellis, program director, WSB Atlanta, father of boy, William Bryan, April 28.

Hal Barker, floor manager, KNXT (TV) Hollywood, father of boy, April 30.


Howie Leonard, d.j.-librarian, WFOR Portland, Me., father of boy, April 25.

Eddie Baxter, staff organist, KNBH (TV) Hollywood, father of boy, Robert Alfred, April 30.

Michael Cashin, 27, disc m.c., CKEY Toronto, died April 27.
Now on Television

... 39 brand new half-hour films

Thrilling adventure. Mike Waring, The Falcon, is an undercover intelligence agent for the government. His assignments take him all over the world—on both sides of the Iron Curtain. Wherever he goes, The Falcon meets mystery and adventure.

Outstanding production. Exciting foreign backgrounds add to the superb realism. Inspired production by Hollywood's Harry Joe Brown keeps the action trigger-fast!

A great new star. Charles McGraw, as Mike Waring, is the most dynamic personality on TV since Jack Webb. His pictures include "The Killers," "War Paint," and the soon to be released "The Bridges At Toko-Ri."

Sure to be the hottest show since Dragnet

Ready-made audience. The Falcon has proved popular during nine great years on radio for such sponsors as Procter & Gamble, General Mills, and Kraft.

Low cost per thousand. Nielsen says, "Mysteries deliver the lowest cost-per-thousand in night-time television." And the best new mystery-adventure show on the market is THE FALCON.

The Falcon carries with it NBC Film Division's exclusive merchandising package:

- to help bring in every possible viewer
- to help bring in every possible customer

For high-flying sales in your market, ride with THE FALCON. Call, write or wire today.

Based on Sept.-Oct. 1953 Nielsen Television Index. Evening shows half-hour or longer.
HYGO proudly announces the exclusive television rights to the...

“BIG TEN”

TOP MAJOR COMPANY FEATURE FILMS

- TULSA
  - Susan Hayward, Robert Preston, Pedro Armendariz
- THE MAN FROM TEXAS
  - James Craig, Lynn Bari, Johnnie Johnston
- TRAPPED
  - Lloyd Bridges, Barbara Payton, John Hoyt
- THE AMAZING MR. X
  - Turhan Bey, Lynn Bari, Cathy O’Donnell, Richard Carlson
- DOWN MEMORY LANE
  - Bing Crosby, Gloria Swanson, W. C. Fields
- LOST HONEYMOON
  - Franchot Tone, Ann Richards, Tom Conway
- MICKEY
  - Lois Butler, Bill Goodwin, Irene Hervey
- THE BLACK BOOK
  - Robert Cummings, Arlene Dahl, Richard Basehart
- THE BIG CAT
  - Lon McCallister, Peggy Ann Garner, Preston Foster, Forrest Tucker
- PORT OF NEW YORK
  - Scott Brady, K. T. Stevens, Richard Rober

* The most talked about group of FEATURE FILMS ever made available for TV exhibition. The first real All Star-Major Package to suit every type of audience.
EXECUTIVES of Revue Productions work as a team with no "bosses," per se. As such, Alan J. Miller serves as an executive producer in addition to being a vice president and board member of Music Corp. of America, Revue's parent company.

Born Dec. 15, 1908, in New York City, he graduated 20 years later from City College of New York. In 1931 he received an L.L.B. from Fordham University.

After practicing law in New York for several years, he came to Hollywood in 1933 and became associated with a firm specializing in motion picture law matters. Five years later he opened his own agency to handle talent, writers, directors, etc., which functioned as Marx, Miller & Marx Inc. until it was dissolved in 1946.

Moving his clients to MCA, he joined the picture department. Meanwhile Revue switched from producing radio programs to making tv films. Mr. Miller in 1952 entered the video whirl and started commuting between his Bel-Air home, MCA's Beverly Hills offices and the sound stages at Republic Studios in North Hollywood.

Unique in the absence of titles, Revue, itself, is the producer of such half-hour series as Kit Carson (Coca-Cola), 78 completed with a new group of 26 starting in July; Chevron Theatre (originally Standard Oil), 104 now in re-run; Gruen Theatre (originally Gruen Watch), 39 now in re-run; Biff Baker, U.S.A. (originally American Tobacco for Lucky Strike), 26 now syndicated; CBS-TV Meet Mr. McNutley (GE Small Appliances and Electronics), 39 completed by summer; City Detective, 39 in syndication with more scheduled; ABC-TV Pepsi-Cola Playhouse, 39 completed by summer; ABC-TV Pride of the Family (Armour and Bristol-Myers alternating), 39 completed by summer; Dr. and Mr. Morrow, pilot starring Jane Wyman in a light comedy about a lady doctor, written by "Sabrina Fair" playwright Samuel Taylor; The World and I, pilot starring Joan Crawford as a columnist on world assignment; Affairs of Ann, pilot starring Marguerite Chapman as a lady lawyer.

Believing "competent directors and competent actors in competent casting are not enough without good scripts," Mr. Miller and his associates spend much time working with writers on different projects. These are devised and built, according to reports from MCA-TV Ltd. as to what direction the market seems to be taking. Revue, he says, is an attempt to develop a team in connection with all the projects, so that the cumulative knowledge can work toward the whole.

Five projects, built from the sales department's suggestions, are now in the hopper. Pilot for The Westerner, an adult western starring James Craig as a sheriff, is completed. Geared for the syndicated market in Class A time, Mr. Miller comments "westerns are an important part of the picture business, and we feel the majority of tv westerns are produced for young audiences. Box office success of such features as 'Shane' and 'High Noon' causes us to believe older people want westerns on their level."

Color is being discussed very seriously, and the firm has made several films to test the different processes. Many will continue in black-and-white, however, as they just don't lend themselves to color, according to Mr. Miller.

While closely watching the progress of magnetic tape and looking for any new development which will improve product and cut costs, he feels that making pictures will always be expensive as long as you employ good talent and adhere to standards.

Married in 1940, Alan and Carolyn Miller now have three children, Steven, 12, Kathleen, 8 and Andrew Patrick, 1.
Responding to a demand for information on the use of film packages by TV stations and their sponsors, B+T has conducted a second survey applying to half-hour and quarter-hour films. The first [B+T April 12] dealt with features of an hour or more in length. A third questionnaire will cover film commercials, ranging from 8 and 10-second IDs (identifications) to 20-second and one-minute or longer recorded TV announcements.

TOP PRICE paid to distributors for half-hour film packages by the nation's television stations ranges from around $40 to as high as $1,400, depending on size of market and station audience.

This conclusion is one of a series of findings developed in an industry-wide survey conducted by B+T. The study is the second film analysis conducted this year, the first one covering feature films of an hour or more in length [B+T, April 12].

In analyzing the 123 questionnaires returned by the nation's operating TV stations, of which there are approximately 380, it was found that a majority of stations devote between two and 10 hours per week to half-hour film packages whereas few stations carry quarter-hour films more than five hours a week.

The questionnaires, representing a third of TV stations, were kept anonymous to promote complete and accurate delineation of facts. All categories of stations—interconnected and non-interconnected, as well as four sizes of markets—are represented proportionately in the tabulations. The results, therefore, are believed typical in each category of station.

The participating stations responded to a series of questions including number of hours on air per week; size of market; time devoted to half-hour and quarter-hour film packages; top prices paid for films to distributing outlets; number and length of commercial announcements in single-advertiser and participatig film programs, with percentage of revenue obtained from local and national advertisers.

The attached tables disclose a substantial amount of new information on the role which half-hour and quarter-hour films take in TV operations. Some of these findings follow:

- Most stations allow a single advertiser three commercial announcements in a half-hour film package.
- A number of larger stations permit four commercial announcements in a half-hour film package sold on a participating basis.
- Average commercial announcements in film packages run around one minute, with a few examples of large stations permitting over three-minute spots.
- Double spotting is prevalent at station breaks, usually in the form of an identification plus longer announcement.
- Some triple spotting is apparent and a few stations allow four spots in a row.
- In large markets three-fourths of TV stations get 50-100% of their revenue from national advertising.
- Lowest share of national advertising exists among stations located in markets of 250,000-500,000 population.
- Stations without network connection depend most heavily on local advertisers for their revenue from half-hour and quarter-hour film packages.

Respondents to the questionnaires listed the five distributors supplying them with largest shares of their half-hour and quarter-hour features.

The following list of film distributors appears in order of number of mentions on questionnaires. Ziv Television Programs Inc. had the largest number of mentions, followed by NBC TV Film Division. The list continues until all mentioned distributors are included. In a few cases it was difficult to distinguish between distributors having somewhat similar corporate names. These listings are not included in the tabulation. Although the questionnaire was limited to half-hour and quarter-hour films, it appeared that in some cases the listing of distributors may have been based on total package film purchases by the station. The list follows:

Ziv Television Programs Inc.
NBC TV Film Division
CBS Television Film Sales
Guild Films Co. Inc.
United Television Programs
MCA TV Ltd.
Motion Pictures for Television
Official Films Inc.
Screen Gems Inc.
Sterling Television Co. Inc.
Consolidated Television Sales
Television Programs of America
Modern Talking Picture Service Inc.
Hollywood Television Service Inc.
ABC
National Television Association
United Productions of America
The Tee Vee Co.
Tele-Pictures
National Telefilms

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### PRICES PAID FOR PACKAGE FILMS BY TV STATIONS

(By % of Stations)

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>Top Price Paid for Half-hour Films</th>
<th>Top Price Paid for Quarter-hour Films</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under $100</td>
<td>$100-$250</td>
</tr>
<tr>
<td>INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 250,000</td>
<td>72.2</td>
<td>27.8</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>35.3</td>
<td>33.3</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>20.0</td>
<td>60.0</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>8.7</td>
<td>26.1</td>
</tr>
<tr>
<td>NON-INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All stations</td>
<td>73.0</td>
<td>27.0</td>
</tr>
</tbody>
</table>

### HOW HALF-HOUR PACKAGE FILMS ARE SOLD TO ADVERTISERS

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>No. Commercial Breaks if Sold to One Advertiser (By % of Stations)</th>
<th>No. Commercial Breaks if Sold Participating (By % of Stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 250,000</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>NON-INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All stations</td>
<td>10.5</td>
<td>9.1</td>
</tr>
</tbody>
</table>

### LONGEST SPOTS USED AT ANY ONE STATION BREAK

(By % of Stations)

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>If Sold to One Advertiser</th>
<th>If Sold Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60 Sec. or less</td>
<td>1-2 Min.</td>
</tr>
<tr>
<td>INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 250,000</td>
<td>80.0</td>
<td>10.0</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>81.2</td>
<td>12.5</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>83.4</td>
<td>16.6</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>61.5</td>
<td>26.9</td>
</tr>
<tr>
<td>NON-INTERCONNECTED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All stations</td>
<td>73.7</td>
<td>23.7</td>
</tr>
</tbody>
</table>

### TOP NO. OF SPOTS USED AT ONE BREAK

(By % of Stations)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERCONNECTED</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Under 250,000</td>
<td>10.0</td>
<td>75.0</td>
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<td>250,000-500,000</td>
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<td>40.0</td>
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<td>500,000-1,000,000</td>
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<td>41.7</td>
<td>15.6</td>
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<td>Over 1,000,000</td>
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<td>3.5</td>
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<td>27.8</td>
<td>36.1</td>
<td>30.6</td>
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### SOURCES OF ADVERTISING INCOME FROM HALF-HOUR AND QUARTER-HOUR PACKAGE FILMS

(Column headings indicate % total revenue from sponsorship of these films)

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>From Local Advertisers (By % of Stations)</th>
<th>From National Advertisers (By % of Stations)</th>
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<tr>
<td>INTERCONNECTED</td>
<td>Under 10</td>
<td>10-25</td>
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<td>NON-INTERCONNECTED</td>
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<tr>
<td>All stations</td>
<td>2.9</td>
<td>17.1</td>
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</table>
WHEN a bank wants to advertise, it has to be mighty careful that the proprieties are maintained. The National Bank of Commerce in Seattle found that a weekly film show gave it prestige and audience, and did both without huckstering.

**FILMS FOR PRESTIGE**

The National Bank of Commerce in Seattle, with 42 branches throughout the State of Washington, has found an effective answer to the time-honored need for public relations on a "high" level.

It uses film and television to tell the story of the state. The combination has served to couple the banking industry's requirements for dignity and the sponsor's desire for viewer interest. The results have been "sound and impressive," a spokesman for the bank says.

The bank is now in its fourth year of television operation, currently on KING-TV Seattle and KIMA-TV Yakima. Cole & Weber, Seattle, is the agency.

Starting with sponsorship of The March of Time on KING-TV in the spring of 1951, the bank soon felt the need for a dramatic documentary tailored to its own requirements. In the fall of that year, therefore, the bank sent Charles Herring, then KING-TV news editor, and a camera crew to Europe. They visited more than a dozen countries in 33 days, rushing the film back to the States as soon as it was shot. By Dec. 1, 1951, the footage was on the air on KING-TV—then the only television station in the Pacific Northwest—under the title Overseas Report. The films were later released as two 25-minute movies on 16mm, for group viewing.

When the 15-week European series concluded, it was succeeded by Washington State Reporter. Joe Raskie, Cinema Service, was cameraman, and Mr. Herring continued as narrator. The two toured the state, reporting little-known aspects of life on the farms, in the factories and elsewhere.

In the summer of 1953, after Reporter had been running more than a year, Messrs. Herring and Raskie spent six weeks in Alaska shooting film which was to become a 15-week series on KING-TV under the title Washington State Reporter in Alaska. With the bank's interest in foreign trade programs for the Northwest, the crew pictured such diverse activities as gold mining, fish canning, transportation, the tourist industry, shrimp fishing, farming, military bases and Alaska's future. "Chuck" Herring virtually wrote the shows as he shot them, Dave Titus, television director of Cole & Weber, says.

**Series Ran in Alaska**

In addition to KING-TV, the Alaska series ran on KTVA (TV) Anchorage, and later was released to 16mm theatres in Alaska, as well as schools, theatres, service clubs and similar audiences in Washington. For this purpose, the bank's commercials were deleted and only a mild identification substituted at the close.

The present tv program of the National Bank of Commerce, since Jan. 11, 1954, is a resumption of the Washington State Reporter—"our 1954 chronicle of people, places and events." When Mr. Herring left the station to join CBS-TV in Hollywood [B+T, March 8], Richard Ross, KING-TV news editor, took over the narration.

The current series again ranges over the state, covering such subjects as the workings of the Federal Reserve Bank and the last day at home of Bobo, the gorilla who recently was presented to Seattle's zoo.

As tv director for the agency, Mr. Titus puts in about half of his time on the bank series. Noel Johnson, advertising director of the National Bank of Commerce, has a large hand in planning the programs, as do Raskie and Al Amundsen of Cinema Service. Victor Collin is Cole & Weber's account executive for the bank.

On the theory that "there's no use putting film in the vault—we put it to work," the Reporter programs are edited, after broadcast on KING-TV and KIMA-TV, into 25-minute composites which receive exten-
The Playhouse: prize "package" at a down-to-earth price!

THE PLAYHOUSE is 52 star-studded dramas from the second "Schlitz Playhouse of Stars" series ... first-run in over 150 markets (second-run in all others) ... which you can call your own at a fraction of their original cost.


Scripts, too, are topnotch, include famous tales by such writers as F. Scott Fitzgerald and Somerset Maugham.

You couldn't duplicate this array of talent for many times the price. And think of the promotions you can build around names like these! Reserve the market you want ... call one of these offices right away.

ABC FILM SYNDICATION, INC.

In NEW YORK: Don L. Kearney, 7 W. 66th Street, SU 7-5000
In CHICAGO: John Bures, 20 North Wacker Drive, Andover 3-0800
In HOLLYWOOD: Bill Clark, 1539 North Vine Street, Hollywood 2-3141
ZIV's NEW TV CHAMPION

"Mr. DISTRICT ATTORNE

The inspired new series that outshines them all for drama, action, realism!

52 weeks firm in New York, Philadelphia, Chicago, San Francisco, Detroit, Los Angeles, Minneapolis, Cleveland, Seattle, Houston, Kansas City, Miami, Boston, Washington and many others.

Hurry! A quick decision may hold your market!
CHAMPION OF THE PEOPLE, DEFENDER OF TRUTH, GUARDIAN OF OUR FUNDAMENTAL RIGHTS TO LIFE, LIBERTY AND THE PURSUIT OF HAPPINESS.
Films Build Sales and Set Count

The success that KMID-TV Midland, Tex., has had with syndicated shows proves a strong point for those telecasters who believe that you can program a tv station excellently with film. Last week, the 64th film sponsor was signed at KMID establishing what the station staff thinks is a national record.

When KMID-TV Midland, Tex., went on the air last December it was faced with a problem familiar in television—getting good programs so that people in a new tv market would buy television sets. Networks are hesitant about showing their programs in markets where the set count has not been built up, and set count, KMID quickly discovered, rises proportionately with the quality of programming an outlet telecasts.

This was the dilemma faced by S. A. Grayson, general manager of KMID, and his staff when the station began operation on a 42-hour a week basis. Of that total number, only one hour per week carried network material. “We knew very well that it would take us entirely too long to build up a decent set count unless we gave the public good reason for buying sets,” Mr. Grayson recalls. The obvious solution, he believed, was syndicated film shows, properly merchandised, promoted and enthusiastically sold. The fact that in four months time receiver count in the KMID area has risen from 500 to over 32,000 sets gives unquestionable support to Mr. Grayson’s decision to concentrate on film programs. Today 64 syndicated shows are carried weekly on KMID. Of that total, 58 are sponsored by local business. “We think that’s probably a national record,” Mr. Grayson said.

The KMID sales campaign started immediately after the film plan was adopted. Mr. Grayson and his four salesmen, armed with brochures and audition prints, began to contact local firms who were potential advertisers. Along with selling a show itself, the KMID sales campaign stressed the great merchandising possibilities that syndicated film offered.

“We threw out the old theory that movies are just spot carriers,” Mr. Grayson said. Illustrated his point, he explained that westerns carried on KMID are sponsored in their entirety by the local Piggly-Wigglly Super Markets. The food chain’s show is titled Two-Gun Playhouse. As a merchandising tie-in, every day Piggly-Wigglly stores have “Two-Gun” specials. The IDs of the program picture a pig dressed in western garb toting two guns. “Right now,” Mr. Grayson said, “Piggly-Wigglly is giving away a toy set of guns every day to the youngster who writes the best letter as to why his mother shops at Piggly-Wigglly.”

The acceptance of the film plan on KMID by sponsors has been most gratifying. Pearl Beer, which sponsors Wrestling from Chicago every Monday night, has enjoyed a sales increase of 65% since it bought the show on KMID. The station has actively merchandised the beer, placing 1,000 placards in every tavern and grocery store in the area calling attention to Pearl’s tv show. Canada Dry, which sponsors Annie Oakley once a week on KMID, was selling only Canada Dry mixer last year. Now Canada Dry ginger ale is being sold all over the area for the first time.

The film formula at KMID has caught on with the audience as well as the sponsor. TV sets, according to the Television Dealers’ Assn., are now sold in the KMID market at a rate of 1,500 a week. The sole reason why set sales are so high, Mr. Grayson contends, is that KMID shows offers that are worth watching. Aside from film features, KMID now carries shows from the four tv networks to fill out its program schedule. “I believe that schedule now is as solid and entertaining as our viewers would want,” Mr. Grayson said. “We’ve all learned one thing here. With a powerful local sales effort, by all means you can program a television station excellently with film.”

Memo from Ed Hershhausen Jr.

IT AIN’T WHAT YOU DO . . . (It’s how you do it that counts!) There’s only one difference between receivable radio stations as far as local listeners are concerned. Better frequency, more power, prestige network—none of them cut much ice with your listeners. People listen to your signal in preference to another station only if they like what they hear and if what they hear they can’t get at every other spot on the dial.

APS offers you the only permanent, 100% functional, pure radio music, full basic transcription library—more than 5,000 Hi-Fidelity selections.

APS costs less than you probably think.

APS is sure-fire listener and client bait!! Get the facts, write, phone or wire me today for full details.

The Library That Pays for Itself

Associated Program Service
(A division of Muzak Corporation)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Advance Schedule
Of Network Color Shows

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

NBC-TV
May 17-20: Ding Dong School, 10-10:30 a.m. EDT, Monday-Friday (General Mills through Tatham-Laird, Chicago; Gerber Products through D’Arcy Adv., N.Y.)
May 20: Martin Kane, 10-10:30 p.m. EDT, Thursday (U. S. Tobacco Co. through Kudner Agency, N. Y.)

[Note: This schedule will be corrected to press time of each issue of B-T]
Tower designed to take wave guide that feeds UHF antenna of WROW-TV

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½” x 15” wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION - TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS
Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Detail showing wave guide as it leaves the tower.
Note sturdy angle supports for both wave guide and ladder.
# NETWORK TV SHOWSHEET

## SUNDAY

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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
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## SATURDAY

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**Notes:**

- The schedule includes various shows and programs from different networks.
- Each time slot is filled with different shows, indicating a diverse range of programming.
- The schedule is designed to attract a broad audience with a mix of educational, entertainment, and news programs.
<table>
<thead>
<tr>
<th>Day</th>
<th>DuMont</th>
<th>NBC</th>
<th>ABC</th>
<th>DuMont</th>
<th>NBC</th>
<th>ABC</th>
<th>DuMont</th>
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The table above contains information about TV shows and programs broadcast on different networks and timeslots. It includes a variety of shows such as news programs, variety shows, and sports events. The table is organized by day, with columns for DuMont and NBC networks, and rows for ABC. Each entry provides details about the show, such as the title, time, and duration. This layout helps viewers plan their watching schedule based on their preferences and availability.
Trump Card in Television:

Local News on Film

A compact, economical film department that focuses attention on local happenings is proving the key to a highly successful tv station operation at WTRI (TV) Albany, N. Y. Here's what a two-man news team, a camera and a specially modified jeep can do on local news coverage.

AN INEXPENSIVE film unit concentrating on coverage of local news is being turned into an ever increasing money-making and audience-making proposition at WTRI (TV) Albany, N. Y. The station, which began operation on uhf ch. 35 in February, made its debut in what was already an established and competitive tv market. WRGB (TV) Schenectady, on vhf ch. 6, had been a television pioneer in the area since 1939. In the uhf picture were WROW-TV Albany, telecasting since October 1953 and WMGT (TV) Adams, Mass., which got underway shortly before WTRI went on the air.

Film Answers Problem

The main problem facing the new outlet was finding a way to move to the tv forefront quickly. Dick Wheeler, WTRI general manager, and Paul Jacobson, assistant general manager, in evaluating the strong points of the opposition, felt the greatest lack in the market was in the coverage of local news events. Programming local news on film seemed a logical and relatively inexpensive way to meet the competition and at the same time build shows with sponsor attraction.

The first step in setting up a local news department was locating a "key" man. Fortunately for WTRI, the "key" man, Bill Hartigan, walked into the station one day looking for a job and was hired as head of the film department. Mr. Hartigan had just returned from an 11-month assignment in Korea for CBS Television, where he had been a news photographer. Hud Stevens, an announcer at WTRY Troy, N. Y., moved over to WTRI to become the commentary half of the news team.

Plans for purchasing equipment for the news department immediately got under-

way: WTRI bought a Cine-Voice Auricon 16mm sound-on-film camera specially modified to hold 400 feet of film. This allows for 10 minutes of uninterrupted filming time. A Zoomar lens was also purchased to give variety and pace to all filming operations. The mobility of WTRI's news unit is dependent on a jeep which has been modified for film use. It contains a power unit which eliminates dependence upon wires, outlets and fuses. In addition, the hood of the jeep has been reinforced and brackets have been attached to hold the camera for mobile coverage of special events. WTRI installed complete film and slide developing facilities to be certain of rapid processing of news film. Mr. Hartigan estimates that WTRI's investment in film equipment is about $6,000.

Formula Put to Test

In February, when WTRI went on the air, the theory that emphasis on local news would bring the station speedy recognition was put to the test. The primary news program was set at 6:45 p.m. Monday through Friday. WTRI offered the show on the promise of delivering one local news film feature nightly. The show was picked up on a 52-week basis by the local Ford dealers before the station went on the air. It has been so successful, WRTI reports, that it is scheduled to be telecast Saturday evening as well under its present sponsorship.

Each day an event of local interest is recorded on film for presentation the same day. After the footage has been filmed it is processed in a temporary lab set-up in WRTI's Albany office. At present, film processing is handled in a small tank with drying done on a special dryer designed by Mr. Hartigan. Because sufficient control is not maintained in this sort of hand oper-
Film coverage figures heavily, too, in the sports programming plans of WTRI's sports director Steve Davis. The evening commentary show, *Sports Final*, utilizes local news film stories. Professional baseball in the area is usually played at night and players are therefore unavailable for "live" interviews. Other events such as winter activities at Lake Placid will also get sports coverage. Another program in which film plays a major role on WTRI is *Tee Off With the Capital District Pros*, films of the golf pro in action on his home course.

In figuring the cost of the film operation at WTRI, the station at present is charging the cost of operating the department to any specific program. The outlet plans an analysis of film costs after a six-month period when the specific costs will be written off individual programs.

**Coverage Costs**

On special events coverage, the station estimates the complete film cost from shooting to final print is approximately $200 per half hour. When comparing this cost with that of a live remote telecast which could range as high as $1,000 for the same type coverage, the station feels it has succeeded in bringing remote telecasting within the range of the average sponsor.

In the overall film operation WTRI stays in close touch with all possible news sources. The lab is equipped with short wave radio for police, fire and ambulance calls. This, Mr. Hartigan feels, is a "must" in efficient news film work. He also points out that the station's success to date with its on-the-spot news formula can be traced largely to compact, economical operation and experienced personnel.

---

*RKO PATHE* knows what can be done with film. They've been learning for more than 31 years.... And today you get the bonus in *RKO PATHE* know-how and facilities in anything from an 8-second spot to a feature!

*RKO PATHE* has a background dating back to the first silent pictures.... and an outlook born of success that meets the challenge of today's fast-moving and rapidly changing advertising picture.

*RKO PATHE* ready... at your phone call for TV film commercials.... to do the job right.
THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS

* American Research Bureau, Inc. study determined that each paid copy of Broadcasting-Telecasting is read by 4.68 persons per week. Broadcasting-Telecasting's paid print order is 16,230.
Railroads Offer Catalog Of Free Industry Pictures

CATALOG of photographs to illustrate programs about railway topics, designed to help tv producers, artists and others, has been issued by the Assn. of American Railroads. It is titled "Railroad Photos—Old and New," and presents in miniature over 150 samples from the 15,000 photos in the AAR files. Glossy prints are made available free of charge for professional use.

All types of operations are depicted, including trains, locomotives and cars, tracks and structures, signaling and communications devices, shops, yards, stations and terminals. A wide range of historic subjects is covered. The booklet can be obtained from the Public Relations Dept., Assn. of American Railroads, Transportation Bldg., Washington 6, D. C.

King Agency Drops Clients, Switches to Production

THE Lew King Advertising agency, Phoenix, Ariz., has cancelled all contracts with clients as an advertising agency and has gone into the production of radio-tv commercials and shows, Mr. King announced last week.

The new King Productions reportedly came about in a gradual change. In the past few years the agency has done a great deal in the production field, producing such shows as the Lew King Show, The Lew King Rangers, Rex Castle Marionette show and the Three Cards.

In addition to Mr. King, other key members of the new production firm are Jack Beveridge, executive producer, and Barbara Hallis, program coordinator.

Keystone Affiliates

Increase by 14 to 721

ADDITION of 14 new affiliates, bringing the network's total to 721, was announced by Keystone Broadcasting System April 30. Blanche Stein, station relations director, reported these new stations have joined KBS:

- WROS Scottboro, Ala.; KDAS Malvern, Ark.; KMQV Greenville, Calif.; KTIP Porterville, Calif.; WCLR Camilla, Ga.; KDRC Davenport, Iowa; KOTE Deming, N. M.; WHJ East Liverpool, Ohio; KWPH Cushing, Okla.; WHOA San Juan, Puerto Rico; WIRE Beaumont, S. C.; KDDD Dumas, Texas; WTKM Hartford, Wis.; WTCH Shreveport, La.

Caesar Firm Leases Space

COMEDIAN Sid Caesar, acting as president of his own producing organization, the Shellscorp, has leased the 11th floor and penthouse at 6 W. 57th St., New York, from the Carmel Holding Corp. A spokesman said that Mr. Caesar, who will depart from NBC-TV's Your Show of Shows on June 5, will convert the space into executive offices and rehearsal rooms for his new television show on NBC-TV next fall. Details of the new show have not been announced.

New 'Red Foley Show' in Fall

RADIOZARK Enterprises, Springfield, Mo., last Wednesday announced production of a new country music series, The Red Foley Show, to be offered to national, regional and local accounts this fall.

The open-end, quarter-hour series will be tailored for either a five- or six-day per week schedule on local stations and will be built around the former star of NBC's Grand Ole Opry. It was inspired by the success of the transcribed Tennessee Ernie Show, according to E. E. Siman Jr. and John B. Mahaffey, joint managers of the production firm.

RadioOrzak now services the networks with 10 programs each week and provides transcribed shows for an additional 1,000 U. S. and Canadian outlets, it was claimed.

PROGRAM SERVICES SHORTS

Tele-Q Corp., N. Y., announced that its cueing system, previously used exclusively for tv programs and film producers, is available for public speakers, business conventions, club meetings, sales meetings, training courses and similar activities.

Gotham Recording Co., N. Y., is renovating its Broadway studios and installing new equipment valued at more than $25,000, Stephen Temmer, vice president and chief engineer, announced.

Fremantle Overseas Radio Inc., N. Y., has announced it has signed contracts with CBS Radio under which the network's radio series, You Are There, will be produced in Australia for broadcast in that country and New Zealand, starting in May. Program will be transmitted by an Australian package company.

Lance Productions, N. Y., has been established as a tv film production company according to announcement last week by Lorraine Lester, president, at 315 West 57th St., New York 19.


The Sesac Transcribed Library presents

TONY MOTTOLA

and his Dance Rhythms

"Tremendous—Terrific."

John W. Drew, WOL, Washington, D. C.

"Excellent program material."

Betty Grider, WKRC, Cincinnati, Ohio

"Mottola's music has always been a welcome addition to any programming schedule. Thanks and best of luck to you and Tony."

Bill Gibbons, WFGN, Gaffney, S. C.

"A unique approach in instrumental music, demonstrating the flexible genius of Mr. Mottola's nimble fingers. An envious addition to our KFAB Library."

Bill Granville, KFAB, Omaha, Nebr.

The SESAC Transcribed Library is lowest in cost for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

May 10, 1954 • Page 91
PERSONNEL RELATIONSHIP

ABC, NBC CHICAGO SIGN WITH RTDG

CBS continues to hold out on four points. Pacts will be signed when other cities reach similar agreements.

OFFICIALS of ABC and NBC Chicago have agreed to sign new contracts covering members of the local Radio-Television Directors Guild chapter, but CBS reportedly still was holding out Wednesday over four points of disagreement.

RTDG officials have met periodically with representatives of the three networks the past fortnight. Legal counsel for the Guild told B&T Wednesday that the pacts will be signed once Los Angeles and other cities reach similar agreements. Network terms already have been completed in New York.

The stations involved are ABC's WBKB (TV), NBC's WNBQ (TV) and CBS' WBBM-AM-TV Chicago. Negotiations involve minimum wages, proposed fees for local commercial shows, additional vacation benefits and extension of the freelance contract now in force in New York. ABC Radio's WLS is not involved in present negotiations and contracts covering its directors will be discussed after network agreements are consummated.

Points of disagreement with CBS radio and television in Chicago were understood to be: (1) a $5 increase for certain radio directors, (2) question of interchange permitting floor managers to serve as directors, (3) the so-called lunch "penalty" in present pacts, and (4) an increase from $175 to $190 for tv directors agreed on in at least one other city.

Among representatives at sessions were Mathew Vieracker, WBKB (TV); Walter Emerson and George Heinemann, WNBQ (TV); Maurice Rosenfeld of Friedman, Zollin & Rosenfeld, WBBM-AM-TV, and Sanford Wolff, attorney for RTDG. Another discussion with CBS Chicago is planned.

Network Staff Writers Pick 3 Different Unions

STAFF WRITERS at NBC, ABC and CBS last week split their votes to select three different union groups to represent their various continuity and news staffs. Voting was held in line with a recent NRLB decision granting staffers the right to select unions to represent them in negotiations.

The NBC newsroom voted 22 to 14 in favor of the combined Authors League of America and Screen Writers Guild, while NBC's continuity department, which signed with Radio Writers Guild last fall, did not participate. CBS continuity selected Television Writers of America by a 9-7 count and CBS newsroom voted eight for RWG and one for "no union." It was reported that since 10 CBS news staffers did not vote, there was a possibility that NRLB would not certify this election. At ABC the continuity staff chose RWG by a 6-4 count, while the newsroom is to vote today (Monday).

NABET Wins at KTTV (TV)

IBEW's attempt to win representation of 73 KTTV (TV) Hollywood employees away from NABET was unsuccessful in an NRLR election last week in which NABET won by a vote of 49-18, with one vote cast for no union. The station unit consists of engineering and technical employees, including lighting engineers.

Teachers Take to Tv

AS A MEANS of enlisting public support for a pay increase to New York City public school teachers, the New York City Teachers Guild (AFL) purchased time on WPIX (TV) there, for a schedule of 10-second spot announcements. The schedule includes slides and taped voice announcements in behalf of salary adjustments. The business was placed through Nathan Fein Advertising, New York.

Brewer Supporters Claim

Plan to Aid IATSE In Tv

SUPPORTERS of Roy M. Brewer in the current election campaign for the presidency of IATSE [B*T, April 26] have stated their candidate has a program to "salvage" the position of the union in the television field.

In a campaign brochure from national headquarters of the "Draft Brewer" committee in San Mateo, Calif., supporters of the former Hollywood international representative declined to reveal details of the plan for fear of "jeopardizing its chances for success," but continued, "we expect to bring about a real change in the tv picture."

Another campaign brochure, from the southern California Brewer headquarters, pointedly stated, "It is significant that in the shadow of the international office in New York, tv films are being produced by the IBEW and NABET."

Both brochures were mailed to 16,000 IATSE members in Hollywood and to all the union's locals.

Agents Plan Organization

To Contest Sag Proposal

PLANS were announced last fortnight by a group of personal representatives in the television film commercial field in New York to form a union as the initial step to counteract a proposal by the Screen Actors Guild to eliminate or reduce representatives' commissions on reuse of tv film commercials.

A committee of personal representatives, consisting of Olga Lee, Sally Perl and Henry Brown, has been appointed to sit in at a forthcoming meeting of the SA Council at which the issue of agents' commissions will be discussed. SA's proposal is said to encompass elimination of the re-use commission entirely; paying commission on re-use fees for the first 13 weeks only, or retaining the status quo.

SEG Election Set

TOTAL of 21 candidates are competing for 15 places on the Screen Extras Guild board of directors, with election results to be announced June 6 at the annual membership meeting. Richard H. Gordon, president; Franklyn Far num, William H. O'Brien and George Barton, first, second and third vice presidents, and Kenner Kemp, recording secretary, are unopposed for re-election. Jeffrey Sayre, incumbent treasurer, and Mike Lally, nominated by independent petition, are sole contestants for an office.

Page 92 • May 10, 1954
The Lohmillers unpack a broiler-cooker, their 23rd electric appliance (not counting lights).

WHAT'S HAPPENED TO THE U.S. FAMILY IN THE "ELECTRIC AGE"?

They use 3 times as much electricity—and pay less per kilowatt-hour for it

Since the Lyle Lohmillers of Milwaukee were married in 1939, family living has undergone a great change—in everything from housework to entertainment.

The Lohmillers, a typical U.S. family, have moved into the "electric age." A measure of their change—they are using 3 times as much electricity today.

One reason is that electricity does more jobs for them. And the price is lower—the average family pays less per kilowatt-hour than in 1939. Another reason—there's more of it. The electric light and power companies provide 3 times as much electricity. They are building new power plants and dams and lines all over the country ($10 billion worth) to keep well ahead of growing needs.

What's coming? Still more electricity-at-work for the Lohmillers, and for everybody. Electric companies will add half again as much by 1960!

In spite of this abundance, some people still propose that the federal government build electric projects all over the nation—at the taxpayers' expense, of course—even if it means waste and the threat of socialism.

You can help avoid such waste and extravagance by encouraging Congress to resist the pressure for unnecessary government power projects. The country's electric needs can be met by America's Electric Light and Power Companies.*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events.
DEVELOPMENT DIV. FORMED BY MUTUAL

New division, to be headed by B. J. Hauser, will be concerned with "exploiting all avenues of expansion generated by the firm's activities.'

GROWING trend among networks toward activities concerned with subsidiary rights of radio and television properties was accentuated last week when Mutual announced it has established a development division to be headed by Vice President B. J. Hauser.

Creation of such a division by Mutual follows the formation by NBC last February of NBC Enterprises to promote, exploit and merchandise properties of the network [BET, March 1]. A check by BET revealed last week that CBS-TV has been engaged in such activities for several years but has created no special unit for this work. It has assigned these duties to Arthur Perles, administrative director and director of merchandising exploitation in the public relations department. An ABC spokesman said that up to the present, program packages and producers have acquired these subsidiary rights as part of their contracts, but added that the network "is re-evaluating the situation with the view in mind to engage in such activity." A DuMont official said the network has "no immediate plant in this direction," but pointed out that advertisers and program producers have been active in the subsidiary rights field.

The announcement from Mutual, released by Thomas F. O'Neill, president, said that Mr. Hauser will continue to supervise the work of the network's cooperative program department, of which he has been vice president in charge. In his new post, Mr. Hauser will explore "the possibilities of exploiting all avenues of expansion generated by the firm's activities."

Mr. Hauser joined Mutual in 1945 as director of cooperative programs. Previously, he was advertising manager of the Blue Network and associated for several years with NBC in various promotional capacities.

An immediate project planned by Mr. Hauser is the issuance of a "Baseball Almanac" in connection with Mutual's Game of the Day.

ABC-TV Schedules Heavy Sports Lineup for Summer

ABC-TV will offer its inter-connected affiliates an "all sports" summer co-op program schedule of more than seven hours of sport shows weekly, it was announced last week by Frank Melnick, manager of ABC's cooperative program department. The summer co-op television schedule, effective May 17, is as follows:

- **Boxing From Eastern Parkway** (Mon., 9:30-10:45 p.m. EDT), **Wrestling From Rainbow** (Wed., 10 p.m.-12 midnight EDT), **Dizzy Dean Show** (Sat., time depending on start of Baseball Game of the Week), **Baseball Game of the Week** (Sat., 2 p.m. to conclusion EDT), **Saturday Night Fights** (9 p.m. to conclusion EDT) and **Fight Talk** (Sat., 9:45-10 p.m. EDT).

**NBC Previews New Farm Show**

NBC Central Division will hold a special trade showing of a proposed new network tv farm program today (Monday) in Chicago, it was reported last week.

The network will show a kineticce of a new type farm show based on the format of city people visiting the country. NBC hopes to launch the program on a commercial basis and reportedly has at least two interested sponsors lined up.

Talent includes John Ot, Clint Youle, Don Herbert, and singer Eddie Arnold. Lloyd (Doc) Burlington, farm broadcast specialist and co-owner of WBEL Beloit, Wis., also will appear.

**MBS, Redlegs Answer WNOP**

MUTUAL Broadcasting Co. and the Cincinnati Redlegs last week entered a general denial to charges made against them in an anti-trust suit initiated by Tri-City Broadcasting Co., operators of WNOP Newport, Ky. [BET, Jan. 18]. The suit asks for $300,000 in damages for alleged violations of an oral contract with WNOP centering around Mutual's Game of the Day baseball broadcasts.

The denial was incorporated in an answer filed by attorneys for Mutual and the Redlegs in the U. S. District Court for the Southern District of New York.

**NBC's Utley in Libel Suit**

A $25,000 libel and slander suit has been filed in circuit court against Clifton Utley, NBC Chicago radio-tee commentator, on the basis of a newscast April 27, 1953. In the suit, Fred Gilbert, president of the Chicago Eye Shield Co., charges Mr. Utley with showing on television a police captain's memorandum book and opening a page bearing Mr. Gilbert's name and telephone number, unlisted in the phone book. Mr. Utley's comments, it alleges, constitute libel, slander and invasion of privacy. Mr. Utley is recuperating from illness and has not returned to his regular newscast.

**AT&T Links Three**

WRBL-TV and WDAK-TV Columbus, Ga., and KGLO-TV Mason City, Iowa, were connected into the Bell System nationwide television facility network last week, making network tv program service available to 299 stations in 189 U.S. cities.
Texas Broadcasters Plan
Spanish-Programming Network

TEXAS Spanish-language broadcasters met last week at KIWW San Antonio to discuss organization for the Texas Spanish Language Network.

The network is being formed to aid in the placing of radio advertising directed at Spanish-speaking people in the Southwest, to offer improved programming through a closer relationship among the network stations, and to act as an exchange for the best programs produced by the stations in their own markets.

Organizational plans, it was reported, are complete, subject to final approval by the stations.

DISCUSSING plans for the Texas Spanish Language Network are L. E. (Gene) Richards (seated), KIWW San Antonio, elected president; and (l to r) Joe Harry, promotion manager for the proposed network; Bob Pinkerton, XEO Brownsville and XEO McAllen, and Jack Mayberry, KUNO Corpus Christi. Others unable to attend but expected to join are Pedro Menesis, XEJ El Paso, and Frank Stewart, KTXN Austin.

NETWORK PEOPLE
Don L. Chapin, coordinating director, Tri-State Network (WKRC-TV Cincinnati, WTVN (TV) Columbus and WHIO Dayton, all Ohio), appointed director of national sales, concentrating on New York market.

George Faust, operation and traffic manager, CTPN and KNXT (TV) Hollywood, named account executive. Don Rosenquest, traffic supervisor, CBS-TV succeeds Mr. Faust.

Alan Handley, producer-director, NBC-TV Dinah Shore Show, contracted by network to develop, produce and direct his own TV packages.

Edwin M. Lieberthal, operations director, DuMont TV Network, to teach course on timing and integration of TV programs, New School for Social Research, N. Y.

Dave Ketchum, mimeograph dept., CBS Radio, Hollywood, and a comedian-m.c., cited with "Certificate of Esteem" by Defense Secretary C. E. Wilson for entertaining Army and Air Force bases.

Dinah Shore, NBC-AM-TV singing star, named "America's Most Glamorous Mother" by Downtown Business Men's Assn. of Los Angeles.

Peter Hackes, newscaster, CBS Radio Washington, and Mary Ellen Propper Yaukey were married in Houston, Texas.
FIRST THREE MONTHS OF THIS YEAR 'BEST' IN RCA'S HISTORY—SARNOFF

Board Chairman describes sales gains at annual meeting. Says color will speed day of billion dollar annual volume for RCA; predicts that 'when color wagon is rolling, Zenith will get on board, just as it did in black-and-white.' He sees 'good volume' of business in 1954.

RCA in the first three months of 1954 "had the best first quarter sales in our history," Brig. Gen. David Sarnoff, chairman. Gen. Sarnoff remarked that "some like to take the ride after the wagon starts rolling. When the color wagon is rolling, Zenith will get on board just as it did in black-and-white."

John T. Cahill, of Cahill, Gordon, Reindel & Ohi, RCA counsel, in reporting that RCA's suits against Zenith and its tube-manufacturing subsidiary are now in the courts, reminded stockholders that at the time the RCA was developing black-and-white tv, Comdr. McDonald went on record to the effect that Zenith would never manufacture a black-and-white tv set.

The inventions and improvements resulting from RCA research have been made available to the entire industry on a uniform basis through patent licenses with royalty rates of "less than one percent of the usual retail price," Gen. Sarnoff reported. Sarnoff reported. He stated that a substantial number of these agreements have already been extended for five years and expressed confidence that "substantially all of the remainder will also extend their agreements."

Sales Up 23%

In 1953, Gen. Sarnoff reported, sales of RCA products and services totaled $853,054,000, up 23% from the 1952 total. Profit before taxes, $72,437,000, was reduced to less than half that amount, $35,022,000, after taxes, he said. "RCA's tax payments in the past ten years totaled $436 million. Profits after taxes, for the same period, amount to $25 million. The ten-year ratio of taxes to dividends paid on common stock is more than five to one, that is, more than 5% paid in taxes to the government for every dollar paid in dividends to stockholders."

In the past decade, the RCA board chairman noted, RCA's volume of business has grown from $295 million to $585 million a year; net profit after federal taxes—increased from $10,192,000 to $35,022,000; net working capital increased from $115,336,000 to $228,941,000; plant and equipment value rose from $29,528,000 to $134,182,000; employees increased from 38,400 to 100,000.

Audible Journalism

MANY principal U. S. cities already have more radio and tv stations than newspapers. Brig. Gen. Sarnoff, RCA board chairman, told the corporation's annual meeting last week. "New York City," he said, "has 28 radio stations, seven tv stations and only nine English-language daily newspapers. Chicago has 26 radio stations, six tv stations and only four daily newspapers. Los Angeles has 21 radio stations, eight tv stations and only five daily newspapers. Even in Washington, D. C.—the capital of our nation—there are only three daily newspapers, while there are 16 radio stations and four tv stations."
to 63,788; stockholders' equity in RCA increased from $89,383,000 to $215,719,000.

Television. Gen. Sarnoff said, accounted for 50% of RCA's total volume of business over the past seven years, reaching 54% last year. This includes both manufacturing and broadcasting. He said, getting that, in comparison to radio, tv contributes about four times as much to the company's volume. RCA is the leader in providing tv equipment abroad, he stated, pointing out that America RCA has supplied 60% of all the tv broadcasting stations now in commercial operation.

Departing from his prepared statement, Gen. Sarnoff recalled that on Sept. 30, 1951, which marked the completion of 45 years with RCA and its predecessors, he had asked RCA scientists for three gifts for his 50th anniversary: a magnetic tape recorder for pictures, an electronic air conditioner, and a true amplifier of light. With the five-year period about half over, Gen. Sarnoff said he could report that his first gift has been produced and demonstrated [BT, Dec. 7, 1953] and is now being reused for commercial use. The electronic air conditioner is "about half-way along," and "principles are already established" for the light amplifier, which he admitted was a "bit of a post." By Sept. 30, 1956, he said, he hopes to be able to report the accomplishment of all three of those goals, and that RCA has reached an annual volume of $1 billion as well.

For further information and rates, call 98-9731 in Jacksonville; in New York dial MU 7-5047.

### Large Scale Color TV 2 Years Away—DuMont

The Allen B. DuMont Labs head tells stockholders an economical large-screen color tube will help to bring popular-priced large-screen color. PREDICTION that color television receivers probably will be mass-produced within two years was offered by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at the annual meeting of company stockholders last week in Clifton, N. J.

Dr. DuMont said lack of economical large-screen color picture tubes has been the stumbling block in production of popular-priced, large-screen color sets, but added that the recent introduction of DuMont's 19-inch color tube is "a major step to break the logjam" [BT, May 3]. He said he believes this tube can be manufactured economically and that DuMont receivers incorporating the tube probably will be on the market this fall for "around $1,000 each."

"Before too long," Dr. DuMont continued, "we ought to be making a 21-inch rectangular color tube. It should sell for less than $100 when mass production is accomplished. At that time, our color receivers should be getting closer to a $500 price. That will be the time for large volume sale of color receivers."

Dr. DuMont added that next September, DuMont Television Network's WABD (TV) New York plans to begin transmission of color filmed programs.

#### B&W Majority

Dr. DuMont told stockholders black-and-white tv receivers will make up the major part of the industry's sales for the next few years, indicating that the consumer "is getting excellent value in black-and-white sets at extremely low prices."

For forthcoming mass production of color tv sets, the DuMont Labs head said, will open up new opportunities for sales and profit for DuMont and the television industry. He warned that the next two years will be transition years and will not be attractive from a financial standpoint, but he decided that with the advent of mass-production of color tv sets, the outlook should improve.

Dr. DuMont reported that the gross income of Allen B. DuMont Labs Inc., for the first 12 weeks of 1954 was $19,770,000, compared to $24,187,000 for the same period of 1953. Net profit after federal income taxes was $508,000 as against $945,000 for the first 12 weeks of 1953, and net profit preferred dividends amounted to 20 cents as against 39 cents for the first 12 weeks last year.

Officers of DuMont Labs re-elected by Class A stockholders were Dr. DuMont, president; Dr. F. Patten, vice president; Dr. T. Goldsmith Jr., Bruce T. DuMont and Percy M. Stewart.

Class B stockholders re-elected Paul Rainsbour, treasurer; Bernard Goodwin, secretary and Irving Singer, assistant treasurer. Directors re-elected were Barney Balaban, Paul Rainsbour and Edwin L. Weisl.

### Transmitting Equipment

#### TRANSMITTER SHIPMENTS

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'Roadblocks' Delay Electronics—Abrams

Emerson president says 'premature' standardization of color tv, FCC's 1948-52 freeze on 10% excise tax on sets have blocked progress.

"ROADBLOCKS" in the path of the electronics industry were denounced last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., who said that without them the industry could solve the unemployment problem for many years.

In a speech before the Sales Executives Club in New York on Wednesday, he listed some of the "roadblocks" as "premature" standardization of color television, FCC's 1948-52 freeze on construction of new tv stations and the 10% excise tax on radio and tv sets.

He said 10% of the population owes its livelihood directly or indirectly to the electronics industry and that the number could be materially greater if the roadblocks to sales and general progress were removed.

In radio-tv specifically, he said printed circuits and transistors eventually will give television sets the portability that radios now have.

In tv he foresees the perfection of projection systems as a result of color—for example, the possibility of a color set one foot square projecting three or four-foot pictures.

Mr. Abrams said that although color tv is coming "at some time in the future" it is "not here now."

"In about five years," he said, "I believe that approximately 30 to 40% of all units produced will be in color and, by that time, we may sell as many as 2 million color receivers a year. But we will be selling 4 million to 5 million black-and-white sets annually."

Manufacturers to See DuMont 19" Color Tube

DuMont's new 19-inch picture tube (BVT, May 31) will be shown to set manufacturers today (Monday) and to tube manufacturers tomorrow at the research labs of Allen B. DuMont Labs in Passaic, N. J. Kenneth A. Hoagland, engineering manager, tube division, will discuss the technical details of the tube.

MANUFACTURING PEOPLE

Edward C. Bonia, president of E. C. Bonia Inc. (national sales organization marketing television receivers and appliances), appointed manager of dealer relations, Emerson Radio and Phonograph Corp., N. Y.

Joseph A. Hatchwell, mid-Atlantic regional sales manager, Allen B. DuMont Labs' television receiver div., promoted to director of sales for division.

David D. Coffin, manager of missile and radar div., Raytheon Mfg. Co., Waltham, Mass., named an assistant vice president of company.


Roy Witte, project engineer, and William F. Boylan, senior electrical engineer on commercial production, Magnecord Inc., Chicago, appointed chief mechanical engineer and chief electronic engineer, respectively.


Ted Martin Jr., manager, RCA Tube div's southeastern sales district distributor, named a special sales representative headquartered in Harrison, N. J.

John S. Bayers, vice president, Magnecord Inc., to the National Co., Malden, Mass., as chief engineer, magnetic memories division.

Harry E. McCullough appointed a consultant on merchandising activities, Magnavox Co., Ft. Wayne, Ind.

Houston Color Principals Buy Control of Color Corp.

WORKING control of Color Corp. of America, Burbank, Calif. (formerly Cinecolor Corp.), has been purchased from the Donner Corp. by Benjamin B. Smith and Ray C. Wilcox, principal stockholders in Houston Color Labs, there, processors of Ansco color film, and Emerson-Pearless Corp., Los Angeles, tv and motion picture equipment manufacturers.

Mr. Wilcox and Martin Stone, president and vice president, respectively, of Houston Pearless, have been elected to similar posts in Color Corp. H. W. Houston, president of Houston Color, was named vice president in charge of engineering of the newly acquired corporation, and Mr. Smith, secretary-treasurer. Along with K. B. Elliott, the officers are also on the board of directors.

The transaction was negotiated by Albert Zusghim, head of Albert Zusgim Corp., Beverly Hills, and Kenneth C. Hardy, Los Angeles manager, Francis I. duPont Co.

IT&T Report Cites Set Slump

ANNUAL report of IT&T and subsidiaries released last week said that sales of television and radio sets manufactured by the Capehart-Farnsworth Division, Fort Wayne, were below those of 1952, pointing out that publicity on the early availability of color television had "adversely affected the market for black-and-white receivers in the latter half of 1953." It was stated that a limited number of color receivers were scheduled for production in 1954. IT&T net income for 1953 reached a record high of $22,377,611, representing $3.12 a share on outstanding capital stock, as compared with net income of $22,147,753, or $3.09 a share, in 1952.

Manufacturing—Abrams

"I got power"

But down in Northwest Alabama and Northeast Mississippi WERH dominates 16,695 square miles within its 0.1 MV/M contour.

Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

New York Representative: Robert S. Kaller, Inc.
New York Educational Network Elects Officers

THE Empire State Fm School of the Air, a cooperative network of commercial radio stations and educational systems, met April 29 and held elections for executive posts. Its School of the Air program, operating on radio relay among 23 fm stations, is made available each weekday to about 750,000 New York state school children.

Re-elected were: Kenneth G. Bartlett, dean of Syracuse U. Radio-Tv Center, vice chairman of the board of trustees, and George S. DeNoon, manager of WHAM-AM-FM, Rochester, secretary. Nominated for re-election to five year terms on the board, with voting to be held by mail ballot among School of the Air members, were: Donald K. deNeuf, Rural Radio Network general manager, and Frank W. Kelly, WBEN Buffalo manager. Eugene F. Foster, radio chairman at Syracuse U., was re-elected executive secretary. He is now on leave for radio work with the State Dept. in Iran.

Currently on the board are Louis G. Buisch, general manager of WWHG Hornell; John B. Johnson, publisher of the Watertown Times which owns WNNY Watertown and WMSA Massena; E. R. Vadeboncoeur, president of WSYR Syracuse, and Frank L. York, publisher of the Troy Record, which owns WFLY Troy.

Bernays Grant Bocks

WNYS Education Series

MUNICIPALLY-owned, noncommercial WNYC New York, at a luncheon last Monday, launched a series of programs on a saturation schedule consisting of more than 100 broadcast hours devoted during one week to the “Education Institute of the Air.”

The principal speaker was Samuel H. Brownell, U. S. Commissioner of Education, who spoke on “American Education Today and Tomorrow.”

Henry Epstein, deputy Mayor of New York, told the group that less money should be spent on liquor and cosmetics and more on education.

Edward L. Bernays, chairman of the Edward L. Bernays Foundation, which has made the grant under which the special education series was produced, welcomed the educators at the luncheon and explained that the series on the crisis of education at all levels was being offered to 123 radio station affiliates of WNYC.

Seymour N. Siegel, director of radio communications for WNYC, said:

WNYS...is attempting in this “Educational Institute of the Air” to examine in depth the American education scene. A full week, May 3 to May 9 of broadcasting will be devoted to an appraisal of current educational processes and their effect on education. One station needed this week was able to examine in depth the American education scene. A full week, May 3 to May 9 of broadcasting will be devoted to an appraisal of current educational processes and their impact on education.

The program co-ordinator for all of the programs has been Anne L. Langman and B. R. Buck, program director.

Mich. State Schedules Summer Video Workshop

PERSONS completing the fourth annual Summer Television Workshop Aug. 2-21 at Michigan State College will be awarded four credit hours, according to MSC’s Dr. Armand L. Hunter, television development director, and Dr. Robert P. Crawford, television educational training director, co-directors of the workshop.

Students may register for graduate or undergraduate credit or for non-credit participation during the three-week workshop, conducted by MSC’s Department of Speech, Dramatics and Radio Education. The workshop is integrated into facilities now being used by MSC outlet WKAR-TV East Lansing, and includes three studios, four camera chains, a remote trailer unit and resources for production of all types of programs, Drs. Hunter and Crawford said.

The MSC workshop is expected to meet the needs of people who plan and prepare educational tv programs, either on a commercial or non-commercial station. The production division of the workshop will be under the direction of William Tomlinson.

Information can be obtained from Dr. Wilson B. Paul, head, Department of Speech, Dramatics and Radio-TV Education, Michigan State College, East Lansing.

Adams Advertising Scholarship

THE Henry W. Grady School of Journalism at the U. of Georgia has established a Burke Dowling Adams Advertising Scholarship, Dean John E. Drewry has announced. The scholarship was made possible by Mr. Adams, head of the Atlanta agency of the same name, for students whose major subject is advertising.

Boston U. Institute

BOSTON U. will hold separate institutes in radio and television this summer from July 1 to Aug. 21. Institutes are designed primarily for persons engaged in informational phases of industrial public relations, charity and church work, and education.

You, too, can

SAVE OVER $5,200.00 PER YEAR

with the

RUST REMOTE CONTROL SYSTEM

Since FCC authorization was granted, approximately one half of the remotely controlled radio stations have adopted the RUST SYSTEM for remote transmitter control. Operation costs for all of these stations have been reduced.

SOME STATIONS HAVE ENJOYED SAVINGS OVER $5200.00 PER YEAR!

1 In more than one case, re-location of transmitters on “cheap land” has resulted in substantial savings.

2 In others, engineering costs alone were reduced as much as $100. per week (with increased operating efficiency).

3 One station needed good technical help for their TV operation. With the RUST SYSTEM, this outfit was able to shuffle their own personnel and avoid the high cost of “stealing” help from surrounding communities, at a saving well over $100. per week.

4 In most cases, combined savings in these categories alone have been equal to the income from a 32 week non-cancellable advertising contract — at $100. per week!

You, too, can enjoy similar savings! Send now for your brochure showing HOW RUST REMOTE CONTROL SYSTEMS CAN SAVE YOU MONEY. No matter what your equipment — RUST has a system that can be tailored to your own specific requirements.

The Rust Industrial Company, Inc.

608 Willow Street, Manchester, N.H.

May 10, 1954 • Page 99
Safety Council Honors 2 Networks, 89 Outlets

National awards to all public information media announced last week in Chicago.

CBS and MBS, along with 72 radio and 17 tv stations, were among the recipients of 1953 Public Interest Awards announced by the National Safety Council in Chicago last Wednesday.

The citations are made annually by the public information media, including newspapers, magazines, advertisers and advertising firms.

In announcing the non-competitive awards, Ned H. Dearborn, NSC president noted the “increasing leadership being displayed by all public information media. Nominations for these awards reveal more and more acceptability by mass communication media of their responsibility in helping to solve one of the great social problems of our time. Their initiative and skill are spearheading the public information effort and really giving safety a voice that can be heard.”

Awards also went to 28 daily and eight weekly newspapers, 13 general circulation and 27 specialized magazines, 32 advertisers and 14 outdoor ad companies. Among the award-winning national advertisers were Allis-Chalmers Mfg. Co., Chevrolet Motor Div. of General Motors Corp., DeSoto-Plymouth Sales & Service of America, Ford Motor Co., Electric Auto-Lite Co., Esso Standard Oil Co., B. F. Goodrich Co., and Metropolitan Life Insurance Co.

The broadcast winners are:

RADIO NETWORKS
CBS and MBS.

RADIO STATIONS
CBL, Toronto; CHUM, Toronto; WJOC, Nashville; KHNS, Galveston; KELO, Sioux Falls; KRLA, Little Rock; KXLA, Los Angeles; KTRK, Houston; KGW, Portland; KTBV, San Diego; KTLA, Los Angeles; KBOI, Boise; KOJR, Anchorage; KJR, Seattle; KXJZ, Nowata; KQV, Des Moines; KSTP, St. Paul; WOR, New York; WPIX, New York; WJAR, Providence; WBZ, Boston; WRC, Washington; WOR, Newark; WINS, New York; WJR, Detroit; WSB, Atlanta; WDFW, Seattle; KQW, Oklahoma City; WJAS, Newark; WWJ, Detroit; WJZ, Baltimore; KRAK, Kansas City; KFWB, Los Angeles; WBZ, Boston; WBOY, Clarksburg; WGR, Buffalo; WITF, Harrisburg; WQSB, Danville; WJBK, Detroit; WJW, Cleveland; KQW, Oklahoma City; WCPX, Pittsburgh; WBZ, Boston; WOR, Newark; WINS, New York; WJR, Detroit; WSB, Atlanta; WDFW, Seattle; KQW, Oklahoma City; WJAS, Newark; WWJ, Detroit; WJZ, Baltimore; KRAK, Kansas City; KFWB, Los Angeles; WITF, Harrisburg; WQSB, Danville; WJBK, Detroit; WJW, Cleveland.

FOR the second consecutive year, Fran Harris (r), creative director of Harris-Tuchman Productions, Hollywood, accepts the “Lulu” award for commercial film from Joan Caulfield, star of CBS-TV’s My Favorite Husband. The present film was mode at the Frances Holmes Awards Luncheon, sponsored annually by the Los Angeles Adv. Women. At left is Walter McCreery, president of Walter McCreery Inc., Beverly Hills agency handling Shipsticks & Johnson Ice Follies, for which the winning promotion film was made.

Massachusetts Unit Cites Sarnoff for Brotherhood

URGING “greater efforts” to extend understanding and brotherhood in the world, Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, warned last week that recent scientific discoveries have placed “new forces at man’s fingertips for peace or war, for the advancement of civilization or for its annihilation.”

He made this pronouncement last Wednesday at the 17th annual Goodwill Dinner of the Massachusetts Committee of Catholics, Protestants and Jews, which honored him with a citation for exemplifying the basic principles of brotherhood and for his belief in and respect for the rights and dignity of the individual. Referring to “tremendous forces that now tend to set man against man, brother against brother,” Gen. Sarnoff declared: “In troubled times like the present, we must not forget the goals set for us by the noblest spiritual leaders, prophets and philosophers through the ages. These goals are the same in 1954 as they were in 1776. It was true then, and it is true today, that the hope of everlasting peace and a world that is free has its source in the mind, the heart and the soul of man.”

Illinois Women’s Clubs Pick Best Kids’ Programs

ILLINOIS Federation of Women’s Clubs has announced its awards for the best children’s programs in radio and television.

The organization cited ABC’s The Lone Ranger as the “best children’s program in radio” and chose NBC Chicago’s Ding Dong School and Mr. Wizard as the best shows in television.

Awards were announced by Mrs. Wade W. Rees, president of the Federation, which represents 172 clubs in the state comprising 21,450 members. Programs were classified and studied by the group’s “listening and watching committee.”

The Lone Ranger was chosen the best program for children under and over seven years of age. Ding Dong School won in the below-six age group and Mr. Wizard in over-six.

Minneapolis AFTRA Awards

ANNUAL AWARDS of the Minneapolis Ad Club and American Federation of Television & Radio Artists for local radio and tv were presented at an annual awards dinner April 28. The “bests” were for radio and tv, respectively, where applicable:

Musical program, KSTP, Saturday Symphony; master of ceremonies, WCCO Bob De Haven; woman performer, WCCO Jeane Arland; tv Artie Hasebe; children’s program, KUOM Old Tales and New, KSTP-TV Jimmy’s Jr. Jamboree; disc jockey, WIOI, Bob Bradley; production, KSTP Edition, WCCO-TV Hi-Yokes in Fashion; hillbilly-western, WCCO Saturday Night Party, KSTP-TV Saturday Night Barndance; religious program, KUOM Going God’s Way, KSTP-TV The World Around Us; newspaper, KSTP George Grims, KSTP-TV Bill Ingram; sports announcer play-by-play, WTCA Frank Buttel, WCCO-TV Rolie Johnson; public service program, KSTP St. Paul High School Choirs, WCCO-TV Wednesday Night City Hall; educational program, KUOM The Classical Tradition, KSTP-TV Take Out for Teens; news commentator, WCCO Dr. E. W. Ziebarth, KSTP-TV George Grims; farm program, KUOM University Farm Hour, KSTP-TV R. F. D.; woman announcer, WCCO Joyce Lamont, KSTP-TV Bee Baxter; man announcer, WCCO Gordon Eaton, WCCO-TV Bud Karelting; sports program, WDGY Wes Fesler, KSTP-TV Jack Horner.

In Recognition . . .

WHYN Holyoke, Mass., presented a safety award by Automobile Legal Assn., in recognition of “unselfish efforts on behalf of community safety by its distinguished leadership in promotion of highway safety for drivers and strangers to the Commonwealth of Massachusetts.”

Gertrude Curley, women’s director, WSB Bradford, Pa., received top award for women’s news coverage for all AP radio and tv stations in Pennsylvania and Delaware.

Gene Kelly, Philadelphia Phillies play-by-play announcer, and Byrum Saam, Philadelphia Athletics broadcaster, received citations from Sport magazine for "interpretation of sports to the listening public.”

AWARD to Crosley Broadcasting Corp. from American Public Relations Assn. for outstanding public relations programs for 1953-54 is presented by APRA’s annual convention to Gilbert W. Kingbury (r), Crosley vice president of public relations, by J. E. Drew, public relations director of Lever Bros. Co. and chairman of awards judges committee.

Broadcasting • Telecasting
EIGHT NATIONS IN TV EXCHANGE

EIGHT European countries will be linked together for an exchange of television programs during the period covering June 6 to July 4, it was announced last week by the French Broadcasting System in North America. The link will include France, Great Britain, Belgium, The Netherlands, Denmark, Western Germany, Switzerland and Italy. It was said to be the first TV interchange covering a large number of nations, though Great Britain, France, Belgium and Western Germany carried the Coronation last year. Use of standard "converters" is said to make possible the exchange as standards are different in the various countries.

The main feature of the exchange was reported to be the World Soccer Cup matches from Switzerland but programming also will include a visit to the Vatican, several theatrical productions from Paris and Versailles, a variety show from London and athletic championships from Glasgow.

Gamble Predicts More Advertising in Canada

CANADA'S changing economy from one of manufacture of raw materials to one that also processes and distributes finished and semi-finished products will result in an ever-increasing dependence on advertising, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, declared last week. Mr. Gamble offered this evaluation at the opening day luncheon of the 39th annual convention of the Assn. of Canadian Advertisers in Toronto last Tuesday. He cited the increase in population, number of families, residential construction and industrial expansion as factors contributing to a widening need for advertising in Canada.

Canada's increased need for advertising is much the same as America's, Mr. Gamble continued. He pointed out that even though efficiency in advertising and selling has increased in the U. S., industry still cannot operate satisfactorily with a lower advertising budget, because opportunities are "broadening so vastly."

"In the U. S. we now have more new families and bigger families," Mr. Gamble said. "They are better educated, earn more money, with more income available for discretionary spending, eating better and living better, with new and higher tastes for cultural services as well as goods and commodities."

Mr. Gamble recommended the "full partnership" type of client-agency relationship as a means of achieving advertising's purpose as "the scientific and efficient multiple-salesman." He noted there are some advertisers who do not give their agencies "the facts they need to work with," and there are some advertisers and agencies working "at cross purposes because they are not joined in mutual confidence."

CBC's Dunton Controls Canadian Thinking—Bloom

PARLIAMENT is becoming "a mere handmaiden" of "superior cliques" in Canada today, and A. Davidson Dunton, chairman of the Canadian Broadcasting Corp. board of governors, "has actual power in Canada (that) probably exceeds any single cabinet minister's except the Prime Minister," declared Chester A. Bloom, member of the Parliamentary Press Gallery, in a broadcast for release via CARTB stations.

His broadcast was one of the regular series, Report From Parliament Hill, prepared weekly by various commentators and parliamentarians for CARTB member stations. He warned of the growth of a new mechanism of government management by high level professional civil servants and economic graduates of big business.

"Of all these makers of government policy, Mr. Dunton is unquestionably the most skilled political diplomat . . . (who) holds tightly in his hands the enormous power of managing the thinking of the great masses of Canadian people. . . . Not one of the tight restrictions on non-government owned radio and TV programs or advertising has ever been imposed, or licenses awarded, without Mr. Dunton's approval," he said.

Television won't ruin newspapers, Thomson tells Canadians

TELEVISION won't ruin daily newspapers, retiring President Roy H. Thomson, who owns papers and radio stations in three countries, told the annual meeting of the Canadian Press Assn. at the Royal York Hotel, Toronto last week. Radio had been considered a threat to newspapers, he reminded his listeners, but as it turned out, radio helped to build circulation and widened the field of newspaper advertising. TV will do the same, he predicted. "Television cannot do a complete job of news reporting—not even as complete as radio," he said. "The newspaper remains the one place where you can get news when you want it."

Elliott-Haynes survey shows auto radios increase

Both the number of passenger cars and passenger cars with radios were up in April 1954 over 1953, according to the first of the 1954 surveys on auto radio listening in the 12 key Canadian markets, just released by the Elliott-Haynes Ltd. research organization. In most centers, the survey showed, car radio listening definitely is on the increase in Canada.

Bustin' Out All Over!

Man and Woman—WIOD's 4-County Market looks good in SALES

MANAGEMENT's May 10 "SURVEY OF BUYING POWER." We're bustin' out in Effective Buying Income, Retail Sales and Population. Take a good look! We'll be hearing from you?

National Rep.,
George P. Hollingbery Co.

5,000 WATTS
610 KC • NBC Affililate
James M. LeGate, General Manager

Established January 18, 1926

CBS (TV) to Start in June; CHCH-TV on Dry Run Schedule

CANADIAN Broadcasting Corp. has announced that CBWT (TV) Winnipeg will begin operation June 1 as a non-interconnected station of the CBC Television network. It will operate on ch. 4. The only operating tv station in western Canada, it will be considered for regional discount purposes as comprising the prairie region of the network with Class A rates at $160 per hour. Station spot hour rate will be $200, Class A.

High winds prevented CHCH-TV Hamilton, Ont., from commencing operations in April as planned, K. D. Soble, president and general manager, said in a letter to advertisers and agencies. He reported that the 454-foot wave stock antenna was delivered by Dominion Bridge Co. Dry run schedules began April 25 on a simulation of the station's 11-hour daily schedule. No new target date was announced.
When the Scott Paper Co. in a change of advertising appropriated droppings KCBD-TV Lubbock, Tex., as one of 18 stations from the NBC-TV affiliate carrying Scott's My Little Margie, the company failed to reckon with the station's staff.

The KCBD-TV men felt they had to protect their seven-months investment of concentrated promotion for Scott Paper products. And besides, from their promotion work they knew that My Little Margie was one of the best liked tv shows in the 53,804-set area.

The show had been introduced Sept. 10, 1953, the station said, and immediately became a hit in the 34-county "South Plains" area of west Texas and New Mexico. KCBD-TV had heralded the show for weeks with tv spot announcements and newspaper ads, and more than 500 retail outlets were sent postcards describing the show's impact.

The mailings and the show brought an immediate increase in orders and new accounts for Scott Paper products and KCBD-TV's staff worked closely with Scott's Lubbock representative, Don E. Penfold, on advertising and promotion to obtain maximum sales for Scott Paper products. KCBD-TV made giant posters for use on Scott Tissue displays.

The posters with a picture of Gale Storm and Charles Farrell, stars of My Little Margie, gave Scott's Mr. Penfold a handy sales tool and furnished a memory device to the housewife.

Furr's Super Markets (31 retail outlets) and Piggly Wiggly (19 retail outlets), which handle 80% of total retail grocery business for the area, were unprepared for the effects of the tv show when it arrived and had more demands for Scott Paper products than they could handle.

The Piggly Wiggly Chain had received its first order of Scotties (facial tissues) in January 1953, but they moved very slowly through the first, second and third quarters. The firm decided in the third quarter not to re-purchase, says P. T. Glazner, buyer. "Unfortunately we took this measure at a time when the Scott Paper Co. started the My Little Margie show in this market."

Thus Piggly Wiggly was unable to cash in on the initial demand created by the Margie show and received only token shipments afterward and soon was out of stock.

Jack O. Stone, advertising and promotion manager for Furr's Super Markets' 51 outlets, said his organization did not put Scotties on its shelves until Feb. 16, 1954. Less than a month later Furr's had tripled orders. Then before the show of March 24, 1954, it was announced the show would be canceled April 14.

"Reaction from viewers was tremendous."

The "Texas-size" facsimile of a Scottie box, stuffed with viewers letters urging retention of the show.

KCBD-TV reported. Within 45 minutes of the announcement 135 telephone calls had protested dropping of the show. KCBD-TV then went on the air with four 20-second announcements asking for viewer requests to keep the show and explaining that cards and letters might do the job. A total of 4,940 requests to keep the show came in, representing about 20% of set owners in the area.

Jack Tippit, KCBD-TV staff artist, constructed a giant "Scottie" box which was mailed to Harry Pardee, assistant vice president and advertising director of Scott Paper Co. As a clincher a brochure carrying all merchandising cooperation by KCBD-TV was mailed to Scott. It included the direct mail pieces, pictures of the posters, affidavits of the mail popularity count, tv announcements and newspaper ads and letters from the two grocery chains regarding retail sales.

The Piggly Wiggly later said the firm's largest order had been placed with the Scott Paper Co. and again it has sold out. The Furr's Super Markets' letter indicated reorders of Scotties are being made.

The impact of the KCBD-TV promotional efforts had its effect. Mr. Pardee described the promotion as "the most outstanding I've ever seen by a radio or tv station—the best selling job I've witnessed."

He also said the Scott Paper Co. was in no better position to increase its advertising expenditures than when the show originally was cancelled, but because of KCBD-TV's outstanding selling job he wanted the station's staff on the Scott selling team—and that the show would be continued.
Real Estate on WGN-TV

PLAN enabling real estate firms to showcase houses for prospective buyers at low station advertising rates has been instituted by WGN-TV Chicago. The station is running a TV directory of homes for sale between its Sunday 9:10 a.m. feature film segments, with firms invited to buy minute spots each for $40 — "less than a third of what the usual advertiser pays for such an announcement," Homes are shown and highlights of offer given. The cost covers two slides, the announcer and time.

"Television can do a job for you, just as it has for thousands of other advertisers," Ted Weber, WGN-TV sales manager, has informed real estate owners. "No other medium offers the impact and results of TV's sight and sound."

GENEVA CONFERENCE COVERAGE

SPECIAL coverage of the Geneva Conference was carried by all radio and television networks. Developments at the conference were carried on regularly scheduled newscasts on radio, supplemented by remote pick-ups from Geneva. Newsfilms of the deliberations were presented on news programs, with ABC-TV, NBC-TV, CBS-TV and WTTM-TV having arranged for on-the-spot coverage.

WWDC BIRTHDAY GIVEAWAY

TO ALLOW the radio audience to share in its 13th birthday celebration, May 3, WWDC Washington departed from the usual openhouse, cake-cutting ceremonies and substituted a $3,000 give-away day. "Lucky numbers" were spotted through all programs, worth from $13 to $513. The numbers ranged from four to eight digits and the first person within a 24-hour period who presented a dollar bill with a serial number that corresponded to the announced number was judged a winner.

WTTM BANK BROADCASTS

WTTM Trenton's 9:55 a.m. weekday news program, produced in cooperation with the Bristol (Pa.) Daily Courier, and previously aired from that newspaper's newsroom, was transferred to the main window of sponsor Bristol Trust Co.'s new branch bank in Levittown. The news is broadcast via a microphone inside the main window of the bank and in addition to station coverage, the broadcast is fed by loud speaker to people in the new Levittown shopping center. The news, gathered by the news staff of the Daily Courier, is announced by Gene Feaney, local newscaster.

FIRE FIGHTING FEATURE

MILWAUKEE tv viewers were given an opportunity to study the fire department's equipment and fire fighting methods during a 13-week feature on WTMJ-TV's Time Out With Thomas program. The series, emceed by Gordon Thomas, was climax ed by two remote telecasts, one from the fire department's training school and the other aboard a fireboat in the Milwaukee River, which was arranged through the cooperation of Fire Chief Edward E. Witscher, gave viewers a complete picture of fire fighting methods, according to WTMJ-TV, and was designed so that the public could benefit from the demonstrations.

STATION MARKET REPORTS

MARKET reports on WATE-TV Knoxville, Tenn., and WGAN-TV Portland, Me., were distributed last week by the television division of Avery-Knodel Inc. to advertising agencies and national advertisers through the country. Data on the Knoxville market and WATE-TV (formerly WROL-TV) is contained in a report titled "Growing . . . Growing . . . Grown!" It points to the growth of the Knoxville mart, gives county-by-county market data within the station's coverage area, and compares time purchases on WATE-TV with other media. The second report, called "Ticket, a New Television Picture in the Portland, Maine, Market," gives information about WGAN-TV and the market it will cover when the station goes on the air on May 16 as the CBS-TV affiliate. Avery-Knodel, which represents the television stations, notes in the report that national advertisers may call on the firm to help work out their individual marketing problems.

DAIRY CONFERENCE COVERAGE

KWKH Shreveport, La., in cooperation with the schools of Agriculture of the U. of Arkansas, L.S.U. and Texas Agricultural & Mechanical College, is presenting the first annual Ark-La-Tex Dairy Conference in Shreveport on April 15. The purpose of the event was to provide dairy farmers in the tri-state area, served by KWKH, with information which would help them through the current price squeeze. The program was arranged by dairymen and extension workers from Arkansas, Louisiana and Texas, and attracted more than 300 persons, according to KWKH.

WLW 'DIXIELAND MARATHON'

WLW Cincinnati sponsored a "Dixieland Marathon" Saturday, May 8, at Cincinnati Gardens (capacity 14,000), which ran from 3:00 p.m. continuously until 2:00 a.m. Sunday. Five different jazz bands were used, including the George Lewis aggregation from New Orleans. The ticket prices were scaled from 50 cents to $1.50, according to that station.

CBS STUDIO ATTENDANCE

MORE than 250,000 persons saw radio shows at CBS Radio Columbia Studio squares in Hollywood and Los Angeles, four months of 1954, according to figures compiled by Muriel Horner, director of ticket distribution.

MARCIANO-CHARLES COVERAGE

HEAVYWEIGHT championship fight between Rocky Marciano and Ezard Charles will be carried on theatre television exclusively, as it was announced by James D. Norris, president of the International Boxing Club and Nathan L. Hal-
KTVQ (TV) Turns Booster
KTVQ (TV) Oklahoma City entered into an agreement whereby the uhf ch. 25 outlet is carrying Monday and Tuesday night home games of the Oklahoma City Indians baseball club in return for promoting the pre-season sale of ticket books. The "TV Booster Books" were sold by the station and the local YMCA Junior Baseball program, with the latter receiving a percentage of the tickets sold.

The signal is being brought by micro-wave relay link to the station instead of the KTVQ transmitter from the ball park a mile and a half away, so that commercials for the sponsor, Thrift-T-Wise Food Stores, can be integrated at the KTVQ studios.

Indians, Wisconsin and Michigan. Twenty prizes will be awarded, with a Philco automatic clock radio to be offered to the grand prize winner. Now on display in station S studio C, posters will be displayed later at various locations in Chicago. Judges will be Sidney Wells, vice president, McCann-Erickson, and Dr. Herman Bundeson, president, Chicago Board of Health.

WGH 'PARADE' COVERAGE
WGH Hampton, Va., claims to have presented the only live coverage of General Motors' "Parade of Progress" show when that station's special events dept., originated nine quarter-hour programs from the 33 exhibits lining the show's "midway" during its four-day stay at Forman Field. WGH reports working in close conjunction with local GM dealers throughout the Tidewater area and John Ryan, "Parade of Progress" general manager, attributed credit for much of the 40,000 audience to promotional efforts of WGH. Thirteen GM dealers from Portsmouth, Hampton, Warwick, Newport News and Norfolk sponsored program segments.

LAW PROBLEM SERIES
LEGAL problems, based on California cases, make up the format for a six-day five minute series which made its debut one week ago over KCBS San Francisco. Point of Law, written by Michael Lipman and produced by Norman Kramer, is designed to alert Californians to dangerous legal situations and show them how to combat them.

WFIL-TV CONTEST RECORD
A RECORD 75,000 letter and postcard entries were received in WFIL-TV Philadelphia's "Stop Look & Listen" contest, which was conducted by station personality Tom Moorehead. A New Jersey housewife used her home address number to advantage in guessing closest to the number of beans in a jar and thereby won the top prize, a 1954 Nash Metropolitan. The contest coincided with the unveiling of the automobile in the Philadelphia area.

ELLERY QUEEN PROMOTION
TELEVISION Programs of America, N. Y., and The American Weekly have united forces in a promotional tie-up to publicize TPA's Adventures of Ellery Queen, tv film series and fiction stories centering around the magazine detective. The agreement covers all phases of promotion from cross-plugs on tv shows and in magazines to cooperating in advertising on both national and local level.

WRTV (TV) Boosts Movies
WRTV (TV) Asbury Park, N. J., owned by the Walter Reade interests, is being used extensively to promote motion pictures playing in the Walter Reade Theatres. The tv station, a spokesman reported, was utilized effectively in the recent promotion of Walt Disney's "Pinocchio" and United Artists' "Shark River," with performers from the motion pictures making personal appearances on television. In addition, Walter Reade Theatres sponsor a daily five-minute What's Playing? program on the station, in which use is made of film clips and slides.

FOR THE RECORD
Station Authorizations, Applications
(As Compiled by B • T)
April 29 through May 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
C—construction permit, DA—directional antenna, ERP—effective radiated power, STL—studio-transmitter link, VHF—video synchronous amplifier, vhf—very high frequency, uhf—ultra high frequency, aural—audio, aural, aural, stereo, vlap—visual, w—visual, wvat—visual, wvi—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sun- set, mod.—modification, trans.—transmitter, * includes limited hearing, ** special service authorization, SWA—special temporary authorization, file and hearing docket numbers given in parentheses.

FCC Commercial Station Authorizations
As of March 31, 1954

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* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.
‡ Am and Fm Summary through May 3

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Television Station Grants and Applications
Since April 14, 1952
Grants since July 11, 1952:

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Total Operating Stations in U. S.:

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<tr>
<td>Noncommercial on air</td>
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Applications filed since April 14, 1952:

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<th>Commercial</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
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<tr>
<td>Educational</td>
<td>27</td>
<td>26</td>
<td>53</td>
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Total 970 337 737 515 1,289

** One-seventy one Cps (12 vhf, 59 uhf) have been re- ceived.
* One applicant did not specify channel.
§ Authorization received.
* Includes 568 already granted.

ACTIONS OF FCC
New TV Stations . . .

APPLICATION

APPLICATIONS AMENDED
Boston, Mass.—Post Pub. Co. amends bid for tv station on vhf ch. 5 to change transmitter location to 225 Needham St., Newton, Mass.; antenna height above average terrain 1,000 ft. Filed May 4.

Parma, Mich.—Jackson Bros. & TV Corp. amends bid for new tv station on vhf ch. 10 to change ERP to 230 kw visual, 115 kw audio; transmitter location to U. S. 12, 1,45 miles W of Parma; studio location to 600 N. Jackson St., Jackson, Mich. Filed May 4.

New Mexico.—An applicant, Tex. Am. Univ., amends bid for new tv station on vhf ch. 41 to change ERP to 18.71 kw visual, 9.36 kw audio; antenna height above average terrain 1,000 ft. Filed April 30.

Bluefield, W. Va.—Daily Telegraph Printing Co. amends bid for new tv station on vhf ch. 6 to change ERP to 50.02 kw visual, 50.14 kw audio; transmitter location to approximately 2.3 miles S, 7°31' E from U. S. Post Office in Bluefield; antenna height above average terrain 1,258 ft. Filed April 28.

Broadcasting • Telecasting

Page 104 • May 10, 1954
Bluefield, W. Va.—Southern W. Va. TV Inc. amends bid for new TV station on vhf ch. 9 to change transmitter location to College Drive and Leatherwood Lane, near Bluefield; transmitter location to 11,450 feet; ch. 9 on 11,540 feet; antenna height above average terrain 1,000 feet. Filed April 25.

APPLICATION DISMISSED

New York, N. Y.—WNEW Inc. dismissed bid for new TV station on ch. 31 at request of attorney. Dismissed May 4.

Existing TV Stations

ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bestg. Co. seeks modification of CP for uhf ch. 23 to change ERP to 13.5 kw, visual, 8.25 kw visual, antenna and studio location to 703 Bank St, Mutual Savings Life Inc. Bldg., Decatur. Granted April 26; announced May 4.

Harford, Conn.—General-Times TV Corp. granted modification of CP for uhf ch. 18 to change transmitter location to Old Talcott Mt. 3.56 miles SE of Avon Village, Deerfield Rd., Avon: studio location to 555 Asylum St, Hartford: ERP to 10 kw visual 8 kw audio; antenna height above average terrain 640 ft. Granted May 3.

WTVT-TV Jacksonville, Fla.—Southern Radio & Equipment Co. seeks modification of CP for uhf ch. 30 to change ERP to 18.2 kw visual, 11 kw audio; studio location to 555 Asylum St, Jehovah; antenna height above average terrain 430 ft. Granted April 30; announced May 4.

KOAT-TV Albuquerque, N. M.—Alvarado TV Co. granted modification of CP for vhf ch. 7 to change ERP to 25 kw visual, 12 kw audio; antenna height above average terrain 540 ft. Granted April 27; announced May 4.

KLVV (TV) Tyler, Tex.—Lucile Ross Lassing seeks modification of CP for vhf ch. 7 to change studio and transmitter location to Kilgore Hwy. & Farm & Market Rd.; change ERP to 100 kw visual, 50 kw audio; antenna height above average terrain 580 ft. Granted April 29; announced May 4.

STATIONS DELETED

WSON-TV Birmingham, Ala.—Jimison Bestg. Co. filed CP deletion on vhf ch. 48 at request of applicant. Deleted April 30.

WJVL (TV) Bridgeport, Conn.—Harry L. Lifig, FCC deposited CP on vhf ch. 45 for failure to prosecute. Deleted April 26.

WKRE (TV) Indianapolis, Ind.—Marion Bestg. Corp. FCC deleted CP on vhf ch. 26 at request of applicant. Deleted May 3.

CALL LETTERS ASSIGNED

WOPT (TV) Chicago, Ill.—WOPA-TV Inc. uhf ch. 44.

KWKV-TW St. Louis, Mo.—W-KKW Inc. vhf ch. 4.

WNSC-TV Gastonia, N. C.—Art-Pix Corp. uhf ch. 4.

WPFW-TV Green Bay, Wis.—Valley Telecasting Co. vhf ch. 5.

APPLICATIONS

WTK-TV Durham, N. C.—Durham Bestg. Enterprises Inc. seeks modification of CP for vhf ch. 38 to change ERP to 150 kw visual, 150 kw audio; studio location to 1500 S. E. side Newton Rd., Durham. Filed May 4.

WNAO-TV Raleigh, N. C.—Sir Walter Raleigh TV Co. seeks modification of CP for uhf ch. 28 to change ERP to 100 kw visual, 102 kw visual; antenna height above average terrain 463 ft. Filed May 3.

KWBO-TV Lawton, Okla.—Oklahoma Quality Bestg. Co. seeks modification of CP for vhf ch. 7 to change ERP to 8.5 kw visual, 4.4 kw audio; antenna height above average terrain 541 ft. Filed May 4.

New Am Stations

ACTIONS BY FCC

Grantston, N. D.—KVOX Bestg. Co. (KVOX Moorhead, Minn.) granted 1370 kc, 1 kw unlimited direct carriage broadcast license at 463 South Center Ave, Moorhead, Minn. Estimated construction cost $18,000, operating cost $38,000. Principals include President E. J. McWicker (52%); Vice President Manny Margot (5%); Secretary Franklin J. Van Osdol (12.5%); and Treasurer William Stern (24.5%). Granted May 3.

Plymouth, Wis.—Arthur J. Gerber, Harold G. Stelhale, Carl G. Burritt and Willard C. Fischer (4/5 as Eastwood, Wis.) granted for new vhf station on 1420 kw, 500 kw daytime. Estimated construction cost $31,780; first year operating cost $35,000, revenue $41,000. All principals in the general partnership. Post office address: c/o C. G. Burritt, P. O. Box 147, Plymouth. Granted May 5.

APPLICATIONS


Rialto, Calif.—Bob C. O. Smith d/b/a Rialto TV Inc. Granted May 5.

Gulfport, Miss.—John Edward Bredlow, 1390 kc, 1 kw daytime. Post office address: 316 E. Beach St, Long Beach, Miss. Estimated construction cost $40,000, first year operating cost $35,000, revenue $40,000. Principals in partnership include Cl. Claude Warren (15%); engineer KVUX Long Beach, Calif; Dr. Paul E. Wilkins (25%); Dr. Carl H. Ford (12.5%); 1/3 owner KFPA Helena, Ark. Filed April 27. Granted April 30; announced May 4.

Existing Am Stations . . .

ACTIONS BY FCC

Radio Station WWER-AM amends CP for new vhf station on 1450 kc 250 unlimited to specify 1220 kc 250 unlimited. Filed April 25; granted April 29; announced May 4.


Forrest, Miss.—Ruth E. Hook and William F. Parrish d/b/a as Forrest Radio Corp. amends CP for new vhf station on 850 kc 1 kw daytime to specify 860 kc 500 kw. Filed April 27.

Existing Am Stations . . .

ACTIONS BY FCC

KLAM Cordova, Alaska.—Northern Light Bestg. Corp. granted modification of CP to change specified hours of operation for 1:30 a.m. to 11:00 p.m. daily, 5:30 p.m. to 4:00 a.m. daily; 5:15 p.m. to 11:00 p.m. Sunday. Granted April 27; announced May 4.

WYBS (AM) Dalton, Ga.—Floyd County Bestg. Corp. granted authority to sign off at 9:30 p.m. April 25 through Oct.1. Granted April 20; announced May 15 (22% stockholder)

WLNY Lynn, Mass.—Puritan Broadcast Service Inc. granted authority to sign off at 6:30 p.m. during the period of local daylight saving time and not later than Sept. 30. Granted April 30; announced May 3.

KXXL Clayton, Mo.—KXXL Inc. granted authority to sign off at 6:30 p.m. rather than irregually for the period of local daylight saving time. May 1 to Sept. 30. Granted April 29; announced May 4.

WBUD Trenton, N. J.—Morrisville Bestg. Co. granted CP to change from 1 kw unlimited to 5 kw daytime, 1 kw night. Granted May 4.

WBKS Oyster Bay, N. Y.—Key Bestg. System granted authority to sign off at 11:00 p.m. until May 25 to move to Mineola, N. Y. Granted April 25; announced May 4.

WLVC Williamsport, Pa.—Lycoming Bestg. Co. granted authority to sign off at 7 p.m. during May through late August for VHF baseball game. Granted April 26; announced May 4.

WLVL Blackstone, Va.—Blackstone Bestg. Corp. granted modification of license from to specified hours with sign off time at 7:15 p.m. on 1450 kc 250 kw. Granted May 3.

WLJP Kenosha, Wis.—William L. Lipman granted authority to change from 10 to 15 kw; antenna height above average terrain from 160 ft. to 300 ft. Granted May 3.

Ownership Changes . . .

ACTIONS BY FCC

KILA Hilo, Hawaii—John D. Keating & J. E. Miller d/b/a as The Island Bestg. Co. granted voluntary assignment of license to James E. Miller for $22,708 as Island manager for KILA station manager. Granted April 29.

KOY-TV Phoenix, Ariz.—KYO Bestg. Co. granted voluntary assignment of CP to change time on vhf ch. 10 to share time on KOOL-TV for $14,900. Principals include Walter H. Cleveland (20%), 25% stockholder KCRV Caruthersville, Mo; President J. E. Taylor (25%), 50% stockholder KCRV, and Secretary Robert L. Harvins (15%), manager and 25% stockholder KCRV. Granted May 5.

KRCH Hot Springs, Ark.—Garland Radio & TV Corp. granted assignment of license to Hot Springs Radio Inc. For $94,900. Principals include Walter Y. Cleveland (20%), 25% stockholder KCRV Caruthersville, Mo; President J. E. Taylor (25%), 50% stockholder KCRV, and Secretary Robert L. Harvins (15%), manager and 25% stockholder KCRV. Granted May 5.

KDas Malvern, Ark.—Malvera Bestg. Co. granted voluntary assignment of CP from WDKS d/b/a as The Island Bestg. Co. to James W. Perry Jr. and Raymond E. Peebles through assignment of license. Granted April 26; announced May 4.

KBMX Coalinga, Calif.—Rea D. Bowman & Benjamin Bowman d/b/a as Pleasant Valley Radio Co. granted voluntary assignment of license to Harry L. Brown & Clifford S. Lantz d/b/a as Westside Bestg. Co. For $500. Principals in general partnership include Harry B. Brown (1/5), Rea D. Bowman (1/5), and Clifford S. Lantz (1/5), former engineer KREDO Inyo, Calif. Granted May 5.
APPLICATIONS

WGWD Gabedden, Ala.—Elzewah Bists, Inc. seeks voluntary transfer of control to Joe J. Moore (49%), (50%)(owner of 49%, (50%) is trustee of the will of Harry E. Moore). Granted voluntary transfer 4-28.

KTVL-TV Mesa, Ariz.—Harkins Bists, Inc. seeks voluntary assignment of CP for new AM on 690 kc to Clyde E. Thomas and George E. Thomas db as Ft. Stockton Bist Co. for $50,000. Granted voluntary assignment 4-28.


Hearing Cases

INITIAL DECISIONS

Fl. Smith, Ark.—New TV, vhf ch. 5 FCC Hearing Examiner Anne Neal Ned Fed (issued initial decision looking toward grant of the application for construction permit for new vhf station on ch. 5 in Ft. Smith, Ark; en- gineers report filed; condition of construction permit in the grant that the grant is without prejudice to any action that the Commission may take for the future at any time, and to any future applications which may be filed to affect the Applicants; a condition that upon approval of George T. Henrichsen and Hiram S. Nakdem, President of American Telecasters, Inc., for the initial decision in application as amended. Action May 30.


OTHER ACTIONS

Little Rock, Ark.—Vhf ch. 11 proceeding. FCC by order, the Commission denied petition filed Dec. 12, 1954 by Arkansas Commercial National Bank, Little Rock, Ark., seeking enlargement of hearing issues to include all applications for construction permit to cable TV Co., North Little Rock, Ark., in connection with its transmitter site and circumstances surrounding certain agreements with respect thereto, in the proceeding involving applications for new tv station on ch. 11.

By memorandum opinion and order, the Commission granted applications for construction permit for new tv stations on ch. 3, 11 and 21, and considered the circumstances surrounding certain agreements with respect thereto, in the proceeding involving applications for new tv station on ch. 11.

By memorandum opinion and order, the Commission denied applications for construction permit for new tv stations on ch. 3, 11 and 21, and considered the circumstances surrounding certain agreements with respect thereto, in the proceeding involving applications for new tv station on ch. 11.

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<th>Title</th>
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>1735 De Sales St., N. W.</td>
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<td>A. D. RING &amp; ASSOCIATES</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
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<td>G. B. WEST, JR.</td>
<td>Consulting Engineer</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
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<td>GAUTNEY &amp; JONES</td>
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<td>1052 Warner Bldg.</td>
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<td>RUSSELL P. MAY</td>
<td>Consulting Engineer</td>
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<td>WELDON &amp; CARR</td>
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<td>Washington 6, D. C., Dallas, Texas</td>
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<td>ROBERT L. HAMMETT</td>
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<td>220 BANKEES INVESTMENT BLDG.</td>
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**COMMERIAL RADIO MONITORING COMPANY**

**Mobile Frequency Measurement Service for FM & TV**

**Engineer on duty all night every night**

**JACKSON 5002**

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**COMMERCIAL RADIO MONITORING COMPANY**

**To Advertise In The Service Directory**

Contact

**Broadcasting • Telecasting**

1735 DeSales St., N.W., Wash. 6, D. C.

**May 10, 1954 • Page 107**
Help Wanted

Managerial

Sales manager—Excellent financial opportunity with growing national company. Productive and expanding markets and sales ability and production know-how. Northern one station. 859C, Minnesota. Some west independent. Aggressive salesman with experience and television. Send full details to Box 283D, B-T.

Commercial manager—to take full responsibility at-wb for close cooperation. Commission better than average, drawing account. Assignments to good sales plus commission position. Send full details to Box 285D, B-T.

Sales manager for metropolitan market, in early 30's, married and unusual opportunity for promotion. Box 189D, B-T.


Salesman

Salesman for leading 5,000 midwest independent. Excellent opportunity for hard working. Good draw and good account list. Give full details in your letter. Box 274D, B-T.

Salesman immediately with at least five years of successful selling in radio for only music and music moguls in national magazine market. Commission with opportunity to become sales manager. Box 273D, B-T.

Salesman for independent 850 watt station in New York State City of over one thousand. Must be experienced person who can handle sales at-wb, work in close cooperation. Commission better than average, drawing account. Assignments to good sales plus commission person who will stay and work in the field. Box 276D, B-T.

Salesman with some announcing. Prefer man between 35 and 45 with announcing background. Salary plus commission. Aerial tape, picture and date to Jim Hairgrove, KFKE, Roosevelt, Texas.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal warm bed, operation in coastal New England market. Excellent opportunity for sales and sales manager commute. Box 275D, B-T.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNR, Muskegon, Michigan.

Experienced salesman to sell competitive market. Must be strong on sales and ideas. Send all replies Box 274D, B-T.

Aggressive salesman with closing ability. Mid-west independent. Good deal for right man. Some arranging necessary. Schoon, 1138 Plymouth Building, Minneapolis 3, Minnesota. Phone Fillmore 3022.

Announcers

Combo-program director—morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of cell. Central New England market. Must also anticipate doing personal early morning DJ show, Salary and talent. Temperature problems and drifters not considered. Box 276D, B-T.

Staff manages-writer. Experienced beat reporter who can do air work wanted by 1000 watt daytimer near Chicago. Personal interest desired. State age, experience. Box 283D, B-T.

HUMOROUS DJ— "Rock-it-up," Actor's delivery on "Momma's "... the way Momma used to make it when I was a kid." Acting experience. Single. 25, N. Y., Great Lake States. Box 284D, B-T.

Salesman or announcers with 1st leagues. Western Ohio. Box 27D, B-T.

Help Wanted—(Cont'd)

New daytime station in eastern market of 8000 listeners seeks a good announcer. Minimum of 20 hours per week in announcing. Background in成熟 and service accounts. Honeymoons, weddings, anniversaries, funerals. $800 per month salary for announcing. Ten percent on sales. Submit resume and tape to Box 284D, B-T.

Wanted—permanent, friendly-voiced announcer with first class ticket. We offer $500 to start, regular raises, vacation, security, chance to advance. Station 250 watt daytimer, in pleasant midwest city of 16,000. Box 286D, B-T.

Combination man, first class, 1 kilowatt, direct-wire station. Excellent salary, good future. Please send resume and tape to Box 284D, B-T.

Efficient, disc-jockey, salesman, real rustic character strong on sales. Phone, write, KOGT, Orange, Texas.

Program director-announcer. Good salary commission with expectation of making profit. Play-list plus budget for display would bring extra money. Car necessary. Send photo, listing position, salary requirement, references and audition to KJCB, Liberia, Kansas.

Top DJ with compe experience. Major north-west market. Over $400.00, month guaranteed. Please send resume and tape to Box 285D, B-T.

All-night announcer. Friendly, warm personality to spin records, take phone calls and interview. Four-hour week. Good opportunity. Real chance and opportunity on staff of N.E.'s only all-night station. Reply to: Program Director, WTEP, Brooklyn, Pa.

Announcer or program director with first phone. Also announcer-salesman for independent concert music station serving Boston area. WCRE, Waltham, Mass.


Experienced announcer for metropolitan Washington, D. C. area independent. Must know how to make results. Send tape or disc and complete resume of experience, WPIS, Alexandria, Virginia.

Experienced announcer, Midwesterner. Ability and full details. May 16th, WOBZ, Rhinelander, Wisconsin.

Wanted: Announcer, independent, new, hillbilly, popular race shows. 40 hours. Talent play-by-play all sports events, basket ball, Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

First engineer announcer daytime kilowatt. Good future. Box 190D, B-T.

Announcer-engineer—able to do good announcer job and keep good watt equipment in operation when the chief is away. Right man can be given total free rein in shaping, shaping and directing whole enterprise.Babby story and disc or tape. Box 266D, B-T.

Combination first phone and announcer. New building and new equipment—excellent living conditions. KRIB, Mason City, Iowa.

First phone combo man with car needed immediately. Contact P. R. Hurbut, WCGL, Columbus, Indiana.

Help Wanted—(Coned)

Combie man. First phone, strong on engineering and announcing, 250 watt independent. Good living-working condition. Top pay. Y'all come—then we'll talk. 310D, Shreveport, Louisiana. Contact George Goths, WFPF. Call 1400.

Transmitter engineer for summer vacations full time starting May 1. Chance of full time employment after September in full-time construction. Contact WITN, Blitchham, New York.

First engineer, network station. Apply WSYY, Rutland, Vermont.

Production-Programming, Others

Good local newcomer. Progressive news, special events minded station. Wiring, announcing ability essential. Besides news "know-how" real newcomer will have eagerness to accept challenges of good coverage in major midwest market. Opportunity, box 80IC, B-T.

Wanted: Young woman for sales promotion in major midwest market. Must be a good type of girl, State age, references, experience, salary desired. Will work closely with national and network merchandising and promotion. Box 290D, B-T.

Man Friday who can qualify as second in command Virginia station. All around ability required. Must handle commercial traffic, whip out copy, spell the moves, inside details quickly and competently. $100 per week. Personal interview required. Send all details to Box 297D, B-T.

Experienced continuity writer preferably from strong sales copy. Good salary, good future. Send sample of work and resume to Program Director, WFPD, Flint, Michigan.

Continuity woman seeking opportunity to go into programming. Will make $200 per week. WOAI, Chicago.

Woman experienced in traffic. WPWJ, Palm Beach, Florida.

Television

Help Wanted

Managerial

Wanted—Top tv sales manager for channel 2, NBC outlet to go on air on air September 1st. Please write us personally unless you list all national tv or radio sales experience on both local and national level. Write or phone J. Drayton Hasle, WUSN-TV, Charleston, South Carolina.

Salesmen

Excellent opportunity for experienced television time salesman. Rocky mountain empire area. Send complete resume and recent photo. Box 276D, B-T.

Announcers

Midwest television operation needs a woman with sales ability, in management. Must be capable of producing and planning five, half-hour "What's Showin'" per week. Plus doing some commercial announcements for food processors and manufacturers. Contact Mort Milligan, Assistant Manager, KHEA-TV, Quincy, Illinois to arrange for interview and audition. Send picture and full background in first letter.

Situations Wanted

Managerial

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 280D, B-T.

I have faith in man. Eleven years engineering and administrative experience. $5,000 to invest. Box 88D, B-T.

Wanted, station losing money. Two competent radio executives, 20 years know-how, desire opportunity to put your station on the right side of ledger. For full particulars write Box 280D, B-T.

Manager: Long experience. Run station to make money, do good personality programs to get business. Prefer single station market city $500 or less. Fies record. Mature man who gets things done. Moderate salary plus percent. Box 274D, B-T.

If you're interested in highly capable, experienced radio engineer, manager in efficient, successful, highly creative in programming, send photo and resume. Box 315D, B-T.

Classified Advertisements

Payable in advance. Cheques and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$1.00 minimum • Display ads 15¢ per inch above 6 inches in length. Ad charge for blind box number. Send box reply to:

BROADCASTING • TELEGRAF, 1735 DeSales St. N. W., Washington, D. C.

APPLICANTS: If transcripts or bulk packages submitted, $1.00 charge for mailing (Forward resistance separately, please). All transcriptions, photos, etc., sent to box numbers are also printed at box cancellers • Telegraf expressly repays any liability or responsibility for their custody or return.
Radio PD seeking successful operation with drive to promote station. With big operating box. Offer experienced, sales-conscious supervision of programming, music, copy, departmental administration. Box 238D, B.T.

Trained, reliable, inexperienced. Want writing, promotion etc. Trained continuity—some all-round. Some not important—opportunity is. Draft free, single, car. U. S. Alaska. Box 347D, B.T.

Television

Situations Wanted—Managerial

Sequined tv station executive available. Strong in sales. Top references. Box 382D, B.T.

Announcer

Dragnet out to catch tv job. This private "T" has client (me) expected award winning "T"-man is the only ambition must get tv position. Feel commune with results. Write for facts. Box 383D, B.T.

Technical

Tv studio training, first phone, several years at am station. Job. coconut-palm, permit potential. Excellent reference. Box 255D, B.T.

Experienced tv newsw reel documentary cameraman, 16 mm, on staff major network. Voted coming out for better opportunity. (Travel acceptable. Box 261D, B.T.

Engineer experienced—am construction and maintenance, radar, tv technical family commuting. Permanent southern location. Box 254D, B.T.

Engineer experienced, seventeen years in television, seeks director of technical operations position. Box 305D, B.T.

Tv engineer desires work in Arizona, southern California, or Texas. either tv or am engineer or am chief engineer. Best reference. Box 300D, B.T.

Tv news cameraman, available immediately. 15 years experience, 5% years chief cameraman WBAF-TV's star talent "Texas New's" Jimmie Mundell. Argyle, Texas.

Production-Programming, Others

Tv program director, producer, director, newscaster. Established and movable. Frequently employed top tv station. Florida, California, Gulf Coast connection. Oh look, or Texas. Check references. Consider radio station manager position. Box 252D, B.T.


Situations Wanted—(Cont'd)


Equipment, etc.

Gates 230 C-1 transmitter; RC-11 Raytheon console, Nutley. 501. frequency and modulation monitor. All for $1,500.00. Box 405D, B.T.

One RCA studio camera chain without TMS monitor including power supplies control console camera cable and three image orthicon. Also RACLH-2A remote control console. Many other items; not early new, but used. Make offer. Box 314D, B.T.


2 type FTM-726 tubes, one with 100 hours, one 300 hours. $100.00. Takes both. WAKE, Greenville, S. C.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio 1570, frequency and modulation monitor. 97.7 mc. $700.00. 2. Presto TL-10 tape drive 7-1/2 ips 15. $100. 3. Type RX-1A variable line equalizer. $50.00. 4. Westinghouse FM-1 tape recorder for inspection. Ed Breen, KVFD, Fort Dodge, Iowa.


Situations Wanted—Production

Help Wanted

Salesmen

WANTED

RADIO TIME SALESMAN

5,000 watt Midwest metropolitan market station. Excellent location. 20 percent commission. State all in letter. Box 260D, B.T.

Technical

EXPERIENCED ENGINEER

Radio engineer for systems planning in New York office of Radio Free Europe. Must have B.S.E.E. or equivalent degree and extensive background in broadcast or communications engineering. Write to Claude M. Harris, Radio Free Europe, 57th Street, New York City, N. Y.

Television

WANTED

VHF-TY STATION MANAGER CALIFORNIA

Must have record of successful accomplishment in similar capacity, and be able to run first-class operation on an economical and efficient basis. A strong sales background, on local and national levels, is a prime requisite. We expect to go on the air by September 1st. An unusual opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Information given will be treated strictly confidential.

Box 153D, B.T
Television

Situations Wanted

Production-Programming, Others

Exclusive for TV News!

- Personable authoritative news-caster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Write or Wire

JOHN H. LERCH
1240 Bryden Road
Columbus, Ohio

PHOTO — TAPE — RESUME

FOR SALE

Equipment

TOWERS
Radio—Television
Antennas— coaxial cable
Tower sales & erecting Co.
6100 N. E. Columbus Blvd.
Portland 11, Oregon

WANTED TO BUY

One or two complete used
image-orth field camera
chains and complete micro-
wave unit.

KSWO-TV Lawton, Okla.

Miscellaneous

FOR THE RECORD

(Continued from page 106)


Mansfield, Ohio—Vhf ch. 48. Petition of Mansfield Bcast. Co. for new television station with primary assignment at Mansfield to consist solely of secondary service. Petitioner requests discretionary allocation of ch. 48 to a secondary station for operation as a high power primary service station. Action May 3.


WSPT-TV Sparkman, S. C.—Vhf ch. 7. Petition of Greeneville Tele-
vision co., permitted of station WTVL (TV) (Greenville, S. C. and pickleton E. Hall, permitted of television station WAIM-TV Anders.
son, S. C. for modification of CP ch. 7 to include an issue of the effective- ness of Commission's action on April 30, granting application of Sparkman Radiocasting Co. (WSPT-TV), Sparkman, S. C. for modification of CP ch. 7. Commissioners Hennock and Bartley dissented. Action May 5.

Clarksburg, W. Va.—Vhf ch. 12. Petition of Federal Bcast. Co. for new television station on ch. 12 of Clarksburg, W. Va., hearing to consist solely of oral argument on whether an issue of the special nature of the application be included in the hearing on the peti-
tion for a new television station at Clarksburg, W. Va., is admissible on the motion of petitioner to consider the application. Action April 30.

Broadcasting — Telecasting

Executive Personnel for Television and Radio Effective Service to Employer and Employee

HOWARD S. FRATZ
TV & Radio Management Consultants
705 Bled Blvd., Washington 5, D. C.

FOR THE RECORD

(Continued from page 106)


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new am station on 800 kc with 250 w. D to re-
numerate issue 4 therein as to and to include
an issue 4 on type and character of pro-
posed program service, and an issue 5 with respect to
program service rendered by WBMM and WAIT, both Chicago, burden of proof under issue 4 is placed on Lake Shore and that under issue 5 on Columbia Bcast. System and WAIT respectively. Action April 30.

Hearing Calendar . . .

May 10

Milwaukee, Wis.—Vhf ch. 12, further hearing before Examiner Herbert Shartman—REMP, WFPS, Milwaukee Telecasting Corp., Rolero Telecasting Corp.

Toledo, Ohio—Vhf ch. 2, further hearing before Examiner Annie M. Hunt—Central Plains Enterprises Inc., Off Capital Tv Corp.

Pendleton, Ky.—Vhf ch. 5, further hearing before Examiner William G. Butts—Columbia Amusement Co., Pendleton Newspapers Inc.

Columbus, Miss.—Proceeding before Examiner Claire W. Hardy—WCHI, WHBQ Memph.

May 11

Wilmington, N. C.—New am, 1230 kc, before Examiner Hugh B. Hutchinson—Charles M. Morgan tr/As Port Bcast Co., WFAI Fayetteville, N. C.

May 12


May 13

Oxford, Miss.—New, 1230 kc, before Examiner Fannin G. O. Mann—Ole Miss Bcast Co., WCMA Corinth, Miss.

May 14

New Orleans, La.—Vhf ch. 4, further hearing before Examiner Elizabeth C. Smith—WWL, WTPS, WNOE.

Big Spring, Tex.—Vhf ch. 4, before Examiner Bolland—Texas Telecasting Inc., Big Spring Bcast Co.

Jefferson City, Mo.—Vhf ch. 13, before Exami-

San Antonio, Tex.—Vhf ch. 15, before Exami-
ner James G. Cunningham—KNOW, Howard W. Davis tr/As The Walmac Co.

Rule-Making Petitions . . .

4-26-54—American Bcast. Corp., Lexington, Ky.—Opposition for rule-making to amend Sec. 1290, to include an issue of the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to whether or not in the proceeding to wheth

April 29 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations have been granted renewal of licenses for the regular period:


May 10, 1954 — Page 111
KMMI Grand Island, Neb., Town and Farm Co.-Granted license covering installation of old main transmitter as auxiliary transmitter (BL-5538).

WRF Beaver, Wyo.-Granted license for extension of completion date to May 27.

WKBW Buffalo, N. Y.—Granted petition for extension of completion date for WKBW-FM (BMP-1994) to June 30. The following were granted Mod. of CP's for extension of completion dates as shown:

- WKZT, 4-13-54; WPMT, 4-10-54; KFDB Great Falls, Mont., to 6-30-54; WSPN Saratoga Springs, N. Y., to 5-4-54; WKIU Richmond, Ind., to 5-12-54.

Actions of CP 27 Remote Control

The following were approved for operation with remote control.


Actions of April 26

Granted License

WBBO Waynesboro, Ga., Burke County Bestg. Co.—Granted license for new am station to be operated within a distance of 1,000 ft. (BFL-5047).

WPFG Chicago, Ill., Gale Bestg. Co.—Granted license for fm broadcast station; ch. 290 (105.9 mc); ERP: 34 kw, U (BFL-5047).

Granted CP

WBWD Dayton Beach, Fla., Daytona Beach Bestg. Corp.—Granted CP to make changes in the antenna system (BP-9228).

WATS-TV Beacon, N.Y., Shermadoosh Stations Inc.—Granted CP to maintain auxiliary transmitter (the same as incorporated in STA granted 11-31-50) at same transmitter site to operate on ch. 10 (169-198 mc); ERP: Vis. 22.7 kw, Aur. 11.8 kw; commencement date 6-26-54; completion date 12-20-54; operate for emergency, test and maintenance purposes only (BMPCT-1859).

Modification of CP

WORZ Orlando, Fla., Central Florida Bestg. Co.—Granted Mod. of CP to specify center remote control tower to be used with auxiliary transmitter (BMP-4611).

The following were granted Mod. of CP's for extension of completion dates as shown:

- KUTV Salt Lake City, Utah, to 11-31-54; WPRO-FM Providence, R. I., to 5-1-54; WITL-Am and WITL-FM Beach Bluffs, Ill., to 12-12-54; WLL-FM Urbana, Ill., to 11-15-54; WOC Davenport, Iowa, to 6-11-54; WPTI Greenboro, N. C., to 11-5-54; WACL Waycross, Ga., to 7-1-54.

May 4 Applications

ACCEP TED FOR FILING

WENZ (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPTC-1026) as mod. which authorized new tv station for extension of completion date to 6-3-54 (BMPCT-2808).

KTVQ (TV) Kirkville, Mo., KBZT Inc.—Amended to request waiver of Sec. 3.11 of the Commission's Rules (BMPCT-2074 amended).

WBBR-TV Wilkes-Barre, Pa., Louis G. Baltimore.—Mod. of CP (BPTC-134) as mod. which authorized new tv station for extension of completion date to June, 1955 (BMPCT-2089).

May 5 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Decker

Ector County Bestg. Co., Odessa TV Co., The Odessa Post, Odessa, Tex.—Grant petition of Ector County for extension of time to and including April 30 in which to reply and oppose may be filed to motion to enlarge issues filed by Tri-Cities TV Corp. for reapplications for ch. 9 (Dockets 10974 et al.).

Grant permission of the Chief, Broadcast Bureau, for extension of time to and including April 30, within which replies may be filed to petition of Patrie Service, Inc., applicant for ch. 10 in Miami, Fla. (Dockets 9221 et al.).

By Hearing Examiner Claire W. Handy

Give notice of a hearing conference to be held May 13, in proceeding re an applications of Tri-Cities TV Corp., Southern Service Inc., Memphis, Tenn., and Newport Bestg. Co. (KNSTV), Newport, Ark. (Dockets 10548 et al.).

WCB1 Columbus, Mls., Columbus Bestg. Co.—Grant petition for leave to amend the application (Docket 10882; BP-8977), by correcting answer to question 4b on page 2 of Sec. IV of application. Give notice of a hearing conference to be held May 27 in re this application.

By Hearing Examiner Isaiah A. Hosig

Appalachian Bestg. Corp., Bristol, Va., Tri-Cities TV Corp., Bristol, Tenn.—On request of Tri-Cities, the further hearing conference scheduled for May 4 was postponed to May 11, in re applications for ch. 3 (Dockets 10879-90).
Customers Go On the Storepath

After a commercial is chanted from the KVTV wigwam, customers rise and storm trading posts in 31 Iowa, Nebraska and South Dakota counties, where annual retail sales climb to $653 million. For example, ten thousand people turned out to see a model home advertised on KVTV recently; the Capitol Theater's biggest hit in 14 months, ("Long, Long Trailer") was promoted on KVTV; "Range Rider" response to a special offer put KVTV in "place" position in a recent test of several stations; Skippy Peanut Butter sales are up 75% in this area, thanks to KVTV promotion. For more big medicine, pow-wow with the Katz Agency.

When Sioux City Sue Beckons

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

KVTV
Channel 9
SIOUX CITY, IOWA

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

Tv Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantee. Triangle (Ѓ) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vie or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about stations should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantee, not yet operating.

ALABAMA

Birmingham—

KSRE-TV (13) ABC, CBS, DuM; CSB Spot Sla.: 225,000
WBCB-TV (8) NBC; Katz: 210,054
WJL-T (46) 12/10/52—Unknown

Decatur—

WMBJ-TV (23) Walker: 12/26/52-4/11/54
Mobile—

WALA-TV (10) ABC, CBS, NBC; Headley-Reed: 72,500
WFAA-TV (9) CBS, DuM; Forjoe: 60,800

The Mobile TV Corp. (5) Initial Decal 2/12/54

Montgomery—

WCPA-TV (20) ABC, CBS, NBC, DuM; Ray-
mer: 27,800
WPFA-TV (12) Headley-Reed: 3/25/54-9/15/54
Selma—

WLSL (8) 2/24/54—Unknown

ARIZONA

Flagstaff—

KCYL-TV (12) ABC, DuM; Avery-Knodel: 92,000
Phoenix—

K^KOL-TV (10) ABC; Blair: 80,607
K-TUCO-TV (5) CBS, DuM; Katz: 92,000

Tucson—

KOPA-TV (12) CBS, DuM; Forpoe; 34,220
KOA-TV (4) ABC, NBC; Raymer: 24,150

Yuma—

KIVA (11) DuM; Hollenberg; 18,243

ARKANSAS

El Dorado—

KREB (10) 2/24/54—Unknown
Fort Smith—

KOFTA-T (22) ABC, NBC, DuM; Pearson: 18,500

American Television Inc. (5) Initial Decision 2/20/54

Hot Springs—

KTVN (10) 1/24/54—Unknown
Little Rock—

KARK-TV (6) NBC; Petry
KATV (7) (See Pine Bluff)
KFPV (56) 10/15/53—Unknown
Pine Bluff—

KATV (7) ABC, CBS; Avery-Knodel: 64,221
Texarkana—

KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—

KGET (22) ABC, DuM; Forjoe: 56,000
KERO-TV (10) ABC, CBS, NBC; Avery-
Knodel: 106,150
Berkeley (San Francisco)—

KQED (9) 7/24/53—1/5/54 (granted STA April 16)

Chico—

KHSJ-TV (12) ABC, CBS, NBC; DuM; Grant: 42,500
Concord—

KCOA (58), 9/18/53—Unknown
El Centro—

KPIC-TV (16) 2/10/54—Unknown

Eureka—

KJIM-T (3) ABC, CBS, DuM; Blair: 10,000
Fresno—

KBID-TV (55) Meeker: 92,002
KJCK-TV (41) ABC, CBS; Brannam: 106,558
KMK6 (24) CBS, NBC; Raymer: 85,041

Los Angeles—

KLTV (29) 2/10/52—Unknown
KABC-TV (7) ABC; Petry: 1,817,177
KCOI (15) KCOI; 1,817,177
KHJ (9) DuM; Hb: 1,817,177
KCBS (6) NBC, NBC Spot Sla.: 1,817,177
KNXT (10) CBS; CSB Spot Sla.: 1,817,177
KGL (5) Raymer: 1,817,177
KTTV (11) Blair; 1,817,177

ATHE (26)

Merced—

KMCR (34), 9/18/53—Unknown

Modesto—

KSTB-TV (19) 7/5/54—Unknown

KRGB-TV (14) 7/5/54—Unknown

FOR THE RECORD

May 10, 1954

WBRV-TW WJAF-TV WRLS-TV
WPCW-TW WJKZ-TW WSCA-TV
WZTV-TW WJIM-TW WSUUA-TV
WVEC-TW WJTV-TW WPLF-TV
WVTN-TW WJZV-TW WSAV-TV
KXCV-TW WKNX-TV WKNZ-TW
KKCC-TW WOOD-TV WLMV-TV
KCDT-TV WTAC-TV WBBY-TV
KCSJ-TV WCOC-TV WMVT-TV
WKBN-TV KCJB-TV WMIC-TV
WATR-TV KOLN-TV CKCR-TV
CMQ KHOL-TV WMBR-TV
WKNY-TW WHJH-TW WLOK-TV
WINK-TV WHIZ-TV WMATZ-TV
KCEB-TV WEEK-TV WHP-TV
WJCM-TV WARD-TV WDDN-TV

Stainless Inc.

Partial List of our AM Towers

NORTH WALES P. A.

Write, wire or phone

WBLR-TV WREX-TV WEEU-TV
WRAY-TV WHUM-TV WOC-TV
WERC-TV KOAM-TV WCO-S
WKLO-TV WNOQ-TV WATC-V
WMRC-TV WWOR-TV WHQ-T
KTSN-TV KHOU-TV WMBR-TV
WBSP-TV WPAG-TV KTSW-TV
WCOV-TV WJKO-TV WVEC-TV
WDAK-TV WJIM-TW WSVA-TV
KVEC-TV WKNX-TV WLMK-TV
KCC-TW WOOD-TV WMTV-TV
KRD-TW WTAC-TW WBBY-TV
KCSJ-TV WCOC-TV WMVT-TV
WKBN-TV KCJB-TV WMIC-TV
WATR-TV KOLN-TV CKCR-TV

Directory information is in following order: call letters, channel, network affiliation, national re- presentative; market set count for operating stations; date of mast and commencement target date for grantee.

Newest Starters
Listed below is the newest station that has started regular operation:

WHAT-TV Madison, Wis. (ch. 21),
educational, May 3.

Montgomery—

KMBTV (8) ABC, CBS, NBC; DuM; Hollen-
berg: 262,301

Sacramento—

KBEK (46) 6/26/53-Spring '54
KCCV-TV (46) ABC, CBS, NBC, DuM; Weed: 12,000
McClatchy Bestg. Co. (10), Initial Decal 11/1/53

Saltin—

KSBW-TV (9) 3/1/53—Unknown (granted
PTA Sept. 18)
KGO-TV (7) ABC; Petry: 208,700
KPIX (5) CBS, DuM; Katz: 335,700

San Francisco—

KBAY (10) 11/21/53—Unknown

KGO-TV (7) ABC; Petry: 208,700
KPIX (5) CBS, DuM; Katz: 335,700

KRON (4) NBC; Free & Peters; 935,700

KSAI-TV (32) McGilvra

San Jose—

Standard Radio To Co. (11), 4/15/54—Unknown
San Luis Obispo—

KVEC-TV (8) DuM; Grant: 65,489

Santa Barbara—

KEYT (5) ABC, CBS, NBC, DuM; Hollen-
berg: 430,192

Stockton—

KVTV (29) Hollenberg: 78,000
KROF (12) 3/11/54—1/5/54

Tulare (Fresno)—

KVVG (27) DuM; Forjoe: 123,000

COLORADO

Colorado Springs—

KCTV (11) ABC, CBS, DuM; Hollenberg: 65,173

KIND-TV (13) NBC; McGilvra: 30,000

Denver—

KBBV (9) ABC; Free & Petry: 209,306
KPEL-TV (2) ABC; Blair: 209,300
KZLB (10) ABC, NBC; Raymer: 206,300

KOA-TV (4) NBC; Petry: 209,306

KRAM-TV (9) 7/1/53—1954

Grand Junction—

KPJX-TV (5) Holman; 3/28/53—3/30/54
Pueblo—

KCSJ-TV (5) NBC; Avery-Knodel: 40,309

KIDZ (3) McGilvra: 40,000

CONNECTICUT

Bridgeport—

WBCF (7), 1/29/53—Unknown
WICC-TV (46) 10/20/53—Unknown
WCTH-TV (14), 10/21/53—Unknown

New Britain—

WKGB-TV (20) CBS; Bolling: 187,002

New Haven—

WBEF (39) 2/24/54—Unknown

WNGH-TV (58) 1/20/53—Unknown

Norwich—

WCTN (63), 2/8/53—Unknown

Stamford—

WCTF (27), 5/27/53—Unknown

Waterbury—

WATR-TV (63) ABC, DuM; Stuart: 124,800

Directory information is in following order: call letters, channel, network affiliation, national rep- resentative; market set count for operating stations; date of mast and commencement target date for grantee.

Broadcasting • Telecasting
FOR THE RECORD

DELWARE

Dover—
WHFN (40), 3/11/53—Unknown
Wilmington—
▶ WDLE-TV (11) ABC, DuM; Meeker; 211,502
▶ WILM-TV (58), 10/14/53—Unknown

DISTRICT OF COLUMBIA

Washington—
▶ WMAL-TV (7) ABC; Katz; 585,000
▶ WJCB (4), NBC; NBC Spot Sls; 612,000
▶ WTOP-TV (9), CBS Spot Sls; 560,000
▶ WTTG (5) DuM; Blair; 589,000
▶ WOOK-TV (10) 7/4/54—Unknown

FLORIDA

Clearwater—
▶ WPPT (91) 7/2/53—Unknown
Fort Lauderdale—
▶ WPPT-TV (33) NBC; Weeg; 116,116
▶ WTVY (13) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers—
▶ WINK-TV (11) ABC; Weed
Jacksonville—
▶ WJAX-TV (30) ABC, NBC, Pan; Perry; 42,416
▶ WMBF-TV (4) CBS; CBS Spot Sls; 54,857
▶ WORS-TV (58) Star National; 8/15/53—Sept.'54

Miami—
▶ WTV (17) See Fort Lauderdale
▶ WMBD-TV (39) Stars National; 18/2/53—9/30/54
▶ WTHS-TV (7), 11/13/53—Unknown
▶ WTVJ (4) ABC; CBS, NBC, DuM; Free & Peters; 34,160
▶ WMFL (33), 12/9/53—Unknown

Orlando—
▶ WDBO-TV (8) CBS, ABC, NBC, DuM; Bled; 10/12/53—12/15/54

Panama City—
▶ WJDM (7) CBS; Hollenberg
Pensacola—
▶ WEAR-TV (3) ABC; Hollenberg; 55,500
▶ WPFA (16) CBS, DuM; Young; 44,700
St. Petersburg—
▶ WRUN-TV (33) ABC, CBS, NBC, DuM; Weed; 71,200
Tampa—
▶ Tampa Times Co. (13), Initial Decision 11/20/53
▶ WPLA-TV (NBC) Initial Decision 7/12/53—June '54

West Palm Beach—
▶ WEAT-10 Inc. (12) Walker; 2/18/54—Fall '54
▶ WARK-TV (21) ABC, NBC, DuM; Weed; 32,600
▶ WJNO (5) NBC; Meeker; 11/4/53—8/1/54

GEORGIA

Albany—
▶ WALB-TV (10) NBC; Burn-Smith
Atlanta—
▶ WAGA-TV (5) CBS; DuM; Katz; 340,810
▶ WLOA (11) ABC, DuM, Croley Sls; 340,810
▶ WSB-TV (4) ABC; Petty; 413,580
▶ WXIX-TV (39) 11/13/53—Summer '54
▶ WSB-D (12) CBS; Headley-Reading; 78,000
Columbus—
▶ WAGA-TV (20) ABC, NBC, DuM; Headley-Reading; 53,787
▶ WBLV (4) CBS; Hollenberg; 61,471
Macon—
▶ WNETX-TV (47) ABC; Branham; 34,662
▶ WNSA-AB (12) ABC, CBS; Meeker; Avery-Knodel; 75,593

Rome—
▶ WBOM-TV (9) Weed; 94,380
Savannah—
▶ WSYC-TV (11) ABC; CBS, NBC, DuM; Katz; 20,000
▶ WSAY Inc. (3) Initial Decision 3/31/54
Thomasville—
▶ WCTV (6), 12/13/53—Unknown

Valdosta—
▶ WGOV-TV (37) Star National; 2/26/53—6/15/54

IDAHO

Boise (Meridian).—
▶ KBOI (2) CBS; Free & Peters; 31,300
▶ KIDO-TV (7) ABC; NBC, DuM; Blair; 28,000
Idaho Falls—
▶ KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
▶ KFPT (8) ABC; Hollenberg; 2/26/53—Nov. '54
Nampa—
▶ KTVM (6) 3/11/53—Unknown
Pocatello—
▶ KSJJ (6), CBS; 8/28/53—November '54
▶ KWYJ (10) ABC; Hollenberg; 3/28/53—Nov. '54
Twin Falls—
▶ KLIX (11) ABC; Hollenberg; 3/19/53—8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
▶ WTVI (94) CBS; DuM; Weed; 259,000
Bloomington—
▶ WLSN (15) Mc Gillivra; 113,842
Champaign—
▶ WCOI (3) CBS, NBC, DuM; Hollenberg; 307,000
▶ WCUI (21), 7/2/53—Unknown
▶ WTLC (39), 11/2/53—Unknown

Chicago—
▶ WBEM-TV (2) CBS; CBS Spot Sls; 1,818,145
▶ WEBN (5) ABC; Blair; 1,818,145
▶ WGN-TV (8) DuM; Hollenberg; 1,818,145
▶ WPPC-TV (36), 1/24/53—Unknown
▶ WIND-TV (20), 3/9/53—Unknown
▶ WNFN (10) NBC Spot Sls; 1,818,145
▶ WOPR (44) 7/21/54—Unknown
▶ WTTW (711) 11/5/53—Fall '54

Danville—
▶ WIDT-TV (24) ABC; Everett-McKinney; 30,000
Decatur—
▶ WTVD (17) ABC, DuM; George W. Clark; 129,500
Evaston—
▶ WTLK (52), 8/12/53—Unknown

Harrisburg—
▶ WSIL-TV (22) ABC; Walker; 30,000

Joliet—
▶ WJOL-TV (43) Holman; 8/17/53—Unknown

Peoria—
▶ WEWN (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,597
▶ WTVB (19) ABC, DuM; Petry; 106,400
Quincy (Halsted, No)—
▶ CHQV-5 (7) (See Hannibal, Mo.)

Rochester—
▶ WIRC-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford—
▶ WJCK-TV (13) ABC, CBS; H-R; 152,602
▶ WPFO (39) NBC, DuM; Weed; 37,000
Rock Island—
▶ WIBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 284,811
Springfield—
▶ WICS (20) ABC, NBC, DuM; Young; 75,000

INDIANA

Bloomington—
▶ WTTV (4) ABC, CBS, NBC, DuM; Meeker; 530,630
Elkhart—
▶ WSBJ (52) ABC, NBC, DuM; H-B; 118,000
Evansville—
▶ WJIE (54) ABC, NBC, DuM; Venard; 58,000
Fort Wayne—
▶ WPTF (55) See Henderson, Ky.

Joliet—
▶ WJOL-TV (43) Holman; 8/17/53—Unknown

KENTUCKY

Lafayette—
▶ WAFK-TV (59) NBC; Ranbou; 80,000

Mundelein—
▶ WLBC-TV (49) ABC, CBS, NBC, DuM; Headley-Reading; 53,787

Princeton—
▶ WRAY-TV (52) Walker; 55,400

South Bend—
▶ WSBT-TV (34) ABC, CBS, NBC, DuM; Ray- mer; 108,665

Terre Haute—
▶ WTHI-TV (10) CBS; Bolling; 10/1/53—7/1/54

Waterloo—
▶ WINT (15) 4/5/53—1/15/54

IOHA

Amarillo—
▶ KTXA (5) CBS, DuM, Weed; 246,000

Cedar Rapids—
▶ KCRI-TV (8) ABC, DuM; Venard; 116,444

Davenport—
▶ WMT-TV (2) CBS; Katz; 264,380

Des Moines—
▶ KGTV (17) Hollenberg; 46,713

Grand Forks—
▶ WHO-TV (13) NBC; Free & Peters

Fort Dodge—
▶ KQTV (51) Pearson; 41,100

Mason City—
▶ KGLO-TV (3) CBS, DuM; Weed; 10/14/53— 4/15/54

Sioux City—
▶ KCTV (39), 10/30/52—Unknown

Waterloo—
▶ KXIV-TV (7) ABC, NBC, DuM; Hollenberg; 101,469
KANSAS

Great Bend—
KCBT (2) 3/29/54—Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 104,609
Manchester—
KZAC-TV (4) 7/24/53—Unknown
Pittsburg—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 69,000
Topkea—
KTKA (42) 11/5/53—Unknown
Wichita—
KAKE-TV (10) 4/1/54—July ’54
► KEED (18) ABC, CBS, Petry; 80,457
KENTUCKY

Ashland—
WPTV (59) Petry; 8/14/53—Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 41,969
Lexington—
WLAP-TV (17) 12/3/53—See footnote (c)
WLEX-TV (18) 4/13/54—Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot
Fort Sr.; 383,654
► WHAS-TV (11) CBS; Harrington, Righter & Parsons; See footnote (b).
WKYS-TV (21) See footnote (d)
WXEL-TV (41) Forjoe; 1/15/53—Summer ’54
Newport—
WNOPL-TV (14) 11/24/53—Unknown
Paducah—
WLTK (42) 9/19/53—Unknown
LOUISIANA

Alexandria—
► KALB-TV (5) Weed; 12/30/53—9/1/54
Baton Rouge—
► WAFB-TV (20) ABC, CBS, NBC, DuM; Young; 40,200
WBRZ (2) Hollering; 1/28/54—9/1/54
Lafayette—
► KSVG-TV (10) 9/16/53—7/1/54
KLFY-TV (10) Rambeau; 9/16/53—1/7/54
Lake Charles—
KPLC-TV (7) Weed; 11/12/53—9/1/54
► KTAG (35) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 123,000
KFAZ (43) See footnote (d)
New Orleans—
WCKT (26) Gill-Perna; 4/4/53—Late ’54
WCNO-TV (23) Forjoe; 4/3/53—Summer ’54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 229,000
► WJMH-TV (61) ABC, CBS, DuM; McGillard; 45,801
WTLO (20) 2/20/53—Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 36,500
MAIN

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollinger; 58,600
Murray Carpenter & Assoc. (2) Initial Decision
3/24/54
Lawton—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 5,037
Poland—
► WMWTV (8) 7/24/53—7/1/54
Portland—
► WCSJ-TX (9) NBC; Weed; 89,675
WGAN-TV (13) Avery-Knodell; 11/19/53—5/16/54
(granted STA March 29)
► WPMT (53) ABC, CBS, DuM; Everett-McKinney; 38,700
MARYLAND

Baltimore—
► WABA (13) ABC, DuM; Harrington, Righter & Parsons; 123,000
► WBAL-TV (11) NBC; Petry; 543,297
► WJZ-TV (59) Forjoe; 10/16/53—Fall ’54
WMBV (42) ABC, CBS, DuM; Katz; 543,297
► WJLW (18) 11/23/53—Summer ’54
Cumberland—
► WBTV (17) 11/15/53—Summer ’54
Salisbury—
► WBAC-TV (16) Burns-Smith; 9/11/53—5/24/54
(Granted STA Feb. 18)
MASSACHUSETTS

Adams (Pittsfield)—
► WMTG (74) DuM; Walker; 134,110

Broadcasting  •  Telecasting
OUT OF

TOP MULTI-WEEKLY SHOWS
IN THE OMAHA AREA
ARE ON

- Trail Time
- Dinner Shore
- Eddie Fisher
- Camel News Caravan
- Weather, Sports
- TV News Roundup

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FOR THE RECORD

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TENNESSEE

Chattanooga—

- WTMY-AM (12) ABC, CBS, NBC, DuMont; Branh- ham
- WVEE-AM (9) Burn-Smith; 12/23-31-Aug. ’54
- Johnson City—
- WJHL-AM (11) ABC, CBS, NBC, DuMont; Pearl-

son 58,078

Knoxville—

- WATE (6) ABC, NBC; Avery-Knodel; 63,620
- WTSK (28) CBS, DuMont; Pearson 60,500

Memphis—

- WHBQ-AM (12) CBS; Blair; 726,343
- WMCT (5) ABC, NBC, DuMont; Branh; 276,343

Nashville—

- WSIX-AM (6) CBS; Hollenberg; 166,176
- WSM-AM (4) NBC, DuMont; Petry; 188,176

Old Hickory (Nashville)—

- WLAC-AM (5) Katz; 8/5/53-6/1/54

TEXAS

Ablenet—

- KRKC-AM (9) ABC, NBC, DuMont; Pearson; 30,316

Amarillo—

- KFAB-AM (10) ABC, CBS; Branh; 48,760
- KGCN-AM (4) NBC, DuMont; Katz; 48,760
- KLYN (7) 1/11/53-Unknown

Austin—

- KTBC-AM (7) ABC, CBS, NBC, DuMont; Raymer; 69,052

Beaumont—

- KMHT (31) 12/4/53-5/1/54 (granted STA April 3)

Corpus Christi—

- KVDO (22) 1/6/53-6/15/54
- KTLG (43) 12/15/53-Unknown

Dallas—

- KDKX (23) 1/15/53-Unknown
- KLIX-AM (29) 2/12/53-8/1/54
- KRLD-AM (4) CBS; Branh; 375,721

WACK-AM (8) ABC, NBC, DuMont; Petry; 337,000
- RUOD-AM (4) ABC, CBS, DuMont; Branh; 51,483
- KREM-AM (9) NBC; Hollenberg; 40,290
- KREL-AM (12) Forjee; 3/18-54/Sept. ’54
- Ft. Worth—
- WAPL-AM (8) ABC, NBC; Free & Peters; 376,300
- Galveston—
- KGU-AM (11) ABC, CBS, DuMont; Spot Bliss; 276,000

Harlingen—

- KGBT-AM (4) ABC, CBS, DuMont; Pearson; 33,400

Houston—

- KNNZ-AM (30) DuMont; Forjee; 68,144
- KPRC-AM (3) ABC, CBS, NBC, DuMont; Petry; 22,548
- KTVF (23) 1/1/53-Unknown
- KUST (2) 281,500
- KEVY-AM (29) 8/1/53-Unknown
- KTLJ (13) 2/23/54-Unknown

Longview—

- KTV (32) Forjee; 29,560

Lubbock—

- KCBF (11) ABC, NBC, Pearson; 53,040
- KDUB-AM (13) CBS, DuMont; Avery-Knodel; 53,004
- KFYO (5) Katz; 5/1/53-Unknown
- Lufkin—
- KTFE-AM (9) Venard; 3/11/53-Fall ’54

Marshall—

- KMKL (16) 8/35/53-Unknown

Midland—

- KMDM-AM (2) ABC, CBS, NBC, DuMont; Venard; 31,960

San Angelo—

- KTXX-AM (8) CBS; Venard; 28,035

San Antonio—

- KALA (33) 2/26/53-Unknown
- KGNS-AM (5) ABC, CBS, DuMont; Katz; 191,188
- WOAI-AM (4) NBC; Petry; 109,189
- Sweetwater—
- KPAR-AM (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—

- KCEN-AM (6) NBC; Hollenberg; 73,935

Texarkana (also Texarkans, Ark.)—

- KCNC-AM (5) CBS; DuMont; Venard; 66,032

Tyler—

- KETX (19) CBS, NBC, DuMont; Pearson; 38,605
- KLTV (1) 7/27/54-Unknown

Victoria—

- KNAL (19) Best; 3/26/53-Unknown

Waco—

- KANG-AM (34) ABC; Pearson; 28,000

Weslaco—

- KRKV-AM (5) NBC; Raymer

Wichita Falls—

- KFDX-AM (3) ABC, NBC; Raymer; 83,800
- KDFT-AM (8) CBS, DuMont; Blair; 85,300

UTAH

Provo—

- KVOO-AM (11) 12/2/53-Unknown

Salt Lake City—

- KDYL-AM (4) NBC; Blair; 161,325
- KSL-AM (8) ABC, CBS, DuMont; CBS Spot Bliss; 161,325
- KUVU (2) ABC; Hollenberg; 3/25/53-8/15/54

VERMONT

Montpelier—

- WMTV (3) CBS; Weed; 3/12/54-Aug. ’54

VIRGINIA

Danville—

- WDBM-AM (36) ABC; Hollenberg; 18,114

Hampton (Norfolk)—

- WVRE-AM (15) NBC; Rambeau; 94,300

Harrisonburg—

- WQAY-AM (3) ABC, CBS, NBC, DuMont; Devney; 80,102

Lynchburg—

- WLVA-AM (13) CBS, DuMont; Hollenberg; 102,281

Newport News—

- WACH-AM (33) (See footnote 4)

Directory information is in following order: call letters, channel, network affiliation, national rep- resentative; market set count for operating sta- tion; date of grant and commencement target date for grantees.

WASHINGTON

Belington—

- KVSOS-AM (15) DuMont; Forjee; 65,806

Seattle—

- KING-AM (5) ABC; Blair; 345,300
- KOMO-AM (4) NBC; Hollenberg; 345,300
- KVON-AM (9) 12/23-33-September ’53

Seattle Construction Co. (23) 4/7/53-Unknown

Spokane—

- KHQ-AM (6) NBC; Katz; 66,839
- KCKY-AM (4) CBS, DuMont; Walter; 67,509

Tacoma—

- KMDO-AM (13) Branh; 345,300
- KNTN-AM (11) CBS, DuMont; Weed; 345,300

Vancouver—

- KVAN-AM (21) Bolling; 8/25/53-Unknown

Yakima—

- KIMA-AM (29) ABC, CBS, NBC, DuMont; Weed; .20,270

WEST VIRGINIA

Beckley—

- WBEY (21) 6/3/53-Unknown

Charleston—

- WBCN-AM (49) ABC, DuMont; Weed; 36,100
- WCHS-AM (8) CBS; Branh; 2/1/54-7/15/54

Clarksburg—

- WBLX-AM (13) Branh; 2/17/54-9/1/54

Fairmont—

- WJJP-AM (38) ABC, NBC, DuMont; Gill-Perma- 33,785

Huntington—

- WSAZ-AM (3) ABC, NBC, DuMont; Katz; 382,352

Parkersburg—

- WTAP (15) ABC, DuMont; Forjee; 34,950

Wheeling—

- WLTV (31) 3/11/53-Unknown
- WTRF-AM (7) NBC; Hollenberg; 451,500

WISCONSIN

Eau Claire—

- WQCN-AM (13) ABC, NBC, DuMont; Hollenberg; 55,700

Green Bay—

- WLAB-AM (2) ABC, CBS, NBC, DuMont; Weed; 191,233

WGFV-AM (5) 3/10/54-Unknown

La Crosse—

- WKBT-AM (8) CBS, NBC, DuMont; Raymer; 10/25/33- 7/1/54

WTLB (38) 1/12/53-Unknown

Madison—

- WHA-AM (21)
- WKOW-AM (27) CBS; Headley-Beer; 41,500
- WMTV (33) ABC, DuMont; Meeker; 44,800

Marquette—

- WMBV-AM (11) NBC; George Clark; 11/18-53- August ’54

Milwaukee—

- WCAN-AM (25) CBS; Rosenbaun; 308,750
- WOKY-AM (19) ABC, DuMont; Gill-Perna; 367,600
- WTDM-AM (4) ABC, NBC, DuMont; Harrington, Righter & Parsons; 668,283

Neenah—

- WNAM-AM (42) George Clark

Superior (Duluth, Minn.)—

- WDSM-AM (6) CBS, DuMont; Free & Peters; 48,700
May 9-11: House Interstate & Foreign Commerce Committee, hearing on HR 1327, Bryan bill to bar alcoholic beverage advertising in interstate commerce, Room 184, New House Office Bldg.


May 24: Daytime Broadcasters Assn., membership meeting, Palmer House, Chicago.

JUNE

June 1: National Assn. of TV & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: National Assn. of TV & 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 TV, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 20-22: Advertising Federation of America, Hotel Statler, Boston.

June 21: Hearing on Langer bill (S 2594) to bar alcoholic beverage advertising in interstate commerce, Senate Alcohol & Consumer Interests Subcommittee.

June 21-30: National TV Institute, Pasadena (Calif.) Community Playhouse.

June 28: Assn. of the West, Hotel Utah, Salt Lake City.

June 28: New York City, begins 6-week summer radio-TV institute.

June 28-29: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 8: Summer Institute of Radio & TV, co-sponsored by Barnard and Columbia Colleges, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-TV institutes, Boston U.

AUGUST


Aug. 2-7: Summer TV Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employees, Netherlands Plaza Hotel, Cincinnati.


SEPTEMBER


Sept. 26-29: Pacific Coast, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.


OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.


Oct. 15-16: Ohio State U. advertising conference, Columbus.


NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Winnipeg, Man.

June 9: Regina, Sask.

June 11: Edmonton, Alta.

June 14: Amherst, N. B.; Butte, Mont.

June 16: Boston; (city unnamed) Idaho

June 18: Portland, Me.; Salt Lake City


June 23: Honolulu, Hawaii

June 25: (city unnamed) Indiana

You are cordially invited to play in the annual BROADCASTING TELECASTING NARTB Golf Tournament 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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Not a 'Whodunit' but a 'Who Did It?'

The Furore being kicked up over broadcast coverage of the McCarthy-Army hearings should occasion little surprise to those in the business of broadcasting. The same thing, in a measure, happened during the 1951 Kefauver hearings, which catapulted the Tennesseean into a bid for the Democratic presidential nomination. But no one ever found in that inquiry, which had practically one-third of America glued to television screens, all the elements of drama at its peak. Blood and thunder, cloak and dagger, vice, gambling. It was a serial "Whodunit" which moved swiftly from one unexpected episode to another.

The McCarthy-Army affair, despite all of the advance build-up, so far has been a rather boring repetition of legal colloquies, points of law, and dull rulings. There's only one point at issue: "Who lied?" It isn't a "Whodunit," but a "Who did it?" But, like a soap opera, it appears to be gaining audience as it drags along.

Some newspapers are shouting desirously that television has flopped as a news medium, and that newspapers are not "on their way out." We know of no one authoritative in television who has ever contended that tv spells the death-knell for newspapers.

The unadorned fact is that, to date, the McCarthy-Army hearings have involved national and international testimony. The whole incident of whether influence was used in behalf of or in connivance with Private David Schine, in our judgment, could have been handled in a subcommittee anteroom, or perhaps in a small Army proceeding.

Instead, there's the spectacle of nationally broadcast and telecast live coverage and stud-horse newspaper headlines over an issue that probably will wind up with the firing of a couple of lawyers and Private Schine. Nothing could be so unadorned fact.

No doubt the hearings might end more rapidly if live broadcast coverage were curtailed. This is conclusive evidence of the potency of live coverage. The "performers" mug and grimace and vie for attention; they watch the little red camera lights.

But the decision on live coverage rests with the broadcasters. They are under no compulsion to provide "full text." It is a matter of free consent. The broadcasters can offer the proceedings in periodic summaries, on film for tv and tape for radio, if that is their appraisal of the news value of the proceedings. And they can do it faster and more graphically than can the printed page.

Some networks are being criticized because they are not carrying live pickups of the hearings. They are accused of shirking their "public service responsibilities." Is it in the public service to have all networks carry the same program simultaneously, denying the public a choice of programs?

A new lesson is being learned from the McCarthy-Army dispute. It supplements the Kefauver lesson, and those of the national political conventions of 1952. There's no valid reason, for example, why program sponsors should not retain their time segments during the broadcasts of extraordinary events, with appropriate credits at specified intervals, or whenever there are breaks in the proceedings. These could be fitted in unobtrusively, and without doing violence to the decorum of the proceeding, if any.

The public gets what it wants, because the public is articulate. The editor knows it. So does the broadcaster, the editor of the ether.

The Birth of a TAB

Television Advertising Bureau, conceived last month in New York, will officially come into being a fortnight hence in Chicago, where many, if not most, of the nation's tv broadcasters will be attending the NARTB convention.

At least that's the expectation of the TAB organizing committee, whose goal is to enroll every tv licensee. Swelled by 14 new members during the last two weeks, the committee already includes pioneer tv stations and new ones, tv stations operated by broadcasters with large independent stands in radio and tv stations with no radio affiliations, vhf stations and uhf stations.

Detailed plans for TAB's operation are still in the making, but intention of the founding group seems clear enough: The newspapers have their Bureau of Advertising; radio has its BAB; tv should have its counterpart in TAB. The Bureau of Advertising operates in harmony with, but outside the organization of ANPA; it serves those newspapers which supply its financial support. Similarly, BAB functions side by side with NARTB but independently of it, serving radio in general but primarily its member stations and networks. So, too, would TAB operate, except that its promotional activities will be carried on at the station level, with no network members, although the networks' oko stations will be welcome.

Fear expressed by Robert D. Swezey, WDSU-TV-New Orleans, that plans for the formation of TAB may conflict with similar plans under development by the NARTB tv Board, of which he is chairman, must be resolved at the Chicago meeting. Since he has, as he states, "no quarrel whatever with the purposes and intent" of the TAB organizing committee, it would seem simple for all plans to be laid on the table in Chicago. There conflicts must be eliminated if the organization is to have the support of the majority of operating tv outlets.

One conflict which could be troublesome would be between the TAB organizers and another group which might want the tv promotion activities to be carried on by a branch of NARTB itself, as BAB was originally. At first glance the reasons that led to the eventual separation of BAB from NARTB seem sufficient to warrant the establishment of TAB as an independent entity from the start. But the fact that NARTB for many months has been formulating plans for a tv counterpart of BAB should not be ignored. The best result can be achieved through a pooling of ideas and resources.

The history of advertising has taught that strong promotion is a necessity for every medium which hopes to attract and to hold advertisers just as advertising is a necessity for every company which hopes to attract and to hold customers for its products. Now, while television is still on the way up, is the ideal time to set up a promotional bureau for television under the best possible auspices.

The Huckster & the Golden Goose

The High Estee, which television holds as an advertising medium was pointed up, though perhaps perversely, in warnings sounded by key figures at the American Assn. of Advertising Agencies' annual meeting a fortnight ago (B&T, April 26).

"Abuse it," they warned in effect, "and you may lose it."

It is a warning to be well taken, not only by those who use television but also by those who operate it. The admonitions would seem to apply also in radio.

Fairfax Cone, of Foote, Cone & Belding, in his usual eloquent manner warned against overlong (and overly unimaginative) commercials, for which agencies, advertisers and station operators must be accountable. The penalty, he said may be "confiscation."

Earle Ludgin of Earle Ludgin & Co., the AAAA's retiring chairman, suggested that "maybe we're selling tv short" both in commercials and in programs. If pay-as-you-see television comes and people are willing to pay for this type of fare "just in order to avoid the advertising," he admonished, then "one of advertising's greatest opportunities" may be lost and "we shall have deserved to lose it."

If these are important warnings for advertisers and agencies, they are vital for broadcasters. It is the station operators who in the final sense control what is broadcast. The advertisers may lose a medium; the broadcasters could lose a livelihood.
in good company

good products belong in good company

WWJ helps maintain those profitable associations for leaders in all fields who must reach the vast Detroit market.

For instance, Studebaker, a WWJ program sponsor since 1951, presents Harold True’s outstanding newscasts at 6 P.M., in the good company of Texaco products’ sportscaster, Budd Lynch, at 6:15 P.M.

Here is notable evidence of the selectivity exercised by major advertisers in planning their Detroit campaigns. They have a definite preference for the large and loyal audience—both at home and behind the wheel—consistently delivered by WWJ... and for the good company shared by all WWJ advertisers.

YOUR PRODUCT BELONGS IN THIS GOOD COMPANY. SEE YOUR HOLLINGBERY MAN.

WWJ AM FM
Associate Television Station WWJ-TV
Basic NBC Affiliate
AM—950 Kilocycles—5000 Watts
FM—Channel 246—97.1 Megacycles

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.
BROOKE LORING, KWTV Women's Editor, is a rare combination of a tremendous professional background mixed with an outstanding ability as a homemaker. She has a working grasp of all phases of homemaking and women's activities. She has attended Julliard School of Music, American Academy of Dramatic Art, USC and UCLA. Her experience includes appearances with the Los Angeles Civic Light Opera, CBS and NBC in Hollywood, and work with the Los Angeles Guild Opera. At KWTV she does the "Brooke Loring at Home" show—another example of showmanship that's helped make KWTV-9 the choice of Oklahoma City.

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts ERP with a 1,172-foot tower in later summer 1954.