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KPRC is FIRST

Quarter-Hour "Firsts" Mon.-Fri. Averages

<table>
<thead>
<tr>
<th></th>
<th>KPRC</th>
<th>KPRC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>mornings</td>
<td></td>
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<tr>
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<td>11</td>
<td>16</td>
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<tr>
<td>Station C</td>
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<tr>
<td>Station D</td>
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<td>Station C</td>
<td>0</td>
<td></td>
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<tr>
<td>Station D</td>
<td>2</td>
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</tr>
</tbody>
</table>

JACK HARRIS, Vice President and General Manager • Nationally Represented by EDWARD PETRY & CO.
ERIE and WICU

Summer host to the nation on beautiful Lake Erie . . . Pennsylvania's growing Third City . . . WICU-TV does a dual job—it puts your message on the air and then follows through with substantial merchandising.

A VERY PRETTY PICTURE
FOR ADVERTISERS

100% merchandising . . .
Winner of Billboard’s 1st Prize for Sales and Viewer Promotion in markets from 500,000 to 1,000,000 population.
95% evening sets in use
80% afternoon sets in use
70% morning sets in use

98.6% set saturation in Erie County . . . 93% set saturation in the Tri-State Market . . . WICU-TV, Channel 12, is the only medium completely selling and serving this superior market.

WICU-TV
CHANNEL 12 • NBC • ABC • DUMONT

Assured of almost 100% of viewer tune-in because WICU-TV is the ONLY VHF in this tremendous Tri-State market.
ALL THIS and POWER TOO!

First again... with RCA's new high power equipment... WBRE-TV radiates 225,000 watts over Northeastern Pennsylvania ... higher than any other station as reported by FCC® and in the fall WBRE-TV will be the highest powered station in the Nation with over 500,000 watts.

As a Time Buyer, the step by step performance of WBRE-TV has been presented to you in as dramatic a way as we know how, and we are sure you'll be interested in the following statistics:

1. Set Saturation... 66% in Luzerne and Lackawanna Counties (Population 649,637).
2. May 1, set count in Northeastern Pennsylvania... 157,000... ALL UHF.
3. Leads in 121 of 140 nighttime quarter hours; 14 of 16 daytime quarter hours.

<table>
<thead>
<tr>
<th>Station</th>
<th>Authorized</th>
<th>Operating Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBRE-TV</td>
<td>1,000,000</td>
<td>225,000</td>
</tr>
<tr>
<td>Station B</td>
<td>170,000</td>
<td>170,000</td>
</tr>
<tr>
<td>Station C</td>
<td>178,000</td>
<td>178,000</td>
</tr>
<tr>
<td>Station D</td>
<td>13,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Station E</td>
<td>151,000</td>
<td>15,200</td>
</tr>
</tbody>
</table>

WBRE-TV
Channel 28 Wilkes-Barre, Pa.

Authorized Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc. 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 16, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
The Home Town Folks...

Know a Good Buy

More local advertisers spent more money on WDEL-TV in March 1954 than in any previous month in the station's five-year history! All goes to prove that the home town folks know a good buy when they see one. With good reason, they are there when the profits roll in!

To get results from your advertising dollars, do as the home folks do—buy WDEL-TV.

Represented by

Meeker TV, Inc.

New York
Los Angeles
Chicago
San Francisco
HEAT IS ON for appointment of Phillip Willkie, son of late Wendell Willkie, to FCC. If named he presumably would become chairman (see early story page 29).

INCIPIENT MOVEMENT for complete separation of radio and television functions of NARTB because of their "incompatibility" was talked up during Chicago NARTB convention last week. Some independent radio operators, not identified with tv, sought to agitate groundswell for separate organization, contending both cannot live in same house. There also was complaint against purported "overloading" of agenda with tv.

AT LEAST one major network has given serious study to possibility of making change from traditional network structure to provide program service to stations for pay, as news services provide news to clients. Study indicates difficult financial obstacles would be encountered, and network officials are bearish about chances it would work.

QUIETLY and behind scenes, FCC is making new channel allocations study in vhf range to determine what might be done long range to alleviate shortages. Industrial users, like steel companies and other heavy fabrication operating, are seeking more spectrum space and are eyeing 88-108 mc band, now assigned to fm but also being talked up for possible diversion to vhf tv where three additional channels could fit (between present channels 4 and 5). Latter prospect looks bleak.

FREQUENCY study has reached another area in hope of opening new tv space. Movement of present aircraft beacon-marker service from 75 mc area is being scrutinized, but involved might be heavy government outbound to replace existing equipment used practically worldwide before any shift could be made. Moreover, no move could be made until 1963. How to get government, notably military, to relinquish spectrum space now being held in "reserve" for emergency use also is being studied, with William A. Porter, President's Telecommunications chief, figuring prominently in these studies.

SECOND major research project is being considered by radio stations represented by Henry F. Christal Co., sponsors of now-celebrated Alfred Politz study, "The Importance of Radio in Television Areas Today." New one would be confined to areas which Christal stations serve, while first Politz research included markets not covered by them.

PORTENTS of major network (CBS-NBC) opposition to DuMont plan for equalization of network tv affiliates through fixed quotas of vhf and uhf stations to affiliate with each in first 100 markets were seen at NARTB convention in Chicago last week [B&T, May 24, page 117]. Old line networks would like to see boost in multiply-owned stations from present limitation of five, but it's evident they prefer to align affiliates on catch-as-catch-can basis. ABC, however, supports basic DuMont plan.

NBC Station Relations executives during NARTB convention in Chicago quietly huddled with individual radio affiliates regarding revision of contracts based on cancellation notices given them as contracts reached expiration. New provision, NBC executives explained, simply results in shift from converted hours on option time to clock hours and entails no actual rate decline. But some of affiliates insist that change does result in depreciation of time values.

ATTITUDE of FCC on station transfers was heard firsthand by full house of NARTB delegates at Thursday forenoon panel in which six of seven Commissioners participated (story page 63). It boiled down to conclusion that cases are considered on individual merits but several members expressed concern over what should or should not be regarded as "trafficking," particularly in light of limitations of law and of rough experience of past years with Avco proceeding, allowing open competitive bidding.

PERHAPS most successful session of convention was Thursday's roundtable with FCC. But some folks are waging it won't happen again at future conventions. Several members of FCC feel that quasijudicial body should not hold what amounts to public "commission meeting" on question-answer basis. They point out no other independent agency does it although there may be nothing improper about procedure.

TV BROADCASTERS carrying Army-McCarthy hearings are reporting preponderantly that polls they have made support continuing hearings to bitter end. Average appears to be better than 90% in favor of carrying on.
On June 2, 1953, the Arkansas Farm Bureau Federation and its affiliated service agencies started sponsoring the first radio advertising campaign in its history, aimed primarily at securing new members.

Station KTHS was selected. Each morning at 6:05 a.m., our Farm Service Director, Marvin Vines, brings reliable market and weather reports to thousands of farm families in every one of Arkansas' 75 counties.

Now notice how Farm Bureau membership grew in 1953, with just six months of KTHS sponsorship:

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>49,019</td>
<td></td>
</tr>
<tr>
<td>1952</td>
<td>50,016</td>
<td>1.9%</td>
</tr>
<tr>
<td>1953</td>
<td>55,718</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

In commending KTHS for its part in the Bureau's growth, Mr. Waldo Frazier, Exec. Sec'y, of the Federation, writes:

"We feel that this and other services of your Farm Service Department are making great contributions to the progress of agriculture in the whole State."

Thanks, Mr. Frazier. We knew it would be this way, when our 50,000-watt, CBS powerhouse was "turned loose" to do a job for you.
Motion to Dismiss Lamb Protest Filed by Commission

MOTION to dismiss protest by broadcaster-publisher Edward Lamb filed by FCC with U. S. District Court for D. C., Commission reported Friday, contending Mr. Lamb had failed to exhaust administrative remedies before Commission, if in court at all, should have filed in U. S. Court of Appeals. Mr. Lamb's suit protested FCC delay and procedure in hearing, indicating on license renewal of WICU (TV) Erie, Pa., including charges Mr. Lamb failed to disclose alleged Red ties, which he denies (B&T, May 17).

UHF Groups React to NARTB Plan to Testify at Hearings

DECISION of NARTB to participate in uhf television hearings, due to be resumed Thursday before Senate Communications Subcommittee (story page 77), drew reactions Friday from UHF Industry Coordinating Committee and UHF Television Association.

UHF Coordinating Committee Temporary Chairman Harold H. Thoms, WISE (TV) Asheville, N. C., wired NARTB President Harold E. Fellows asking for meeting Wednesday evening in Washington. "We are sure NARTB would wish to achieve the kind of solution of uhf problems which assures a system of free enterprise and adequate nationwide competitive television service to the American public," Mr. Thoms said. "This is similarly the objective of the UHF Industry Coordinating Committee."

Counsel William A. Roberts of UHF TV Assn. issued following statement:

"There can be no doubt now of the intention of the "fat cats" to use their enormous power and resources to prevent any salvation for uhf television. Of course NARTB is the national organization of all broadcasters and will continue to be, but for the present time the UHF TV Assn. is the single purpose group which will persist in preserving uhf operation for the public, the advertisers and the uhf broadcasters. All who agree with that idea should act now to cooperate with it."

Four Segments Sold On 'Bob Crosby Show' Sale

SALE of four quarter-hour segments of CBS-TV's Bob Crosby Show (Mon.-Fri., 3:30-4 p.m. EDT) reported Friday, raising eight number of 15-minute segments of program that have been sold. New sponsors are: General Mills Inc., Minneapolis, through BBDO, N. Y., for Monday, 3:45-4 p.m. EDT, period, starting June 7; Toni Co., Chicago, through Weiss & Geller, Chicago, for Tuesday, 3:30-3:45 p.m. EDT spot, starting June 15; C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, for Friday, 3:30-3:45 p.m. EDT, starting Aug. 6, and S. O. S. Co., Chicago, through McCann-Erickson, San Francisco, for alternate Thursday, 3:30-3:45 p.m. EDT, starting July 8. Englander Co., Chicago, current sponsor, will shift time period as alternate sponsor with S. O. S., starting July 15.

NOSE COUNT

FINAL calculation Friday showed total paid registration at NARTB convention last week was 1,697, of which 1,165 was for management conference and 532 (a record) for engineering. Non-paid registrations of NARTB staff (22) and news representatives (80) brought total registered at convention to 1,899. NARTB executives estimated another 1,500 attended some parts of convention without registering.

WKST (TV) Knoxville Sold

SALE of WKST (TV) Knoxville (uhf ch. 26) to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.) for estimated $300,000 announced late last week. No change in personnel contemplated but equipment to be added. Sale announced by W. R. Tuley, president, Television Service of Knoxville, and John A. Engelbrecht, South Central president. Mr. Tuley attributed sale to "pressure of other business interests in the midwest." Harold E. Roothrock is station manager and Guy Smith sales manager.

Automotive Commercials Get TV's Highest Ratings

AUTOMOTIVE tv commercials get highest rating from viewers, drug product commercials lowest, according to study made by Schwerin Research Corp. among 452 persons.

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobiles</td>
<td>65</td>
<td>37</td>
<td>6</td>
</tr>
<tr>
<td>Television Sets</td>
<td>54</td>
<td>35</td>
<td>10</td>
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<tr>
<td>Household Appliances</td>
<td>49</td>
<td>35</td>
<td>16</td>
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<tr>
<td>Beer</td>
<td>44</td>
<td>40</td>
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<tr>
<td>Food Products</td>
<td>41</td>
<td>43</td>
<td>16</td>
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<tr>
<td>Cigarettes</td>
<td>87</td>
<td>27</td>
<td>4</td>
</tr>
<tr>
<td>Soap Products</td>
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<td>42</td>
<td>19</td>
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<tr>
<td>Coffees</td>
<td>37</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>Toothpastes</td>
<td>31</td>
<td>39</td>
<td>21</td>
</tr>
<tr>
<td>Deodorizers</td>
<td>33</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>Drug Products</td>
<td>23</td>
<td>46</td>
<td>31</td>
</tr>
<tr>
<td>Average, all Products</td>
<td>41</td>
<td>40</td>
<td>19</td>
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</tbody>
</table>

SLIGHT ERROR

U. S. NAVY promised to apologize Friday to day voters in Henderson, Ky., who earlier in the week found a straight VF film for enlisted men being shown right in their living rooms. Unexplained mixup occurred when two "general interest" films were spliced together and sent to 50 WEHT (TV) Henderson, Ky., as concluding program of 13-week This Is Your Navy series. Unviewed, station ran film its usual in 7:15 p.m. time segment, cut it off air after five minutes of VF portion had been telecast. Film ran unnoticed because announce was away from desk setting up next program, it was reported.

• BUSINESS BRIEFLY

INSECTICIDE CAMPAIGN • Penola Oil Co., N. Y., Filt (insecticide), planning six-week radio-television spot announcement campaign, effective June 14, in seven tv markets (Columbus, Ohio; Oklahoma City; St. Louis; Kansas City; Los Angeles; Denver; Hutchinson, Tex.) and several radio markets. McConnell, N. Y., is agency.

DOW CHEMICAL TO BUY • Dow Chemical Co., Midland, Mich., reported set to sign for sponsorship of The Medici series on NBC-TV three of four Mondays, 9-9:30 p.m. EST, starting in fall. Agency: MacManus, John & Adams, N. Y.

NASH CONSIDERS • Nash cars, Detroit, through Geyer Inc., N. Y., considering network half-hour evening show for fall sponsorship.

INSTANT TEA DRIVE • Seaman Brothers, N. Y., White Rose Redi-Tea (instant tea), planning eight-week radio and television campaign starting early in June in New York, New Haven, Hartford and Washington. Cecil & Presbrey, N. Y., is agency.

PHILADELPHIA SPOTS • General Foods, N. Y., for Maxwell House instant coffee, through Benton & Bowles, N. Y., starting four week saturation spot announcement tv campaign on all three Philadelphia stations.

FLUFFO EXPANDS • Procter & Gamble's newest shortening, Fluffo, will expand with radio-television spot announcement campaign in Cincinnati-Dayton-Columbus district including Lima, Zanesville and Portsmouth, effective June 7 till forbid. Biow Co., N. Y., is agency.

GM Buys Havoc Program

GENERAL MILLS Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., has purchased new television program starring June Havoc, produced by Desilo Productions, Hollywood. Half-hour situation comedy will start production in mid-July. It will be presented in October but network and time have not been set.

Five More 'Home' Sponsors

SIGNING of five more sponsors for total of 107 participations on NBC-TV's Home (Mon.-Fri., 7-9 a.m. EDT) announced Friday. They are: Speidel Corp., Providence, through Sullivan, Stauffer, Colwell & bay, N. Y., 52 participations; Glidden Co., Cleveland, through Melfern & Pesnell, Cleveland, 26; E. I. du Pont de Nemours & Co., Wilmington, through BBDO, N. Y., 13; Wesson Oil & Snowift Co., New Orleans, through Fitzgerald Advertising Agency, New Orleans, 10; Cudahy Packing Co., Omaha, through Young & Rubicam, N. Y., six.

WBKB Seeks Cooking Show

WBKB (TV) Chicago reportedly pitching for purchase of Creative Cookery package now on NBC-5 and WBNOQ (TV) same city, with view of feeding it to ABC network. Program packaged by Personality Features Inc., and was on limited NBC network some time ago. NBC outlet has 30 days to exercise first refusal rights.
WSPD-TV Farm Hour

Sells a rural market ranking 4th in TV set saturation*

The FARM HOUR is an early afternoon program geared directly to the WSPD-TV rural audience. The show consists of national and state news as it affects the farmer; daily market and weather reports in our area; interviews, relative to farming, featuring specialists in agriculture; and relaxing music.

Jim Nessle as emcee is a natural. He lives on a 56 acre farm which gives him first hand experience with the problems of his audience. Through group meetings with county agriculture agents, Jim keeps abreast of information needed by the farm population. This enables him to keep a well planned, custom-tailored show.

As local authority, Jim handles hundreds of letters from listeners, who request information on almost every phase of agriculture.

Lola Smith, veteran organist with WSPD, supplies music at intervals throughout the show giving additional pleasure and personality to the format.

*Telenews Productions Survey, April, 1954

The Farm Hour is a top show with top saturation.
It can sell your product in the Toledo area—a top test market.
11th Station Asks to 'Suspend'; Deletions Now Total 84

CITING pressure of "consistent losses" since commencement of operation last October, ch. 18 WECT (TV) Elmina, N. Y., asked FCC for authority to suspend operation for 120 days to reorganize. NBC affiliate, WECT is 11th station in suspension still holding its permit (2 vhf, 9 uhf). Elmina also is served by ch. 24 WTVE (TV), airing ABC, CBS and DuMont.

Commission Friday also announced return of one vhf and three uhf permits for deletion, including ch. 29 WIP-TV Philadelphia (story page 88) and ch. 9 KTRE-TV Lufkin, Tex. Others were ch. 34 WTVX (TV) Goldsboro, N. C., and ch. 21 WCRS-TV Greenwood, S. C.

Post-thaw deletions now total 84 (70 uhf, 14 vhf).

Lufkin's only tv permittee cited inability to get network affiliation as economic reason for not completing construction of vhf facility. Greenwood uhf outlet also said it could not get affiliation and noted uhf already covers area.

CBS Radio Summer Theme

"SUMMERTIME, and the listening is easy" is basic theme of CBS Radio Network summer program promotion campaign which started Friday when promotion-exploitation kits were mailed to affiliates, giving them ads, exploitation suggestions, on-the-air announcements and special material for disc jockey and women's programs.

NBC-TV Sponsors Renew

RENEWALS by eight sponsors of seven top NBC-TV shows announced by network Friday: American Tobacco Co., through BBDO, N. Y., and S. C. Johnson & Son, through Needham, Louis & Brorby, Chicago, renewed for 52 weeks starting July 5 as alternate-week sponsors of Robert Montgomery Presents, Mon., 9:30-10:30 p.m.; Armstrong Cork Co., through BBDO, renewed Armstrong Circle Theatre, Tue., 9:30-10 p.m., for 39 weeks starting Aug. 31; Sunbeam Corp., through Perkin-Paul Co., Chicago, renewed Ethel and Albert, Sat., 7:30-8 p.m., for 39 weeks starting Sept. 4; General Foods Corp., through Benton & Bowles, N. Y., renewed Roy Rogers Show, Sun., 6:30-7 p.m., for 25 weeks starting July 5; Procter & Gamble Co., through Benton & Bowles, renewed Loretta Young Show, Sun., 10-11:30 p.m., for 44 weeks beginning Aug. 29; Reynolds Metals Co., through Russel M. Seeds Co., Chicago, renewed Mr. Peppers, Sun., 7:30-8 p.m., for 39 weeks (three of four Sundays), beginning Sept. 12; Scott Paper Co., through J. Walter Thompson Co., N. Y., renewed My Little Margie, Wed., 8:30-9 p.m., for 52 weeks, beginning Sept. 1.

NBC Sales on 'Today'

THOMAS J. LIPTON INC., Hoboken (Frostone dessert mix), through Ruthrauff & Ryan, N. Y., has purchased 13 participations on NBC-TV's Today (Mon.-Fri., 7-9 a.m. EDT), starting May 20, ending July 8. Wembly Inc., New Orleans, La., through Fitzgerald Adv., New Orleans, has ordered 13 participations on Today for 13 weeks, starting June 29.

MUTUAL PLUG

IT WASN'T by design or inclination, but ABC-TV and DuMont carried "a plug" for Mutual during coverage of McCarthy-Army hearings Friday. Before afternoon session began, Senate subcommittee chairman Karl Mundt told hearing (and tv viewers) that Mutual commentator Fulton Lewis jr. had telephoned him to say that network had received 149,895 messages from listeners replying to Mr. Lewis' poll on hearings. Sen. Mundt said he was "gratified" to learn of interest in hearings and that large majority felt "a good thing for the country."

Mutual spokesperson told that 77.3% of messages expressed those sentiments and 71.9% felt hearings should be continued "without limitation" on radio and tv.

Crosley Sponsors Stern

CROSLEY Electronics division of Avco Mfg. Co. will sponsor 15-minute programs with Bill Stern immediately before and after ABC Radio's broadcast of world heavyweight championship bout between Rocky Marciano and Ezzard Charles June 17, 10 p.m. to conclusion.

Agency: BDDO. Mutual spokesman told that broadcast is sponsored by Gillette Safety Razor Co., will not be telecast for home reception. It will be carried by Theatre Network Television to 65 theatres in about 50 cities coast-to-coast.

Spot Radio Promotion

HOW ADVERTISERS use spot radio campaigns to introduce new products, solidify strong markets and bolster weak ones, test new marketing strategies, get or improve distribution and gain more impact in major markets is told in new presentation, "How to Localize Your Sales Appeal," issued Friday by CBS Radio Spot Sales promotion department for distribution to advertisers and agencies.

WFBM-TV to Full Power

WFBM-TV Indianapolis goes to full 100 kw effective radiated power from new 1,019 ft. tower Friday, Harry M. Bitten, president of ch. 6 station, reported Friday.

UPCOMING

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: Senate Communications Subcommittee resumes hearings on uhf, multiple ownership.
June 3-5: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.

For other Upcomings see page 123.
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Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

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


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Annual subscription for 52 weekly issues: $9.00. Annual subscription including BROADCASTING Yearbook (25th issue): $9.90, or TELECASTING Yearbook (5th issue): $9.90. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 52 cents each; 25th and 56th issues: 65 cents each. This magazine is available for 52 weeks only. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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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 1933.

* BROADCASTING*: TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION Published Every Monday by Broadcasting Publications Inc.
Now FULL POWER with 100,000 WATTS

MAXIMUM POWER STATION between MEMPHIS and DALLAS

Serving the $BILLION$ TExARKANA- SHREVEPORT market in 4 states

85% unduplicated TV coverage

For the full story on this great market and the one station that serves it, contact VENARD, RINTOUL & McCONNELL, Inc., representatives today.

CBS  ABC  DTN  KCMC-TV  Channel 6  TExARKANA, U.S.A.

GEN. MGR., WALTER M. WINDSOR
WBC means...

**WBZ-WBZA**—Boston, Springfield—51,000 Watts

**KYW**—Philadelphia—50,000 Watts

**KDKA**—Pittsburgh—50,000 Watts

**WOWO**—Ft. Wayne—50,000 Watts

**KEX**—Portland, Oregon—50,000 Watts

**WBZ-TV**—Boston—Channel 4

**WPTZ (TV)**—Philadelphia—Channel 3

WBC means sales ... WBC means audience ... WBC means audience-action ... because WBC stations dominate their areas. Contact Eldon Campbell, National Sales Manager for rates and availabilities.

Phone Plaza 1-2700

**WESTINGHOUSE BROADCASTING CO., INC.**


444 Madison Avenue, New York 22, N. Y.
BANK ON THE STARS
Network: NBC-TV
Time: Saturday, 8-9:30 p.m. EDT
M.C.: Bill Cullen
Producer: Masterson, Reddy & Nelson
Production Cost: Under $10,000 per week

The 10 county Coffeyville trade territory is a major market of 271,300 people. 50% larger than Wichita or Tulsa. Check your sales potential in the Southeast Kansas—Northeast Oklahoma market and you will be truly amazed. KGGF has served this hometown area for 24 years. With 10 KW on 690 KC, KGGF delivers a primary coverage of 87 counties in Kansas, Oklahoma, Missouri and Arkansas, with a population of 2,750,000.

SO MUCH of the appeal of a comedy-quiz show rests with the talent of the M.C. In Bill Cullen, Bank on the Stars is blessed with one of the most ingratiating M.C.'s in television, whose wit is barbed but somehow never stings.

The program centers around asking contestants to view clips from a motion picture and answer questions on what they have seen. This is by no means novel. But in the segment under consideration on May 22, the producers chose wisely three highly dramatic scenes from front-ranking new releases. It was a pleasant departure from filmed tv shows using antiquated clips, and is to be hoped that Masterson, Reddy & Nelson, who are producing the new series, will continue to use high-quality filmed sequences.

The ever-growing enthusiasm of the busy Mr. Cullen should find in Bank on the Stars a half-hour of good-natured fun. The opportunity for a "preview" of upcoming Hollywood attractions may even send some viewers scurrying to the motion picture theatres. The program, which will continue through July 10, should find lots of friends among the TV quiz fans.

INDUSTRY ON PARADE
Produced By: Arthur Lodge Productions Inc., for National Assn. of Manufacturers
Writer: Arthur Lodge
Assignment Editors: Johnny Johnstone, Robert A. Young Jr., both of NAM
Narrators: Peter Roberts, Bob Wilson, Radcliff Hall
 Stations: Currently carried on 215 TV stations in U.S. and in nine foreign countries through U.S. Information Agency

THOSE TV stations now in operation that are not carrying Industry on Parade will find an informative and flexible source of programming in this series, produced for television distribution by the National Assn. of Manufacturers. The series, carried to over 215 markets nationally, records the progress of American industry by filming a weekly show, for telecast in a 15-minute time period, picturing the activity of both the little and big businesses that constitute the economic structure of the nation.

Through cooperation with the U.S. Information Agency, Industry on Parade is shown in nine foreign countries as well.

NAM is wise in selecting a variety of subjects for presentation in each separate film. A good cross section of subject matter chosen by NAM for inclusion in the series is shown in a recent reel released by NAM. This particular film takes viewers on a visit to a New York skyscraper where they watch the men who rivet together its beams and girders; next to a Kentucky farm where country hams are cured for the tables of American epicures; then on a tour of a floor manufacturing plant in Memphis where new processes have brought the purchase of hardwood floors within the average owner's reach, and finally a trip to a photo service plant where some of the one and a half billion snapshots Americans take every year were followed through each stage of developing and printing.

In each instance narration points out how our standard of living is continually on the upgrade as manufacturers discover new techniques and methods of production which improve the products that consumers will ultimately buy. To tell such a story effectively, NAM has gone to the farm, the small factory or the giant corporation to give viewers an accurate documented look at the skills of the businesses which NAM represents.

In the production of Industry on Parade, camera crews are sent out on location to film each business enterprise that is included in the series. Arthur Lodge Productions film and score each weekly reel which is supplemented with descriptive narration on the industry being shown. Collectively speaking, the films are well edited and well-produced. Narration is clear and brief.

Music, used as a background on each reel, gives the film a certain pace and color desirable in shows of this type.

BOOKS

ONE of a series of 11 manuals covering 49 makes of home and portable radios, Volume 6 presents factory-prepared service information on Motorola, Olympic and Packard Bell models illustrated.

TV MANUFACTURERS' RECEIVER TROUBLE CURES, edited by Milton S. Snitzer, John F. Rider Publisher Inc., 480 Canal St., New York 13. 120 pp. $1.80.

ANSWERS to TV receiver troubles of 12 manufacturers are presented in this technical volume written for the serviceman. The manufacturers present cures to troubles that seem peculiar to their own sets. Admittedly there are certain "bugs" in each model receiver that is not corrected on the assembly line. This volume intends to give answers to these "bugs." New ideas on circuitry that will aid in improving reception of sets already on the market is given.

COLORCASTING
Advance Schedule Of Network Color Shows

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

NBC-TV
May 24-June 2: Bride & Groom, 12 noon-12:15 p.m. EDT (Andrew Jergens through Robert W. Orr & Assoc.)

[Note: this schedule will be corrected to press time of each issue of B-T]
12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotateable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units: (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

© RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.
TV and you sell a market!

Did you realize that late evening movies on TV are viewed regularly in as many as 67% of all TV homes in a market? That in the daytime, feature film will capture and entertain as high as 52%?

In any one of these rich markets, that's a lot of people—and a lot of buying power.

You can buy participations, one minute, 15 minutes or more in these programs at low cost. Through them, your message gets maximum market penetration and commercial value.

Represented By

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
KARK-TV . . . . . Little Rock
KABC-TV . . . . . Los Angeles
KSTP-TV . . . . . M’p’l’s-St. Paul
WSM-TV . . . . . Nashville
WABC-TV . . . . . New York

WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMB-TV . . . . . San Diego
KGO-TV . . . . . San Francisco
KOTV . . . . . Tulsa
KEDD . . . . . Wichita
WHICH

our respects

to JOHN FORD MEAGHER

AFTER NARTB's board decided last winter that radio members of the association should have their own vice president, matching the TV vice presidency, one name kept recurring to President Hal Fellows as he scanned the nation's radio executive ranks.

The name, as the membership now knows, was that of John Ford Meagher, general manager of KYSM-AM-FM Mankato, Minn. Few persons could bring to this important new job more enthusiasm, conviction and preparation.

For more than a decade Mr. Meagher had been taking an active part in state and national association affairs, aided by thorough groundwork in small-station management and a quiet, genial personality that thousands of broadcasters have come to know and respect.

The Meagher radio career started in 1938 when the young man was in his seventh year as a cement salesman for a manufacturing firm owned by an uncle. He was in Kansas City when word came that some old friends, who had been successful in their respective fields, were embarking on the mad venture of building a 100-watt radio station in his native town. KYSM took the air with John F. Meagher as sales manager.

At KYSM he quickly learned several important lessons. First, he found that there is no such thing as an unimportant radio station in the mind of an individual who tunes to it.

Next he discovered that the small station is important to the industry as a whole, observing that most broadcasters have developed in this atmosphere the skills and techniques that have carried America's broadcast service to world leadership.

The little station in Minnesota found it had a lot to learn about the business, Mr. Meagher recalls. It found an answer in the old NAB, predecessor to NARTB. The membership was so valuable, he continues, that he has never been able to fathom why every station operator doesn't recognize not only the technical assistance provided by a strong trade association but more importantly the need of unity in an industry built on non-permanent government franchises and competing with strong advertising media, besides being constantly exposed to public and private attacks from all angles.

Back in the mid-40's his leadership qualities were recognized at NAB headquarters and he was named to the former Small Market Stations Committee. That was followed shortly by his election to the board as District 11 director, a post he filled for the maximum two consecutive terms and which he again occupies until becoming NARTB radio vice president June 15.

As a member of the Standards of Practice Committee and the board finance committee—

he has been chairman of both at various times—

he has learned the details of NARTB operations from both inside and outside viewpoints. Recently he led the standards committee in revising that document and just last week reported to the Chicago convention.

The familiar Meagher grin, a puckish sort of thing that catches on quickly, will help him in his new work. He is a patient listener, in meetings and in smaller groups, often heading off a thick scene with a quiet quip that brings the problem down to honest values.

Convinced of the advantages of national organization, Mr. Meagher aided in forming the South Dakota state group in 1948 and one year later helped form the Minnesota association, becoming its first president and serving another term in 1952.

As a highly mobile vice president, Mr. Meagher plans to keep in close touch with the 40-odd state associations. He feels these groups can offer strong support to NARTB's effort to maintain America's pre-eminence in broadcasting. Too, he will bring the headquarters message to every state and reach as many communities as fast transportation will permit.

Fm gets a break in this new association function, since KYSM-FM was one of the first 20 to get a postwar grant and has been putting out a 47 kw signal 18½ hours a day.

Mr. Meagher is anxious to get started at his new job. He exudes eagerness to join President Fellows, whom he considers a top-flight businessman and organizer.

"Johnny" Meagher—that's the only way he's known in the industry—was born in Mankato Jan. 15, 1910. Following a half-century family tradition he went to Notre Dame, specializing in English literature and "low-grade football." In high school he had attained fame as a winner in the National Forensic League.

He married the former Eleanor Ackerman, who appears to be facing quiet weeks as an airline-railway widow. Their two children are away much of the time since Anne, 20, is employed at KSTP St. Paul and John E., 19, is a student at—of course—Notre Dame.

The list of Mr. Meagher's industry activities is as long as his list of Mankato civic roles. He has been on the BAB board; has been a member of BMF flying squadrons, taking part in clinics; has taken part in news clinics at U. of Minnesota and Northwestern Radio Institute.

His official connections in Mankato: past president of the Rotary; past exalted ruler and present trustee of the Elks; director of the National Citizens Bank; director of the Salvation Army; vice-chairman of Mankato Charter Committee, and vice president of the Blue Earth Country Safety Council.

He has outgrown or become too old for most of his favorite hobbies, but maintains a participating interest in gin rummy and alumni zeal for Notre Dame football.

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DO YOU LIKE?

We've Got 'em All!

CBS NBC ABC
Dumont

Yes, for over a year,
WAFB-TV has furnished
the only TV programing
to the rich BATON ROUGE
TRADE AREA. This rich
petro-chemical market
responds to your sales
messages over WAFB-TV
because the viewers are
among the highest paid
workers in the country,
with ample free time
to spend their money as you
tell them to! To cover
almost a half million
potential customers, buy
the only TV station in the
capital of Louisiana . . .

WAFB - TV
Channel 28
Baton Rouge, La.
TOM E. GIBBENS
Vice President & General Manager.
Represented nationally by
ADAM J. YOUNG, Jr.
...and give this girl a big hand!

Scandia Sales, Jan. 1954,
Up 68% over Jan. 1953

Hazel Markel, a long-time star on WWDC, rings the bell again. Last year we were proud that Scandia Cosmetics did more than $5,000 worth of business in the one month of January, using only the “Hazel Markel Show” with only one outlet—Julius Garfinckel & Company.

This year, using Hazel again, Scandia sales hit $8,448—a 68% increase.

Says Jackson Lee O’Leary, President of Scandia Cosmetic Corporation:

“Our account has been continuously supported by Hazel Markel . . . our sales have grown month by month and far beyond any volume either we or Julius Garfinckel & Company could have hoped for. Whoever says there is a general let down in business evidently has not had the benefit of the sales force of Radio Station WWDC.”

WWDC can help your sales in the Washington market, too. Let your John Blair man give you the whole story.

In Washington, D.C. it’s WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
...how many TV homes in the nation's 9th biggest TV market and WIN A PRIZE
(See rules below)

1,083,900 TV HOMES!

You pay for only 399,400 television homes—but you get 1,083,900 when you buy WSTV-TV! That makes a bonus of 684,500 homes—pure gravy that costs you nothing.

How can this be? WSTV-TV offers you rates based only on the prosperous Steubenville-Wheeling market. But WSTV-TV beams a clear, primary signal right into Pittsburgh—giving you the 9th largest market on a silver platter! PLUS Canton, Youngstown, and many other industrial cities, too.

WSTV-TV's coverage of 1,083,900 TV homes is-

BIGGER than Cleveland — 1,022,140 sets
BIGGER than San Francisco — 879,303 sets

Ask your Avery-Knodel man for full information—and help yourself to the biggest bonus in TV!

NOW! FULL (230,500 Watts) from our 881 ft. Mountain-Top (2,041 ft. above sea level) POWER

33 Miles from Tower

WSTV-TV STEUBENVILLE-WHEELING — ANOTHER AVERY - KNODEL
NO GUESSWORK about the number of TV homes covered by WSTV-TV VHF-Channel 9

BIGGEST BONUS MARKET IN TV

You can win one of these big prizes FREE (and easy!!!)

Here's all you do. Look at the picture. Here are some clues. It's an aerial view of one of the nation's biggest steel producing areas. (According to a leading television magazine's Annual Data Book for 1954 it was the ninth largest TV area in the country.) Just guess how many TV homes it covers and fill out the coupon on this page. Contest closes July 10, 1954. Nearest correct answers will be judged the winners. IN CASE OF TIES, EARLIEST POST-MARK DECIDES THE WINNERS.

REPRESENTED STATION

Contest Dept. - STATION WSTV-TV Steubenville, Ohio
My guess is that there are______ TV homes in the nation's 9th biggest TV market—every home a bonus for sponsors on WSTV-TV!

NAME
TITLE
COMPANY
ADDRESS
CITY ZONE STATE
OPEN MIKE

Something to Crow About
EDITOR:
As early as April 1937, Life magazine saw fit to feature the rooster as its first bird cover. WJAR-TV has been using the Rhode Island red rooster as its identification symbol since its increase in power to 225 kw on May 3, 1953. WJAR-TV's rooster has become synonymous with channel 10 ... Thus, we feel that we have capitalized upon the sight of a familiar bird and adapted the most widely known part of the species for WJAR-TV promotional purposes.

Jay Hoffer
Promotion Manager
WJAR-TV Providence, R. I.

A Vhf Supporter Speaks
EDITOR:
In the hills and mountains of Pennsylvania vhf provides excellent coverage. Uhf does not and cannot fill the valleys.
Talk of putting all tv on uhf means half of Pennsylvania's sets will not have good tv.
Can't the technical men at the FCC straighten them out?

Prof. Raymond M. Bell
Washington and Jefferson College
Washington, Pa.

Cover-to-Cover Reading
EDITOR:
... May I take this opportunity to express my keen appreciation for your magazine. Especially thoughtful and thought-provoking are your weekly editorials. Broadcasting & Telecasting is read from cover to cover each week by practically every member of our staff.

Arthur L. Higbee
Manager
KSUB Cedar City, Utah

His Joke Wore Out
EDITOR:
In a recent issue ... there was a cartoon about radio, and free publicity. It shows an editor shouting at another man, "free publicity, what do you think I'm running, a radio station."
I've almost worn my copy out carrying it around and would appreciate it if you would send me two reprints of the cartoon which you state are available on request . . .

F. H. Ford Sr.
KENT Shreveport, La.

[EDITOR'S NOTE: Coming up!]

Beauty and Brains
THE business abilities of broadcaster Helen Maria Alvarez, 38.89% owner in KFMB-AM-TV San Diego and stockholder in an application for ch. 10 at Corpus Christi, Tex., as well as half-owner of KOTV (TV) Tulsa before its sale last month [B&T, April 14], are described in the May 15 issue of the newsletter, J. K. Laser Reports on Taxes, as follows:

BRAINY, BEAUTIFUL, AND RICH—That's Maria Alvarez, a self-made millionairess, who recently sold her half interest in KOTV, a Tulsa tv station, to Jock Whitney.
A tax-favored route brought wealth to the 81-year old beauty. She was successful from the time she got into radio, through the University of Tulsa, back in 1943. But there was a catch. Her radio income was so high that it was heavily taxed.
The then low pay tv offered a shot at capital gain. She invested her brains and $1,500 in a tv operation. Her station went on the air in October, 1949, three months later, was operating in the black.
By 1954, the only woman tv general manager had lifted monthly gross income to $200,000.
Result: $1,500 converted to $1,500,000 after taxes—her net on the $2-million paid for her stock after capital gains. That's a $350,000 a year after-tax return.
To net the same from radio work, she would have had to average close to $3-million a year in pay.
Agency and client
behind closed doors
chopping on the schedule
your medium, your market
are mentioned • a question
is raised • the agency man
reaches for Standard Rate...

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.
UNLIKELY as it seems, Gerald A. Hoeck, at 33 a partner in the Wallace Mackay Co., Seattle advertising firm, got his first taste for television on Iwo Jima in World War II.

As intelligence officer with the Fourth Marine Division, Jerry Hoeck had seen combat on Kwajalen, Saipan, Tinian and Iwo. As the war drew to a close, he worked with Will Price, formerly a Hollywood director and more recently in tv, on the production of an official Marine Corps film dealing with the capture and interrogation of prisoners.

Follow-up on the film—which was shot in actual combat on the Pacific island—led to Washington, D.C., New York and Hollywood, and to a growing taste for presenting sales ideas visually. It's not surprising that one of the Mackay agency's most notable achievements has been the remarkable television success story of its client, Bardahl Mfg. Corp. [B'T, Jan. 18].

Born in Seattle Feb. 28, 1921, Jerry Hoeck was educated at the U. of Washington there, graduating in 1942 from the School of Journalism. After a year at the Navy Japanese Language School in Boulder, Colo. (where he married Rosemary Elliott), he was commissioned a second lieutenant in the Marine Corps. Discharged in October 1945, as a first lieutenant—he is now a captain in the Marine Corps Reserve—Mr. Hoeck returned to Seattle, where he formed a public relations partnership with Wallace J. Mackay, formerly public information officer of the same Fourth Marine Division.

A few months later they joined Mr. Mackay's father in what was then known as the W. V. Mackay Co., 20-year-old Seattle ad agency. Effective Jan. 1, 1947, Mr. Hoeck, the younger Mr. Mackay and Marlowe Hartung became junior partners in the agency, with the elder Mr. Mackay as senior partner. Five years later to the day, the elder Mr. Mackay retired, and the three young men became equal partners.

Bardahl, the agency's biggest account, still puts some 70% of its advertising budget into the broadcast media, principally television, but it is not the only video-conscious client in the house. Buchan's Bread, Seattle, used tv (and radio) extensively last Spring to introduce a new trade character, Bonnie Buchan. Another heavy broadcast user is Gold Shield Coffee (Lang & Co., Seattle).

Mr. and Mrs. Hoeck have two children, Heidi, 8, and Kimberly, 5. They live on Puget Sound. Jerry's hobbies are typical of the Pacific Northwest: salt-water fishing and golf.
It's No Draw...in Omaha

There's only one TV station that effectively covers both the infield and outfield in the Omaha area, and that's KMTV.

Take a look at this batting average of KMTV's homemaker, Bettie Tolson: On her weekday "Your TV Home" program, Bettie staged a 4-week contest for recipes. A gas range was first prize. She mentioned the contest only thirteen times during the four week period.

Results? Judges were swamped with 5,500 entries.

And, even more important to advertisers, entries came from 405 towns and cities in five states—Nebraska, Iowa, Kansas, Missouri, and South Dakota.*

Results like these aren't surprising when you consider KMTV's maximum power of 100,000 watts, low channel 3, and the flat terrain of the Missouri Valley area. Three successive fringe area surveys further point to KMTV's coverage superiority. Let KMTV go to work for you. Contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

*City names and number of entries from each provided upon request.
Another Reason Why
WPTF is
North Carolina’s
Number One
Salesman

Chief Engineer . . . . . Henry (Skipper) Hulick

Henry Hulick, Jr. is skipper of the 18 man crew which we believe is the finest radio engineering staff in Dixie. He has been with WPTF for 26 years. His staff has a total combined radio experience of more than 350 years! Their experience, plus unexcelled equipment, makes your sales message sound as if you have presenting it personally over the back fence to the more than two and one-half million WPTF listeners. As Chief Engineer, Skipper Hulick sees to it that your messages receive the hi-fi treatment that gives WPTF AM broadcasting the quality characteristics of WPTF FM broadcasting. Skipper and his boys are the home run hitters on the team that make WPTF the South’s Number One Salesman in the South’s Number One State.

North Carolina’s
Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE
R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
CBS Radio Whittles Rates, TVAB Launched in Chicago

NARTB's 32d annual convention also witnesses industry activity as vhf telecasters band to present their side in uhf hearings in Washington next Wednesday. Name of new FCC chairman was much-asked question throughout week. Paley in one sense the Chicago convention of NARTB last week was a repetition of the Chicago convention three years ago; CBS Radio announced a plan to reduce nighttime price.

In another sense the two conventions were wholly unlike.

Last week the CBS Radio announcement, which was received with serious interest by convention delegates, was by no means the emotional bomb of the somewhat similar CBS Radio announcement before the convention of 1951. In that year, news of the first major radio network rate reduction provoked a sense of crisis, stimulated a mass meeting of affiliates of all networks and became so great an issue that scheduled events at the convention were ignored.

But last week, as the keynote speaker, William S. Paley, said, "In our turbulent industry today (there is) no lack of problems." In addition to network rates (CBS) and network spot sales plans (MBS and NBC), the convention and associated meetings had plenty to talk about. Some of the hottest topics: the future of uhf television, the formation of Television Advertising Bureau, the uncertainty over appointment of an FCC chairman.

The radio network rate issue arose Monday when it became apparent, after a meeting of CBS Radio affiliates and key executives of the network, that agreement had been reached to reduce nighttime charges. (For full details, see story page 36.)

Night and Day

Essence of the new plan is that nighttime charges will be reduced to the level of morning CBS Radio rates by the device of discounts to advertisers, that the network will set up two evening station breaks of 70 seconds each in which stations can sell minute spots, that CBS Radio will not embark on the counterpart of NBC Radio's plan to sell spots on the network.

NBC Radio affiliates at the convention understandably were concerned over the effects of CBS action. The NBC Radio Affiliates Committee sought and obtained a meeting with Sylvester L. Weaver Jr., president of NBC, and Robert W. Sarnoff, executive vice president, scheduled in New York this Wednesday at which NBC's plans will be discussed. There was little doubt among affiliates that NBC Radio would have to make some move to become competitive with CBS.

Meanwhile, Mutual affiliates met Monday in Chicago to hear network plans for expansion of Mutual's "multi-message" sales technique. Although the affiliates took no vote on the proposal, network officials said they were confident of its acceptance by stations. (See Mutual story, page 32.)

What MBS wants to do, effective Oct. 1, is to sell spots within a 30-minute morning program and a 30-minute afternoon show. The first spot in each segment would be carried by the affiliate without compensation; on other spots affiliates would be paid.

Sharp disagreement with network rate policies was entered in the NARTB record by Alfred Stanford, publisher of Bou's, former chief of the Bureau of Advertising of the American Newspaper Publishers Assn., former top executive of Benton & Bowles.

In a speech to the convention Wednesday Mr. Stanford said, "I think it's wicked to fall back on cutting prices."

Radio, he said, "was, is and will be the inseparable companion of the American people." (Story, page 58.)

At a Thursday afternoon session arranged by Broadcast Advertising Bureau, broadcasters were advised by their own customers to quit acting defensively and start "blowing your own horn" about the tremendous power of radio. Some of radio's biggest clients testified to the performance of the medium. (Story, page 62.)

The future of uhf was also a subject of intense discussion and some action at Chicago last week.

At the direction of its Television Board, the NARTB last week asked to appear before the Senate Communications Subcommittee at uhf hearings to be resumed this week, and coincidentally a group of vhf telecasters, acting independently, hired special counsel and planned to seek an appearance at the hearings. (Story, page 58.)

Harold E. Fellows asked the subcommittee to allow him and A. Prose Walker, manager of the NARTB Engineering Department, to testify before other individual witnesses are called.

The independent group, including such veteran tv operators as Harold Hough, WBAP-TV Fort Worth; P. A. Sugg, WKY-TV Oklahoma City; Jack Harris, KPRC-TV Houston, and Victor A. Sholis, WHAS-TV Louisville, invited Theodore W. Pierson as Washington counsel and scheduled a Washington meeting today (May 31) to discuss strategy.

TVAB Is Launched

One of the liveliest meetings in Chicago was the organizational session of TVAB (Television Advertising Bureau). TVAB was formally launched without network (except odo stations) or NARTB participation. By the end of the week, TVAB announced that a New York headquarters would be opened today (May 31), that executives of some 100 stations had signed membership applications (some subject to approval by ownership), and that a first-year budget of $300,000 is in sight. (Story, page 36.)

One of TVAB's first big jobs will be choosing a paid director; another is expansion of membership. TVAB is conceived as a television counterpart to radio's Broadcast Advertising Bureau; its promotional efforts will be concentrated on local and national spots.

The presence at the convention of six of the seven FCC commissioners, including Acting Chairman Rosel H. Hyde, stimulated interest at Chicago in the question of the permanent appointment of an FCC chairman.

In the early part of the week, it was authoritatively reported that FCC Comr. John C. Doerfer was virtually set to be the chairman. The report gained such currency that some informed delegates privately congratulated him.

By Thursday, however, White House and Republican Party sources were quoted as saying that neither Mr. Doerfer nor Mr. Hyde was
Six FCC commissioners were present at an FCC roundtable Thursday morning, answering questions put by delegates. The session was featured by a plea by Commr. Frieda B. Hammock for transfer of all TV stations to the UHF band. Commr. George E. Sterling challenged this as a “direct attack” on FCC and industry engineers. (Story page 63.)

Here are other day-by-day developments at formal sessions of the convention.

Monday:
At a luncheon for executives of state broadcasters associations, Mr. Fellows announced a plan to launch a new NARTB bulletin service to provide news of state and territorial group activities. (See full story, page 31.)

At the television business session Monday afternoon seven NARTB television directors were elected, expanding the board to a total membership of 15. Highlights of TV achievement during the past year were detailed in a report submitted to the membership by Thad Brown, NARTB vice president and general counsel for television, and summarized by Robert D. Sweeney, WDSU-TV New Orleans, chairman of the TV board. (Story, page 38.)

Sterling on FM
Technical and economic factors in FM broadcasting were explored at the FM session Monday afternoon. FCC Commr. George E. Sterling predicted that multiplexing may give FM “the revitalization it needs.” (Story, page 38.)

Tuesday:
Workshop sessions on television film and labor relations were held in the afternoon.

In the film session, Harold See, KRON-TV San Francisco, chairman of the NARTB Television Film Committee, said a standard film contract form should be ready for presentation to members next fall. The committee operated on a panel, explaining various approaches to film use, handling and programming. (Story, page 48.)

At the labor relations workshop, a labor expert for International Harvester Co. told broadcasters to enter union negotiations well-informed and prepared to take firm stands for their rights. Other advice was presented by panel members including labor relations specialists and broadcasters. (Story, page 44.)

Wednesday:
“The Sports Question” was discussed in a general session Wednesday morning. Speakers reporting professional and college sports stated fears that sports telecasts can shut off attendance if allowed to go uncontrolled. An advertising agency executive and a university executive, however, warned against erecting artificial barriers to radio-television sports. (Story, page 52.)

In an afternoon session on standards of practice, the convention was told that operation of the radio and television codes, with voluntary enforcement, has greatly reduced public criticism of radio and TV and has led to improved program and commercial practices. (Story, page 54.)

The rights of broadcasters to cover public hearings on a par with newspapers were debated at a “Freedom of Information” session Wednesday afternoon. How far radio and TV should go in demanding access to court proceedings was argued. (Story, page 44.)

At the annual radio pioneers dinner Wednesday night Arthur B. Church, KMBC-AM-TV Kansas City, was introduced as president of the organization for 1954-55, succeeding Paul W. Morency, WITC-AM-FM Hartford, Conn. Principal speaker was All American ambassador from Pakistan. (Story on page 54.)
CONFUSION STILL REIGNS
ON CHOICE TO HEAD FCC

Earlier last week, it was felt certain that Comr. Doerfer would be named Commission chairman, but one Republican source after conference at 'the highest level' maintained that neither the Wisconsin Commissioner nor Acting Chairman Hyde would be selected.

IT'S in again, out again on the FCC chairmanship.

Last week, highly authoritative reports had President Eisenhower's choice, John C. Doerfer "any day" to succeed Chairman Rosel H. Hyde. But before the week was out one Republican senator reported after conferences in person at "the highest level" that Mr. Doerfer would not be named and that Mr. Hyde wouldn't be renamed either.

This sort of speculation has been going on for weeks—before the one-year tenure of Mr. Hyde ran out April 18. In Chicago, during the NARTB convention, Mr. Doerfer found himself being congratulated, although as far as it could be ascertained, he had not gotten either official or unofficial word.

The only report that seemed to remain constant was that the President wanted no holdover chairman heading agencies, and that while it is recognized that Mr. Hyde has done a good job it nevertheless was the plan to rotate.

This is not a situation peculiar to the FCC, since there are two vacancies on the Federal Reserve Board, and the chairmanship of Tennessee Valley Authority was permitted to expire without a successor being named.

Mr. Doerfer Is Non-Plussed

Mr. Doerfer, who has been a commissioner since April 15, 1953, is non-plussed, and Mr. Hyde has heard nothing officially. Whatever the outcome, he remains on the Commission since his appointment runs until June 30, 1959.

One important personage attending the NARTB convention was Mr. Doerfer himself being congratulated, although as far as it could be ascertained, he had not gotten either official or unofficial word.

The President, within the next few days, is expected to re-nominate Mr. Doerfer for a seven-year term from next June 30, when his present appointment, which was to fill the unexpired term of Robert F. Jones, expires. Mr. Doerfer's nomination is subject to Senate confirmation. The chairmanship is not, since, under the statute, the President selects the chairman from among the seven confirmed members of the FCC.

But there was the report in GOP quarters that when Mr. Doerfer's nomination is sent to the Senate, the President simultaneously will announce his appointment as Chairman.

In some quarters this statement was discounted on the ground that it would be a political faux-pas. While Mr. Doerfer is not, by his own statement, a "McCarthy man" he nevertheless would become more "controversial" if named to the chairmanship in advance of confirmation on a commissioner, purely and simply because he is a Wisconsin Republican.

The President has stated to inquirers that he is convinced that Mr. Doerfer is not a McCarthy man, and that there is no "apposition of Sen. McCarthy involved in either the reappointment or the chairmanship.

While there has been some speculation as to what Mr. Hyde might do if he is replaced as Chairman, the preponderant view is that he will continue to serve on the FCC until he is eligible for retirement. Now 54, Mr. Hyde will have had 30 years of government service in December. He is eligible to retire after 30 years of service with roughly half of his present $15,000 annual pay, if he remains until 62.

It is known that Mr. Hyde, an attorney and former FCC general counsel, has had proffer to enter private communications practice, but it is understood he has refused to discuss them because of his FCC status. If he should resign to practice law, he would lose a considerable portion of his retirement pay, but could draw a reduced stipend.

Mr. Hyde's one-year appointment as Chairman expired April 18. Because the President made no move, either on his reappointment or on a new appointment, the FCC members elected Mr. Hyde to continue as "acting" Chairman. This was done under a new provision of the law, incorporated in the "McFarland amendments" of 1952 to ensure the functioning of the FCC in the event the office of Chairman became vacant.

The administration apparently has been dissatisfied with Mr. Hyde's handling of patronage matters, largely in the filling of vacancies by Republicans and in the appointment of Republicans to certain key jobs. Mr. Hyde, on the other hand, has been blocked in making certain replacements because of Civil Service and veterans restrictions. GOP patronage dispensers have been displeased not only with the FCC but with other government agencies because of their purported lethargy in forcing out New-Fair Deal holdovers.

There has been heavy support for reappointment of Mr. Hyde from licensees and many others high in the GOP councils. But Leonard W. Hall, chairman of the Republican National Committee, and Sherman Adams, assistant to the President, have not been among his rugged antagonists. Moreover, a number of GOP members of Congress have opposed Mr. Hyde, presumably because he has not followed their bidding on various adversary matters before the Commission.

By the same token, Mr. Doerfer has not received blanket endorsement from influential members of Congress either. Broadcasters for the most part have not opposed Mr. Doerfer's reappointment for a new term, but they have not supported him for the chairmanship in any great numbers.

Robert E. Lee, newest Commissioner, has had considerable Congressional and GOP committee endorsement for the chairmanship. But he has gone down the line in supporting Mr. Hyde, contending he should be permitted to complete the numerous projects he now has under way. Moreover, Mr. Lee is represented as feeling that the chairmanship should be in the hands of one experienced in the field.

Similarly, the remaining Republican member, George E. Sterling, has supported Mr. Hyde. An engineer, he is represented as feeling that in

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Mr. Acting Acting

WHILE fellow Commissioners participated in the NARTB convention in Chicago last week, FCC Comr. E. M. Webster stayed at home and kept the wheels turning, including the Commission’s regular meeting on Wednesday.

All alone and composing a “board” as “acting Chairman,” Comr. Webster granted permits for five new stations and a new fm outlet. He also authorized a half-dozen station sales, including the $210,000 purchase of WCOP Boston by the Boston Post.

Details are in FCC ROUNDS, starting on page 106.

mission, rather than blind adherence to rigid rules of established procedure.

Mr. Doerfer has shown impatience with key members of the FCC staff. It is expected he would effectuate a good many changes, notably in the law and Broadcast Bureau operations. His contacts at the White House are regarded as good. He, rather than Mr. Hyde, has been called on some matters that normally would be cleared through the Chairman.

Broadcasters have not gone all out in support of Mr. Doerfer, not because of his announced philosophies or views, but because he comes from the common carrier field. While he has indoctrinated himself on broadcast matters, Mr. Doerfer has had no previous experience in this sensitive field. Broadcasters have expressed concern lest he follow the practice of some of his common carrier predecessors who found it difficult to reorient their thinking along non-common carrier lines.

No Realignment

If Mr. Doerfer became chairman, there would be no realignment at the FCC level other than in the direction of the commission’s activities. Mr. Hyde simply would revert to commissionership status and presumably would be elected vice chairman by his colleagues. The makeup of the FCC would remain four Republicans (Doerfer, Hyde, Sterling, Lec.), two Democrats (Frieda B. Henmack, Robert T. Bartley) and one Independent (M. M. Webster).

If Mr. Doerfer moves to another agency, Mr. Hyde probably still would not have retained the chairmanship. There are at least two newcomers under consideration. George C. McCowneuh, Ohio Republican, former member of the Ohio Public Service Commission and now chairman of the Renegotiation Board, had been consulted about the post. He is endorsed by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, in which communications legislation originates, and is regarded as a GOP stalwart who knows how to get things done.

He is a personal friend of former Ohio Republican Congressman and FCC Comr. Robert F. Jones, and through his Public Service Commission work, is personally well-acquainted with Mr. Doerfer. He is almost 58 and is reported to be independent means.

The other Republican under consideration is Lewis E. Berry Jr. of Michigan, deputy counsel of the Dept. of the Army and a friend and political associate of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee conducting the uhf hearing, now in recess until Thursday.

CBS Radio Cuts Nighttime Rates; Other Networks Expected to Follow

Action will mean an approximate 17% reduction in nighttime costs, and, in effect, gives the network a single rate. The affiliates get 70-second nighttime station breaks in return.

A NEW ROUND of network radio rate cuts was precipitated last week by CBS Radio, which won general affiliate approval of a realignment that will give the network substantially a single rate for daytime and evening [B, May 17].

In return, CBS Radio officials agreed to give affiliates 70-second station breaks in the evening hours, a concession which leaders of the affiliates regarded as largely offsetting the reduction in nighttime charges which they approved.

NBC officials conceded they have to “become competitive,” although the form of their next move was still undetermined. The problem will be discussed in a meeting set for Wednesday in New York between members of the NBC Radio Affiliates Committee and key officials of the network. ABC Radio and Mutual also were expected to bring their respective charges into line with those of CBS Radio.

CBS Radio’s “rate” reduction will be accomplished not through changes in published rates but by increasing evening discounts. The result will be that evening time charges will be approximately the same as those for premium (morning) daytime hours. This amounts to a 15 to 20% reduction in nighttime costs—a reduction that was estimated unofficially to average out to about 17%.

The evening station-break increase to 70 seconds, as compared to the present 30, was viewed by affiliates as a substantial gain.

Today’s trend in spot radio buying, they noted, is toward 60-second announcements—as a result of which, in the past, with only 30 seconds available for station breaks, affiliates have lost potential spot business to independent outlets.

Affiliates anticipated little difficulty on the part of CBS Radio in persuading evening advertisers to shorten their programs by the 40 seconds necessary to provide 70-second station breaks. Since the advertisers’ rates are being reduced by 15 to 20%, they felt, the advertisers should not strenuously object to a 40-second shortening of their programs.

CBS Radio also agreed not to undertake the sale of one-minute commercials such as NBC Radio has launched—another point CBS Radio affiliates regarded as strongly in their favor.

The network will continue its “Power Plan,”...

CBS RADIO officials as they awaited affiliates’ reaction to a proposal, offered Monday, that the network’s evening rates be cut back to equivalent of prime daytime rates are (l. to r.) J. Kelly Smith, administrative vice president; Ole Morby, West Coast manager of station relations; Edward DeGray, station relations director; William A. Schudt Jr., station relations vice president; President Adrian Murphy, and Edward Hall, sales service manager.

SOME of the leaders of the CBS Radio affiliates, all members of the Affiliates Board, are shown with Network President Adrian Murphy immediately after last Monday’s meeting in Chicago. L. to r.: seated, John Patt, WJR Detroit; Mr. Murphy; Kenyon Brown, KWFT Wichita Falls, Affiliates Board chairman; standing, Arnold F. Schoen Jr., WPRO Providence; George D. Coleman, WGIB Scranton; John E. Petter, WJEF Grand Rapids - WKZO Kalamazoo; Charles H. Crutchfield, WBT Charlotte; W. H. Summerville, WWL New Orleans, and C. T. Lucy, WRYA Richmond.
in which, a la NBC's "Tandem Plan," three advertisers per program are offered participation in a series that encompasses three half-hour programs. CBS may change this to five-quarter hours per week, but the agreement provides that the plan will not be extended without prior consultation with the affiliates.

The CBS Radio plan is dependent on individual negotiation; before it can become operative, affiliates representing 85% of the rate card must sign. Network authorities, however, appeared confident that Network would have no trouble.

For any such reduction in nighttime costs was uncertain. Timing, officials said, will be left to the network. But it cannot come before Aug. 25, since the network a year ago gave its affiliate network rate reduction not to competing network rates. Officials thought the change probably would come between Aug. 25 and the end of the year.

Concessions Made

In moving to accept the reduction in evening rates, CBS Radio affiliates won concessions not only to the extent of participation in the network but also committing CBS Radio to lead a cooperative advertising campaign in which the stations and the network will both participate in the promotion of CBS radio programs next fall, and to undertake a "qualitative" study of radio listening, both inside and outside the home.

CBS Radio officials also agreed to continue to explore the possibilities of granting affiliates radio rebroadcast rights that daytime rates be increased. They insisted, however, that the time for such increases has not yet come.

Almost concurrently with the CBS Radio affiliates meeting, an interchange of programs of the NARTB to the NARTB was held at the annual convention. Mr. Fellows' announcement of the proposal was amplified by Ralph Hardy, NARTB vice president in charge of government relations. Over half of the state groups belonging to NARTB were represented.

"When it comes to a legislative hearing or a public relations meeting . . . numbers are the most important items in the presentation," Mr. Fellows said. He noted that "NARTB has championed the cause of state associations and will continue to do so." He also observed interest of the NARTB Board in cooperating with state groups and NARTB's attendance at state meetings, and asked their cooperation.

Purpose of the new bulletin (Statestide) to be issued at least monthly, would be to afford broadcasters an interchange of information on trends, usable news, working models of clauses in state legislation and means of working out local problems. State presidents at the luncheon expressed favor with the service, citing trends and problems in their own states.

Mr. Hardy claimed that the industry "can't get along with blinders on," referring to needs in the legislative and public relations fields. He said broadcasting's interest should be kept before the public in "a favorable light."

Mr. Hardy also cited various NARTB services available to state broadcasters.

Luncheon HIGHLIGHTING NARTB's luncheon for presidents of state broadcasters associations last Monday was the interchange of views on NARTB's proposed new bulletin service for such groups. Seated at head of table are (l to r): John Meagher, new NARTB radio vice president; Frank Crane, managing director, Southern California Broadcasters Assn.; Ralph Hardy, NARTB vice president in charge of government relations; Calvin Smith, KFAC Los Angeles, representing California State Radio & Television Broadcasters Assn.; and Lawrence H. Rogers, WSAZ-AM-TV Huntington, W. Va., president of the West Virginia Broadcasters Assn.
MUTUAL TELLS AFFILIATES OF PLANS FOR PARTICIPATIONS, MERCHANDISING

Network voices confidence its plans will be accepted after a meeting at which proposals were made to the affiliates.

The merchandising plan, which probably would go into effect between Oct. 1 and Jan. 1, was described by Robert A. Schmid, administrative vice president in charge of research, advertising, promotion and publicity, as a means of harnessing one of the network's "greatest" assets—its size, with 572 stations coast to coast and with 325 of these located in one-station markets.

Mutual affiliates, under this plan, would make from 10 (in the case of smaller stations) to 50 (for largest outlets) calls per month on retailers and local representatives of national advertisers, seeking special in-store displays for the advertisers. Mutual also would provide the tools for additional promotion—deals stressing the Mutual "plus value" theme, recorded announcements (with provision for local cut-ins for advertisers), a general merchandising kit, etc.

He voiced his personal opinion that with its participations and merchandising proposals Mutual "has come out with a plan that will not only help Mutual get additional business but will also help Mutual affiliates to get business." Thomas F. O'Neill, Mutual president, laid to rest reports that General Tire & Rubber Co., controlling owner, was disposed to get rid of the network. He told the affiliates that so long as General Tire's owned stations, its Don Lee and Yankee regional networks, and the Mutual organization all together continue to record a profitable overall radio-television program, General Tire has no intention of disposing of Mutual.

Program plans were outlined by Herbert Rice, programs vice president, who noted that MBS morning programming already is strong and is being made stronger, that the children's block will be strengthened, and that the strong Sunday mystery block, while curtailed for baseball coverage during the summer, will be resumed in strength in the fall. He pointed out that Mutual had optioned the "Sherlock Holmes" series, with John Cudlitz and Ralph Richardson, for fall presentation.

J. Glen Taylor, administrative vice president in charge of policy, laid the groundwork for the detailed presentations on the participations and merchandising plans.

"Positive, Collective Thinking"

He said "positive, collective thinking" had led to sales enabling Mutual to keep its programming wholly intact for the summer without the $300,000 to $400,000 program costs that Mutual itself would have had to lay out otherwise. He cited the Florida Citrus Commission's purchase of five 25-minute periods a week for 52 weeks, Pan American Coffee Bureau's signing for five participations a week in the "multi-message" plan, and Bridgeport Brass Co.'s summer campaign using one participation a week for four weeks.

Mr. Taylor also noted that Mutual's 20th anniversary occurs in October, and said the network will exploit the occasion fully in its sales and programming operations.

He reported that Mutual's gross sales for the first quarter of 1954 were 5.1% ahead of those for the same period last year, and that "our summer stock looks better, and is better, than ever before."

Mr. Taylor listed Mutual's advantages as including "daytime coverage that is second to none," the fact that "radio is our only business," a marked increase in Mutual's audiences, the promotion-mindedness of MBS affiliates, the flexibility of the network, and advertisers' sponsorship record showing that "we're not a hiatus network."

Affiliate acceptance of the network's participations plan, Mr. Taylor said, would make Mutual competitive with other networks from a sales standpoint, stabilize programming, make it easy for advertisers to buy Mutual time, and enable Mutual to deliver to advertisers "what we say we can."

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Central Florida Citrus Belt is covered by...

WLOF-ORLANDO
5,000 watts—950 kc—MBS

Used by more local merchants than any other radio station in the area.

represented nationally by Paul H. Raymer Co., Inc.
WHO'S ON TOP?
In Chicago it's WBBM-TV... after one short year the top performer by every standard.

For WBBM-TV now packs the house with audiences 18% over the nearest competition... 87% greater than the third ranking station... more than twice as large as the fourth.

In quarter-hour wins WBBM-TV now towers over its nearest competitor by 71%—with 203 top-rated periods today compared to 123 a year ago.

And—where showmanship really shows—WBBM-TV takes a bow with 10 of Chicago's “top 15” programs at night (compared to 9 a year ago) and 8 in the daytime (compared to 4 a year ago).

For top billing in the nation's second market, get in the act with WBBM-TV

*Chicago's Showmanship Television Station*

*CBS Television's Key Station in Chicago*
ADDRESSING TvAB's Chicago session on behalf of small-medium market stations was W. D. Rogers, KDUB-TV Lubbock, Tex. At his right (I to r): Norman A. Gittleson, WJAR-TV Providence, R.I.; Neville Miller, legal counsel, and Richard A. Moore, KTIT (TV) Los Angeles, temporary chairman.

TVAB OPENS SHOP IN NEW YORK TODAY WITH 100 OUTLETS AFTER NARTB MEET

Headquarters are being set up in New York's new Weston Hotel after rapid organization of TvAB at the Chicago convention sans benefit of networks or NARTB. Richard Moore is temporary head.

TvAB (Television Advertising Bureau) opens New York headquarters today Monday as a local-national tv sales promotion agency with about a third of the 375-odd stations as members, according to Richard A. Moore, KTIT (TV) Los Angeles, temporary chairman.

Headquarters are being set up in the New Weston Hotel under direction of an executive committee headed by Mr. Moore. The project was first set up last April 22 and was launched formally at the NARTB Chicago convention without network (except 860 stations) or NARTB participation.

"We're in business—faster than we expected," Mr. Moore told BMT. "TvAB is a going concern with around one-third of stations signed and more coming in every hour."

More Stations Join TvAB

A half-day program in Chicago last Monday morning brought in new members as TvAB's organizers made spirited pleas showing the need of a promotional agency to sell the new advertising medium. Sparking the project are national representatives, with networks and NARTB privately irked—networks because the promotion is local-national spot and non-network in scope; NARTB because it has been developing a media-wide project which still is in the drafting stage.

TvAB moved swiftly and dramatically last week at the convention. It claimed to be around the one hundred mark in station signatures, and is shooting toward a $500,000 first-year budget. Many of its signers reserved the right to obtain ownership approval. Many non-signers are waiting to see what happens. They want to see what sort of promotion will be done and who will do it. They are interested in looking over the board membership when directors are elected.

Key personnel in TvAB, besides Mr. Moore, are Richard P. Doherty, consultant, who now fills that role on a permanent basis. He will work on membership activity and organizational matters. Neville Miller, Washington radio attorney who wrote TvAB's bylaws draft, has been retained as legal consultant. They will be consultants to the TvAB board.

Three working committees will be named this week. They will deal with selection of a project director, membership and planning. All will be representative of the full membership. Tom Harker, Storer Broadcasting Co., is temporary treasurer and Mr. Moore continues as temporary chairman of the executive committee. They operate until successors are elected.

Registration cards are being sent every member to obtain a list of those eligible to run for board membership. A nominating committee will draw up a list of names for a mail ballot. Clerical help will be hired at once. The 15-man board will be equally representative of three classes, based on population of city in which station is located under 50,000 population; 150,000-500,000; over 500,000.

The list of early signatories included, among others, such stations as WOR-TV New York; KOA-TV Denver; WHB-F-TV Rock Island, Ill.; WDTV (TV) Pittsburgh; WAGA-TV Atlanta and other Storer Broadcasting Co. stations; WRGB (TV) Schenectady, N.Y.; WGN-TV Chicago; KTIT (TV) Los Angeles; WBTV (TV) Charlotte, N.C.; KPRC-TV Houston; WMTW (TV) Portland, Me.; WFIL-TV Philadelphia; WBIC-TV and WBTC-TV Birmingham; KRON-TV San Francisco; WJAR-TV Providence, R.I.; WSAZ-TV Huntington, W.Va.; WHIZ-TV Zanesville, Ohio; WHB-TV Kansas City; WMT-CTV Waterloo, Iowa; KFEL-TV Denver.

Mr. Moore kicked off the TvAB membership rally by observing that "each operator has in his hands the all-time giant of advertising," yet it is the only medium that still is not organized. By pooling resources, he said, tv can get more than 7% of the $8 billion advertising fund. Just 1% of that fund would amount to an $80 million increase, he said.

TvAB will set up a nominating committee before mail ballot to name a board of directors which can be in operation by July 1. An executive committee of 12 continues until the board is formed, with the organization committee disbanded.

Robert M. Purcell, of Robert M. Purcell Television, Hollywood, narrated a slide film reviewing the TvAB sales situation and showing the need for the sales promotion unit.

Arthur Porter, vice president of Leo Burnett Co., Chicago agency, said agencies will welcome research showing how many advertising impressions are created for each dollar spent. "Precision media buying is the order of the day," he said.

L. C. Johnson, WHBF-TV Rock Island, Ill., said resistance is developing in the sale of daytime and fringe tv time, with some stations already pricing themselves out of the market. He cited the trouble of increased costs. He personally preferred percentage of revenue as a basis for dues instead of the highest Class A quarter-hour rate per month.

Harold P. See, KRON-TV San Francisco, contended TvAB would help develop department store business and cited increased operating costs. Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, argued TvAB would help develop national spot, a disappointment in many uhf operations.

W. D. Rogers, KDUB-TV Lubbock, Tex., said millions are spent in promoting newspaper advertising in small and medium cities, whereas nobody is telling the tv story.

Radio History Series Offered Free by BMI

A RADIO program series, written by outstanding U. S. historians and designed to tell the American story from "the age of discovery" to the "age of the atom," will be given free to all radio stations by Broadcast Music Inc.

Carl Haverlin, BMI president, announced the ambitious project last week in Chicago. He said that BMI and the Society of American Historians are cooperating in the project. Sixty leading historians, including six Pulitzer Prize winners, will write the shows.

Shafto Elected to BMI Board

G. RICHARD SHAFTO, vice president and general manager of WIS-AM-TV Columbia, S. C., and WIST Charlotte, N. C., was elected to the board of Broadcast Music Inc. at a May 23 meeting of the board in Chicago.
IN SAN FRANCISCO...

THEY STILL DANCE TO HIS TUNE...

And maybe you danced to his orchestra, for Del Courtney is still one of the big names in music. You saw him, maybe, at the Ambassador in New York, the Stevens in Chicago, the Cocoanut Grove in Los Angeles, the Roosevelt in New Orleans or at any of many great hotels throughout the nation.

Del's still a great band leader, but his first love now lies in the personalities and novelties of his own TV show...San Francisco's highest-rated locally produced program, the only such program in recent San Francisco history to reach the top ten among all daytime adult shows, local or network.

Participations are yours at an amazingly low cost per thousand. Remember, in San Francisco, they still dance to Del Courtney's tune.

The Del Courtney Show
Monday thru Friday, 1-2 p.m.
Film feature and live

The Del Courtney Sunday Show
Live; 4:4:30 p.m.

*Women particularly

SAN FRANCISCO, CALIF.
...affiliated with CBS and DuMont Television Networks...represented by the Katz Agency
ESAU, ROGERS NAMED TO NARTB TV BOARD

Election of the two new members boosts the unit's membership from 13 to 15. Five other directors were re-elected.

NARTB is operating with a 15-man television board, two more than before, following election of seven tv directors at the Chicago convention. Decision to increase the board from 13 to 15 was reached at a luncheon meeting of the directors, held just prior to the Monday business meeting of the membership.

Two new members, John Esau, KTVQ (TV) Oklahoma City, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas, were elected with the support of uhf members and as a tv-only station operator. Paul Raibourn, KTLA (TV) Los Angeles, was re-elected as a tv-only director.

The other four, all re-elections, were Robert D. Sweezy, WDSU-TV New Orleans, who has been chairman of the board; George B. Storer, Storer Broadcasting Co.; Clair R. McCollough, Steinman Stations; and Harold Hough, WBAP-TV Fort Worth. Mr. Rogers had been on the board before, and Mr. Esau had been a radio director.

Judge Justin Miller, retired NARTB board chairman and now legal consultant to the association, presided at the election.

A report submitted to the membership by Vice President Thad Brown and summarized by Chairman Sweezy, detailed some of the highlights of the television achievements of NARTB during the year.

Industry teamwork and cooperation helped make color tv a reality during the past year, the report emphasized. The all-industry tv music license committee was lauded for its negotiations leading to ASCAP blanket and per-program agreements. Dwight W. Martin, General Teleradio, was committee chairman.

Television Circulation Plan

A multi-million dollar long-range tv circulation measurement plan has moved toward the pre-testing stage and work will be under way in a few weeks, it was pointed out. Sports relations show encouragement in some fields but the NCAA college football plan was mentioned as showing a lack of understanding between telecasters and colleges. Work of George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee, was lauded.

Criticism was voiced on the canons of the American Bar Assn. prohibiting tv coverage of judicial proceedings as well as attempts of some state legislatures to bar cameras.

Criticism of television was found to be diminishing, with the Television Code and an NARTB public relations program praised.

Another achievement is the station-distributor standard film contract, designed for voluntary use by the industry. The contract is about ready for action by the two groups.

In the tv Board election process, the list of nominees included Robert B. Hanna Jr., WRGB (TV) Schenectady, N. Y.; Wayne Coy, KOB-TV Albuquerque, N. M.; Allen M. Woodall, WDAK-TV Columbus, Ga; Harold P. See, KRON-TV San Francisco; Mortimer C. Watters, WCPO-TV Cincinnati; D. L. Pro,, WBL-Tv Baltimore.

Tally clerks for the election were P. A. Sugg, WKY-TV Oklahoma City; Gordon Gray, WOR-TV New York; Joseph E. Baudino, Westminster Broadcasting Co.; Gene O'Fallon, KFEL-TV Denver, and Joseph Brenner, KBAY-TV San Francisco.

NEW DIRECTORS elected Monday to the TV Board include (l to r) W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Paul Raibourn, KTLA-TV Los Angeles; Robert D. Sweezy, WDSU-TV New Orleans; Clair R. McCollough, Steinman Stations; John Esau, KTVQ (TV) Oklahoma City, and George B. Storer, Storer Broadcasting Co. Absent when photo was taken was Harold Hough, WBAP-TV Fort Worth.

MULTIPLEXING MAY BOOST FM--STERLING

Multiplexing will mean more revenue, stronger programming and better service

A PREDICTION that multiplexing may give fm "the revitalization it needs" was advanced by FCC Comm. George E. Sterling last week.

Speaking to an estimated 150 to 200 broadcasters at the Monday fm session of the NARTB convention—described as the largest fm turnout at an NARTB convention in recent years—Comm. Sterling said he felt that, if FCC adopts "in some form" its proposal to authorize multiplexing, the result will be more revenue for fm stations, stronger programming, and better service.


Mr. Meagher, in a brief statement, reassured the fm operators that NARTB's abolition of its fm Dept. was part of an organizational realignment which, far from implying a "scuttling" of fm, should lead to better NARTB service to fm broadcasters.

Mr. Lindsay, introduced by Chairman Strouse as a man who not only is making money out of fm but also is applying for another station, stressed that in fm, as in any broadcast medium, "the answer is in programs—you won't have trouble if you have programs that people want to hear." He said, "I don't know any way to make money in am, fm or tv unless there is reason for people to tune in."

Mr. Lindsay questioned whether fm could be sold on the basis of its high-fidelity qualities—a position that was challenged in later statements from the floor—and said that WSOY-FM, which programs sports separately from WSOY, had made its profits entirely from its sports coverage.

Mr. Wheeler stressed the importance of storecasting as a source of fm revenue, asserting that storecasting programs can also be made highly attractive to home audiences. In answer to a question, he estimated that installations in 15 to 100 stores are necessary for a successful storecasting operation.

Comm. Sterling, voicing his view that multiplexing technically is past the experimental, developmental stage, stressed that multiplexing, under the Commission's proposed rules, would not result in deterioration of the basic fm signal. He said FCC considers the additional signal that comes from multiplexing to be an "adjunct" to fm, not a "replacement" for it.

Mr. Strouse relayed to the assembled fm broadcasters a suggestion, which he said came from an NARTB fm committee member, that the Johnson bill to exempt from excise tax any tv set that contains uhf as well as vhf be amended to apply equally to any radio set that includes fm as well as am.

Summing up, Mr. Wheeler said that apparently many fm operators were wondering if they could keep fm station on the air. "We can't afford to cut it off," he observed.
We've got the Facts, just the Facts...

(...about KQV's popularity outside of Pittsburgh!)

THE CASE: Since last August, KQV has led all other stations in program "Firsts" in Pittsburgh according to Pulse Surveys. This KQV leadership in top-rated local and CBS shows continues to grow each month. And now, a new Pulse Survey of our Half MV-M area covering all or parts of nine counties... and including 25 stations... shows that KQV's ratings outside of Pittsburgh coincide almost perfectly with KQV's high Metropolitan Pittsburgh ratings.

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<td>7:45 to 8:00 PM</td>
<td>5.6</td>
<td>5.1</td>
</tr>
</tbody>
</table>

THE VERDICT: KQV not only "gets out" into the rich suburban counties of the Pittsburgh market... but actually leads in listener preference there almost as predominantly as it does in Metropolitan Pittsburgh. So if you want to sell all of the dynamic new Pittsburgh market, your key is KQV!

KQV
CBS Radio IN PITTSBURGH

National Rep: PAUL H. RAYMER Co. New York • Chicago • Detroit • San Francisco • Hollywood • Atlanta • Dallas
THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most adaptable VHF equipment in the industry today... to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal... Standard Electronics offers a complete line of 100% air cooled amplifiers... DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make... with no need to replace any part of your existing equipment. YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON... because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare true equipment costs... not just initial cost... but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry... layout and control simplicity... ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for any station to expand to higher power... and compare delivery schedules for both complete transmitters and high power amplifiers.

Get all the facts... and let them help you decide truly which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters

<table>
<thead>
<tr>
<th>Feature</th>
<th>S-E Transmitter</th>
<th>Transmitter B</th>
<th>Transmitter C</th>
<th>Transmitter D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ammeter Drives with 5 KW</td>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Amplifier Will Operate with Any Make Driver</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Tube Cost (complete set)</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Air Cooled</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Power Line Requirements (at base level)</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Floor Area (including power equipment,</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>154 sq. ft.</td>
<td>154 sq. ft.</td>
<td>150 sq. ft.</td>
<td>150 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>All Tubes Visible from Front</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Self contained (no external audible, raised housing, etc.)</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Individual Chassis Construction</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Interior CABANG without trenches</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>
FIRST WITH 50 KW Transmitter deliveries

Transmitter room of WOR-TV's new Empire State 40 KW transmitter, 130 KW ERP. 100% air cooled. Completely self contained. Equipment throughout by Standard Electronics.

Only STANDARD ELECTRONICS has these exclusive features

ADD-A-UNIT DESIGN
Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

VERSATILE AMPLIFIERS
S-E's Add-A-Unit amplifiers can be added to existing equipment regardless of make. Any 5 or 10 KW transmitter will drive a 40 or 50 KW S-E amplifier. Any 2 or 5 KW transmitter will drive a 20 KW S-E amplifier.

ECONOMICAL INSTALLATION
Power building alterations. Units fit any station layout.

ADVANCED STYLING
Modern cabinetry by Dreyfuss, leading industrial designer.

SELF-CONTAINED
Compact. No external blowers or external vaults needed.

LOWER OPERATING COSTS
Similar tube types throughout. Low emission visual tubes interchangeable with aural section where power requirements are less. Lower initial tube cost, AND LONG HOURS OF LIFE. Lower power consumption too, saving many dollars on your power bill.

ACCESSIBLE
All tubes visible and accessible from the front via full length glass doors.

COLOR ADAPTABLE
Elimination of back porch clamp insures proper operation with color signals.

S-E's BLUE STAR STATIONS
Using Standard Electronics' high power transmitters and amplifiers to obtain maximum power authorized by the FCC.

THE BIRMINGHAM NEWS CO.
WABT - Birmingham - Channel 13
30 KW - 216 KW ERP

CROSLEY BROADCASTING CORP.
WLW-A - Cincinnati - Channel 11
50 KW - 216 KW ERP

GENERAL TELERADIO
Empire State Building - New York
Channel 9 - 40 KW - 130 KW ERP

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry
STANDARD HOURS
TOP DBA PROJECT

Daytime group will press for 5 a.m.-7 p.m. schedule before FCC, according to plans made in Chicago at Monday meet.

OPERATORS of daytime radio stations lSED plans last week for extended efforts to obtain FCC approval of around-the-year 5 a.m. to 7 p.m. operating hours.

At a meeting Monday in Chicago's Palmer House, the Daytime Broadcasters Assn. (1) elected a new board of directors who in turn elected officers, (2) was briefed by legal and engineering counsel on the status of the daytimers' appeal for more air time, and (3) was urged to invigorate a membership drive with the objective of signing up at least 300 of the 800 daytime stations in the U.S. Present membership is 134.

Roy Livesay, WLBI Mattoon, Ill., a founder of DBA and secretary-treasurer since its organization, was elected president by the new board. W. J. Thomas, WCPA Clearfield, Pa., was elected chairman of the board; W. Kenneth Patterson, WSIV Pekin, Ill., retiring president, became executive vice president; George J. Volger, KWPC Muscatine, Iowa, was elected secretary, and Jack Younts, WEEB Southern Pines, N. C., treasurer, and W. Kenneth Patterson, WSIV Pekin, Ill., executive vice president. Alf Landon (absent), KSCB Liberal, Kan., was named a V.P.

Radio Journalism Council
Plans Refinancing Move

REFINANCING plan involving the Council on Radio Journalism will be submitted to the NARTB board for its approval, it was determined during the NARTB convention last week.

The council held a closed session last Monday. Sitting in were Robert K. Richards, NARTB vice president, and university representatives, including Don Brown, U. of Illinois radio-tv specialist. It was headed by Harvey Heath, East Coast radio specialist.

The proposal was approved to enable the council to realign its financial structure in line with sanction by NARTB. The meeting was one of several corollary sessions held as part of the official management agenda. The board is expected to act on the plan in the next month or so.

Witting Addresses WBC Meet

ENGINEERING executives of Westinghouse Broadcasting Co. met last Monday at the Palmer House to discuss technical developments on display at the NARTB convention. Chris J. Witting, president of the company, and Joseph E. Baudino, executive vice president, addressed the meeting on general engineering policy.

NEW OFFICERS of the Daytime Broadcasting Assn. meet after their election by the DBA board in Chicago last Monday. L to r: W. J. Thomas, WCPA Clearfield, Pa., chairman of the board; Roy Livesay, WLBI Mattoon, Ill., president; Jack Younts, WEEB Southern Pines, N. C., treasurer, and W. Kenneth Patterson, WSIV Pekin, Ill., executive vice president. Alf Landon (absent), KSCB Liberal, Kan., was named a V.P.

BAB ACTS TO FILL 3 BOARD VACANCIES

THE Broadcast Advertising Bureau nominating committee was asked last week by the BAB board to suggest successors to three directors who have resigned.

The nominating committee, which earlier had been given the job of finding a replacement for Charles C. Caley, WWBD Peoria, Ill., whose term as chairman of the BAB board expires next November, will hold its first meeting July 8. John C. Patt, WJR Detroit, is chairman of the committee.

The directors who have resigned are John F. Meagher, KYSM Mankato, Minn., who has been appointed NARTB radio vice president [B&T, May 17] effective June 15; Arch L. Madsen, formerly of KOVO Provo, Utah, who became BAB director of member service early this month [B&T, May 10], and Herb Hollister, KCOL Fort Collins, Colo., who quit the BAB board because of the pressure of other business.

Instructions were given to the nominating committee by the BAB board at a luncheon meeting last Monday in Chicago. The board also set a meeting of the BAB executive committee for July 9 to study changes made by the board in the organization's dues structure.

At the same session Kevin Sweeney, BAB president, told the board that BAB income in the first two months of the current fiscal year had been running slightly ahead of the anticipated rate in the current budget. The BAB budget for this year is $687,000. If income keeps to the level of the first two months, he said, $696,000 would be collected in the year.

However, Mr. Sweeney said, BAB expects to add at least 30 new members during the summer, to increase total membership to more than 850. Such a membership would provide total income of more than $750,000 per year.
Best... Over Puget Sound!

Don’t buy PART when you can get it ALL!
KTNT-TV
Covering Seattle, Tacoma and the Puget Sound Area
CHANNEL II

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>City of Seattle</td>
<td>37.65%</td>
</tr>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td><strong>TOTAL (1,250,000)</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION
INDUSTRY MUST WORK TOWARD UNITY, FELLOWS SAYS IN ANNUAL REPORT

Radio and tv must remember there are other forms of competition than each other, the NARTB president says in his annual report.

BROADCASTERS, facing economic and governmental shooting from all sides, are now making persuasive, NARTB President Harold E. Fellows told the Chicago convention Tuesday in his annual report to the membership.

President Fellows told his luncheon audience the industry must work toward unity. "We are still prone, as radio and television broadcasters, to fight each other for business—which is perfectly all right, if we remember that there are other forms of competition also."

"This battle of electrons is viewed with amusement, and perhaps with bewilderment, by advertisers who can't take time to study its implications because they're engaged in conferences with newspapermen representing newspapers and magazines."

In his address to "the biggest convention in the history of American broadcasting," Mr. Fellows stated his main regulatory problems as proposals to regulate networks, to bar cameras and microphones from public proceedings and to eliminate radio and tv advertising. He paid tribute to the FCC as "a good Commission" and lauded the election of Rosel H. Hyde as Acting Chairman.

Steps Toward Improvement

Listing industry steps toward self-improvement, he said, "It's inconceivable to me that a television broadcaster would not subscribe to the Television Code and a radio broadcaster to the Standards of Practice." He tied this into legislative pressures, and then called for support of the newly organized campaign of promotion and public relations begun by the NARTB Sports Committee under chairmanship of George J. Higgins, KMBC Kansas City.

NARTB's staff executives have problems trying to acquaint top government people with the industry's operations, he said, adding, "Nurtured in a profession which should produce articulate people, we bog down when it comes to getting broadcasting's story over to legislators and regulators. The result is that we spend much of our time trying to cure something, rather than trying to prevent it."

Mr. Fellows urged broadcasters to get acquainted with their legislators and keep them posted about broadcasting affairs. He traced in detail the principal characteristics of the American system of broadcasting (story below) and paid tribute to Judge Justin Miller, retired NARTB board chairman and now advisory counsel, for his service to American broadcasting.

NARTB's president reviewed progress of the association membership from 1,432 to 1,833 in the three years he has served as president. The number of Television Code subscribers increased from 118 to 225 stations and four networks in a year, he said.

Specialists Discuss Problems on Labor

Management should be well-informed in labor talks and take firm stands, panelists agree at NARTB meeting.

MANAGEMENT negotiators should enter labor talks well-informed and be prepared to make firm stands for their rights, a panel of employee-employer specialists agreed Tuesday at the NARTB Chicago convention.

Robert D. Swezey, WDSU-TV New Orleans, served as panel moderator. He is chairman of the NARTB Labor Advisory Committee. He was flanked by Hoyt Steel, Benjamin Electric Co., Des Plaines, Ill.; Calvin J. Smith, KPAC Los Angeles; William C. Pitts Jr., CBS; Leslie C. Johnston, WHBF-TV Rock Island, Ill.; Lee Shaw of Seyfarth, Shaw & Fairweather, Chicago; William J. Reilly, International Harvester Co., and Charles H. Tower, acting manager, NARTB labor department.

Mr. Reilly told broadcasters, "You're not as helpless as you think" in labor negotiations. When unions make unreasonable demands, he said, employers should realize they are dealing with employees through their unions. He said employers should be reasonable in making counter-demands.

Mr. Smith argued that if the union gets unreasonable, then management can do the same until negotiations settle down to a more sensible basis. Mr. Reilly told employers it is "amazing" how sympathetic employees will be to the employer's position if they are kept informed of the facts.

Value of Advisory Service

Mr. Johnson urged employers to keep their facts up to date in planning negotiations and cited the value of NARTB's advisory services for station officials facing contract discussions.

"Management, too, has a right to state its grievances," Mr. Steele reminded. Herbert E. Evans, Peoples Broadcasting Co., cautioned that management negotiators should be executives with negotiating experience. Stanley E. Hubbard, KSTP St. Paul, said broadcasters "are being picked off one by one." "We're a bunch of sitting ducks," he added.

Mr. Pitts advised broadcasters to call in their operating people to appraise the effect of union demands and to try to figure out in advance some of the improvements to be made in contracts.

N. G. Honors Stations

CITATION to radio and tv stations for service in National Guard recruitment was presented Tuesday to NARTB by Maj. William W. Coleman of the National Guard's Chicago NARTB convention exhibit. Harold E. Fellows, NARTB president, received the award which credited radio and tv "in a large measure" for a gain of 25,294 recruits in the two-month period ended April 1.

CHRISTL STATIONS MEET

RADIO stations represented by the Henry I. Christl Co. met last Tuesday at Chicago's Palmer House to discuss promotional plans.

THE AMERICAN SYSTEM OF BROADCASTING

"THE AMERICAN System of Broadcasting" is a term that we use with much pride, but not always with full understanding.

It begins, as do all systems (whatever their nature) with a purpose.

It has been said that the sole purpose of broadcasting is to make a profit; to our shame, there may be a very few who lend credence to that lie.

It has been said that the sole purpose of broadcasting is (or should be) to educate. That is foolishness. It has even been said that broadcasting's only mission is entertainment. And that, too, is a most unfortunate concept.

The mission of broadcasting cannot be characterized in a single phrase. It is all of these; it is an experience of living; and it is much more.

Its true purpose is delicately woven into the pattern of our nation's purpose.

We are a people devoted to a "political faith" called freedom. Our mass media not only reflect that faith—they nurture it.
WNCT
GREENVILLE, NORTH CAROLINA
CHANNEL 9
Primary CBS Affiliate

The only VHF station covering the rich Eastern Carolina market FULL TIME (7:00 A.M., through) with 100,000 watts.

RETMA SET COUNT, MAY 1, 1954
57,032
... and growing every day!

Indicating important audience—and advertiser—acceptance, WNCT was one of the Nation's fastest stations to go on full-time operation. 3 months after opening, WNCT was able to start full-time schedule beginning at 7:00 A.M. every day.

Its 874 ft. tower is the tallest in the Carolinas.

WNCT GREENVILLE, N. C.

A. Hartwell Campbell, General Manager
JOHN E. PEARSON CO., NATIONAL REPRESENTATIVE
JAMES S. AYERS CO., SOUTHEASTERN REPRESENTATIVE
ARNIE KUVENT . . . WIGWAM

"TUT" at day of dance music. Even at these hours the studio is filled to over flowing, because Sherm's easy style, friendly manner and outstanding work in civic and humanitarian drives has won him friends ranging from newboys to potentates.

BILL SCHMEER . . . WAZL

Bill's the boy who wakes up this region with his MUSICAL CLOCK program starting at 6:00 A.M., and for two solid hours he spins records, news, time checks, weather forecasts and plenty of merchandise selling to miners, housewives, bankers, store clerks, farm hands, etc. Bill's number two show is AFTERNOON BALLROOM a popular pop record show that is gaining a tremendous audience.

BILL PETIT . . . WIDE

Early morning gloom just goes flying . . . when Bill "Wide Awake" Petit gets going on his WIDE AWAKE CLUB every morning. Bill's just naturally on the sunny side . . . disposition-wise and music-wise. Local news, weather, time signals and lots of light, bright music spin the wheel that pulls listeners to WIDE.

"TUT" PERRY . . . WHLM

TUT'S TOPS IN POPS show is a favorite of housewives, factory and office workers, motorists and farm folks and his TUT'S WIGWAM, a daily two and a half hour show has something to offer every age from 6 to septuagenarians.

ARNIE KUVENT . . . WIDE

Saturday night is the dancingest night of the week. There's a hey-day of dance music for happy feet at Arnie's TURNTABLE BALLROOM. Recorded bands beat out everything from the waltz to the Charleston . . . two and one-half hours of wonderful entertainment.

JIM DOUGHERTY . . . WHOL

Jim wakes up Lehigh Valley with a fast moving, witty MORNING SHOW heard Monday thru Saturday 7:15 to 9:00 which includes music in the morning mood, time-check and weathercasts. This show can sell anything.

BOB MARTIN . . . WVDA

Known as THE ROBIN, Bob Martin's show, daily 5 to 6 P.M. is spun from Storyville, Boston's top Jazz Club. It's absolutely a must show for teen-agers, and Bob does a whale of a selling job with jazz. Bob "The Robin" is also a correspondent for Down Beat in this country and The Musical Express in England.

HAL SWANEY . . . WIDE

The patter's at a minimum . . . platters at a maximum . . . when MATINEE MELODIES takes to the air. The tunes are always tops, with latest releases prominently placed alongside hits of today and the hits of yesteryear. Judging by the daily deluge of mail, Hal's MATINEE MELODIES provides just the late afternoon lift the listeners like.

Vic DIEHM Says:

These Disc Jockeys Will Deliver Any Audience You Want...

Here are sixteen platter spinners who can sell any product your client desires . . . deliver any audience you wish and they all have outstanding super-salesmen records. We have given you a miniature story of each of these fellows, but to get the big story of their ratings, sales successes, sponsor responses, testimonials et cetera, just write to me, Vic Diehm, care of any market; I'll send you all the information you need.
...from Be Bop to Bach!
from Basin Street to Beethoven!!
from Hep Cat to Chopin!!!
from Eddie Fisher to Figaro!!!!

WVDA
Boston, Mass. ABC
(Represented by Paul H. Raymer Company)

WHOL
Allentown, Pa. CBS
(Represented by Robert Meeker Associates)
* Owned and Operated by Harry L. Magee

BILL CAMPERSON ... WHOL
Studio facilities for the teen-age audience that daily join THE BILL CAMPERSON SHOW are never large enough. This is an after school show playing the tops in pop music and features a daily poll of local music stores to get the top three tunes of the day.

RAY CALABRESE ... WHLM
Ray is an accomplished musician in his own right, and has disc jockeyed shows here since the opening of the station five years ago. At present he has three shows daily... MEMORIES, CONCERT HOUR, and AFTERNOON VARIETIES. His "Concert Hour" is used as a required subject at Bloomsburg State Teacher's College, Music Appreciation Course.

EARL GYAN ... WVDA
Another d.j. in Boston who has two high rated weekly shows: STAR THEATRE Mondays at 9:30 P. M. presenting highlights from a musical comedy or operetta and CONCERT HALL, 11:15 "til midnite featuring classics, light classics and operatic excerpts selected by Earl, who also produces and narrates the show.

PAUL CERULA ... WAZL
There's lots of fun, folk songs and music every Sunday afternoon on POLKA CAPERS when Paul #14, m. c.'s, and bilinguists this exceptionally popular program. Week days his RECORD SHOP is the outstanding housewife audience program in this area.

GEORGE FRIARY ... WIDE
George's thirty years in show business is the trick that turns an ordinary D. J. show into the I 400 CLUB. It's easy-going, entertaining ... a "natural" that just naturally makes his housewives brigade listen in every day.

KEN MALDEN ... WVDA
From 3:05 to 5:00 P. M., Monday thru Friday, it's THE KEN MALDEN SHOW in Ken's relaxed, informal style, he spins the latest pop records, while doing a superb selling job. His late show is called KEN'S KORNER. It's at the intersection of Mood Street and Music Avenue with Ken weaving a pattern of love, philosophy, poetry and etc.

DAVE DUNLAP ... WHOL
Music hath special charms at the dinner hour on Dave's DINNER DATE Show, extremely popular in the homes, restaurants and cafes through out the Allentown-Bethlehem trading area. A perfect spot show for many a product.

JOHN SCOTT ... WVDA
One of New England's best known record-spinners, John Scott handles three shows and all three are top rated: DIAL QUIZ, JOHN SCOTT SHOW and DINNER DATE. John's easy style, pleasant voice, good humor and full knowledge of what will appeal to youngsters, middle-agers and oldsters is why he is so popular.
PALEY CITES NEWS, PUBLIC AFFAIRS AS RADIO-TV'S 'ROAD TO RESPONSIBILITY'

The CBS board chairman and NARTB Keynote Award winner calls for fairness in news presentation and defends the broadcast media's right to editorial expression in his Tuesday address to delegates.

BROADCASTERS were admonished by CBS Board Chairman William S. Paley last week to pay more attention to news and public affairs broadcasts as the "road to responsibility" and service both to broadcasting and the U. S. President. Winner of the NARTB 1954 Keynote Award for his contributions to the American development of broadcasting, Mr. Paley stressed "fairness and balance" as the "one basic tenet" that should be observed. Other than that, he asked for no "uniformity" in the "ground rules" for such broadcasts.

"In both news and news analysis," he said, "the goal of the news broadcaster or the news analyst must be objectivity. His aim should be to make it possible for the listener to know the facts and to assess them carefully so that he can better make up his own mind.

Mr. Paley made clear that he felt "the broadcaster has the same right to editorialize and the same right to independent expression as the free press" and that "the latter was not urging him to exercise this right. It is and should be a matter of personal preference. However, I would urge that we fight to preserve this right should it ever be threatened."

Rounded, Vital Schedule

"I would like to say that it is not the act of editing which puts the bite and the backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick. Of having a schedule of unbiased news which covers all categories, national, regional and local; of having a fair and objective analysis of that portion of the news which calls for background and interpretation; of having a schedule of controversy in which the issues of concern to the listener will get full and responsible airings; of having public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention.

But, Mr. Paley conceded that there may be "abuses" of the broadcaster's power of "control" over news and public affairs broadcasts, just as "there are in other media." But, he said: "If one has enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the goodwill and the determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control. And let me remind you that those who would take a control away from the broadcaster are the ones who would put it in the hands of government."

Mr. Paley said that "too often public officials, legislators and others in public life look upon the broadcasting organization primarily as an instrument creating its own ends to serve its own purposes, whatever these may be. They do not sufficiently regard the broadcaster as a free and autonomous institution exercising to the best of his ability an creative power, and that responsibility dedicated to the interests of all people.

The fact is our own timidity in the vital areas of public information is self-perpetuating; it breeds pressures which in turn breed further timidity. Our audiences are small and large, into the responsible exercise of our functions in the field of news and public affairs. If you do--if you develop an active, responsible and eager organization--if you move vigorously into this area, you will, I am convinced, do the country and broadcasting an enormous service."

Mr. Paley said today's "conditions and circumstances provide the broadcaster with an unprecedented opportunity to move ahead in this field of news and public affairs. We have today within our grasp the opportunity to provide an extraordinary public service in a troubled world and, at the same time, to increase our stature and strength as broadcasters. But I must point out that one does not receive positions of public trust and of strength on a silver tray. They must be won by resolution, courage and performance. In these areas, I think, we still have quite some distance to go."

Broadcasters Loaded

He said, "The press may not be as free as it likes, but it's plenty free," and that broadcasting has "done rather well" in its quarter-century of existence. "If we are fair and responsible in our decisions, we will gain the approval and the respect of the large majority of the people. . . . We recognize the plain fact of our power for good or evil, through the enormous force of our media. Yet the question remains whether we enjoy in the the public mind the status which is a natural corollary of our rights and privileges. I respectfully submit that we do not and that we will not until we have shown through clear performance that we have faced up to our responsibilities and to our responsibilities."

Without suggesting "that there is any single right way," Mr. Paley offered the following recommendations: that top management should give "great emphasis and attention" to news and public affairs operations; that broadcasters "must build a strong news operation," in quality if not in numbers; that broadcasters should work out "well defined and clearly stated news and public affairs policies in advance, stressing "fairness and balance."

Mr. Paley described CBS' policies as: "In news programs there is to be no opinion or slanting. The news reporting must be straight and objective.

In news analysis there is to be elucidation, illumination and explanation of the facts and situations, but without bias or editorialization.

In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity . . . significant viewpoints on the constant controversial issues are afforded the opportunity of expression. . . . opinion broadcasts must be labeled for what they are. . . . When opinion is expressed in any type of information program--excluding news and news analysis where opinion is not allowed--opportunity for reply is given to the person with whom issue has been taken, or to a responsible spokesman representing an opposite viewpoint.

An advertiser who sponsors any . . . information program produced and broadcast does not purchase, or in any way gain, any rights to control the contents of the program. . . ."

Following his address, Mr. Paley was presented NARTB's 1954 Keynote Award (see cut) "for his lasting contribution to the American system of broadcasting . . . for his pioneering endeavors as a leader in developing patterns for better programs in news and education and in drama . . . for his steadfast belief in the destiny of the radio and television industry, and for his unselshful contributions to our nation in war and peace, gratefully and respectfully presented by the members of the National Assn. of Radio & Television Broadcasters, Chicago, May 22, 1954."

USE OF FILM AERED BY NARTB PANEL

AN NARTB standard film contract form should be ready for presentation to members next fall, Harold See, KRON-TV San Francisco, announced last Tuesday at the NARTB Convention. Mr. See is chairman of the Association's Television Film Committee whose members appeared as a panel at a film workshop session.

The committee will soon meet with film distributors for conferences on the proposed contract form, Mr. See said.

Various aspects of television buying, handling and presentation were discussed by panel members who included Elaine Phillips, WSPD-TV Toledo, Ohio; J. Rosenbush, WATV (TV), New York; J. P. Landsberg, KTLA (TV) Los Angeles; Raymond Welpott, WRGB (TV) Schenectady; Paul Adanti, WHEN-TV Syracuse; Marshall Pengra, KLTR (TV) Tyler, Tex.; and Martin Campbell, WFAA-TV Dallas.

Three different policies in the use of film were explained by Messrs. Rosenbush, Landsberg and Adanti. Mr. Rosenbush told how his station, an independent in the New York market, bucked network competition by relying heavily on film.

"We borrowed ideas from our radio experience," he said. One idea was to schedule film programs across-the-board, serving a particular daily period for westerns, another for comedies, another for feature films, etc. WATV (TV) has...
In summer four to five million outlanders haul golf clubs, swimsuits, fishing rods and a billion dollars into New England.

Eighty-five percent come by car. They move around . . . scatter through six states to get away from it all. They soak up the sun on Cape Cod's beaches. They scuff up White Mountain trails.

They listen to WBZ-WBZA—the only station they can tune to wherever they drive, wherever they stop in New England. What a golden summertime for WBZ-WBZA advertisers.

That billion dollars spreads all over New England . . . and so does WBZ-WBZA. That's what makes it so wonderful. You can put in a call today and WBZ-WBZA will be combing all New England for your share of this billion dollar bonus tomorrow. The number to call is Algonquin 4-5670. Ask for Bill Williamson, Sales Manager, or your nearest Free & Peters "Colonel."

WESTINGHOUSE BROADCASTING CO. INC.

WBZ-WBZA • WBZ TV—Boston; KYW • WPTZ (TV)—Philadelphia; KDKA—Pittsburgh; WOWO—Fl. Wayne; KEX—Portland, Oregon

Represented by Free & Peters, Inc.

444 Madison Avenue, New York 22, N.Y.
been able to obtain high ratings, he said, by giving the audience a particular type of film show at a particular time.

Mr. Landsberg said his station, also an independent in the competitive Los Angeles market, used a combination of high quality film and local live production. In his area, he said, a station had to be selective about its choice of films to show. "Today a B feature picture won't get a rating," he said. An A picture will get a better rating on its second, third or fourth run on the station than a B picture will get on its first.

In the early days of tv, Mr. Landsberg said, the audience would accept inferior features. Today "you have to be selective" in choosing film. He pointed out that "more and more half-hour film product, especially made for television, is becoming available.

Mr. Adanti said that although his station used considerable film, an effort was made to keep an appearance of live programming. "We never use a film without a gimmick," he said. Live announcers always appear at the beginning, end and breaks of a film show.

Make It Look Live

At the request of Mr. Pengra, who said he had read of the situation in a trade magazine (see B&T "Film Features," May 10), Sidney A. Campbell, KMID-TV Midland, Tex., took the floor to tell how he had built a set count in a new tv market from zero to 33,000 in three months by the use of syndicated film programs.

Mr. Grayson said that he had been able to obtain a network affiliation in the new market and hence went to work locally to sell film programs. KMID-TV now has 72 sponsored syndicated film shows per week, he said. Mr. Grayson said that WFAA-TV had better luck selling syndicated films, made especially for tv, than selling feature films.

Miss Phillips explained several techniques of buying film and handling it (see B&T "Film Features," Aug. 10, 1953). Film buying can be done in these ways: (1) spot booking for one time only; (2) on series basis for 13, 26 or more weeks; (3) on a long-term basis for a large number of films for a certain number of plays over a specific time; (4) on a cost-per-hour basis, and (5) on a library basis, for unrestricted use of a certain number of films over a certain time.

Seven Ways to Improve

She also made suggestions to improve the handling of film: (1) return film on the same reel and in the same box it came in; (2) keep bycycled films moving; (3) handle film carefully; (4) don't wait until the last minute before notifying the distributor of the late arrival of film; (5) immediately notify the distributor if film has been damaged before receipt; (6) if a station edits film, it should return film before passing it on; (7) don't use film on the air more times than have been contracted for.

Mr. Welpott said that WRGB (TV) had been able to attract and keep audiences by serializing film programs. For example, the station runs the first half of a feature film on Tuesday mornings and the second half Thursday. "We have been doing this successfully for three years," he said.

Mr. Welpott queried from the floor as to when tv tape will be available and how it will affect present film practices. Mr. See said that telecasters on the West Coast believed that tape will solve many problems, particularly in re-cord保存 of the distribution of film on tv at better times. His understanding was that tape might be commercially available within 18 months to two years.

**TV WILL BE IN ONLY 325 COMMUNITIES UNLESS DEMAND RISES, HYDE PREDICTS**

Acting FCC Chairman praises broadcasters’ cooperation and forecasts tv limitation as illustrating that radio ‘is and will remain the basic communication medium of the U. S.’

UNLESS demand for stations rises, television will be confined to only 325 U. S. communities, Rosel H. Hyde, acting chairman of the FCC, predicted last Wednesday in a speech at the NARTB convention in Chicago.

He forecast that limitation on tv localities to illustrate his point that radio is and will remain the basic communications medium of the United States.

In an address which also reviewed the work of the Commission during the year that he served as chairman, Mr. Hyde said that on the basis of present grants and applications, there will be about 670 tv stations in the 325 markets.

"The interest and attention that have been devoted to television may have obscured the continuing growth and development of aural broadcasting," he said. In the past 10 months, he reported, 114 new am station authorizations were issued, almost as many as new tv grants.

"On the basis of present demand," he said, "television as a medium of local expression appears likely to exist in only 325 communities. By contrast, 1,300 communities have their own local radio station."

He described radio as "a mature industry, relatively speaking, in an electronics age . . . vigorous and growing today, even in the face of competition from television stations."

**Television Prospective**

It was true, Mr. Hyde said, that, in general, television had been prosperous. He quoted 1953 FCC figures showing total tv revenue of $430.8 million and total income of $68.4 million before Federal taxes (B&T, May 24). He pointed out that in 1953 the average pre-freeze tv station had an income of $658,000, and 26 of them had an income of more than $1.5 million each. However, Mr. Hyde pointed out, there are many problems in the operation of tv stations "and some people have lost considerable sums of money in the attempt." One problem for tv today was that of equipping the public to receive uhf.

"Many tv sets in the hands of consumers and many sets being manufactured and sold in areas where there are operating tv stations using channels in the range 14 to 83 are not equipped to provide reception from transmission on such channels," he commented. This situation and related problems present a challenge warranting the most serious attention of the entire industry."

Mr. Hyde referred to the uhf hearings which are scheduled to continue this week before the Senate Subcommittee on Communications and said that "various types of regulatory actions are already being advocated in high places, including still another freeze, curtailment of present services, and reorganization of network's program." The way of telecasters to avoid such regulatory actions, he said, is "constructive voluntary action."

Mr. Hyde noted that "one of the things which has given broadcasting its vitality is its freedom from oppressive regulatory action." The Commission, he emphasized, "wishes to be helpful" and not to place "a single unnecessary burden upon a licensee . . . We have no interest in regulation just for the sake of regulation."

As proof of the FCC's desire to make things easier, Mr. Hyde cited several changes recently invoked at the FCC. These included: adjustment of operator requirements to the needs of modern equipment; approval of remote control operations; extension of all license periods to three years; elimination of "useless" contract filing; elimination of the annual ownership report; elimination of preliminary financial report, and simplification of the annual financial report.

Mr. Hyde warmly complimented broadcasters for their cooperation in the Conelrad project of air defense, which has cost them $2.5 million. In the year the project has been in operation, he said, Air Force tests have shown that it works to minimize navigational information and that coverage has been shown to be adequate in 90% of the cities in the system.

**Louds Conelrad Cooperation**

"The broadcasters of the nation have many times been called upon in the past to aid us in problems the FCC could not solve ourselves," he said. "You have always met the challenge successfully. I believe the peak of this cooperation was reached in the Conelrad project."

In opening his address, Mr. Hyde, who was elected acting chairman of the FCC by the members after the expiration of his one-year Presidential appointment last April 18, said: "We have among the notable devices of the FCC what is known as an STA—A Special Temporary Authority. It is under such an authority that I appear before you today, and some of you who have had similar experience may appreciate my position."

**COL. HARRY WILDER (c) was selected as the "VIPer" of the year by the U. S. Mission to the European Theatre of Operations, 1945, at its Ninth Annual Convocation at the NARTB convention in Chicago. With him are Clair R. McCollough (l), Steinman Stations Inc., and vice chairman of the NARTB Tev Board, and Judge Justin Miller, who headed the Col. Wilder's consulting counsel. The tenth anniversary reunion will be held in Washington next May.**
Coming June 5th at 960 on your dial

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the golden voice from the golden land of APPLE VALLEY

Studios in the

APPLE VALLEY INN

APPLE VALLEY, CALIFORNIA

Write, wire, phone Victorville 5390 for special charter rates

THERE'S NO STRONGER SIGNAL THAN KAVR's 5000 WATTS REACHING THE RICH UPPER VALLEYS OF SOUTHERN CALIFORNIA
PROS, CONS Aired on Sportscasting

Officials of sports world talk over gate and rights problems with broadcasters, who claim coverage bans are cutting expansion of game attendance.

EXPANSION of sports attendance to unprecedented records is being halted while promoters and colleges tinker with radio-tv barriers instead of letting these media develop new fans, broadcasters were told Wednesday at the NARTB’s annual sports meeting.

The role of the broadcast media in sports and the importance of sports events to stations and networks was tossed back and forth at the industry’s Chicago convention by spokesmen for both sides.

In essence, professional and college speakers stated their fears that sportscasting can shut off attendance, if allowed to go uncontrolled. An advertising agency and a university executive, on the other hand, warned that artificial barriers ignore the most persuasive media ever devised by man and are un-American.

George J. Higgins, KMBC Kansas City, chairman of NARTB Sports Committee, presided at the sports session, one of the frankest exchanges of views between the sports and media groups. The meeting helped bring a better understanding of their common problems, it was felt.

Mr. Higgins and NARTB staff officers were guests of National Collegiate Athletic Assn. at its January meeting.

Speakers were Frank Lane, vice president and general manager of the Chicago White Sox; George Trautman, president, National Assn. of Professional Baseball Leagues; Walt Byers, executive secretary, NCAA; Jerry N. Jordan, sports research specialist, N. W. Ayer & Son, and the Rev. Edmund P. Joyce, executive vice president of Notre Dame U.

With Chairman Higgins on the platform were other members of the NARTB Sports Committee, including Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Mich.; John Fulton, WQXI Atlanta; M. C. Watters, WCPO-TV Cincinnati; Robert Thincher, KVTV (TV) Sioux City, Ia.; Robert B. Hanna, WRG (TV) Cincinnati, and Gene Trace, WBBW Youngstown, Ohio.

Mr. Lane recalled how radio had been feared two decades ago by baseball only to have sportscasting excite new fan interest, particularly among women. He claimed minor league baseball figures in 1957. He recalled a statement by Comr. Bert Bell of the National Football League that it is enforced to telecast Canadian professional games next autumn.

Both radio and tv can do a power promotion job at the local level, according to Mr. Jordan. He criticized local blackouts and charged they drive people to other sports. Only a fraction of college students attend their own games, he said. The policy of boxing promoters in scattering tv origination is smart, he said in urging local promotion.

“For tv came, radio started to develop the gold mines in its back yards,” he said, noting also that hometown sports are the best programing a station can get.

Scores NCAA

Father Joyce called tv “one of the most awe-inspiring devices ever created by man.” He charged NCAA is reactionary in its control of football.

“No college has dropped football because of television,” Father Joyce said. He predicted NCAA’s plan will fail because it is enforced by “boycott threats,” answering Mr. Byers’ claim that NCAA’s restrictive policy is enthusiastically supported by most colleges.

“Intercollegiate football is in the entertainment business,” he said, “but remains a wholesome sport providing entertainment for many people.” He said NCAA has no monopoly on Saturday afternoon entertainment. Networks, he added, are planning to remove the vacuum around football games with Canadian games as well as other forms of programming.

He answered charges that Notre Dame would endanger all college football by saying that it stays out of bowl games and that money never governs the university’s policy on athletic programs.

“For every fan lost,” he continued, “two or three new fans will be attracted to football by the glamour of champions.” He regretted that tv is “stifling competition” in a field that thrives on a fierce competitive spirit.

Mr. Byers said National Opinion Research Center data showed how tv is hurting college football and claimed most lawyers “are behind our position” in regulating telecasts. He said NCAA is not “wedded to the game-of-the-week idea” but feared the “21-inch alumni” who watch games at home.

Sports Do’s & Don’ts

A list of “do’s and don’ts” for sports announcers was given the NARTB Chicago convention last week by George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee (see story). The list follows in abbreviated form:

Do—Build up events, utilize time between actions to build up game. Promote individual stars as well as both teams, stress that the best way to enjoy a game is to be there in person, build up the event, not yourself. Promote special days and the relaxing enjoyment of games, help sell tickets, invite coaches and players to take part on other programs, maintain year-round relations with sports figures.

Don’t—Second guess officials, editorialize instead of describe action, anticipate action but wait until it happens, finally don’t talk about bad weather but ignore it.

With tv saturation to reach 90% in 1957, he recalled a statement by Comr. Bert Bell of the National Football League that it is enforced to telecast Canadian professional games next autumn.

Both radio and tv can do a power promotion job at the local level, according to Mr. Jordan. He criticized local blackouts and charged they drive people to other sports. Only a fraction of college students attend their own games, he said. The policy of boxing promoters in scattering tv origination is smart, he said in urging local promotion.

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WFMJ-TV

has completed its

1015-ft. tower

and will begin operating

Tuesday, June 1.

on its new frequency

Channel 21

On or about June 30 WFMJ-TV will begin telecasting with its new 12½ kilowatt RCA transmitter.

WFMJ-TV
Youngstown, Ohio

NBC Network

Headley-Reed Co.,
National Representatives
DELEGATES HEAR PRAISE FOR CODES

Meagher, Fetzer report on progress of both radio and tv standards of practice agreements. Shafto and Quarton join the tv code board.

OPERATION of two fair-practice codes, with voluntary enforcement, has greatly reduced public criticism of radio and tv, and at the same time has led to improved program and advertising practices, NARTB members were told Wednesday at the Chicago convention.

John F. Meagher, KYSM Mankato, Minn., chairman of the radio Standards of Practice Committee, reported on recent changes in that code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Code Review Board, reviewed progress in enforcing the video standards. Mr. Meagher was recently elected an NARTB board member and becomes radio vice-president of the association June 15.

Two new members of the tv code review board were announced—G. Richard Shafto, WIS-TV Columbus, S. C., and William B. Quarton, WTMJ-AM-TV Milwaukee, who succeed Walter J. Damm, WMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore, who retired after serving since the board was formed two years ago. Under code rules they were eligible for re-appointment. Continuing on the board are Chairman Fetzer; J. Leonard Reinsch, WSB-TV Atlanta, vice-chairman; and Mrs. A. Scott Bullitt, KING-TV Seattle.

First meeting of the new board will be held June 21 in Washington. Mr. Shafto is a three-decade broadcaster and was active in early writing of radio standards. He is BMI board chairman, elected last week. Mr. Quarton has served as an NAB board member and has taken a leading role in industry affairs.

Outgoing Members Loud

Mr. Fetzer lauded services of the two outgoing tv code board members. He said about 800 comments on tv programming and advertising practices received by the board in its two years, most of them negative. Some came from telecasters, he commented. All complaints were carefully considered by the board or by Edward H. Bronston, director of code enforcement. The former, he said, and added a tribute to Mr. Bronston's public relations work on the project.

Charges that the code is unworkable were rebuffed by the chairman. He said the American Assn. of Advertising Agencies has shown interest in the code and has officially approved it.

Mr. Fetzer disclosed 225 stations and all four networks are subscribers, a gain of over 100% in a year. He regretted about 30 NARTB member tv stations are not subscribers, which he felt could hardly be ascribed to a net cost of $12.92 a month. He called for wider display of the seal, especially at good hours.

The chairman said operation of the tv code was an important factor in legislation aimed at controlling advertising and also had brought about the sharp reduction in tv complaints filed with the FCC.

Mr. Meagher opened his report with a brief review of radio codes since the first was adopted in 1937, tracing their need to the influence of radio in the home. He showed the close relationship between the radio and tv codes, crediting the former with having simplified the task of writing a set of television standards.

Recent revisions in the radio standards were designed to simplify adherence to their provisions. He recalled a plan, quickly rejected, to eliminate time standards for advertising copy because competition "had enforced too many departures from these minimum recommendations."

As finally revised a few months ago, he said, the radio standards have been adapted to industry developments, with qualified and proper integration of advertising copy adjudged as important as measurement in time. Broadcasters are cautioned to keep abreast of the integrity of advertisers and their claims. The placement of copy in relationship to other programming and advertising considerations is deemed important.

Further changes will come in the radio standards as the industry develops, he predicted. He urged a re-reading of the creed, with its dedication to the principles of democracy and free enterprise.

Medics Satisfied

"WHITE-COAT" complaints of the medical and dental professions, once the cause of concern in those fields, have been diminishing through operation of the NARTB Television Code, it was learned Wednesday at the Chicago convention. (See code story.)

NARTB's code staff has kept in close touch with American Medical Assn., American Dental Assn. and American Nurses Assn., according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., tv code board chairman.

Monitoring activity under direction of Edward H. Bronston, NARTB director of tv code affairs, indicates disclaimers such as "a dramatization" ribbons are used when white- coats appear in commercials.

Dr. George Lull, secretary-general manager of AMA, and Dr. Lon Morrey, editor of ADA's official journal, voiced their satisfaction at the industry's cooperation in the tv code conference. The professions at one time voiced heated complaints because talent portrayed medical roles in commercials.

Arthur Church Named Radio Pioneers Head

ARTHUR B. CHURCH, KMBC-AM-TV Kansas City, Mo., will serve as president of the Radio Pioneers for 1954-55, succeeding Paul W. Morency, WTIC-AM-FM Hartford, Conn.

Mr. Church was introduced during the 13th annual Radio Pioneers dinner at the NARTB convention at the Palmer House in Chicago last Wednesday.

Highlight of the banquet was the presentation of the 1954 "Hall of Fame" award to the family of the late John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, until his death in 1950.

Mr. Gillin was the first practical broadcaster to win the "Hall of Fame" award. The scroll was presented to his son, John J. Gillin 3d, by William S. Hodges, NBC vice president, who paid tribute to the late Mr. Gillin "because of his insistence upon good ethics and sound economics as the basis for the growth and usefulness of radio and television in the public interest."

Referring to Mr. Gillin's 14 years service on NARTB committees and board, Mr. Hodges spoke of him as a "genuine zealot in laboring for his chosen industry."

Principal address of the evening was delivered by Syed Anjmad Ali, ambassador of Pakistan, who recounted some of his observations on American radio-tv while in this country, and discussed prospects for development of the broadcast media in Pakistan.

Five citations were given to living leaders for special contributions, with Robert Saudek, Ford Foundation Tv Workshop, and Dr. Charles B. Jolliffe, vice president and technical director of RCA, receiving their medals. Others cited were commentator Lowell Thomas, who will accept the award at a Pioneers' dinner in New York this fall; Raymond A. Heising and Louis Esperandio, both Bell Telephone Labs [B'T, May 17].

A special letter of commendation from former President Herbert Hoover was read. It singled out FCC Chairman Rosel H. Hyde, Conr. George G. Sterling and the Radio Pioneers. Mr. Hoover, then Secretary of Commerce, helped organize the original Federal Radio Commission.

Other officers elected at the dinner were Raymond Guy, NBC, first vice president; Victor D. Diem, WAGL-AM-FM-TV Hazelton, Pa., vice president; John Patt, WIR Detroit, vice president; Lewis Avery, Aver- Knodel, secretary, and Charles A. Wall, BMI, re-elected treasurer.

Spokesmen Debate Coverage Rights

Most members of a 'Freedom of Information' panel feel radio-tv should be allowed access equal to that of newspapers, but Victor A. Sholis of WHAS-AM-TV Louisville says fairness to a defendant in court might overrule radio-tv.

THE RIGHTS of broadcasters to cover public hearings on a par with newspapermen were debated by key spokesmen of the industry at the "Freedom of Information" session of the NARTB convention last Wednesday.

The one point on which all panel members agreed was that broadcasters must live up to their admitted sense of responsibility in covering such hearings.

There was some disagreement as to the rights of radio and tv in covering court proceedings. While all of the panel members insisted that broadcasters with their cameras and microphones are entitled to go wherever reporters with pens and pencils are allowed, Victor A. Sholis, WHAS-AM-TV Louisville, contended that fairness to a defendant in a court proceeding might overrule broadcast coverage.

Further, he said, the regular radio-tv sponsor might suffer from interruption of his regular program to present such special programs, since the sponsor need not (or otherwise would not buy) the advantage of regular commercial appearances.

These views, he made clear, should not be construed to mean that he opposes "freedom of information" by radio-tv representatives.

P. A. (Buddy) Sugg, WKY Oklahoma City, reported on his station's success in covering
GREAT SCOTT!

WPTZ TV NOW REACHES 6,390,000 PEOPLE!

They're spread over four states, 15,000 square miles. They're the farmers of Lancaster County... the miners in the Anthracite Belt... the vacationists in Atlantic City... Philadelphia's millions. WPTZ is their center of attraction. It's peak-powered at the low end of the band... delivers a clearer, stronger signal to more people over a wider area than any other television station in Pennsylvania.

It's a picture worth looking into.

Call us here at WPTZ, Architect Building, Philadelphia 3, Pa. .. phone Locust 4-5500... or get in touch with your nearest Free & Peters "Colonel."

SCOTT'S GREAT, TOO!

Alan Scott's

“Let Scott Do It”
9 AM to 10 AM daily

Alan Scott, Philadelphia's outstanding TV personality, now presides over Philadelphia's top-rated morning show on WPTZ and the new afternoon “Scott Spotlight.”

He places your name alongside such sales-minded advertisers as Penn Fruit—General Foods—Lipton's—Morrell Meats—Oakite—Pillsbury and others. Availabilities on request.

WPTZ

CHANNEL

3

WESTINGHOUSE BROADCASTING CO., INC.

WPTZ (TV)—Philadelphia; WBZ (TV)—Boston;
KYW—Philadelphia; WBZ-WBZA—Boston;
KDKA—Pittsburgh; WOWO—Fort Wayne;
KEX—Portland, Oregon
Announcing a new BMI program series

THE AMERICAN

From the age of discovery to the age of the atom

As a positive affirmation of faith and love for the land in which we live, this program series has been conceived and prepared by BMI in association with the Society of American Historians and outstanding contemporary authorities on American History.

Each 15-minute program consists of a single narrative by a noted historian who is expert in the period or subject.

Sixty scripts are already in work and other programs in this continuing series are being scheduled.

These programs are designed for presentation by one voice. The music cue sheets, to be supplied with each mailing, list the currently available recordings and published music to be used to emphasize and highlight each story.

Broadcasters can call upon their local, county and state historical societies to work with them in presenting similar programs of local historical interest to parallel "The American Story."

The series is available without cost, of course, to every broadcaster in the country.

Sample scripts and full details of "The American Story" will be mailed to all Broadcast Licensees of BMI shortly. Watch for this material.
"The programs of historical broadcasts undertaken by the Society of American Historians and Broadcast Music, Inc. is intended to give the listening public a better sense of orientation... these programs will throw bright rays of light upon the rich tapestry of American weaving... to use Daniel Webster's metaphor, the mariners tossed at sea under long days of storm seize the first moment of calm to get their bearings from the eternal stars. Once more mankind has emerged from a fearful tempest. Once more it needs to study the compass and turn its glasses upon Arcturus... these significant pieces of American history, told with drama, color and expertness by half a hundred leading historians will illuminate our national record."

ALLAN NEVINS,
Columbia University
President, Society of American Historians

“One of the outstanding contributions to radio broadcasting in the United States... must be considered a significant step forward in popularizing history on a high cultural level.”

GRAYDON AUSMUS
President, National Association of Educational Broadcasters

“The American Story” is another important BMI Program series which joins such features as the Concert Music Series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.
both the state legislature and the courts. In court cases, he said, WKY-AM-TV have found that coverage of details makes for tedious listening, that, accordingly, the stations in such cases present the judge's charge to the jury and the sentencing of the defendant when found guilty.

E. R. Vadeboncoeur, WSYR Syracuse, maintained there is only one position for a broadcaster to take—that is, that wherever a newspaper reporter is allowed to go, radio and television also should be permitted to go. He cited the so-called 'hearing' hearing as evidence that television can contribute constructively to public proceedings by making audiences fully aware of what is going on.

Broadcasters have certain responsibilities, he continued, and it seems that they have demonstrated over the past quarter-century that they can meet these obligations.

Judge Justin Miller, former head of NARTB, stressed the importance of broadcasters maintaining the dignity of the courtroom or else risking loss of the right to coverage.

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nothing Works Like Wantmanship

Wantmanship is as inside as an urge. It's the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-A, Atlanta, not only creates the wants but also merchandises with you to the point-of-sold. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

the CROSLEY GROUP

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

© 1954, The Crosley Broadcasting Corporation
The South's Golden Dirt

A golden belt of clay and shale crosses the Prosperous Piedmont. It is converted into payrolls and profits by a growing burned clay products industry. Enough brick are produced in this area each year to stretch across the continent 23 times. North Carolina brick are used to build homes, offices and factories from Maine to Florida.

Modern brick plants help pad payrolls for the 1,700,000 people in WFMY-TV's 31-county coverage area of North Carolina and Virginia. Industry and agriculture combine to give people in the Prosperous Piedmont over 2 billion dollars to spend each year.

WFMY-TV has been selling products in the Prosperous Piedmont since 1949. Let your H-R-P man tell you the profitable sales stories of products teamed with WFMY-TV.

You can strike gold, too, in the Prosperous Piedmont. Call your H-R-P man today.
DIRECTIONAL STATIONS MAY TEST REMOTE CONTROL—PLUMMER

Experimental data should be compiled, FCC Broadcast Bureau chief tells NARTB engineering conference, looking toward petition for regular remote control operation for high power and directionализed outlets. Other engineering problems are reviewed.

DIRECTIONAL or high power stations may obtain data from the FCC to conduct remote control system tests providing they signify their intention of retaining a first class operator on duty, Curtis B. Plummer, chief of the Commission’s Broadcast Bureau, told NARTB delegates last week. Mr. Plummer said FCC does not contemplate giving any one station an economic advantage over another by eliminating the need for keeping such an engineer on duty as it did in connection with fm.

Mr. Plummer made known his views in answer to a question from the floor during a session of the eighth annual NARTB engineering conference last Thursday. He expressed his views in connection with a discussion on “push-button” electronics, specifically remote control techniques.

Question was raised as to whether the Commission would authorize stations using directional antennas and those with higher than 10 kw to operate by remote control on an experimental basis.

Mr. Plummer said stations could receive permission simply by wiring the Commission but felt broadcasters should compile sufficient data and results looking toward a petition for remote control extension. Quite probably, this could be channeled through NARTB, which originally petitioned FCC in 1952, it was indicated. FCC subsequently authorized remote control (last year), changing its rules. Mr. Plummer said the Commission did not intend, on its own, to initiate rule-making on remote control extension.

Plummer Talks on Allocations

“Economic and technological development may be impeded in substantial measure” unless the radio spectrum is able to accommodate demands made on it, Mr. Plummer also asserted in a prepared talk on “allocation philosophy.” Over 400 radio-tv engineers were registered for the session. Mr. Plummer spoke along with NARTB President Harold E. Fellows and other industry executives.

Mr. Plummer outlined the responsibilities of the engineers in the electronics art.

Mr. Plummer urged industry to “turn our well known American ingenuity and energy to the work of working from every available kilocycle its last drop of usefulness.”

Noting a frequent cry for more frequencies in the broadcast industry, Mr. Plummer categorically claimed that none of the broadcasting services today are operated whereby the “greatest amount of information is conveyed per kilocycle per square mile of territory served.”

Mr. Plummer cited studies showing important gains could be realized by limiting the maximum frequency of modulation. He stated:

"You may argue that such limitations would seriously degrade the quality of programs transmitted by broadcasting stations. However, you must agree that the effect will not be noticeable on network programs which in most part are already restricted in band width by land line limitations.”

Mr. Plummer observed that receiver selectivity and spurious responses are matters “of concern” to the Commission and broadcasters alike. The use of receivers with adequate performance should be encouraged, he added.

Use of as small a span of frequencies as possible could result in a reduction in channel-spacing or revision of adjacent channel ratios. Under proper engineering conditions, Mr. Plummer said, “this would result in more and better distributed broadcast service.

Mr. Plummer also described as “constructive” proposals involving multiplexing techniques for fm, and added that its use by am broadcasters is a “further possibility.” He continued: “An allocations system selected to give the largest number of miles of coverage per channel has the fundamental basis for an efficient system.”

By properly staggering the assignment pattern from channel to channel, we “are on the way toward the achievement of the primary objective of the allocation— at least one tv or fm service for all of the people of the United States.” Nor does the plan greatly hamper development of service in areas where channel densities are heavier and more immediate.

Mr. Plummer also cited community antenna systems as one means of increasing channel efficiency and felt effective utilization of tv booster or satellite stations might improve the coverage efficiency of tv channels, particularly in uhf.

Exchange of Ideas

Delegates met with station managers during the conference to exchange views, and also devoted attention to millions of dollars worth of equipment, ranging from lapel microphones to high-power vhf-uhf transmitters. An engineering reception was held Tuesday evening.

Engineering delegates also were told that:

- National color tv is “coming at a headlong rate—in terms of equipment for stations and production of colorcasting receivers.
- Color television can be a “failure” if engineers are unable to “meet the challenges” of devising high performance and low-cost equipment.
- Viewers will see better black-and-white pictures even though they may not convert to color.
- FCC’s judgment in authorizing remote control station operation has proved “sound,” and was inevitable from the start because of many factors, some of them reflected in the promise of a “push-button” era of electronics.

Speaking on “Save a Seat for the Engineer,” Mr. Fellows told a Wednesday afternoon session that radio has “done little” to pay tribute to broadcast engineers. Noting increased public interest in high-fidelity reproduction, he remarked:

“I have no quarrel with recordings and transcriptions, but let’s not forget that they cannot be played 500 times without a certain amount of wear taking place which adds to the surface noise.”

The engineers’ first job, he claimed, is to assure that potential audiences receive a quality signal. Mr. Fellows also stressed economic aspects of station management. He said the engineer should figure “in terms of dollars and cents” as they apply to all end products at any station.

IRWIN L. ABRAMHS of General Electric shows representatives of Storer Broadcasting Co. how one man with GE’s Chromacoder, new color conversion device, performs all the necessary adjustments needed for studios and GE field sequential cameras in a live talent show. L to r: Leonard Spragg, Storer; Mr. Abrahams; Glenn Boundy and Clemens X. Castle, Storer, and J. M. Comer, GE.

But correct economic decisions cannot be intelligently made without management knowing in advance what is going to wear out how soon,” Mr. Fellows asserted.

The NARTB president called for a sound, well-rounded program for replacement, depreciation and maintenance.

Mr. Fellows described the engineers’ second job as that of adequately presenting his side of the picture. He described the theory that “there are no more problems left in radio broadcasting,” a theory that has “neglected the economics of our industry—still young, still growing, and still in need of more simplified equipment and more efficient procedures.”

Mr. Fellows also called on engineers to “take a fresh viewpoint” and improve their “human relations.” He urged them to develop an ability to communicate technical terms to the layman.

An unwillingness to compromise with management on equipment needs and budgets “can only harm the engineer’s profession and his

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ADVERTISERS CITE RADIO'S MUSCLES

BAB sessions told by major broadcast clients that radio is 'greatest mass medium of them all.' To prove it they tell of their own radio successes.

Radio broadcasters took it on the chin Thursday from a group of advertising executives who addressed the Broadcast Advertising Bureau session winding up the NARTB convention agenda. They were chided by radio buyers who said they didn't know or appreciate their own media muscles.

Barney Corson, advertising manager of Tidy House Products Co., served as pace-setter for a series of radio success stories. He joined five other advertisers in telling broadcasters to take a look at their kilocycles and their audiences, and then start telling their sales stories to prospective sponsors.

Kevin B. Sweeney, BAB president, wound up the session by telling broadcasters to improve their selling in order to double their business, and their profits, too, in the next 24 months. He said they need more salesmen and should pay them more, with emphasis on incentive pay.

Mr. Corson told the BAB group how Tidy House has grown from $10,000 gross in 1940 to over $7 million last year, starting with one radio station and increasing to 68 plus several TV stations. Despite arrival of TV, he said, "you still have the greatest mass medium of them all."

Clayton R. Sanders, director of the $55 million Peoples Drug Store chain, headquartered in Washington, D.C., said the chain has shifted its advertising to radio dominance in the last several years, using 91 newscasts per week or a total of 358 commercials each week, counting drugcasting. Peoples uses four TV hours and 10 TV spots per week and a schedule of nine newspaper pages in three Washington papers.

He listed such radio advantages as flexibility, with changes in commercials possible within a few minutes, if necessary.

A. H. Caperton, advertising manager of Dr. Pepper Co., listed radio's advantages as its ability to reach a moving target, the youth of America which he called "a market always on the move," constantly growing as the millions of portable and auto sets increase.

He said, too, that radio reaches "the lady of the house" and added that bottlers are investing a record number of dollars in the medium. Calling radio Dr. Pepper's No. 1 medium, he said, "No other form of advertising seems to reduce the 'not covered' areas to a minimum like radio."

Oliver B. Capelle, advertising manager of Miles Labs., second largest radio user in the nation, said in the last 20 years Miles has invested more money than in all other media put together. Quit looking at the past, he told broadcasters, and "start blowing your horns." He said radio listening totals 126 million hours per day and "it's absurd to worry about inroads of other media." He said one of the Miles radio programs has 2% more listeners than a year ago, with the cost of delivered commercials coming down. "Our best program has 10 million listeners," he said, and "our smallest audience is 6 million."

Mr. Capelle concluded, "We have more confidence in radio than broadcasters themselves. The great medium we call radio will remain as potent in generations to come as it is May 27, 1954."

James P. Furniss, assistant vice president, Citizens & Southern Bank, Atlanta, Ga., which accounts for 25% of all deposits in the state, said the bank chain spends 36% of its budget in radio, more than any other medium. Radio is flexible and will continue "to get our favor in cities with over a half-million population down to ones with less than 10,000. It's that flexible," he said.

Charles C. Caley, BAB chairman of the board, said BAB has grown in three years from a $200,000 operation to $700,000, with an $800,000 target. He said radio "has added 12 million places to listen in the past two years," and listed BAB sales and research achievements.

POPELE ASKS FOR KINES TO USE IN OVERSEAS TV

New Voice of America chief asks telecasters for special kinescopes showing common interests of United States and other nations.

Cooperation of TV broadcasters in helping the Voice of America to show the "common interest of the United States and other nations" by providing special kinescopes was asked last week by Jack R. Popple, new VOA director, at the NARTB convention.

In a luncheon address before engineering...
HENNOCK REITERATES PLEA FOR ALL-UHF, STERLING CHALLENGES A PAN-ARTB PANEL

Six of seven FCC Commissioners give delegates insight into thinking on current broadcast matters before Congress and the Commission.

A CALL for the transfer of all television to the uhf band was sounded by FCC Commissioner Frieda B. Hennock at the NARTB convention last week and was challenged immediately by Comr. George E. Sterling as a "direct attack" on FCC and industry leaders who helped work out the tv allocation plan.

Speaking at a Thursday morning session in which six of the seven FCC commissioners answered broadcasters' questions, Miss Hennock said that "I am now firmly convinced that only the eventual move of the tv service into the uhf band can save the patient." The step should be taken now, she said, but thought five or ten years should be allowed for completion of the transition.

"By setting our sights on this goal," she continued, "we must not overlook any interim measures that would help the existing uhf operators with difficulties now dramatically laid before the country (in the Potter hearings) last week. I cannot emphasize enough the importance of the Johnson bill to remove the excise tax from uhf sets.

Also the FCC should do everything in its power under the Communications Act immediately to bring network programming to the existing 127 uhf stations on an equitable and competitive basis.

Otherwise we will have the same vicious cycle no sets because no programs, because no advertising, because no sets.

Miss Hennock said that while the Commission's hope had been to achieve nationwide television service in 1971, the methods used to bring quick television service to the people of the U.S. achieved just the opposite result. It has now become painfully apparent that to continue on the course we embarked on when the freeze was lifted will result in a television service to the same 12 uhf channels that have been considered inadequate for a nationwide service.

She reiterated that she had no doubt that the 70 uhf channels available would permit a nation-wide service, and that the move into uhf should be started immediately, with no new station grants of any kind made in the meantime. "Every possible measure," she added, "should be taken to make sure that uhf stations are not unduly harmed during the transition period and that they are treated equitably."

Rash Statement"

Miss Hennock's position was challenged quickly by Comr. Sterling, who characterized her expression of views as a "rush statement" and an attack on the engineers who assisted in evolving the present tv allocation plan. Whether uhf can accommodate all television, he said, is a question that cannot be answered "overnight."

FCC Chairman Rosel H. Hyde and Comrs. Robert T. Bartley and Robert E. Lee noted that, with the Potter subcommittee hearings on the uhf question now in progress, they felt "both sides" should be heard before a decision is reached. Miss Hennock responded that she did not want to violate any policy against discussing pending issues, but that she felt it would have been inappropriate for her to appear before the NARTB convention and fail to discuss her views frankly.

The FCC panel six of the seven commissioners were present, only Comr. E. M. Webster

NARTB Adopts 14 Resolutions at Chicago

FOURTEEN resolutions were adopted at the closing session of NARTB in Chicago, Thursday, but a 15th, dealing with an association stand on commercial broadcasting by educational institutions, was deferred for a mail ballot.

Edgar Kobak, WTWA Thomson, Ga., one of the 30-odd delegates remaining in the grand ballroom of the Palmer House after the luncheon, rose to hail a unanimous approval of the 15 resolutions. He questioned a resolution that expressed opposition "to the utilization by tax-supported institutions of the spectrum for a commercial broadcast operation in competition with private enterprise" and stated that "instead such facilities should be used strictly for educational, non-commercial purposes as intended by the FCC in making such allocations."

After brief discussion that included Lester Gould, WJNC Jacksonville, N. C., a new board member for small stations, and William B. Quarton, WMT Cedar Rapids, Iowa, the convention adopted resolutions but the education one and at suggestion of Clair R. McCollough, WGAL-TV Lancaster, Pa., decided to take a later mail ballot. Mr. Kobak had contended the resolution deserved more thorough study by the industry.

The 14 resolutions adopted opposed HR 1227, proposing to ban alcoholic beverage advertising; praised presidency with John F. Meagher, KYSM Mankato, Minn., as appointee; approved S 2989 to amend the Taft-Hartley Act; faith in the industry's historic stand on behalf of freedom of information in radio and tv and condemning restrictions on access to news sources as well as citing work of state associations and the Freedom of Information committee; commended the service of Judge Justin Miller while NARTB president and board chairman, and his service to the convention; endorsed the Red Cross; approved the Conelrad plan and urged the industry to cooperate; approved the Veterans Hospital Radio Guild; sounded praise for FCC Chairman Rosel H. Hyde and Comrs. Sterling, Hennock, Bartley, Doerfer and Lee for their part in the convention; thanked panel participants and speakers; voiced gratitude for services of Kenyon Brown, KWFT Wichita Falls, Tex., convention chairman, and thanked the Palmer House for its handling of the meeting.

Members of the resolutions committee were Robert H. Taticher, WNWAX Anchorage, S. D.; G. F. Leydor, WJR Detroit; Hal Marton, KFBI Wichita, Kan.; C. J. Burdland, WAVY Portsmouth, Va.; C. O. Chatterton, KWLK Longview, Wash.; Larry Haeg, WCCO Minneapolis; John Esa, KTVQ-TV Oklahoma City.
If You Go By

PHILADELPHIA RATINGS

Day and Night, Monday thru Friday,

WFIL-TV is 1st and 2nd 74% of the time

HEAVYRATE CHAMP OF THE AFTERNOON!

Between 3 and 6 PM, WFIL-TV rates

1st -- 83.3% of the time
2nd -- 16.7% of the time

AHEAD -- 100% of the time!

Add nighttime to this afternoon supremacy—3 PM to midnight, including big-show network competition—and WFIL-TV is still AHEAD—80% of the time.

Look at ALL the ratings. It's easy to figure out.

ABC and DuMont Networks
Represented by The Katz Agency

The Voice of Delaware Valley, U. S. A.
You Will **BUY**

WFIL-TV

why Philadelphia's **BEST BUY** is WFIL-TV

WFIL-TV
The Philadelphia Inquirer Station
Channel 6
being absent—was asked whether FCC today is more tolerant than in the past with respect to "quick" purchase and sale of stations in order to improve one's position in the industry.

Comr. John C. Doerfer took the view that there is a difference between an applicant in a transfer hearing and an applicant who is involved in a competitive hearing for a channel—in the latter case, he pointed out, FCC must pick the applicant it considers best qualified. "Trafficking in licenses," he said, "to me implied more than just a sale."

Miss Henhoff questioned the motives of a winning of a competitive hearing who sells his station within, say, a year after getting the grant. In such cases she said she would call for new hearings when the transfer application came up.

Bartley's Question

Comr. Lee said he largely agreed with Miss Henhoff's views on this problem, and Comr. Bartley raised the question of investment houses buying into radio and television stations as a form of investment for their clients. In other businesses he said he felt such investment might be all right, but he maintained that it is "not all right" in broadcasting—and he thought Congress might take "a new look" if the practice is "abused."

Comr. Sterling said he felt each case should be judged on its own merits, and Chairman Hyde said that those who disagree with the law should seek to have it changed; the best way by giving FCC authority to approve transfers apparently considered transfer, per se, to be approvable.

Asked when a decision might be expected in the long-standing Clear-Channel Case, Chairman Hyde noted that Mexico is the only holdout among the NARBA nations and said he would like to see the international differences resolved before the Commission hands down a clear-channel decision. But he added that he felt it important for the Commission to issue a decision if the international issues are not resolved soon.

Another question related to the use of boosters in tv. Comr. Henhoff said she would vote against the use of boosters to extend the areas of large-market vhf stations, but would vote for boosters for uhf outlets.

Mr. Doerfer said he felt too much emphasis had been placed on the "fortunes of the individual broadcasters," when he felt the public's problem should be the big concern. He said "I would like to serve notice on the people right now that all doubts will be resolved in favor of the people, all things being equal."

Questioned about the possibility of adopting uniform sign-on and sign-off times for daytime stations, Chairman Hyde pointed out that sunrise and sunset times are not themselves uniform.

Asked whether tv channels reserved for education might be released to commercial broadcasters if not used educationally within a reasonable period of time, Chairman Hyde said the problem is chiefly a legal one, since any citizen has a right to petition the FCC; Comr. Henhoff maintained that the reservation of educational channels was made by unanimous vote of the Commission and it takes time for an educational station to get started, and Comr. Bartley said he thought his own answer as to release of educational channels, where educational interests had not used them within a reasonable period of time, would be "yes."

NARTB President Harold E. Fellows, who moderated the session, also reported that NARTB plans shortly to petition FCC for an easing of the rules on identification of transmissions and delayed broadcasts, and, within three or four months, to seek FCC approval of remote control of directional antenna operations.

UAPRE Explores Means Of Training Students

WAYS and means by which the broadcast industry can better cooperate with colleges on student training programs and a plan for reorganization were explored at a session of the University Assn. of Professional Radio Education during the NARTB convention last week.

The association debated the possibility of a joint cooperative setup comprising half college personnel and half broadcasters. It would need approval of the NARTB board before becoming effective. Lee Martin, president.

Among industry spokesmen giving their views at the Monday session were Judge Justin Miller, retired NARTB board chairman Ralph Hardy, NARTB vice president in charge of government relations, and Miss Judith Waller, director of public affairs and education for NBC Central Division.

Freedom of Speech Results Reviewed by IAAB Board

WEEKEND meeting of the board of directors, Inter-American Assn. of Broadcasters, started Friday at the Palmer House, Chicago, with president Emilio Azaarraga, Mexican network operator, presiding. Freedom of speech achievements during the past year were reviewed, along with other international questions.

Among those attending were Goar Mestre, CMQ Havana, ex-president; Ramon Quinones, WAPA San Juan, P. R.; R. Fernandez Elena, Panama; Felix Cardona, Venezuela; Gilmore L. Nunn, WLAP Lexington, Ky.; Jose Luis Fernandez, Mexico, secretary-general; Ramon Bonachea, Havana, ex-secretary-general.

SHORT SHOTS

At the Chicago Convention

IN WINNING election as vice president of the Daytime Broadcasters Assn. last week (see story, page 42), Alf M. Landon swept 11 states, but they did not include the only two he won in his race for the Presidency of the United States in 1936. Maine and Vermont are not represented by directors on DBA. Non-partisan nature of his new job was emphasized by the fact that directors who elected him are from such disparate political climates as North Carolina and Massachusetts, Pennsylvania and Tennessee, Illinois, Georgia, Indiana, Kentucky, Wisconsin, Nebraska and California.

BIGGEST news about at NARTB convention opening was story [B+T exclusive, page 36, May 24] on impending resignation of Robert K. Richards, administrative vice president, to enter station ownership and public relations.

Copies of B+T were gobbled up within few hours.

NEW TOUCH in tv promotion was activity of Tv Advertising Bureau. Permeating exhibit corridors was bevy of beauteous models, in typical burlesque queen tights, pinning delegates with jumbo yellow buttons exploiting origin of new organization.

FCC was on deck, en masse, except for Vice Chairman E. M. Webster, who stayed home as one-man committee to act on emergency matters. He had to leave West Coast inspection for several weeks and figured he was most dispensable at convention and besides, he wanted to catch up on his homework.

MIKE HANNA sat counting up his years of radio experience when asked to join the Radio Pioneers. All he could claim was 18; 20 being the requirement. He gave up, not signing the application blank until his sponsor said, "Don't you have a uhf grant?" Answering in the affirmative, he heard, "Well, you've aged four years, you're in."

RCA got down to basics—color, that is—in entertainment suites. Chromatic ice cubes were provided in basic shade of color tv—red, green and blue.

At the "last call for a drink" in Associated Press headquarters in the Crystal Room, a volunteer broadcaster-pianist stopped abruptly and inquired of the waiter: "Is it because of a law or a rule of the hotel?" The tired response: "No, suh, I calls it fatigue."

Probably the most enthusiastic applause received by any speaker at the convention was that which followed the appearance of Elizabeth Ellen Evans, of Akron, 1954 co-winner of the Annual Voice of Liberty Contest. After young Miss Evans delivered her prize-winning speech at the Wednesday luncheon, the entire crowd rose to its feet in a prolonged demonstration of approval. NARTB President Harold E. Fellows was so moved by her performance that he wept.

The dollars and cents debate at the NARTB convention sports session was given a change of pace Wednesday with a musical interlude. Carol Hoffman, Northwestern U. singer, followed two soprano selections with a special NARTB parody on "Take Me Out to the Ball Game."
NEW GEAR ATTRACTS NARTB DELEGATES

Equipment firms put $5.5 million on display at the NARTB convention. Color apparatus took the spotlight.

BUSINESS was good—the best in convention history—last week as heavy traffic moved through the Palmer House to inspect transmitters and related studio equipment displayed in NARTB's Exhibition Hall.

Salesmen for equipment firms found delegates keenly interested in $3.8 million of displayed electronic gear designed for color and black-and-white tv as well as aural broadcasting. Additional smaller equipment items were displayed on the seventh and eighth floors of the hotel.

Even before general meetings of the convention had started, one exhibitor—Standard Electronics Corp.—had sold a 4 kw vhf transmitter to Storer Broadcasting Co.

Color transmitting items drew close attention. One exhibitor featured a completely equipped color studio, with indoor and outdoor props, and staged productions which were shown on receivers in a nearby room. Signals were fed over closed circuit.

Another had a 100w driver putting a color program on the air, feeding adjacent receivers with live productions.

Technical-minded delegates watched technicians adjusting monitors and various types of apparatus with rapt attention. They exchanged views on the screen versions of grocery store items, displayed on moving drums and with moving cameras.

Live talent included girls garbed in varied-hue gowns as well as puppets, push carts and other features.

Fascinated delegates operated color and black-and-white cameras when they had a chance, while staff specialists pointed out details and special advantages of the various devices.

New Film-Scanning Equipment

Film-scanning equipment appeared in many new versions. One exhibitor held special showings for invited advertisers and agency executives. New models pass more light and less noise than older types.

A color camera looked exactly like its black-and-white counterpart, translating information from field sequential to NTSC standards. The two basic types of color cameras were single-tube and triple-tube.

Remote control devices were shown for transmitters and cameras. A remotely controlled camera utilized an electrically-driven zoom lens, providing a system that could work into a one-man tv station operation. The operator would be able to run camera, monitoring console and transmitter.

Broadcasters were inspecting remote devices for unattended transmitters, one of which had a red-green traffic-light setup.

Uhf transmitters included one model with a 100 w driver and 12 kw amplifier. Several manufacturers are working toward uhf transmitters around the 50 kw class and will have them ready for marketing within months, or by the next NARTB convention.

The economy motif appeared more prominent than was the case in the Los Angeles exposition a year ago. Economies center both in original

Coverage to crow about

We’re not counting our chickens before they are hatched. With a 1049 foot tower and 100,000 watts maximum power, established, dominant WTAR-TV now reaches 459,000 families, over 1,600,000 people. With a strong signal on channel 3, WTAR-TV blankets Tidewater, the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

By Only

WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.
The Marfree agency, in addition to the Gainex and d-Con advertising, also handled the following accounts: Bankers Life & Casualty Co., Chicago; James R. Barnett Co., Wellesley Hills, Mass. (Penn saws); Bostwick Labs, Bridgeport (Dynol); French Matters, Newark (perfume); Harris Chemical Co., Cortland, N. Y.; House of Goddard, Chicago; Jenux Co., Chicago; Lobex Products Co., Chicago; Parker Pharmaceutical Co., Chicago; R & F Co. Inc., New York.

Admiral, ABC Radio Contract Newscasts

ADMIRAL Corp. last week announced the purchase of a $50,000 package of 22 weekly five-minute newscasts on 348 ABC Radio outlets. Announcement of the purchase, with the five-minute stanzas starting this past Saturday, was made by ABC and Edmund I. Eger, Admiral vice president in charge of advertising. Commentators Milton Cross, Taylor Grant, George Hayes and Art Van Horn will handle broadcasts.

Mr. Eger noted that radio is an increasingly powerful medium, pointing out that over 10 million radios were sold last year. He said the newscasts would reach an estimated eight million homes, plus automobile and portable radio listeners. The broadcasts will be aired each Saturday and Sunday from 9 a.m. to 11 p.m. on the hour.

Purchase of Admiral's Week-End News was part of a campaign to advertise its 20th anniversary and television-appliance promotion.

Three Sponsor 'Caesar'

THREE advertisers, American Chicle Co., the Speidel Corp. and Radio Corp. of America, have signed officially as sponsors of The Std Caesar Show [B&T, May 24], it was announced last week by George H. Frey, NBC vice president in charge of television network sales. Each client has bought one third of the 60-minute show which will be heard Mondays from 8-9 p.m. three weeks out of four. Contracts were placed by Dancer-Fitzgerald-Sample, N. Y., for American Chicle; Sullivan, Stauffer, Colwell & Bayles, N. Y., for Speidel, and Kenyon & Eckhardt, N. Y., for RCA.
SPOT NEW BUSINESS

P. Lorillard Co., N. Y. (Kent cigarettes), through Young & Rubicam, N. Y., will sponsor The Playhouse an ABC Film Syndication series, in six major markets beginning July 1. Stations to carry the programs are WMAR-TV Milwaukee; WEWS (TV) Cleveland; WSBF (TV) Chicago; KSTP-TV Minneapolis; WFLF-TV Philadelphia and KGO-TV San Francisco.

John Morell, Ottumwa, Iowa (Red Heart dog food), planning to use another week starting July 18 for television campaign to children, using minutes and station breaks around children's shows in 133 markets. In addition to that campaign, Morell Agency, N. W. Ayer & Son, N. Y., is contemplating still another TV week or possibly two-week blast in August in about same number of markets but not necessarily same stations.

TreeSweet Products Co., Santa Ana, Calif. (TreeSweet frozen fruit juices), June 1 starts TV spot announcement campaign on 13 stations in L. A., Detroit, Cleveland and Indianapolis markets for 13 weeks, using average of one spot daily on each station. Agency: BBDO, N. Y.

American Brewing Co., New Orleans (Regal Beer), is using radio musical spot announcements on 50 stations in three southern states. Schedule is being placed by Tracy-Locke Co., Dallas. A TV campaign is also being prepared.

NETWORK NEW BUSINESS

Miles California Co., Los Angeles (Alka-Seltzer and One-A-Day Brand Vitamins), starts Here's the Answer on 51 Don Lee Broadcasting System and Arizona stations, Mon.-Fri., 4:30-4:45 p.m. PDT, for 52 weeks from July 5. Agency: Geoffrey Wade Adv., Hollywood.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes), has signed for two participations weekly on CBS-TV's The Morning Show (Mon.-Fri., 7-9 a.m. EDT), starting tomorrow (Tuesday) and continuing through balance of year. Agency: William Esty Co., N. Y.

Wine Corp. of America (Mogen David wine) slated to move sponsorship of half-hour Dollar a Second from DuMont TV Network to ABC-TV this fall, probably for Friday night presentation. Agency: Weiss & Geller, N. Y.

A&A PEOPLE


Roy Campbell, vice president and director, Foote, Cone & Belding, N. Y., transfers to Los Angeles as marketing consultant to agency's four western offices.

Sander Heyman has resigned as president of Enterprise Adv. Agency Inc., Los Angeles. Edward R. McNellis, agency radio-TV director, assumes duties as head of the agency.


Richard H. Talmadge, formerly vice president, Gordon Baird Assoc., N. Y., appointed vice president and account head, Lewin, Williams & Saylor Inc., same city.


Neal Gilliatt, vice president, McCormick-Erickson Inc., appointed assistant manager of Chicago office.

Philip Heyman, art director, Theodore H. Sengall Adv., San Francisco, named vice president in charge of visual media.


Robert Blackburn, formerly vice president, MacFarland, Avrade & Co., Chicago, appointed creative director of Clinton E. Frank Inc., there.


William Mathesius, formerly with Silcox Co., to Paris & Peart, N. Y., as account executive.

Herb H. Rabke, previously with J. D. Tarcher Co. and Harry B. Cohen Agency, N. Y., to Product Services Inc., N. Y., advertising agency, as comptroller and general manager.

Wright Nodine, Geyer Inc. merchandising division, named account executive.

Charles McKinney, formerly TV director of marketing and merchandising, Raytheon Mfg. Co., Chicago, named associate manager, McCrathy Co., same city.
COLORVISION FILM PROCESS DISCLOSED

New additive process of color photography, using black-and-white film with regular 35mm camera and Colorvision unit, is said to be inexpensive and quick.

NEW additive process of color photography claimed to be both economical and speedy—and designed primarily for color television—was demonstrated by Colorvision Inc., Los Angeles, at a special press showing in that city Monday.

In an experimental laboratory for the past four years, the system uses ordinary black-and-white film, making three color separations, as in graphic arts, on one frame of 35mm film.

Shooting with a Colorvision camera unit, to which any 35mm motion picture camera can be attached, requires no extra lighting, according to Lawrence F. Brunswick, optical engineer, and co-inventor. He cited savings in film, processing and time.

He described Colorvision as "a method of photographing in full color on black-and-white film with ordinary black-and-white processing and in camera color on black-and-white lighting levels, which produces a picture exceedingly well suited for full color tv transmission."

The test film, on a motion picture screen, was slightly overcast and lacked contrast, but he said engineers can clear up those conditions on tv. However, films for tv transmission are required to be of low contrast, he reminded.

Firms working on the test film included John H. Ransom Labs; Filmoverts of Hollywood and Consolidated Film Industries. Karl Freund directed.

Colors Kept Separate

The Colorvision camera unit, by which the three colors—red, green, blue—are separated, was attached to a Mitchell 35mm motion picture camera for the proof demonstration. The colors are broken down in the primaries of the original photograph with separation maintained until final assembly on the tv set.

Estimating increased costs over black-and-white at $750 per half-hour show, President Harold V. Lee said Colorvision is ready to go into production of the process on a lease basis. He pointed out that under the Colorvision process will be only approximately 5% more than that for turning out a black-and-white tv film.

Although Colorvision is currently concentrating on color tv, the system could be adapted for use by motion picture producers too, it was pointed out by engineers.

CBS-TV Newsfilm Service Acquired by WTOP-TV

SIGNING of WTOP-TV Washington, as the most recent station-client of CBS-TV Newsfilm has been announced jointly by John Hayes, president of WTOP-TV and Wilbur S. Edwards, general sales manager of CBS-TV Film Sales.

Present also at the signing in Washington were Elmer Lower, CBS-TV director of news and public affairs; Eric Sevareid, Washington correspondent for the network, and George P. Hartford, vice president of television for WTOP-TV.

Mr. Hartford expressed gratification at acquiring CBS-TV Newsfilm service, pointing out that "viewers in the world's news capital deserve the best in news."

Newsfilm service to clients features exclusive recorded news commentaries by network newsmen around the world. It also includes specialized features, such as a week-end news review; a weekly news quiz show; a special map service; an exclusive "title service"; station advisory service and special merchandising and promotion campaign aids, and special interest coverage by 250 Newsfilm camera correspondents in 50 countries on request of individual stations.

Actor Ireland Gets Loyalty Satisfaction

ACTOR John Ireland received a "substantial" cash settlement and a signed statement clearing him of any suspicion of disloyalty for which he agreed to withdraw his $1,756,000 breach of contract and slander suit against Television Programs of America, Norvin Productions, producer Leon Fromkess, TPA President Milton Gordon, TPA Vice President Mickey Silliman and others.

Suit, filed in 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 title role in Ellery Queen tv film series. Amendment of the complaint was filed earlier this month [B*T, May 10] in which the actor stated his contract was with Norvin Productions, with TPA and Mr. Fromkess guaranteeing the finances.

STOCKHOLDERS of Vitapix Corp. elected a new board and officers Thursday at a meeting held at the Congress Hotel, Chicago, John E. Fetzer, W2K0-TV Kalamazoo, Mich., was elected chairman, and Frank Mullen president.

Three film projects will run $1 million in bookings, stockholders were told. These include Vitapix Princess Theatre, produced by Burt Balaban, and distributed in London, Germany and Italy; American Legion Hollywood wrestling and Johnny Mack Brown westerns.

Officers elected, besides Messrs. Fetzer and Mullen, were Robert Wormhoudt, Edward Koenig Jr., William Broidy, vice presidents; Horace L. Lohnes, secretary; Don Campbell, treasurer; Paul O. O'Bryan, assistant secretary and assistant treasurer.


Stanley Boynton Jr. of Detroit also attended the board meeting. His father is Detroit sales representative for Vitapix.

Motion Pictures for TV Plans New Telefilm Series

PLANS for the production of a new, five-day-a-week telefilm series, based on the King Features newspaper strip, The Heart of Juliet Jones, were announced last week by Edward D. Madden, vice president-general manager of Motion Pictures for Television's film syndication division.

Pilot film of the new series will be available within three weeks.

VITAPIX ELECTS FETZER, MULLEN
Screen Gems Compares Color Processes Over C-C Tv

CLOSED-CIRCUIT color telecast over NBC-Tv was held a fortnight ago to show commercial products filmed under identical conditions in the various color film processes by Screen Gems Inc. The Screen Gems tests were made in 16mm Kodachrome; 35mm Eastman negatives reduced to 16mm positives, and 35mm technicolor three-strip process reduced to 16mm dye transfer.

The demonstration was attended by executives of 27 advertising agencies, who witnessed 55 products of their clients during the color telecast. M. Peter Keane, technical director of Screen Gems, who conducted the demonstration, reported that his company had reached the following conclusions:

(1) For the lowest cost, original Kodachrome (or Anseco) without sound track and without superimposed titles or optical effects may be used; (2) if release prints, superimposed titles and optical effects are needed, Eastman negative-positive with sound track may be used; (3) Technicolor dye-transfer three strip process permits use of all current black-and-white production techniques, and (4) cost of quantity release prints are lowest in Technicolor, a bit higher in Eastman Kodak negative-positive and highest in Kodachrome.

Washington Video Releases Documentary on Tornadoes

GEORGE JOHNSTON, president of Washington Video Productions, Washington, D.C., has announced the release of a new documentary exploring the destructive forces of a tornado titled "The Wind and the Fury." The 15-minute 16mm film, available for television showing, was shot in color for the National Board of Fire Underwriters, N.Y.

The production was filmed on location at Waco, Tex.; Columbus, Ga.; Flint, Mich., and Worcester, Mass., where tornadoes did serious damage last year. Tape recordings of tornado victims comprise a large part of the commentary. The film had its tv preview on KTBC-TV Austin, Tex., May 11, one year after the Waco tornado.

"The Wind and the Fury" was directed by Mr. Johnston. Narration was written by George Stoney. The film was narrated by Willis Conover.

FILM SALES


Guild Films Co. reports 10 new sales on Lib-erace show, raising total markets to 185. Latest sales were for showing of half-hour film program over KFBC-TV Cheyenne, Wyo., WEEU-TV Reading, Pa., WSEE (TV) Erie, WBOC-TV Salisbury, Md., KTXL-Tv San Angelo, Tex., KFJX-TV Grand Junction, Colo., KOB-Tv Albuquerque, N.M., KDKV-TV Missoula, Mont., KLIX-TV Twin Falls, Idaho, and WTHI-TV Terre Haute, Ind.

United Television Programs Inc. has sold the Waterfront series to KARK-Tv Little Rock, Ark., and KCBD-Tv Lubbock, for 52 weeks starting July 15 and about Sept. 1, respectively, with WPAN-Tv Dallas receiving effective June 1 for one year. KCBD-Tv also purchased The Lone Wolf series for 52 weeks starting around Sept. 1. That series also was acquired by Robert Wesley & Assoc., Chicago, for Burton-Dixie Mattress Co., that city, on WGN-Tv.

The distribution firm in addition reports KRON-Tv San Francisco contracted for 13 Heart of the City tv films. Four additional films in Royal Playhouse were acquired by WDSU-Tv New Orleans, starting June 1. KYTV (TV) Springfield, Mo., bought a three show package of Lone Wolf and The Ruggles, starting June 5 and 6 respectively, both 22 weeks; and Rocky Jones. Space Ranger, to start on or before June 6 for 26 weeks.

WBBM-Tv Chicago, has contracted with Louis Weiss & Co., Los Angeles for two consecutive runs rights to 26 half hour Craig Kennedy Criminalologist over a one year period. The 16-episode adventure serial, Black Coin, has been sold for a five times weekly run on WWJ-Tv Detroit.

CBS-Tv Film Sales reports sales of The Gene Autry Show film series to Quality Bakers of America, over WSBT-Tv South Bend; Meadowgold, over KFEL-Tv Denver; Shaw Bros. Jewelry, over WBBM-Tv Chicago; Brookshire ice cream. over WTOK-Tv Meridian, Miss.; Heath's bakery, over WHJL-Tv Johnson City, Tenn., and Galien Kamp shoes, for partial sponsorship over KNXT (TV) Los Angeles.

FILM DISTRIBUTION

Stuart Reynolds Productions, Hollywood, has concluded negotiations with Elizabeth Barry Enterprises to distribute Kid-Flite to Moonland, quarter-hour color puppet tv film series, with a fall release date scheduled. Miss Barry, former eastern agency producer, has completed the $51,000 pilot film in addition to 49 songs and 52 scripts. Filming, with Mr. Reynolds as associate producer, starts following his return from New York where he expects to finalize a deal with a sponsor on a national basis. Aaron Rothenberg has been signed to handle all merchandising on the series.

Sportvision Inc., S. F., delayed sports tv film company, (B&T, Feb. 8) forms national sales organization with Al J. Madden, northern California manager, Ziv Radio Productions, as sales manager. Alfred D. LaVine named midwest sales manager, with Stevens Pictures, Dallas, to represent Sportvision in southern and south-west states.

Wickham Films, Glendale, Calif., has completed eight quarter-hour films in new Sports Mirror tv series, based on interviews with sports' ce-

Ziv Adds Spanish

ZIV Television Programs' film shows now speak Spanish. President John L. Sinn reported last week that new sound tracks, in Spanish, have been added to Ziv-syndicated shows. These include Favorite Story, The Unexpected, Boston Blackie, Cisco Kid, and Yesterday's Newsreel. Ziv programs in Spanish currently are sponsored in a number of Latin American cities, including Mexico City, Havana, Caracas and San Juan.

The Quint Cities 5 CITIES—2 COUNTIES the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it. WOC, the Quirt city station, in the heart of this rich, agricultural and industrial area, a market with money in its pockets ... a market blanketed by WOC.

The Quirt city area is ideal for test campaigns. Five cities combined into one metropolis, thousands of rural listeners. Select WOC for successful sales campaigns.

Get the facts from your nearest F & P office ... or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

Broadcasting • Telecasting

May 31, 1954 • Page 71
Ibribles, which George Bagnall & Assoc., Beverly Hills, will distribute.

FILM PRODUCTION

Screen Gems Inc., Hollywood, is going ahead with production on Captain Midnight TV film series, following approval of Wander Co., Chicago (Ovalino) as the first two half-hour films, according to production executive Fred Briskin. Richard Webb stars in the title role with Sid Melson as Iky, the mechanic, and Alan Soule as Tut, the scientist. George Bilson is producer with Ross Laderman, director.

Snader Productions Inc., Hollywood, is reading two new half-hour TV series for September distribution, according to President Louis D. Snader. A musical series will feature Victor Young as director of the orchestra and choral group in addition to utilizing his services as composer-arranger. The group of 39 films will also feature singer Luelle Norman and a dancing group to be announced. Le Roy Prinz, former Warner Bros. dance director, is set as director. Situation comedy series is set to go before the cameras with Jack McElroy starring. Harold Daniels directing and Hal Finnberg writing the scripts.

Gross-Krause Inc., Hollywood, is shooting a new series of TV film commercials for Lever Bros. (Rinso and Pepsodent). McCann-Erickson Inc. is agency for Pepsodent and Hewitt, Ogilvy, Benson & Mather, agency on Rinso.

Adrian Weiss Productions, Hollywood, is reading an additional 26 Craig Kennedy Criminologist half-hour programs for syndication by Louis Weiss & Co. this fall.

APRIL NETWORK TIME SALES RISE

PIB reports first quarter radio-TV time sales up 19.7%, April sales up 18.1% over 1953 periods. TV network billing has risen while radio network billing is down.

COMBINED gross time sales of the nationwide radio and TV networks in April amounted to $37,787,167, according to data compiled by Publishers Information Bureau. The sum is 18.1% above the $31,993,216 combined radio-TV network gross for April 1953.

For the first four months of 1954, the gross time sales of the four radio and four TV networks totaled $151,571,562, PIB reported, up 19.7% from the $126,883,420 gross for the like period last year.

Billings of the TV networks so far this year are running better than 40% ahead of a year ago, showing gains of 43.6% for April and 44.0% for the January-April period in comparison to the same month and four-month span of 1953. The radio networks, contrarily, are running behind 1953 in billings, with decreases of 13.8% for April and of 6.8% for January-April 1954 compared to the same periods of 1953.

PIB reported on gross time sales, network by network, for radio and TV, for January-April, 1954 and 1953, as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>APRIL 1954</th>
<th>JANUARY 1954</th>
<th>JANUARY 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,367,636</td>
<td>$1,178,427</td>
<td>$1,062,193</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,076,027</td>
<td>$1,058,392</td>
<td>$1,010,668</td>
</tr>
<tr>
<td>NBC</td>
<td>$687,641</td>
<td>$637,333</td>
<td>$680,589</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$5,121,284</td>
<td>$3,874,152</td>
<td>$3,753,440</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK TELEVISION</th>
<th>APRIL 1954</th>
<th>JANUARY 1954</th>
<th>JANUARY 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$5,554,484</td>
<td>$3,140,579</td>
<td>$3,528,798</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,031,640</td>
<td>$1,077,768</td>
<td>$1,031,067</td>
</tr>
<tr>
<td>NBC</td>
<td>$783,283</td>
<td>$814,961</td>
<td>$806,256</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$8,369,367</td>
<td>$5,033,308</td>
<td>$5,366,051</td>
</tr>
</tbody>
</table>

Soulful Statisticians

CONCLUSION that "at least in the initial, novelty period, one of color's biggest effects apparently will be to strengthen weak shows," is reported by Scherwin Research Corp. Audience tests of two editions of a program in both black-and-white and color showed that the first one, well liked in monochrome, gained no additional interest in color; the second, poorly received in monochrome, picked up in color to almost the level of the first one, the research firm said.

The report summarizes the uncritical attitude of today's color viewers in this paragraph of Gellert Burgess's rhyme:

"I never saw a purple show, I never hope to see one; But if it is on video, At least it is a free one."

Listener Activities Classified by WOR

LISTENING research studies have begun to inquire into the place as well as the time of listening, the recent Politz Study (B/T, Dec. 14, 1953) emphasizing this factor in concluding that the fact people can listen to the radio while doing something else is one of the medium's strongest selling points.

Carrying this type of research a step further, Robert M. Hoffman, research director of WOR New York, commissioned Pulse to determine what people were doing as they listened to WOR programs during the day. Some Pulse findings were:

8:15-9 a.m., listeners to Dorothy and Dick were divided: 49.7% eating or serving food; 40% washing dishes or cleaning in the kitchen; 20.5% preparing food; 12.3% making beds; 9.7% cleaning outside the kitchen; 8.7% ironing; 7.2% just listening. (Multiple responses take the total to more than 100%)

9:30-10 a.m., 40.4% of the audience of McCann's at Home were still washing dishes or cleaning in the kitchen, but 39.3% were cleaning house in other rooms; 23.5% were making beds; 20.2% were sewing, mending or knitting; 18.5% were ironing; 16% were preparing food; 11.8% eating or serving food.

By Radio Playhouse time (3-5 p.m.), 25.8% of WOR's listeners were caught up with their household chores and just listening; 28.1% were getting things started for dinner; 26.6% were sewing, mending or knitting; 25% were finishing their ironing; 18.7% were tending children; 11.7% were house cleaning outside the kitchen and 9.4% were busy with kitchen chores.

Information like this, Mr. Hoffman said, would be read in the Household and Office Research Report, a new service_pulse, for advertisers.

Classics at Night

CLASSICAL and semicalssical music is preferred to popular selections by a majority of the listeners to Music Till Dawn, all-night show sponsored by American Airlines on six major CBS Radio outlets and one NBC Radio outlet.

Listeners were polled by a "Request Week" on the six CBS Radio stations—WEEI Boston, WBBM Chicago, KNX Los Angeles, WCBS New York, KCBS San Francisco and WTOP Washington. The show goes on the air on WWJ Detroit, an NBC affiliate.

Of the 4,000 replies to the show's request that listeners recommend music selections, 2,700 asked for classical selections, 1,070 for semicalssical and 600 for popular. Men sent in 53.5% of the requests, women the other 46.5%. Nearly 40% indicated they were students. WCBS received the greatest number of letters—600—of which about half were from New York State and the rest from Cuba, Canada and 24 states.

Music Till Dawn completed a year on the six CBS Radio stations in April, at which time it was added on WWJ. It features recorded music, commercials and news.

Hold the Phone!

Before you complete your summer ad plans, get the facts about...

Operation Sunburst

Dynamic $100,000 summer sales promotion for Crosley Group Advertisers

Watch for the Big Announcement!
may be of great value to advertisers, for it enables them to broadcast their sales messages at the point of use, the most strategic moment. When a housewife is up to her elbows in suds it is an ideal time to sell her a dishwashing machine or a dishwashing compound; a sales talk for fitted sheets would be best received while she is washing with bedmaking, he noted.

"Radio is the only advertising medium which can reach and sell people while they're doing other things," Gordon Gray, General Teleradio vice president in charge of WOR, said. This ability explains why radio audiences will maintain their high level and be an effective advertising medium—"if used properly. Here at WOR we feel that the emphasis should be on this type of qualitative investigation rather than looking at merely the ratings for a particular program."

'Lucy' Tops ARB; Army Hearings Score

THE I Love Lucy show, occupying first place, is the first regularly scheduled program this season to reach 50 million individual fans, according to the American Research Bureau's survey for May based on May 1-7 viewing. Although not scoring in the first 10, the McCarthy-Army hearings had an unduplicated rating of 35.7, reaching approximately 20,400,000 people, according to the survey. The Kentucky Derby enlisted more attention this year than last and attained a rating of 30.7, with nearly 14,500,000 viewers. Listings:

**First Quarter Output Of Sets Below '53**

DURING the first four months of this year, 1,904,718 television and 3,326,800 radio sets were manufactured, Radio-Electronics-Tv Mfrs. Assn. announces today (Monday).

The tv set figures compared with 2,827,821 for the 1953 and 1,647,708 for the 1952 periods, and the radio figure compared to 4,993,720 for the 1953 and 4,863,456 for the 1952 periods.

Tv set production in April, a four-week month, was 457,608, compared to 599,606 in March and 567,878 in April a year earlier. April radio set production totaled 745,235, compared with the five-week March 1954 figure of 940,352, and 1,158,936 sets in April of last year.

Of the nearly two million tv sets produced in 1954's first four months, 450,262 had uhf tuners, including 112,833 manufactured in April. Of radios produced in April, 14,008 had fm tuners and 2,578 tv sets had fm circuits, RETMA said.

March Radio Shipments Up, First Quarter Below '53

SHIPMENTS of radio sets to dealers totaled 418,997 for March, compared to 291,234 sets in February, Radio-Electronics-Tv Mfrs. Assn. reported last week. During the first quarter 984,767 radios went to dealers, compared with 1,599,327 for the similar 1953 period, RETMA said. Shipment of non-auto radio sets by states for the first quarter are shown in the table below:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>11,925</td>
<td>Neb.</td>
<td>6,145</td>
</tr>
<tr>
<td>Ark.</td>
<td>5,017</td>
<td>N. H.</td>
<td>8,797</td>
</tr>
<tr>
<td>Calif.</td>
<td>7,832</td>
<td>N. C.</td>
<td>2,314</td>
</tr>
<tr>
<td>Colo.</td>
<td>6,061</td>
<td>N. Mex.</td>
<td>2,982</td>
</tr>
<tr>
<td>Conn.</td>
<td>16,630</td>
<td>N. Y.</td>
<td>183,708</td>
</tr>
<tr>
<td>Del.</td>
<td>2,003</td>
<td>N. D.</td>
<td>17,043</td>
</tr>
<tr>
<td>D. C.</td>
<td>11,300</td>
<td>N. Dak.</td>
<td>2,825</td>
</tr>
<tr>
<td>Fla.</td>
<td>19,846</td>
<td>Ohio</td>
<td>57,530</td>
</tr>
<tr>
<td>Ga.</td>
<td>12,796</td>
<td>Okla.</td>
<td>8,304</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,834</td>
<td>Ore.</td>
<td>6,451</td>
</tr>
<tr>
<td>Ill.</td>
<td>70,280</td>
<td>Pa.</td>
<td>60,205</td>
</tr>
<tr>
<td>Ind.</td>
<td>18,346</td>
<td>R. I.</td>
<td>3,571</td>
</tr>
<tr>
<td>Iowa</td>
<td>12,117</td>
<td>S. C.</td>
<td>7,012</td>
</tr>
<tr>
<td>Kans.</td>
<td>7,956</td>
<td>S. Dak.</td>
<td>6,035</td>
</tr>
<tr>
<td>Ky.</td>
<td>12,010</td>
<td>Tenn.</td>
<td>18,073</td>
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<tr>
<td>La.</td>
<td>3,946</td>
<td>Tex.</td>
<td>30,498</td>
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<tr>
<td>Me.</td>
<td>2,949</td>
<td>Utah</td>
<td>2,939</td>
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<tr>
<td>Md.</td>
<td>18,874</td>
<td>Vt.</td>
<td>1,038</td>
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<tr>
<td>Mass.</td>
<td>35,053</td>
<td>Va.</td>
<td>14,712</td>
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<tr>
<td>Mich.</td>
<td>45,259</td>
<td>Wash.</td>
<td>13,193</td>
</tr>
<tr>
<td>Miss.</td>
<td>8,356</td>
<td>W. Va.</td>
<td>7,210</td>
</tr>
<tr>
<td>Mo.</td>
<td>20,061</td>
<td>Wis.</td>
<td>19,174</td>
</tr>
<tr>
<td>Mont.</td>
<td>3,024</td>
<td>Wisc.</td>
<td>1,357</td>
</tr>
</tbody>
</table>

**The Best Music in America**

A repertory of distinction and an outstanding Transcribed Library

**SESAC INC.**

475 Fifth Avenue

New York 17, N.Y.

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**'Lux Theatre' on Top Of Nielsen Radio Survey**

SEVEN CBS Radio programs, with Lux Radio Theatre in first place, lead the National Nielsen Ratings of evening, once-a-week programs based on an April 18-24 survey:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Average</th>
<th>listeners (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>7,733</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jackie Benny Show (CBS)</td>
<td>3,592</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n' Andy (CBS)</td>
<td>3,496</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny (CBS)</td>
<td>3,079</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Bing Crosby Show (CBS)</td>
<td>2,659</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Our Miss Brooks (CBS)</td>
<td>2,518</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>2,692</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dragnet (NBC)</td>
<td>2,496</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>2,169</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>You Bet Your Life (NBC)</td>
<td>2,169</td>
<td></td>
</tr>
</tbody>
</table>

**Ratings, 6-13 Area**

(Average for all programs) (1,539)

1. Arthur Godfrey (TONY) (CBS) 2,472
2. Arthur Godfrey (Leroy) (CBS) 2,458
3. Romance of Helen Trent (CBS) 2,319
4. Our Gal, Sunday (CBS) 2,829
5. Aunt Jemima (CBS) 2,319
6. Pepper Young's Family (NBC) 2,192
7. Arthur Godfrey (Star-klai) (CBS) 2,239
8. Backstage Wife (NBC) 2,192
9. Wendy Warren and the News (NBC) 2,192
10. Stella Dallas (NBC) 2,192

Day, Saturday (Average for all programs) 1129.5

1. Shadow, The (Mutual) 1,139
2. Cecil Brown Commentary (Mutual) 1,493
3. Coca Cola (Mutual) 1,239

Day, Saturday (Average for all programs) 11290

1. Stars Over Hollywood (CBS) 1,773
2. Bill Shedd and the News (CBS) 1,633
3. Robert Q. Lewis (Mutual-Boy) (CBS) 1,399

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167 STATIONS BUY WORLD'S NEW PLAN

World's new ComET plan provides an hour-long, name-talent, open-end program five days a week, says Pierre Weis, general manager.

A NEW PLAN offering a name-talent, hour-long open-end program five days a week as part of World Broadcasting System's regular library service was announced last week by Pierre Weis, WBS general manager, during the NARTB convention.

Called the World ComET plan (for "complete electrical transcription"), the new series now is available for fall selling, Mr. Weis said. He reported that 167 stations had been signed for World service and the new ComET plan in presentations to a "limited number of stations" during the past five weeks.

Mr. Weis stressed that ComET provides a new show each day, five days a week. "That's 200 hours, 1,040 quarter-hours a year of big name programming," he said. "Each full hour show has 15 spot availabilities, or 75 per week. In addition, the World subscriber gets a complete promotional kit containing talent photos and captions, news releases, clever caricatures for entertainment page publicity breaks, posters and sales aids.

"And the World subscriber gets all this free of talent or program charges. There is a nominal charge of a dollar an hour for each transcription disc which partially defrays the cost of manufacturing the discs."

If sold on a regular charge basis, Mr. Weis said, the program would cost around $15,000 in a town of about 150,000; $7,800 in a town of 75,000; $6,500 in a town of 50,000, and $1,500 in a town of 5,000 to 10,000.

Mr. Weis said, "World can make this long needed plan available to its affiliates because of the 1,000-plus subscribers which it got without such a plan. . . . It is because we have sufficient budget, because we are servicing 1,000 stations that we can make available in a bigger and better way this World ComET plan which every station has been asking for, for so long."

KONY Phoenix has renewed for three years its affiliation with World Broadcasting System, thus becoming World's oldest subscriber. The three-year contract will run out 25 years with World. L to r: James Weathers, WBS representative, discusses the company's new ComET plan for affiliates with Albert Johnson, KONY manager, and J. R. Williams, program director of the Phoenix outlet.

Muzak Opens Franchises In Expansion Program

BROADCASTERS are to be given first chance to acquire exclusive Muzak franchises in virtually all U. S. cities of 50,000 or more, Muzak Corp. said last week in revealing details of the company's plan for large scale expansion across the nation (At Deadline, May 24).

Formerly restricted to markets of 200,000 or more, Muzak is basing its plans for expansion on its development of a magnetic tape playback instrument which, the company explained, "automatically starts, stops, pre-selects specialized as desired, reverses itself and changes tracks, automatically rewinding, shutting itself off and cutting on a companion tape mechanism—a process which with a bank of these Muzak machines may be continued ad infinitum."

In tests, Muzak tapes have been run through the new mechanism repeatedly more than 5,000 times with no signs of deterioration, wear or strain, Muzak reported. Additional tests of the synchro-clock mechanism have shown it accurate to within two seconds, it was stated.

For about 20 years, Muzak has been supplying background music for restaurants, hotels, clubs, retail stores, and factories. The high cost of maintaining manual disc turntable operation, among other factors, has hitherto kept the Muzak service limited to major markets of 200,000 or more. The new automatic high fidelity tape operation has now cut costs to the point that the company's background music service is now feasible in smaller communities, Muzak believes.

Muzak's library of more than 7,000 selections, all recorded expressly for background use, is considered so valuable that the company is safeguarding it against piracy with a new watermarking process which entails the use of subsonic harmonies to impress the Muzak trademark on each selection in such a way that the watermark cannot be eliminated without also blanking out the music. Patents are pending on this and other Muzak electronic devices, the company said.

Muzak plans to herald its expansion plans and the new mechanism which makes them possible with a national advertising and publicity campaign built around the slogan, "Now you can have Muzak wherever you go." Details of the advertising-publicity campaign are now being developed by St. Georges & Keyes, New York, Muzak agency.

Zenith, WOR-TV Start Phonevision Testing

Chicago specialists join New York crews in starting test transmissions of the pay-see tv system in engineering check.

PLANS for a wide-scale Phonevision test in cooperation with WOR-TV New York beginning today (Monday) were announced Friday by Zenith Radio Corp.

A team of 15 Phonevision specialists from Chicago will join nine technicians from Zenith's New York office under the direction of Dr. Alexander Ellett, its research vice president. Purpose of the experiment is to check engineering factors through use of a high-power transmitter in the New York metropolitan area.

Dr. Ellett stressed that the experiments are solely in the interest of research and not to be construed in the nature of a mass audience test similar to that conducted in Chicago in 1951. Announcement of the test was made weeks ago. Zenith will maintain headquarters at the Hotel New Yorker and service facilities at 527 W. 34th St. The engineering staff will be divided into seven field crews. In the initial two-week test, engineers will check Phonevision reception in 150-200 test homes as far north as Hartford and through the south Jersey area.

The test will have no effect on WOR-TV's regular signal, running 9 a.m. to 4 p.m. this week. This particular test will utilize a system whereby decoding information is carried as part of the regular WOR-TV signal, without use of any telephone circuits.

The signal cannot be received clearly on conventional receivers, with or without sound scrambled during programming. Each one of the tv receivers used will have its own private code, it was explained.

The engineering group will check fringe areas, apartment house master antenna systems and buildings where only indoor antennas are permitted.

'Shorty Tunes' Are New Standard Radio Feature

STANDARD Radio Transcription Services Inc., Chicago, will re-enter the music production field with a monthly package of 20 Shorty Tunes, each 11 1/2 minutes long, Milton M. Blink, president, announced last week.

Standard has not been in production since it began selling its music library outright to stations.

The new Shorty Tunes will be instrumental...
Glennagers, Angeles H. and manage Hollywood Mathews, general distribution firm. named bia Pictures Inc., formerly with Columbia... Capitols manager. Spade producer today full stock interest Spivak distribution sent soon by Lawrence Welk be... numbers, arranged especially for the 1½ minute playing times. The monthly package of 20 tunes, on two 12-inch, 33 1/3 rpm pressings, will be sold outright. Sale contracts for the series will be written with 60-day cancellation clauses. Present owners of the basic Standard library, as well as those buying it in the future, will be given a reduced rate for the Shorty Tunes, Mr. Blink said.

A sample recording of 10 Shorty Tunes, made by Lawrence Welk and his orchestra, will be sent soon to about 1,000 stations. Regular distribution of the series will begin next September, Mr. Blink reported.

Spivak Sells Mercury Stock

LAWRENCE E. SPIVAK has disposed of his stock interest in Mercury Publications, of which he has been president and publisher, to devote full time to his radio-tv interests, he announced today (Monday). Mr. Spivak is owner and producer of several programs, including Meet the Press and the Big Issue.

PROGRAM SERVICES PEOPLE

Glenn E. Miller, president, Glenn E. Miller Productions, Beverly Hills, in addition joins Spade Cooley Enterprises, that city (radio, tv, records, promotion-merchandising), as general manager.


James W. Bayless, general plant manager, Capitol Records Inc., Hollywood, elected a vice president.

Al J. Madden, northern Calif. sales manager, Ziv Radio Productions, to head of newly-created sales organization, Sportvision Inc., San Francisco.

Robert T. Sheeran, United Press divisional representative, named manager, UP Boston Bureau [BPT, May 24].

Sam Greller, formerly with Columbia Pictures Inc., named assistant supervisor of sales for Fortune Features Inc., N. Y., tv film distribution firm.


H. J. Kells, recently national sales manager, Los Angeles Drug Co., to Television Programs of America, N. Y., as account executive for Mountain States area headquartered in Denver.

Robert Howard, formerly NBC western manager, national spot radio and tv sales, to Hillman-Oakley Inc., Beverly Hills program packagers, as sales manager.


Hank Leeds, independent radio and tv packager, and Jean Harrison Leeds, president, Harrison Productions, N. Y., radio and tv commercial production company, parents of daughter, Liza Beth, May 12.

No More Groping...

NEW MODEL C "BALANCED" TRIPOD HEAD gives you correct center of gravity in a Flash!

No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!
**TRADING-SALES IS TOP ISSUE AT 'TRIBUNE' FORUM**

Ben Duffy, BBDO president, says advertising campaigns no longer can be conducted without adequate research.

**VIEWS on whether advertising should be responsible to sales and how elimination of excess profits tax will affect advertising, emerged as significant issues in last fortnight's fifth annual Chicago Tribune distribution and advertising forum.**

The sessions were held in the WGN Chicago audience studios. They comprised a number of top industry executives, including Edgar Kobak, president of the Advertising Research Foundation; Fairfax Cone, president of Foote, Cone & Belding, and Ben Duffy, BBDO president. The forum was divided into three panel discussions.

Meyer Kestenbaum, president of Hart Schaffner & Marx, felt the removal of the excess profits tax would mean a return to the "proper evaluation" of advertising expenditures.

Mr. Kobak noted there had been a lot of "tax money" for advertising in recent years but felt the situation would straighten itself out within the next two years. He presided over a panel on "Management Looks at Distribution and Advertising" last Tuesday. Mr. Kobak added that sometimes companies "oughta do it (advertise) before they gotta do it."

Mr. Cone, serving as moderator of another panel, opined that advertising applied to products turned out by mass production has put the national brand in the driver's seat as a major factor in today's economy. "The major competition now is between advertisers and advertising," he stated.

Yardsticks of Ease, Speed

Mr. Duffy pointed out that advertising campaigns no longer can be conducted without adequate research. The yardsticks of ease and speed of new products determine whether the products contribute to a higher standard of living, was the subject of that particular panel.

George H. Brown, professor of marketing at the University of Chicago, said he thought goods weren't being marketed "nine-tenths" as well as they could. He proposed that "if the FCC would license television channels for the purpose of delivering commercial messages only, the cost of lower in talent and time might enable television to be used to reduce the cost of retailing in a fashion similar to the mail order catalog."

Advertising should be done on a continuing basis and not "in fits and starts," according to W. Paul Jones, president of Servel Inc. He debated the question whether a firm's advertising budget should be based on a percentage of sales, market investments, M. P. Beckles, International Harvester Co., claimed that "right now sales needs advertising more than it ever has in the past. Advertising must help sales if it is to be effective."

George Foerster, Amana Refrigerator Inc., felt ad expenditures should be pegged on a percentage of sales over a long range.

Henry C. Bougie, vice president of Zenith Radio Corp., urged more efficient advertising to "pre-sell" products. He noted there has been a "tremendous change" in public relations through the years and claimed it is so broad that it cuts across many fields, including engineering at Zenith.

On the agency level, George H. Hartman, president of George H. Hartman Co., claimed that the penalty for mistakes in advertising has been increased because of the complexity of today's economy. He said: "We no longer have to sell advertising to a dubious advertiser. We must build the right advertising and sell its proper use to an eager advertiser."

Chester Miller, copy supervisor, Leo Burnett Co., said that in these fast-moving times, advertising has had to take on a heavier burden for more and faster decisions designed to encourage the public to buy.

**BAB LISTS PARTS OF SALES CLINIC**

**MAJOR elements of each of the 37 area sales clinics to be conducted by BAB between June 7 and Aug. 31 have been listed by BAB President Kevin Sweeney.**

Each clinic will have five principal components, he said, listing them as follows:

1. Half-hour transcribed "capsule" sales training course, one part dealing with fundamentals of selling and a second part with application of these fundamentals to specific problems of selling radio.

2. Demonstrations of actual sales presentations techniques and materials, using slide presentations dealing separately with each of more than a score of categories of local business.

3. Presentation of the "top 25 sales ideas of the year," along with the story of how each sale was made and with sample commercials.

4. Half-hour transcribed program on proper elements and step-by-step creation of good radio commercial copy (together with analyses of both good and bad copy).

5. Summary presentation of more than 600 different sales tools and presentations produced by BAB since last summer's sales clinics, accompanied by demonstration of specific application of the use of each category.

**NATRFD Omaha Meet Set for June 3-5**

RADIO-TV broadcasters from 19 states and the District of Columbia are expected to attend the spring meeting of the National Assn. of Television & Radio Farm Directors in Omaha June 3-5.

Major program events have been announced by Arnold W. Peterson, WOW-AM-TV Omaha, spring committee chairman.

Among the events scheduled are visits to Allied Chemical & Dye Corp.'s new $25 million plant, the Omaha stockyards, the U. of Nebraska Tractor Testing Lab, Strategic Air Command Headquarters and the Father Flanagan Home for Boys.

Little actual business will be transacted.

**CTC Approves Plan To Merge With BECC**

THE WAY was cleared May 21 to consolidate Chicago Television Council and the new Broadcast Executives Club of Chicago when the former voted unanimously for a plan to merge the two groups.

The new organization would be known as the Chicago Radio & Television Council. The proposal still needs approval by BECC. A business meeting will be called in the next fortnight by John Cory, Free & Peters, BECC president.

**Brophy, Elliott, Moley To Address AAW Convention**

**ADDITION of three more speakers at the 1954 convention of the Advertising Assn. of the West, scheduled for June 27-30 in Salt Lake City, were announced last week.**

The speakers are Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York, who will discuss "Advertising and Selling—America's Prosperity Tools for 1954"; Joseph E. Elliott, executive vice president, RCA, on radio and television in advertising, and Dr. Raymond Moley, contributing editor, Newsweek magazine.

These are in addition to previously announced Esther Latack, Chicago, director of the Con-

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**'Best Sale' Award**

BAB has announced details of its plan for a national "best sale of the month" contest under which local radio time salesmen who transact "the best radio time sale" each month will be presented with an award. Closing date for the first entries is Aug. 15, covering the best sale made in the month of July.

Entries, to be forwarded to BAB by radio station salesmen, will be judged on the basis of (1) imagination used in making the sale; (2) obstacles overcome in completing the sales, and (3) time value involved in making the sale.

A panel of judges, yet to be finalized, will include the advertising director of a top national advertiser, a vice president of a large advertising agency in terms of radio billing, editors and publishers from the radio and advertising trade press, and representatives of the Assn. of National Advertisers and the American Assn. of Advertising Agencies.
POTTER BACKS UHF TAX AID; VHF'ERS SEEK TO BE HEARD

Senate Communications Subcommittee supports a proposal that would drop the 10% excise tax of uhf receivers. Vhf operators at the NARTB convention show concern over the proposals to curtail or eliminate vhf, and decide to present their side of the story.

SOME of the heat that the uhf operators have generated on Capitol Hill [8*T, May 24] is being applied this week on a key Senate committee.

The Senate Communications Subcommittee, led by its chairman, Charles E. Potter (R-Mich.), quickly adopted a resolution last week urging the Senate Finance Committee to eliminate the 10% Federal excise tax on uhf tv sets and component parts at the manufacturing level.

Some of the resolution were distributed by Sen. Potter to members of the Finance group, which is methodically plowing through a projected oversight of the tax laws.

The Potter unit emphasized in the resolution that "many uhf sets have been received by the Senate Interstate & Foreign Commerce Committee concerning the extreme lack of uhf receiving sets in the hands of viewers."

It said the uhf hearing "revealed that the high cost for uhf sets is so that it could receive uhf signals was costly and generally troublesome." Unless action was taken now "to encourage the purchase of tv sets capable of receiving uhf signals, the miraculous media of mass communications on a truly nationwide basis may suffer a serious setback with the public interest adversely affected."

Result, the Potter group said, would be (1) loss of Federal revenue, (2) millions of jobs created by station construction and operation "will not be forthcoming," and (3) manufacturers, advertisers and salesmen would be affected indirectly.

Reminding the uhf request is Sen. Edwin C. Johnston (D-Colo.), a veteran of the legislative-broadcasting field in the Senate and a member of the Finance committee.

Sen. Johnson told B*T he expects his amendment, urging the legislators on FCC law before the Finance group this Wednesday. The amendment has the endorsement of the NARTB and the Radio-Electronics-Tv Mfrs. Assn. At the same time, Sen. Russell B. Long (D-La.) may come up with his proposal that the 10% tax be eliminated on all tv sets.

Last week, during which the Senate subcommittee took time off on its uhf study that recessed May 21 and resumes this Thursday at G-16 in the Senate wing, was more a buildup for future action than a hiatus.

In Chicago at the NARTB convention, vhf station operators took steps to broaden the hearing. Sen. Potter was lured into action by the trend of events in Washington, where uhf broadcasters asked during the hearing that Congress declare a freeze in new uhf licensing to permit time for a solution to uhf operational ills. The uhf pioneer group plans to appear before the subcommittee.

NARTB Asks Appearance
At the same time, NARTB asked for an appearance to present data to the subcommittee (see NARTB story on the hearing, page 38).

The subcommittee also may be in for more drama than it had planned. The Potter group this Wednesday was to have begun its inquiry into the uhf field. For the Senate group, it was learned, may now come head on with the controversial Edward Lamb case (see box, this page).

This week's two-day hearing already looms as a headline. All of the networks, except DuMont which stated its position earlier in the hearing, are slated for appearances. In addition, the Storer Broadcasting Co., which is contesting the FCC multiple ownership rule in the courts, is scheduled to be first on the stand.

Latest word was that George B. Storer, head of SBC, will represent the company.

Sen. Potter, it was said, was not expecting a long-drawn-out hearing. But, at the same time, he has let it be known he wants every bit of information on uhf "he can get his hands on." According to his close associates, Sen. Potter is "still very much open-minded."

The Senator also assured NARTB that no hasty decisions would be made by the subcommittee. His statement was in answer to NARTB President Harold E. Fellow's wire asking that the subcommittee hold up until all the facts are in. "That is just what the Senator intends to do," a spokesman said.

At the same time, Sen. Johnson, queried by B*T, indicated there was no hesitation on his part as to what ought to be done for uhf. His remedy goes along with a large segment of the uhf operators—put all tv into uhf.

Sen. Buildings in Colorado are the Senate at the end of this year, declared that he had recommended that the FCC place all television in the uhf as far back as five years ago.

Sen. Johnson also was critical of the "FCC leadership." He asked why FCC had not come before the subcommittee with suggestions for remedies. If the Commission would do this, Sen. Johnson said, then the Congress could offer legislative aids where needed.

Tentative list of witnesses for the Thurs-

Lamb Issue to Senate?

FCC-EDWARD LAMB dispute may erupt this week in the public forum provided by the Senate Communications Subcommittee which is hearing the uhf problem.

J. Howard McGrath, former U. S. Attorney General who has been representing Mr. Lamb in the broadcast-publisher's hassle with the Commission over the FCC's charges that Mr. Lamb misrepresented former alleged communist associations [8*T, May 17, 10], is slated as a witness this Friday before the Potter group.

Mr. Lamb has gone to court to protest the Commission's delay in conducting the public hearing of its charges. The hearing involves the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Mr. McGrath told B*T he planned to present his own views on uhf before the subcommittee. But, he asserted, he also would be heard chronologically how Mr. Lamb's attempts to obtain "three or four uhf channels" was "hampered" by the FCC delay in getting on with its charges against Mr. Lamb, described by the latter as a "smear."

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\[\text{Lamb issue to Senate?}\]
day—Friday hearing, as drawn up last Thursday, is as follows:
Friday—Ernest L. Jahnecke Jr., ABC-TV; Jack Van Volkenburg, CBS-TV; Joseph V. Hef- fernan, NBC-TV; Joseph Brenner, KBAY-TV San Francisco; Franklin C. Salisbury, attorney, Salisbury and Wall; Raymond Wilmotte, consulting engineer; J. Howard McGrath, attorney [representing Edward Lamb].

The current order of witnesses may be shuffled quite a bit. NARTB has asked for an early appearance before the subcommittee. In addition, requests to testify had been received at the last minute from a few TV station operators.

Expected to come up when the networks

testify is the bill (S 3456) introduced by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee. That measure would empower the FCC to regulate radio and TV networks. [84, May 17.]

The committee has asked FCC, the General Accounting Office and the Justice Dept. for comments on the bill. As yet, the committee has not received communications from those agencies.

Broadcasters who have been following closely the testimony of FCC members on the uhf problem were familiar with a round-robin discussion before the subcommittee at the May 21 session. The exchange was sparked by fer- vent pleas from uhf advocates that all TV be placed in the uhf band.

Comr. Fred B. Hennock held the center of the stage in that discussion when she made an impassioned statement punctuated with choked emotion and tears. That statement (from the official transcript):

"It is very difficult for me to state my prob- lem. I have tried to understand the Senate as much as the Commission.

The 381 applicants which you now per- mit and all the other applicants have dropped by the wayside, and I think there were another 40 which gives 370 or 380 people who have thought very highly of uhf.

I blame the Senate because of the Senatorial pressure. I am all for these improvements that these people talk about, but if there is any- thing in the matter with uhf, they have not told me it for five years.

We do what we mean as a Commission by sitting here and saying to these people that this is just as good as vhf and never make a distinction between the two bands, and if you want me to tell the truth, when you Senators call up this Commission and say hurry up and give us television service to our communities and give it to us tomorrow, and give it by the most unethical manner known to man, what do you mean by allowing applicants to come in on Tuesday at 5 o’clock and fill an application and not allow anybody to compete for that channel and allow the worst interests in those communities—and I do not mean disreputable necessarily, but when you allow two companies to merge and not even to let the public know what is happening to the public interest and necessity in this country and the free speech and opinion, what do you think I will say when you ask me that question?

I am ready to cry and give up and if you want to know the rest of my statement I will give it to you before I am through this hearing.

Of equal interest, but receiving less attention in news reports of that day’s proceedings, was the statement by FCC Chairman Rose H. Hyde. This, as taken from the transcript, follows in full:

During the Commission’s consideration on allocation plans, the idea of shifting the entire service to the ultra-high, so that all stations would have the same type of channel, was considered to a certain extent.

At that time, the Commission was aware of quite a large number of television sets in the hands of the consumers. By the time the report was released, the figure was about 15 million.

It was, of course, aware of the serious dislocations of service that would be involved in any general shift.

It was aware, of course, of the inconvenience that it would cause to the public.

It was, of course, aware of the impact any such move would have on a new industry just getting started.

Actually in 1952, there were still people holding the opinion that television couldn’t operate in the ultra-high and that broadcast services have traditionally operated in this country.

There were well-known people in the broad- cast field making public statements that television couldn’t survive on advertising rev- enues.

The committee has heard witnesses mention that permits for vhf stations were surrendered. There were 20 such permits surrendered. There were a larger number of applications for television permits that were withdrawn, in some instances quickly, for fear the Commission might grant a permit before the application could be withdrawn.

Now that indicates, I believe, some of the fears and some of the concern about whether television, as a service, could get started.

In that kind of a psychology, on the basis of that kind of an outlook, and with the disloca- tions I have mentioned, the Commission could hardly have undertaken a shift of this strug- gle into an undeveloped part of the spectrum.

You may say, "Why did we attempt to extend the industry into that field?"

Well, we didn’t do that without getting the advice and opinion of everyone that can be helpful, and it was done, as the testimony, which has been presented shows, on the basis of assurances that equipment, as such, would be made available as the allocation was ready for implementation; and, of course, always, the Commission had to proceed with faith and confidence in an industry which has made remark- able achievements.

The original television allocation was made on that basis.

There were many skeptics who had doubts in the workability of television not to mention its prospects as a business enterprise.

Now, I believe I mentioned that the usual experience of the first television stations to operate, the universal experience of them, was to lose money. As more and more stations got on the air and set distribution increased, the time it took for a new station to begin to make money was shortened.

That, I think, explains some of the reasons why the Commission did not make an effort to wipe the slate clean and move the whole industry up into ultra-high.

Others Asked Views

Comrs. George E. Sterling and E. M. Web- ster, present in the hearing room, also were asked by the Senators to present their views.

Comr. Sterling said that he agreed with the position expressed by Chairman Hyde earlier that day which stressed the Commission had found it necessary “to use both parts of the spectrum in order to provide the [tv] coverage necessary.”

Comr. Sterling warned that it was not possible to “generalize” about something as great in proportion as tv. “From a long term stand- point,” he said, “I do not believe there would be sufficient uhf channels to provide for nationwide competitive service. But that competition goes on the manufacturers, in response to a demand for cheaper equipment and competitive features,” will attack the problem, and smaller
communities will want inexpensive and "small power-cheap" tv outlets.

He also warned of a tendency to guarantee a particular nationwide, competitive tv service for the U. S.

Echoing agreement with Comrs. Hyde and Sterling, Comr. Webster said: "I could see no way from an engineering point of view, that you could give a country-wide television service with just the uhf band. . . . " To make a general statement that you can do it in uhf, I want somebody to come up and prove it."

In changing tv into all uhf, Comr. Webster stuck legal complications.

The transcript also shows the hearing closing on a "gracious" note that day, when Miss Hennock stated in part:

"I, personally want to thank you for your patience with me when I got a little emotional about this, but, as I say, I have taken my share of the blame, and I feel the Commission has been perfectly honest about it, and my colleagues have, from the beginning; and it is a very critical situation, and it is a very difficult one, to place at your door as a new chairman."

"I just want you to know we all think you are wonderful."

Sen. Potter: "You are gracious."

**JOHNSON DROPS BASEBALL BATTLE**

SEN. EDWIN C. JOHNSON (D-Colo.) last week abandoned his fight to divorce professional baseball from breweries and other commercial enterprises.

Sen. Johnson's statement that he was "frustrated with his plan to press for his resolution that would apply Federal anti-trust laws to any baseball club owned by a company which is itself subject to those laws, came a day after last Tuesday's hearing before a Senate Judiciary subcommittee.

Sen. Johnson said Wednesday that his primary interest in proposing his resolution was "to give a warning" to baseball and Congress that the sport's newly-guaranteed exemption from the anti-trust laws may be lost. He said he would not renew his legislative battle against big league baseball unless baseball itself got behind him.

The Colorado Senator has been in a wrangle with August A. Busch Jr., owner of the St. Louis Cardinals. Mr. Busch, appearing before the subcommittee with a battery of attorneys and tax experts, denied Sen. Johnson's charge that he is using the baseball club to promote a beer monopoly via the use of broadcasts of St. Louis games.

Mr. Busch, visibly angered by Sen. Johnson's "frustration" and the alleged use of Cardinals broadcasts sponsored by Budweiser beer (Mr. Busch is owner of Anheuser-Busch Inc., St. Louis), to further the brewery's interests. Johnson and others by saying this:

1. He would sell the Cardinals "tomorrow" if the team would be kept in St. Louis, and
2. Radio and tv rights to Cardinal games were not necessarily the exclusive property of his brewery. "If anybody wants to offer more, the bid would be considered," Mr. Busch said.

A feature of the hearing was a biting reminder from Sen. Everett M. Dirksen (R-III) that he would fight not only Sen. Johnson's resolution on the anti-trust laws but that he would do all in his power to thwart the Coloradan's bill (S 1396) which would restore baseball's rule 1 (d). The latter measure, which was given equitable approval last year, has been blocked on the Senate floor.

Sen. Dirksen told Sen. Johnson he was "going off on a tangent" and "seeing dangers and phantoms under the bed that do not exist."

Mr. Busch revealed that Budweiser was paying $300,000 for radio-tv rights to the Cardinals games (77 home contests).

**WHITEFISH BAY CH. 6 CASE BEGINS**

Countercharges of lack of good faith are exchanged by contestants, Independent TV Inc. and WMIL. The other bidder is Hearst's WISN.

HEARING conferences on Whitefish Bay's ch. 6 (Milwaukee area) opened Friday with cross-complaints of lack of good faith made by two of the three applicants.

The two complaints are WMIL Milwaukee and Independent Television Inc. The third applicant is Hearst Corp. (WISN Milwaukee).

WMIL two weeks ago asked FCC to dismiss the Independent application on the ground that it was notarized by a party in interest which is forbidden by Wisconsin law. WMIL also charged that the Independent application had not been filed in good faith and that this should be made one of the issues in the case.

Independent answered that the Wisconsin law cited by WMIL regarding notarization applied only to banking institutions and that the state regulations regarding notaries contained no such provision. It also said it was prepared to furnish proper certifcation if required. It claimed its application was filed in good faith and that it intended to prosecute it vigorously.

Essence of the WMIL allegation regarding the good faith of the Independent bid was that there is a close relationship between Independent's counsel, the Uhf Television Assn., and ch. 25 WCAN-TV Milwaukee. William A. Roberts is counsel for Independent and the Uhf TV Assn. President of the Uhf TV Assn. is Lou Poller, who is also president of WCAN-TV. Both the Uhf TV Assn. and WCAN-TV fought the allocation of ch. 6 to Whitefish Bay.

In its reply, filed by Mr. Roberts, Independent maintained that there was no conflict in acting as counsel for Independent and Independent. It asserted that Mr. Poller was only one member of the board of the Uhf Assn., and that organization's opposition to the allocation of ch. 6 to Whitefish Bay was made by unanimous vote of the entire board. It also declared that Mr. Roberts has had no client-attorney relation with Mr. Poller in behalf of WCAN-TV or individually.

Referring to the charges as "guilt by association," Independent defended its apparent last minute filing by citing the uncertainties of the outcome of the two pending applications at that time—WMIL and Hearst Corp. It pointed out what it said was Sen. Joseph R. McCarthy's (R-Wis.) well-known interest in behalf of Hearst Corp., and also declared that one of WMIL's stockholders was a former administrative assistant to Sen. McCarthy. This is Thomas W. Kobr, 9% stockholder, it was understood.

WMIL's charges of bad faith are a product of "spite and disappointment," Independent said.

Independent application was filed Jan. 8 following three months of controversy on the allocation of ch. 6 to Whitefish Bay, a suburb of Milwaukee. The allocation was recommended by Hearst Corp. and bitterly opposed by WCAN-TV, operating on ch. 25 in Milwaukee, and the Uhf Tv Assn. WCAN-TV went so far as to ask the court for a stay order pending a judicial decision on its appeal from the Commission's order making the allocation. This was denied by the U. S. Court of Appeals in January.

Following the court's decision, WCAN-TV filed to intervene in the Whitefish Bay ch. 6 hearing, which FCC granted earlier.

Independent is composed of Detroit and Milwaukee businessmen, including Jack Kain, 25%, hosiery and underwear manufacturer; Richard G. Fried, 14%, glove manufacturer; Lawrence Fienemann, 10%, advertising and real estate; Blair Moody, 10%, former U. S. Senator and newspaperman; and Max Strauss, 10%, one-third owner of UMMO-NOO.
The Ladies Wait for the Door to Open

UNUSUAL spectacle of actual lobbying in the lobbies of Congress greeted spectators who sought to attend hearings which began last fortnight on the Bryson bill (HR 1277) to ban advertising of alcoholic beverages in all media.

Representatives of various temperance and prohibition organizations stopped persons seeking to enter the hearing room in the House Office Bldg. to inquire whether they were Congressmen and, if so, to solicit their support.

On the first day of the hearing (May 19) supporters of the temperance forces, most of them middle-aged women, stormed the doors of the House Interstate & Foreign Commerce Committee hearing room as this picture shows. Most of them had to stand once they were Congressmen and, if so, to solicit their support.

The preponderance of pro-Bryson bill spectators made it necessary for the hearing site to shift from the regular hearing room in the New House Office Bldg. to the much larger House Caucus Room, located in another building.

TESTIMONY ON BRYSON BILL ENDS

Although some in Washington consign the anti-alcoholic beverage advertising measure to the Committee of the House, the 'dry' lobby is seen as a potent threat. ANA warns against supporting the beer, wine and liquor industry to 'a censorial black-out.'

A 31-MAN House Interstate & Foreign Commerce Committee must now decide what, after anything, it will do about the Bryson bill which would ban all alcoholic beverage advertising from interstate commerce. This would mean no beer or wine ads would be permitted on the airwaves.

The Bryson bill (HR 1227) hearing by the committee started May 19 (BT, May 24) and ended last Monday after a full day of testimony. Chairman Charles A. Wulveton (R-N. J.), who was present during most of the hearings, has not indicated his sentiment on the measure. Some observers already have consigned the bill to the legislative graveyard.

Because of the large membership of the committee, viewpoints are bound to be divergent. At the same time, the measure itself is controversial as to bar any quick committee decision. It is speculated also that the committee

services which are generally available to the public for purchase and use is a basic one (and) the private enterprise radio and television stations which derive their financial support from advertising, this one would be derelict if they failed to vigorously defend that basic right.

Mr. Hardy said that if the direct threat to the principle he enumerated was ignored by broadcasters, "we would find ourselves compromised in the future when other advertising curtailments were proposed."

Last Monday's witnesses were equally divided among the bill's proponents and opponents.

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held the full hearing to placate the persistent prohibitionists but that the measure now will be placed on the shelf for the remainder of this congressional session, now more than half over.

But working against this, and for the Bryson bill will be one of Washington's most powerful lobbies—the "drys," made up of the National Temperance & Prohibition Council, the National Woman's Christian Temperance Union and many allied groups.

These various organizations succeeded in forcing a hearing on the Bryson bill by swamp ing congressional offices with messages, petitions, letters and telegrams, all urging immediate action.

At the same time, the dry lobby has succeeded in hastening a hearing in the Senate where the Interstate & Foreign Commerce Committee there has scheduled June 21 for its Subcommittee on Business & Consumer Interests to hear the Langer bill (S 3294). The Langer measure is essentially the same bill as the Bryson proposed legislation.

NARTB was the radio-ty industry's spokesman at the House hearing. Testifying May 21 (also see AT DEADLINE, May 24), NARTB Vice President Ralph W. Hardy charged the Bryson bill with discriminating against the broadcasters.

Mr. Hardy asserted before the committee that:

"The right to advertise legal goods and
Network Benefits
Slight, Says Mason

THE bill to authorize the FCC to regulate networks, introduced by Sen. John W. Bricker (R-Ohio) [B+W, May 17], may have brought glee to some broadcasters who feel networks have too much power over their affiliates, but to one broadcaster it’s a little like St. George going after the dragon whose fire has already been banked and whose fangs have been drawn.

Robert T. Mason, president and general manager of 250-w WMRN Marion, Ohio (on 1420), believes that “in a high percentage of cases network affiliation is of little financial value to a station.”

In a letter to Sen. Bricker, who is chairman of the Senate Interstate and Foreign Commerce Committee, Mr. Mason suggested that it might be more apropos to look into the relationship of AT&T and its position in allotting long lines to the various networks. He also suggested that the committee determine what proportion of broadcast revenues go to AT&T to maintain its long lines.

WMRN, which is affiliated with ABC, received total income from network sources in 1947 of $12,000, of which $10,000 came from ABC, Mr. Mason informed Sen. Bricker. Six years later, when network revenue amounted to only $1,500, he said.

“Other than the programming that is provided free,” Mr. Mason wrote, “much of which is of secondary nature in quality, there is little real value in a network affiliation except for the ability of the individual stations to sell spot announcements for programs adjacent to network programs.”

Mr. Mason also spoke of the “unhealthy and uneconomic” practice of networks selling spots in sustaining programs, network “hysteresis” over television and the “repeated” reduction in affiliate compensation rates. This makes it evident, Mr. Mason added, that “the future of the entire network industry as such may be very questionable.”

The future of networks, Mr. Mason judged, is along the lines of the feature syndicates of newspapers and magazines. Programs owned by networks will be sold to any station, under a franchise system, he foresaw.

Mr. Mason, who was an NARTB director several years ago and who has been active on NARTB committees, noted that he was not questioning the necessity or propriety of Sen. Bricker’s bill (S-3456), but was questioning the basis for the legislation.

In discussing the reasons for introducing his bill, Sen. Bricker pointed to the 60 uhf tv grants and the 12 vhf grants dropped or suspended and declared that “we have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks.”

He also said: “Since the original Communications Act...was intended to dominate the broadcast field. The ability of an individual station to obtain network programming too often determines whether that station lives or dies.”

HOUSE UNIT SETS PROBE OF FACTS FORUM ISSUES
Edward R. Murrow’s name pops up in testimony, brings conflict among members of the special committee.

A SPECIAL House probe unit is moving quickly toward an airing of Facts Forum Inc. which produces radio and tv programs [B+W, May 17].

It was revealed that Internal Revenue Bureau officials would be called this week to testify about results of their investigations of foundations and educational institutions which enjoy a tax-exempt status.

According to Rene A. Wormser, the committee’s counsel, these officials “will show us just how difficult it is to determine what is propaganda on the part of foundations. They will bring us samples of propaganda that will shock us.”

A Democratic member of the House Committee Investigating Tax-Exempt Foundations, which is headed by Chairman Carroll Reece (R-Tenn.), has charged Facts Forum with propaganda and a one-sided presentation of public issues.

The Democrat, Ohio’s Wayne L. Hays, has aimed his barbs at Facts Forum, intimating the organization possibly uses its programs to influence political attitudes. If the programs are biased, according to Rep. Hays, they have the right to be on the air but not with tax-exempt funds.

Asks to Be Heard
Chairman Reece disclosed that representatives of the radio-tv division of Facts Forum had requested to be heard. He named Hardy Burt as the spokesman, and added that he had assured Mr. Burt he would be called.

Last week’s hearing was tumultuous with frequent rows among committee members. At one point, when a witness, Aaron M. Sargent, named Sen. Paul A. Douglas (D-Ill.) as a “Socialist” in his college days, Rep. Hays walked out of the hearing protesting Chairman Reece’s refusal to require the witness’ testimony be heard first in executive session.

Another argument broke out when Mr. Sargent, a San Francisco attorney, included CBS news commentator Edward R. Murrow in a list of 25 persons whom he said appeared in a pamphlet dealing with a summer school session at Moscow U. in 1935.

At the mention of Mr. Murrow, Rep. Hays said: “I must object to this. This is the same thing Joe McCarthy accused Murrow of several weeks ago and it has been repudiated.”

Mr. Sargent said the pamphlet indicated the thinking of educators at that time and was part of efforts to propagandize the American school system. When the attorney said he had been

informed the summer school session had been held in the Soviet Union, Rep. Hays countered with a charge that apparently Mr. Sargent “never read the papers, never listened to the radio or watched television.”

Later Rep. Hays said he checked with CBS and that Mr. Sargent’s assertion had been refuted. The Congressman then asked that Mr. Murrow be called before the committee. The House group took no action but Rep. Reece said, “We’ll be glad to subpoena someone.”

“I nominate Murrow,” said Rep. Hays. “If it’s a lie he can nail it to the cross. I merely want to ask him if the school was held or not held.”

Senate Passes Authority For Military Radio-Tv

THE SENATE has passed and sent to the House a bill that would set up statutory authority for such military-connected radio-tv facilities as the Armed Forces Network.

The measure (S 3401) was authored May 4 by Sen. Leveret Saltonstall (R-Mass.). He offered the bill at the request of the military. Such facilities as AFRT first were operated under emergency war powers. Later, their continued use was permitted by yearly congressional appropriations. The Saltonstall bill would give authority for future appropriations for radio and tv entertainment of troops and service personnel abroad and in isolated places in this country.

WHBF-TV
ROCK ISLAND, ILL.

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)

Les Johnson, V.P. and Gen. Mgr.
SOME of the guests attending a reception in honor of Theodore Granik’s American Forum of the Air, Washington-originated NBC-AM-TV program which celebrated its 26th anniversary May 9 [B&T, May 17] and is claimed to be the oldest network discussion program, included (1 to r): Rep. Dwight Rodgers (D-Fia.), Sen. Mike Mansfield (D-Mont.); Leonard Holl, Republican National Committee chairman; Sen. Karl Mundt (R-S.D.); Robert Granik; Theodore Granik, founder and producer; Stephen Mitchell, Democratic National Committee chairman; Sen. James E. Murray (D-Mont.); Rep. John W. McCormack (D-Mass.), and Sylvan M. Marshall, with Mr. Granik’s law firm.

FCC May Curtail ‘Points of Reliance’

ELIMINATION of the requirement that “points of reliance” be submitted by opposing counsel in TV comparative hearing cases—and a statement calling on examiners to exert more leadership in cases—is expected to be announced by the FCC momentarily, according to informed sources.

Other revisions of the so-called expediting procedures are also expected in the same order, it was understood. One of these may be the deletion of the provision requiring exchanges of information among applicants.

Reversal of the FCC’s thinking on these subjects is believed to stem from a meeting two weeks ago of FCC Chairman Rosel H. Hyde, Comrs. Robert T. Bartley and John C. Doerfer, and staff advisers and members of the Practices & Procedures Committee of the Federal Communications Bar Assn.

The meeting was the culmination of a series of discussions which have been taking place during the past few months.

The considerations came to a head several weeks ago, when the Commission heard oral argument on the request of the Broadcast Bureau that the points of reliance submitted and accepted by the examiners in the Miami ch. 7 and Charlotte, N. C., ch. 9 cases lacked “specificity” [B&T, May 10, 3; April 26]. This resulted in a re-evaluation by the Commission of its requirement that points of reliance be particularized.

Under the Commission’s expediting rules, it was required that each applicant must detail his case in conferences with the examiner so that hearings could be held to a minimum of time and record.

Commission’s attitude that examiners must exert more direction of hearings has not fallen on deaf ears.

Last fortnight, in the Miami ch. 7 hearing, the first applicant was on and off the stand in seven hours. This was Biscayne Television Corp., which is an amalgamation of WIOD and WQAM Miami, with former NBC president Niles Trammell holding the balance of control.

Under the firm hand of Hearing Examiner James D. Cunningham, and with the cooperation of all parties and counsel, it is believed that the other applicants—there are three others—will not take more than the same amount of time. This should, it is believed, wind up the hearing in seven or eight days.

Among the innovations instituted by Mr. Cunningham were pressure for stipulations instead of oral testimony regarding such things as public service, network affiliation, and biographies of directors—saving a total of 40 witnesses; consolidation of questions for cross-examination by opposing counsel, instead of repetitive interrogations by each of the opposing attorneys; elimination of “self-serving” and “conclusory” evidence; a sharp brake on “fishing expeditions,” and the refusal to clutter the record with financial matters. On the latter, Mr. Cunningham ruled that since the Commission had found all applicants financially qualified, there was no need to put any such information in the record.

Button to Defense Dept.

ROBERT E. BUTTON, account executive in the sales department of NBC-TV, has been granted a leave of absence to serve in Washington as assistant director of the office of special operations in the office of Secretary of Defense Charles E. Wilson.

FEDERAL Trade Commission figures compiled from reports by the agency’s advertising examiners indicate that of 299,768 radio continuity units examined during the 12-month period from May 1, 1953, through April 30, 1954, some 10,575 or 3.5% were set aside for further investigation because of the possibility of being “false and misleading.”

Of 112,460 television continuity units examined, 5.547 or 4.9% were set aside for further check by the FTC.

Some 3.8% or 6,652 of the 177,183 newspaper advertisements examined were set aside as questionable by FTC, and 4.8% or 4,245 of 88,752 magazine advertisements examined were set aside for more checking.

FTC said the number set aside is not necessarily a complete index of the character of the advertising examined since some questionable advertising is not set aside for more checking because of apparent lack of jurisdiction by the agency, and for other reasons.

The agency also disclosed that Robert

Three Initial Tv Grants Include VHF for Phoenix

INITIAL decisions proposing new tv grants for ch. 3 at Phoenix, ch. 8 at Petersburg, Va., and ch. 9 at Dothan, Ala., were announced last week by FCC.

Prospective permittees are: Phoenix ch. 3, Arizona Television Co., headed by ex-Sen. Ernest W. McFarland (D-Ariz.); Petersburg ch. 8, Sondervirginia Telecasting Corp., whose principals also operate WSSV there; and Dothan ch. 9, Ala-Fla-Ga Television Inc.

Arizona Television was the only applicant for ch. 3 at Phoenix, a competitive bid by KTAR there having been disqualified earlier. KTAR has purchased ch. 12 KTYL-TV Mesa, Ariz., subject to Commission approval. Besides president and 40%-owner McFarland, Arizona Television also includes 10% owner Edward Cooper, former communications expert of the Senate Interstate & Foreign Commerce Committee, now tv director of Motion Picture Assn. of America.

Examiner Claire W. Hardy preferred WSSV for ch. 8 at Petersburg over competitor Petersburg Television Corp., which would be denied, on the grounds of programs and ownership integration. Petersburg Television is under common ownership with WLIB Richmond and WITH-AM-TV Baltimore.

Examiner Hardy also wrote the Dothan decision, favoring Ala-Fla-Ga TV. It would deny in default the competitive bid of WOOF Television Corp., under common ownership with WOOF Dothan.

CCBS Prepares Position in Daytime Skywave Case

REVIEW of FCC’s proposal to change rules and standards relating to television skywave protection at sunrise and sunset hours for clear channel stations was presented at a meeting of the Clear Channel Broadcasting Service in Chicago last week [B&T, April 26, March 15].

Representatives of all but one of 14 clear channel stations met Wednesday morning during the 32d annual NARTB convention. Presiding was Hollis Seavey, CCBS director.

The group discussed the nature of CCBS’ position on the question and the task it will take in argument before the Commission next

FTC Ad Checks: Radio, 3.5%; Tv, 4.9%

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month. Oral argument was postponed by FCC last week, at the request of the Federal Communications Bar Assn., from June 7 to June 15. Deadline for filing appearances was extended to June 1, briefs June 8, 10.

The emergence of the Daytime Broadcasters Assn. as an opposition force in the skywave proposal also drew considerable attention, it was understood.

CCBS already has made known publicly its position on the controversy, claiming there has been some misunderstanding over the plan to afford clear channel skywave protection at sunrise and sunset.

Members of the CCBS group in Chicago were apprised of a memorandum, circulated in Congress earlier this month, explaining that CCBS will oppose the Commission's proposed order and report. CCBS says secondary stations would not be hurt and that the protection given clears is inadequate.

HILL HEARINGS GAIN LOCAL SPONSORSHIPS

New ABC-TV and DTV sales reported by affiliates.

INCREASING local sales of telecasts of the Army-McCarthy hearing was reported last week as network broadcast coverage resumed last Monday after a layoff of a week.

Sales made by ABC-TV affiliates include those at WTVH (TV) Rochester; WTVT (TV) Decatur, III., to the local Philco dealer; WENS (TV) Pittsburgh, Arthur Murray Dance Studios; WARM-TV Scanton, Books Furs; WLK-TV Wilkes-Barre, Peoples Outfitters and D & H Distributing Co.; WAYS-TV Charlotte to Radiotronic Television Equipment Co.; WSVI (TV) Elkhart, First Old State Bank and Peter Eckricht & Sons; WHUR (TV) Manchester, Eastern Co.; Merrimack St. Garage, Down Insurance Agency and Ray Hackett Home Appliances; WTVH-TV Peoria, Famous Appliance Store of Peoria; WWOR-TV Worcester, Kennedy-Sacks Opticians; WSBA-TV York, Group of "spot" advertisers; WXEL (TV) Cleveland, Chrysler Dealer, Leader Appliance Store, Hippodrome Theatre, Canfield Oil and TV Guide; KMRT (TV) Austin, Minn., Minnesota Food Dealers.

St. Louis Turnabout

DuMont Television Network coverage of the hearing was sold by its St. Louis area affiliate, WTVI (TV) St. Louis, to the St. Louis Post-Dispatch. The Post-Dispatch-owned KSD-TV is affiliated with NBC-TV, which is not covering the hearings live. ABC-TV's station lineup totals 54 and DuMont's 11, including WDLK Cleveland, which is provided with audio coverage.

All five of the stations reporting sales are uhf outlets. The hearings were first made available for sponsorship, with certain limitations on commercials, on May 13.

ABC-TV and DuMont are the only television networks providing full coverage of the hearings on a live basis. Between the start of the hearings April 22 and their resumption last Monday ABC-TV and DuMont estimated they had devoted some 78 hours each to the live pickups. In a further breakdown, ABC-TV said this figure represented 39% of its total program-

ning time during this period.

ABC also reported its radio network had devoted 62 1/4 hours to live and recorded coverage of the proceedings during the April 22-May 17 resumption and that, with the resumption, ABC Radio would provide direct pickups 11:15 a.m. to 12:30 p.m., followed by recorded versions at 4:46 p.m. plus summaries at 10:35-11 p.m. nightly (except Fridays, when it would be 11:35 to midnight).

Schedules of other networks:

NBC Radio—12:30-3 p.m. live and recorded; highlights 10:15-11 p.m.

NBC-TV—11:15 p.m. to midnight, highlights 10:35-11:25 a.m. and 2:30-5 p.m; live, with highlights at 10:30-11 p.m.

Special Hopper surveys of tv homes in New York, Washington, Boston and Houston showed that interest in the hearings last Monday still remained high but was at "a somewhat lower level" than at the time of the last comparable survey. The share of audiences ratings were said to remain high, with Monday afternoon showing 60 for New York; 75 for Washington; 87 for Boston, and 69 for Houston. Following are the Monday ratings, together with the last comparable ratings:

MORNING

RATING

NEW YORK

Washington

ABC 13

14

NBC 11

10

Mutual 9

11

CCTV 8

9

Crime Probe to Study Radio-Tv Effects

A SENATE subcommittee investigating juvenile delinquency will hold an "opening" hearing on crime programs on television this Friday and Saturday in New York. Sen. Robert C. Hendrickson (R-N.J.) is chairman of the special group.

Tv and radio will not be divorced by the probes. The study, according to Sen. Hendrickson, will start with tv and later will go into radio and movies.

Last week, the subcommittee staff asked 81 tv stations in various parts of the country to submit sample program logs covering the period from April 23 to May 22. The reason for this, it was said, was to present to the staff an idea of what type of video program fare is presented for children.

The subcommittee, which is probing the possible effects of various mass media on the incidence of juvenile delinquency also is continuing its consideration of crime comic books. The radio-tv study will be held at the Federal courthouse in Foley Square.

First witnesses will be "experts" in the field of research of "younsther behavior," and judicial or law enforcement officials concerned with radio-tv's alleged effect. NARTB has been contacted by the subcommittee and its spokes-

men may be expected to testify sometime during the broadcast probe, it was explained.

KYOS-KVME (FM) Sale Brings $150,000

SALE of KYOS and KVME (FM) Merced, Calif., by Mrs. Hugh McClung for $150,000 to broadcasters Glenn McCormick and Charles O. Chatterton was announced last week, subject to FCC approval.

Mr. McCormick is owner of KSLM-AM-TV Salena, Ore., and holds a permit for KFLM Chehalis, Wash., new daytime outlet due to commencement in about four months. Mr. Chatterton, former owner of KWLK Longview, Wash., is to become manager of KYOS.

Mrs. McClung also announced that M. F. Woodling, manager of KHSI-AM-TV Chico, Calif., will devote full time to the television outlet after July 1. On that date, Charles Kins-ley, present manager of KYOS, is to become manager of KHSI radio. The other McClung stations is KVCV Redding, Calif.

HECKMAN REVIEWS FCC'S DIVERSIFICATION POLICY

Dow, Lohnes & Albertson lawyer says Commission never ruled adversely against newspaper-radio ownership unless a monopoly of local media was involved.

FCC's decisions regarding diversification of the media of communications and newspaper ownership has steadily followed a single course. What is to prevent the establishment of a monopoly. But recently, there seems to be a movement afoot to push the Commission into a more strict interpretation of that policy.

These are the general conclusions of Jerome H. Heckman, associated with the Washington law firm of Dow, Lohnes & Albertson, and published as "Diversification of Control of the Media of Mass Communications—Policy or Fallacy?" in the March 1954 Georgetown (U.V.) Law Journal.

In his 21-page article, Mr. Heckman traces the establishment of the FCC doctrine regarding diversification, including the abortive 1941
The Challenges of the Merger

The merger of KWK with Missouri Valley TV Co. (KSTP-TV Minneapolis-St. Paul and KXOK St. Louis) was required to meet the FCC's requirement that existing majority owners Robert T. Convey and associates would own 28%; KSTP, 23%; St. Louis Globe-Democrat, current minority stockholder, 23%; KXOK, 23%, and St. Louis residents of Missouri Valley, 3%.

Elze M. Roberts Jr., president-minority stockholder in KXOK, and C. L. Thomas, KXOK manager, would assume full ownership of KXOK when the merger is effected, subject to FCC approval.

If lack of legislative enactment has clouded the issues, Mr. Heckman writes, "Congress should act to give statutory authority to its outspoken intent; but a more satisfactory solution is to be found in an administrative adoption of the 'no discrimination' rule outlined above."

WTVI (TV) Petition Challenges Merger

ON THE HEELS of a court ruling denying a stay of the authorization for ch. 4 KWK-TV St. Louis, ch. 4 WTVI (TV) Belleville, Ill., filed a Sec. 309(c) economic protest with FCC last week to challenge legality of the Commission's merger policy.

The order by the U. S. Court of Appeals for the District of Columbia permits KWK to go ahead with its construction without delay. The ch. 4 grant was made to KWK after opposing applicants withdrew following a merger agreement [B.T., May 17, 3]. Still before the court is WTVI's complaint that FCC failed to give it a hearing on an application for ch. 4, filed two days before FCC issued a final decision in the St. Louis merger case.

The KWK merger involves Missouri Valley TV Co. (KSTP-TV Minneapolis-St. Paul and KXOK St. Louis. KWK ownership would have been revised so that existing majority owners Robert T. Convey and associates would own 28%; KSTP, 23%; St. Louis Globe-Democrat, current minority stockholder, 23%; KXOK, 23%, and St. Louis residents of Missouri Valley, 3%.

Elze M. Roberts Jr., president-minority stockholder in KXOK, and C. L. Thomas, KXOK manager, would assume full ownership of KXOK when the merger is effected, subject to FCC approval.

Contending the ch. 4 tv outlet will represent a $5 million asset, WTVI told the FCC the granting of options to competitors for their dismissal constitutes an illegal consideration since they will pay only part of the option value for the stock. The procedure is contrary to both public and FCC policy, the uhf station said. More existent was an option agreement between KWK and KXOK also raises a question of a violation of the Commission's duopoly rule, WTVI claimed.

"The Commission," WTVI concluded, "must face up to the fact that a direct result of the operation of KWK at this early date may mean the end to at least one of the uhf services now serving the St. Louis area, and that this is being done through a grant which is legally indefensible."

Bond Div. Promotes Linehan

EDMUND J. LINEHAN, chief of the advertising section of the U. S. Savings Bonds Division of the Treasury Dept., has been appointed to succeed Elihu E. Harris as assistant national director for advertising and promotion, Earl O. Shreve, national director of the division, has announced. Mr. Harris joins Screen Gems Inc., New York, as director of advertising and promotion. Mr. Linehan served with KSO and KRMN Des Moines from 1934-49, joining the Savings Bonds Division in 1949. He will direct all media activities for sales of U. S. Savings Bonds.

WAIM-TV Asks Court Stay Of WSPA-TV Site Change

REQUEST that the court order a stay of the FCC grant to WSPA-TV Spartanburg, S. C., to move its ch. 7 transmitter site from Hogbeck Mt. to Paris Mt. [B.T., April 12] has been filed by WAIM-TV Anderson, S. C., in the U. S. Court of Appeals in Washington.

The Anderson station also asked that the court reverse the Commission's grant and order that a hearing be held based on objections filed by WAIM-TV and WGLV (TV) Greenville, S. C. WGLV filed a Sec. 309(c) protest against the modification of CP two weeks ago [B.T., May 17].

Both stations, which operate on uhf channels, allege that the change of site for WSPA-TV was required in order to secure a CBS-TV affiliation. They also charged that the Paris Mt. site, 5½ miles from Greenville, would permit WSPA-TV to serve an area different from that which the allocations table specifies. The CBS-TV affiliation of WAIM-TV claimed that it had lost more than $60,000 since the FCC first granted WSPA-TV temporary operation from Paris Mt., and that the losses were continuing at a rate of $1,000 per week. Earlier this year, WSPA-TV received an SFA from the Commission for interim operation from Paris Mt. After court appeals by WAIM-TV and WGLV (TV), this grant was stayed by the court. WSPA-TV surrendered its temporary authority after the stay was issued [B.T., Feb. 1 et seq.].

In answer to the series of protests and court appeals, the Commission has maintained that there is no reason to disapprove the move of WSPA-TV to Paris Mt. since it will continue to meet the engineering requirements for the Spartanburg allocation.

FLINT CITY COMMISSION PROTESTS CH. 12 GRANT

THE City Commission of Flint, Mich., criticized the FCC grant of ch. 12 at Flint to WJR Detroit and urged that the award go to WFDF Flint, in a resolution adopted unanimously Monday [B.T., May 17].

The resolution said the channel had been allocated to Flint, third largest city in Michigan, and that the city "is entitled to have a uhf tv station which would be primarily devoted to the interests of Flint and its immediate area." It added that the FCC examiner had originally recommended grant to WFDF Flint.

Flint civic, business and public service agencies are dependent on ch. 12, it was stated, and "our feeling as above set forth is confirmed by our own experience over a period of many years with WJR's radio station which has also covered both Detroit and Flint and on which Flint civic, public service and business organizations have rarely been represented. WFDF has served the city of Flint "for 32 years without censure or citation by the FCC," the resolution stated.

Meanwhile, WFDF's Washington counsel acknowledged the station has authorized appealing the final decision as far as the courts if necessary. Whether protest will be made directly in court or first to FCC has not been decided. Lester W. Lindow, WFDF general manager, affirmed the report WFDF will fight the Commission's ruling.

John F. Pratt, WJR president stated:

WJR had hoped that the final decision of the Commission which has been made by a decisive majority, would enable the successful party to begin television broadcasting in Flint at the earliest possible date. Flint is one of the largest cities in the country not having its own television service and WJR is prepared to start service in a few months if it is not hindered by legal action. We have no wish to enter into any controversy over the Commission's decision, which speaks adequately and eloquently for itself. The facts are there, the conclusions have been soundly reached. Our counsel is prepared to take any necessary legal steps to defend the action of the Commission.
LOCAL 802 NAMED IN INJUNCTION

Court order in strike against WINS New York bans pickets at Yankee Stadium and Eastern Parkway Arena, sports programs origination points.

TEMPORARY injunction was issued by the U. S. District Court for the Southern District of New York last Thursday prohibiting members of Local 802, American Federation of Musicians, from picketing the Yankee Stadium and Eastern Parkway Arena, where WINS New York sports broadcasts originate.

The union action local has been on strike against WINS since March 31 and has maintained pickets at the Yankee Stadium continuously, and at Eastern Parkway Arena for several days until the agreement to broadcast bouts from the arena was temporarily cancelled for the station told B+T Thursday that WINS would start broadcasting the bouts tonight (Monday).

It was reported that the injunction was authorized under the Taft-Hartley law which outlawed "secondary boycott." A representative of Donovan Leisure, counsel for WINS, explained that the applicable sections of the law prohibit picketing of premises of companies which do not employ the strikers.

The injunction was handed down on petition by the National Labor Relations Board. WINS initially called on NLRB to rule on the issue of picketing at the Yankee Stadium and Eastern Parkway Arena. In turn, the government agency asked the court for a temporary injunction until it could make a final determination.

The local also has been involved in a labor dispute (Editor's Note: Note a strike) with WOR-AM-TV New York since last Feb. 27. The main issue in both disputes has been an insistence by Local 802 that the stations maintain a quota of staff musicians. The stations have countered with a demand that they be permitted to hire musicians on an "as needed" basis [B+T, March 1, et seq.].

SWG APPROVES NATIONAL UNION

REORGANIZATION plan for one overall writers union under the name of American Writers Guild Inc., with two administrative setups for eastern and western groups respectively, was adopted May 19 at a Screen Writers Guild special meeting in Beverly Hills. Under the new setup, SWG and Radio Writers Guild maintain their identity as units of AWG. Eastern group will concern itself only with radio and TV writers while western unit will have jurisdiction over radio, TV and motion picture writers.

Although the recently organized Television Writers of America was not invited to participate in the reorganization meeting, according to Ben Starr, TWA president, his group is always ready, willing and able to enter into any kind of discussion or efforts to bring writers together." TWA members will definitely be invited to join AWG, Jerome Lawrence, RWG president, declared.

SWG also revealed it has reached an agreement with Columbia and Republic pictures for wage increases from 25 to 42% for writers employed at their respective TV subsidiaries, Screen Gems Inc., and Studio City Television Productions Inc. Added payment for reruns of TV films also has been worked out.

PROFESSIONAL SERVICES

Judge Justin Miller Joins L. A. Law Firm

JUDGE Justin Miller, advisory counsel to NARTB and its retired board chairman, has become associated with the Los Angeles law firm of McClean, Salisbury, Petty & McClean. Harry J. McClean, head of the firm, announced that Judge Miller had consented to affiliate with the firm. Mr. McClean is a member of the house of delegates of the American Bar Assn., and former president of the California State Bar Assn.

Another partner, Don Petty, was a student of Judge Miller at U. of Southern California and for several years was general counsel of NARTB and its predecessor, NAB. Judge Miller continues his advisory arrangement with NARTB. He has been living in Los Angeles since retiring April 1.

Page Engineers Formed

PAGE Communications Engineering Inc. has been formed by Page, Creutz, Garrison & Waldschmidt, consulting engineers, Washington, D.C., to design, procure, construct, install, test and operate radio communications plants, systems and equipment in this country and abroad.

Officers of the new corporation: President, Estery C. Page; executive vice president, Joseph A. Waldschmidt; vice-president-treasurer, John Creutz; secretary, Charles J. Seeley; chief engineer, James L. Hollis.

PROFESSIONAL SERVICES SHORTS

Smith-Horwitz, Beverly Hills public relations and publicity firm, disbanded with Louis Smith retaining firm's offices at 340 N. Rodeo Dr. and AI Horwitz announcing plans for own publicity relations, to be formed shortly.

Hal Marc Arden, writer-producer for radio and tv, Win Nathanson & Assoc., N.Y., public relations firm, as radio-television director.

Joseph W. Kutchla, formerly with Armour Research Foundation of Illinois Institute of Technology, Chicago, to Chicago office, Harsh Rotman Inc., as assistant account executive.

Walter E. Klane, 61, publicity and public relations counselor, Los Angeles, died May 5.

Natalie Reiff Jones, formerly a publicist with Earl Ferris, N. Y., and previously an NBC-TV reporter, to Milburn McCarty Assoc., N. Y., as a publicity account executive.

AWARDS

WERE, WBNS-TV Win Headliner Awards

TWO Ohio stations, WERE Cleveland and WBNS-TV Columbus, have been selected as winners of the National Headliner Club awards for outstanding news reporting by a radio and a tv station during 1953.

In the network class, ABC was named winner for consistently covering a national story now being covered by a radio network, while the tv network award went to CBS Television for Edward R. Murrow's See It Now series. The CBS Radio Network was voted an award for outstanding public services based on the documentary Feature Project Series produced by the network's department of public affairs.

The Headliner awards and others for outstanding newspaper writing, cartooning and photography and for the best magazine news feature will be presented June 19 at the annual National Headliners Frolic in Atlantic City, sponsored by the Atlantic City Press Club.

Proetz Awards Presented For Women in Advertising

THE 1954 Erma Proetz Awards to women in advertising were presented last Tuesday at a luncheon held jointly by the men's and women's Advertising Clubs of St. Louis at the Hotel Statler there.

First in tv went to Catherine H. Haynie, copy supervisor, Foots, Come & Beling, Chicago, for film spots on the Dial Soap account. Honorable mention was accorded George Paris, Philadelphia Advertising Co., St. Louis, for Johnson Wax spots done at Needham, Louis & Bragdon, Chicago. Frances Kennedy, vice president, for copy, Dancer-Fitzgerald-Sample, Chicago, for films on Lifeguard.

First in radio was awarded to Jane Stevens, advertising director, for her program, Make a Toy for a Child to Love. Honorables went to Marjorie Phillips, staff writer and assistant news editor, KHIG Hollywood.

Amvets Award to NBC

NATIONAL Americaism award by Amvets, Korean and World War II veterans organization, has been presented to NBC for the network's "national program of merit employment." Henry J. Mahady, Amvets national commander recently returned from a Korean trip, made the presentation at a Los Angeles dinner, praising NBC's policy of "employment without consideration for race, creed or color."

Lewis J. Frost, public relations director, NBC Pacific division, accepted the award for John K. West, vice president in charge of the Pacific division.

82% of Cincinnati's Big "Out of Home" Audience listen to WCKY

In 504 quarter hours weekly

(6 am to midnight — 7 days a week)

1st Place Rating

WCKY—412

All Four Network Stations Combined—170

Get this big "PLUS" This Summer

May 31, 1954 • Page 85
KFXJ-TV, KTEN (TV) START THIS WEEK

THE debut of two new tv stations, KFXJ-TV Grand Junction, Colo., due to begin yesterday (Sunday) and KTEN (TV) Ada, Okla., slated to start tomorrow, will raise the number of operating tv stations to 384. This gives both communities their first local tv outlets.

KTEN, operating on ch. 10 and serving eastern Oklahoma, will be affiliated with ABC and represented by Venard, Rintoul and McConnell. Transmitter and antenna are BCA.

KFXJ-TV, operating on ch. 5, says it has received excellent reception reports in a 100-mile radius. Yesterday's inaugural program was to include filmed greetings from Gov. Dan Thornton and Democratic Sen. Ed C. Johnson. The station will be affiliated with NBC and DuMont. Hal Holman Co. is representative.

Reports from other stations:

WDBO-TV Orlando, Fla. (ch. 6), will start regular programming about June 15, Harold P. Danforth, president, announced. It will be affiliated with all four networks.

WMSL-Tv Decatur, Ala. (ch. 23), will begin commercial programming June 21, Manager Bill Guy reported. This will be Decatur's first tv station.

KQDO-TV Sodalis, Mo. (ch. 6), expects to be on the air by July 1, Milton Hinlein, president, announced. John E. Pearson Co. is representative.

The following stations have reported they expect to begin regular programming by June 30:

WMSL-TV Decatur, Ala. (ch. 23); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WINT (TV) Waterloo, Ind. (ch. 15); WBGC-TV Salisbury, Md. (ch. 16); KGEO-Tv Enid, Okla. (ch. 5); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (ch. 22).

(For details see TELESTATUS page 117.)

KCMC-Tv Texarkana Boosts Power to Maximum 100 kw

KCMC-TV Texarkana, Tex., was scheduled to quadruple its power last Friday with a boost from 25 kw to the maximum authorized 100 kw, according to station management, which said viewers in areas ranging from 30 to 75 miles should receive a much brighter signal from the ch. 6 station with "virtually no interference," and that many viewers as far as 125 miles away will receive "satisfactory service."

KCMC-TV, which calls itself the Four States Area station, claims coverage in southwest Arkansas, northeast Texas, north Louisiana and southeast Oklahoma. Within a 100-mile radius of the station live 1,681,000 people who account for more than a billion dollars annually in retail sales, the station added.

The Texarkana station, which went on the air last August, says it sent the first tv signal into homes in that area and now is the only station with maximum power between Memphis and Dallas.

AFTER 20 years' consecutive sponsorship of its 9 a.m. news show by one account, WMT Cedar Rapids, Iowa, thinks it has the sponsor, Killian's department store, on ice. Accordingly, WMT presents Killian's with an ice bucket. L to r: Boulah Marsh, Killian's sales promotion manager; Herbert L. Killian, president of Killian Co.; William Quarton, WMT general manager, who as a salesman 20 years ago signed Killian's for WMT, and Lew Van Nostrand, WMT sales manager.

Express' Sells KTSA
To Buy KGBS-AM-TV

SALE of KTSA-AM-FM San Antonio by the Express Publishing Co. to O. R. Mitchell, local Dodge and Plymouth dealer, was announced last week by Frank G. Huntress Jr., president of the stations and executive vice president and general manager of the San Antonio Express and Evening News. Price was not revealed. Application for FCC approval is due to be filed soon, Mr. Huntress said.

Relinquishment of the ownership of the 26-year-old am station paves the way for the Express Co.'s $3.5 million purchase of the Storer-owned KGBS-AM-TV San Antonio [BT, April 12], Mr. Huntress said. The Storer company is required to dispose of one of its tv stations to consume its purchase of Empire Coil Co. and its two tv stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. [BT, Jan. 11], and stay within the FCC's limit of five. Storer already owns WBK-Tv Detroit, WSMD-TV Toledo, WAGA-TV Atlanta, and WBRC-TV Birmingham, as well as KGBS-TV.

At the weekend there was some question as to whether the Storer all-cash transaction would be consummated.

KTSA operates on 550 kc with 5 kw, directional at night and is an ABC affiliate. KTSA-FM began operating in 1949 on 101.5 mc. with 15 kw.

KGBS is a 50 kw day, 10 kw night outlet on 680 kc and affiliated with CBS. KGBS-TV operates on ch. 5 with 100 kw. It is affiliated with CBS-TV, ABC-TV and DuMont.

WBZ Covers 'Bennington'

EIGHT hours after the explosion aboard the U. S. aircraft carrier Bennington, WBZ Boston-WBZA Springfield reported Ken Mayer was at the Quonset Point, R. I., pier reporting on the tragedy while casualties still were being removed from the vessel. Mr. Mayer stayed at the scene most of the night. His first report was made at 2:15 p.m. WBZ-TV rushed movie photographers to the scene and films were shown at 4:30 p.m. and during regular news shows at 6:15, 7:15 and 11 p.m. The Westinghouse Broad- casting Co. stations claim they were among the first in the area with complete coverage.

NBC Spot Sales, Crosley Executives Hold Parade

A GROUP of NBC Spot Sales executives met with Crosley Broadcasting Corp.'s management in Cincinnati a fortnight ago for a series of meetings in connection with the two organizations' reciprocal national sales representation arrangement. Under this plan, effective Sept. 5, NBC Spot Sales will represent Crosley properties in Detroit and on the West Coast and Crosley will represent the NBC Spot Sales list of stations in Cincinnati, Dayton and Columbus.

Among the NBC Spot Sales executives con- ferring with Crosley were Richard Close, manager of represented station; John Reer, national tv manager; Martin Percival, radio sales representative, San Francisco; George Fuerst, tv sales representative, San Francisco; Walt Davidson, tv sales representative, Los Angeles, and Caroline Herbert, manager of sales service and traffic.
WMTJ-TV Plans July Debut For Local Color TV Shows

TARGET date of July 1 has been set for the first use of local color equipment by WMTJ-TV Milwaukee, it was announced last week. The color gear, just received by the station, includes a color studio camera and associated control equipment, a color slide camera for 2x2-inch slides, and tri-color control equipment. Earlier the station received a color bar generator which it uses for daily test pattern transmission.

Color network programs have been transmitted since Dec. 26, when transmitter equipment for that service was installed.

First use of studio color equipment will be on a spot basis in such programs as What's New in the Kitchen and Woman's World about once a week. Several commercial programs will also be done at times in color. The station will bear the extra production costs when a commercial program is done in color, it announced, until Dec. 31. After that date, an advertiser will be charged for color production costs as well as for black-and-white costs. There will not be a separate rate for color, the station reported.

WMTJ-TV, owned by the Journal Co., (Milwaukee Journal) which has been a leader in run-of-the-paper newspaper color, does not intend to abandon its full-color production of local color shows until it feels it can do color in quality comparable to network presentations. It was said.

Fogarty Appointed V. P. Of Meredith WOW Inc.

FRANK P. FOGRARTY, general manager of WOW Omaha, has been appointed vice president and general manager and elected to the board of directors of Meredith WOW Inc., licensee of WOW-AM-TV, Edward Meredith Jr., vice president and chairman of the board of the licensee and vice president - general manager of Meredith Publishing Co., said last week.

Mr. Fogarty joined WOW in August 1950 as general manager. Mr. Meredith bought WOW-AM-TV in September of the following year. Before joining WOW Mr. Fogarty was vice president of Paxson & Gallagher, Omaha wholesale coffee and hardware firm, and prior to that served 15 years with the Omaha Chamber of Commerce.

WSPD-TV, CBS Launch Joint Promotion Campaign

JOINT PROMOTION campaign will be launched tomorrow (Tuesday) by WSPD-TV Toledo and CBS-Columbia, tv receiver manufacturing division of CBS, to coincide with the beginning of affiliation of the station with CBS-TV. The promotional effort will continue throughout the week.

Called "CBS and CBS-Columbia Week," the project will include dealer tie-ups with the station whereby placards will be placed in stores calling attention to the CBS-TV affiliation and to the network's programs and personalities.

WSPD-TV will salute the dealers in on-the-air promotion and local station personalities will make personal appearances in dealer stores throughout the Toledo area. The promotion was conceived by station executives and Maury Isaacson, vice president of World Radio & Appliance Co., CBS-Columbia distributor in Toledo.

KLZ NAMES FONDREN GENERAL SALES MGR.

LEE FONDREN, in charge of national sales for KLZ Denver since 1947, has been appointed to the newly-created post of general sales manager, directing all local and national commercial activity for the station, it was announced last week. Mr. Fondren has been with KLZ since 1941 when he joined the outlet to set up the promotion department. He is president of the Advertising Club of Denver and a member of the board of directors of the Denver Chamber of Commerce.

WNBQ (TV) Plans Boost To Full Power by June 10

PLANS for completion of a new antenna, by which NBC's odo WNBQ (TV) Chicago will become the first local tv outlet to reach maximum power, have been announced by Jules Herbuveaux, general manager. He set a target date of about June 10.

The 355 foot tower, rebuilding a new antenna 747 feet above street level—120 feet higher than its original mast. Exact date of "MP-HT"—"maximum power-highest tower"—will depend on weather conditions favorable to construction atop the Kemper Bldg. Construction of a 35-ton, RCA six-bay superturnstile antenna was begun in mid-April, looking toward a jump from 75 to 100 kw.

Fringe viewers will derive the most benefit from the power boost, according to Howard Lutgens, WNBQ chief engineer and co-supervisor of the project, along with Walter Lanterman, transmitter engineer, and John Selbert, NBC New York project engineer.

WBKB (TV), ABC Chicago outlet, was scheduled to complete construction of its new antenna and increase its signal from 100 to 200 kw by week's end (B&T, May 3).

WHAI Buys New Home

WHAI Greenfield, Mass., has signed to purchase the historic Potter House as a future home for the station. Completion of the sale is scheduled for June 15, with no sales price disclosed.

The house, built in 1822, contains 13 rooms on three floors. No date has been set for the station's move to the new quarters, but renovation work tentatively is scheduled to begin in the fall. John W. Haigis Sr. is owner of WHAI.

WFMY-TV Ups Rate

WFMY-TV Greensboro, N. C., has announced that effective July 1 the national Class A one-hour rate will be $650. Present advertisers get rate protection for six months. The station is now building a new plant with 39,000 square feet of floor space. Occupancy by fall is expected by General Manager Gaines Kelley

Robert Cessna Appointed V.P. for WSAM Saginaw

APPOINTMENT of Robert W. Cessna as vice-president-general manager of WSAM Saginaw, Mich., has been announced by Milton L. Greenbaum, the station's president.

Mr. Cessna comes to WSAM after four years with WTYC Alma, Mich., as vice president and general manager. He previously served as program director of WOAP Owosso, Mich.

Officers elected to the board of governors for the ensuing year also were announced. Besides President Greenbaum there will be John W. Symons Jr., vice president and treasurer; Morris Nover, secretary; John W. Creed, and Clair Toppin.

Pack Quits WNBC-WNBT (TV)

RICHARD PACK, director of programs for WNBC and WNBT (TV) New York key stations of NBC's radio and tv networks, has resigned, effective tomorrow (Tuesday). Before joining the stations two-and-a-half years ago, he was program director of WNEW New York and previously was publicity director with WNYC New York. Mr. Pack will announce his future plans after his return from a month's vacation, he said.

Within 5 Miles of this tower lives the greatest concentration of buying power anywhere! Ask Hal Holman Co. for the proof.

WAI BUY NEW HOME CHICAGO, ILL.
No, No, Perkins!

It's all in the

'54 BROADCASTING Yearbook

... you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1954 BROADCASTING Yearbook Marketbook.

Single copies are $5.00. Or you may subscribe to BROADCASTING * TELECASTING for a full year and get 52 weekly issues, the 1954 BROADCASTING and the 1953-54 TELECASTING Yearbooks for only $11.00. You save $6.00. Don't delay—order today.

* Publication date: BROADCASTING Yearbook, January; TELECASTING Yearbook, August.

Noe on KNOE-TV
FORMER Gov. James A. Noe, owner of KNOE-TV Monroe, La., was on hand for all but four hours as his station went all out in a 17-hour telethon for Cerebral Palsy.

Actor Forrest Tucker participated in the funds campaign along with other personalities, including Johnny Desmond and Sam Cowling of the Breakfast Club, singer Mary Mayo, Maj. Gen. Claire L. Chennault, Buzz Corey of Space Patrol, and Ivory Joe Hunter, recording artist.

The telethon, which ran from 9:45 p.m. May 22 (Saturday) through 3 p.m. the next day, has raised over $60,000.

Mr. Tucker (l) and Gov. Noe assist a phone operator.

Carr Elected Head Of Brush-Moore Firms
EUGENE CARR, director of radio for Brush-Moore Newspapers Inc., has been elected by the board of directors to succeed Roy D. Moore, who died May 1, as president of Ohio Broadcasting Co. (WHBC-Canton) and Scioto Broadcasting Co. (WPAY Portsmouth, Ohio).

William I. Herhey was elected and Joseph K. Vodrey re-elected vice presidents of the Ohio and Scioto companies. Other corporate radio officers are: William H. Vodrey, secretary-treasurer; William H. Vodrey Jr., assistant secretary, and J. R. Troxell, assistant treasurer.

WIP Returns Ch. 29 CP To FCC, Cites Economics
WIP Philadelphia announced last week that it has turned back to FCC its permit to build and operate a new television station in Philadelphia on ch. 29. In a letter to FCC, Benedict Gimbel Jr., president and general manager of WIP, said "the action has only been taken after a most careful appraisal of the presently existing television situation in Philadelphia." He said the conditions referred to make it economically impossible to operate a uhf station in Philadelphia at the present time.

WIP-TV was granted in November 1952, the first of the four uhf channels assigned there. Since then WIBG has been assigned ch. 23. Ch. 17 is unsigned and ch. 35 has been set aside for an educational tv outlet.

STATIONS

KDYL-AM-FM MOVE TO NEW QUARTERS

KDYL-AM-FM Salt Lake City began broadcasting last Monday from the company's new quarter-million-dollar headquarters after moving from the Tribune Bldg. over the previous weekend. KDYL-TV administrative offices were moved to the new structure, but tv broadcasting facilities will not be moved from their present location at the Playhouse until mid-July, the company announced.

The new broadcasting headquarters contain 40,000 square feet of floor space of which 30,000 will serve as studios and offices and 10,000 held in reserve for future expansion.

Local color tv transmission has been considered in planning television space in the new building, according to John M. Baldwin, KDYL-AM-FM-TV engineering vice president. KDYL-TV already has transmitted NBC-TV colorcasts and plans to be among the first to handle local color origination, with equipment now on order, he said.

Work Began Last Fall

Intermountain Broadcasting & Tv Corp., a Time Inc. subsidiary, began work on the former garage building last fall after negotiating a long-term lease, with Mr. Baldwin supervising transformation into "commodious" radio and tv operating units. Half of a city block deep, the building is divided into two levels, one for studios and operating offices and the other for administrative quarters. It is cooled by air refrigeration.

The lower level contains two tv studios 50 x 80 and 40 x 50 feet, a radio studio, newsroom, music library, projection room, maintenance room, two announcers booths, two tv control rooms and a radio control room. The administrative office area is 14,600 square feet.

WFIL Adopts One Rate For Entire Schedule

ADOPTION of a one-rate policy for all broadcast hours by WFIL, Philadelphia, which four years ago was among stations which started the trend toward equalization of day and night rates, was announced at the NARTB convention last week.

In its newest rate card, effective June 1, the station established a one-rate policy for its entire 5:45 a.m. to 1 a.m. broadcast schedule. The new card sets a straight hourly rate of $350. Formerly an hour in Class A time (7 a.m. to 10 p.m.) was $315 and an hour in Class B (all other operating periods) $200.

Under the new policy, the rate includes not only time charges but also talent and program fees. No additional charges will be made for news, transcription or run-of-schedule announcer service. Formerly these services were provided at charges above the rate-card quotation for time.

Overall, according to Roger W. Clipp, general manager, the new card will represent a rate increase of 9%, which takes into account the revised policy of lumping in talent and program fees.

The new WFIL card sets up firm, one-rate schedules for all broadcast hours, except for a special inducement to advertisers who wish to buy night time over extended periods. A 50% discount from the one-time rate on all contracts of 13 consecutive weeks or more will

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be given on programs between 7 p.m. and 6 a.m. All new WFIL rates are fully commissionable.

In March 1950, WFIL started what was to become a widespread trend by eliminating the rate differential between day and evening time, establishing the whole 7 a.m. to 10 p.m. schedule as Class A on its rate card.

George W. Clark Moves Offices to New York

TRANSFER of headquarters from Chicago to New York effective June 1 has been announced by George W. Clark, head of the radio-tv sales representative firm bearing his name. The move is part of the firm's expansion plans.

At the same time, Mr. Clark announced the appointment of Robert L. Brockman as Midwest division manager, Mr. Brockman has been with the Clark organization since last November. The new Midwest division manager formerly was with the sales staffs of WENR and ABC, both Chicago.

New headquarters are at 11 W. 42d St., with Mr. Clark in charge. The organization has maintained a branch office there for the past two and a half years, and also operates in Los Angeles, San Francisco and Minneapolis.

Murray To Manage WGKV

WILLIAM R. MURRAY, Charleston regional manager of WSAZ-TV Huntington, W. Va., has been also named general manager of WGKV Charleston, W. Va. A group of officials of WSAZ-TV have purchased WGKV [B+T, April 5].

Mr. Murray has been with WSAZ-TV since March 1953 and previously was general manager of WFMH Goldsboro, N. C., and WPLY Pulaski, Va. He will make his new headquarters at the offices of WGKV.

WNBT (TV) Boosts Rates Under Newly-Issued Card 14

WNBT (TV) New York on June 1 increases its Class AA (10:30-11 p.m. daily, 6:30-7:30 p.m. Sunday) one-hour rates from $5,500 to $6,250, according to a new rate card (No. 14) which also calls for hour rate increases in Class A (7:30-8 p.m., Mon.-Sat.) from $4,250 to $4,500, and Class C (11 p.m. midnight, Mon.-Sat., 11:15-11:30 p.m. Sun.) from $1,850 to $2,650.

Station break rates are also increased: 20-second: Class AA—from $1,095 to $1,575; Class A—$750 to $1,095; Class B—$575 to $650; Class D—$250 to $300; 10-second: Class AA—$565 to $815; Class A—$350 to $565; Class B—$260 to $295; Class D—$65 to $80.

In a letter to advertisers and agencies, sent with the new card, Hamilton Shea, general manager, WNB-R-WNBT, points out that Class B program time rates and Class C time station break rates are unchanged and that C time station break periods have been extended from 3 p.m. to 6 p.m. on Sunday. Discount structure remains the same, he said, with program sponsors getting six-month protection and station break advertisers three-month protection from June 1.

STATION PEOPLE

Edward J. McKernan, Detroit area sales representative, Capper Publications, named assistant to general manager, WIBW-AM-TV Topeka and KCKN Kansas City, effective June 15.

A. M. Farber, general and commercial manager, KCOG Centerville, Iowa, has resigned.

Robert Oyster, Fresno sales representative, KINS Hanford, Calif., to KBIF Fresno, as account executive.

John T. Quinlan, producer and publicist, KLPRTV Oklahoma City, named promotion director, KGMB-TV Honolulu.


John Alves, announcer, WSVJ (TV) Elkhart, Ind., appointed production manager in charge of local live telecasts.

John Boor, director of engineering and vice president, KMO-AM-TV Tacoma, Wash., named chief engineer, KCTS (TV) Seattle.

Milo Ryan, associate professor of communications, U. of Washington, named program director.

W. W. Carter Jr., manager, WTRY Troy, N. Y., elected treasurer, Troy Broadcasting Corp., licensee, WTRY.

Col. Long Is 91

COL. JOSEPH H. LONG, president of WSAZ-AM-TV Huntington, W. Va., and publisher of the Huntington Herald Dispatch and Advertiser, celebrated his 91st birthday May 21. The 248 employees of the Huntington Publishing Co., parent firm of the broadcasting-publishing holdings, of which he is president, gave him a birthday dinner for him that night.

Col. Long was born in Jones town, Pa., in 1863, beginning his career as printer and pressman of the Ohio Press in Steubenville. He came to Huntington in 1893 and two years later purchased The Advertiser.

Active in Democratic politics throughout his career, Col. Long in 1932 was elected delegate-at-large to the Democratic national convention. A year later he was appointed by President Franklin Roosevelt as a member of the Public Works Administration advisory board for West Virginia.

He has two sons, 11 grandchildren and 16 great grandchildren.

William R. Murray, Charleston regional manager, WSAZ - TV Huntington, W. Va., promoted to assume additional duties of general manager, WGKV Charleston.

Robert E. DeHaven, head of commercial dept., KYSM - AM FM Mankato, Minn., appointed manager, same stations.

Ronald J. Born, tv director, WCMO-TV Cincinnati, named producer, WLW same city.

Charles Dempsey named to head sales service and Martha Brian named continuity director.

John B. Garfield, sales manager, WQAR Cleveland, has resigned. No replacement has been selected nor has Mr. Garfield announced future plans.

Rose Morgan, secretary of Vern Lindblade, commercial manager, KFVD Los Angeles, to KFI same city, in publicity dept., replacing Norma Neill, resigned.

Jules Fox and Jo Brooks, Hollywood freelance

Hallelujah!

Salvation is here again for summer advertising!

Operation Sunburst!

Dynamic $100,000 summer sales promotion for Crosby Group Advertisers

Watch For The Big Announcement

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publicists, to KOWL Santa Monica, Calif., as public relations representatives.

Edward C. Kutz, newsman, WSPD Toledo, named program director, succeeding Emerson Kimble, appointed manager, same station, Tom Bender, formerly with WTMN, Charleston, S. C., and Tom Wade, WIMN Lima, Ohio, to announcing staff, WSPD.

Keith A. Culverhouse, former assistant manager of sales development of WABC-TV New York to WPX (TV) New York as director of sales presentations.

Rosemary Castor, former program director and traffic manager at WLCX LaCrosse, Wis., appointed continuity director at KCRU-TV Cedar Rapids, Iowa.

Torrence McGough, formerly commercial manager, WNAB Bridgeport, Conn., to tv sales staff, WEEU-TV Reading, Pa.

Howard F. Barnick, manager, Eagle-Lion Studios, Hollywood, to KNXT (TV) that city as business manager.

Josh Higgins named to sales staff, KWJJ Portland, Ore.

Larry Finley, host-m.c., KFWB Hollywood. Larry Finley Show, signs 7-year contract with station and adds afternoon program, Larry Finley Time, starting June 1.

Bob Powell, WPITZ (TV) Philadelphia, named staff announcer, WP same city.

Marion Carroll, formerly with KXEL Waterloo, Iowa, to continuity staff, KCRI Cedar Rapids.

Stuart Wilson, public service and special events director, KBIG Avalon, Calif., to KBIF Fresno as station manager, with added duties as promotion and publicity director and part-time performer, KBID-TV Fresno. Mr. Wilson also continues his KBIG Are Ya Listening' program on that station, by tape, and on KBIF.

Doris and Russ Reardon, formerly disc jockey team, Adam & Eve, at WCOG Greensboro, to WPHE High Point, N. C., in the same capacity. Mr. Reardon assumes additional duties of program director of WPHE.

Jack B. Chase to WBZ-TV Boston news dept., for special assignment on morning news programs.

Abner George, station manager, KOTA Rapid City, S. D., named summer relief announcer, KCRB San Francisco.

Howard Gordon, production manager, WPFA-TV Pensacola, Fla., assigned additional duties of program director.

Rosemary Castor, program director and traffic manager, WLCX La Crosse, Wis., named continuity director, KCRU-TV Cedar Rapids.

Gilbert S. Fagen to WPEN Philadelphia, as producer of 930 Club.

Harvey A. Teper to promotion dept., KRON-TV San Francisco.

Richard F. Root, announce-director, WSL-TV Roanoke, Va., to KNXT (TV) Hollywood as summer replacement staff announcer.

Roy Partridge, formerly of CKCK Regina and CJOB Winnipeg, to announcing staff of CHUM Toronto.

Bob McLoughlin, disc m.c., KLAC Hollywood, resigns.

Phyllis Mortlock to WBAP-TV Ft. Worth, as tv production secretary.

Mary Anne Thompson to WSYR Syracuse, as music librarian.

Rosemary Garrett, professional dancer known as Rosemary Carroll, to KCP (TV) Hollywood, sales promotion staff as publicist.


Benedict Gimbrel Jr., president-general manager, WIP Philadelphia, and member of MBS board, elected to board, Villanova U. Development Foundation.

I. R. Lowasberry, former president, general manager and partner, WGR Broadcasting Corp, Buffalo, honored with a staff party on the occasion of his leaving the station.

Robert J. McIntosh, general manager, WJPS Evansville, Ind., elected president, Evansville A. D. Club.

Carol Lee Gregerson, Washington State College, to work at KING-TV Seattle this summer, as first holder of summer internship post under Nancy Graham Memorial Fund award, established by parents of WSC graduate who was employed at that station at time of her death.

William G. Mulvey, WNNC-TV New Haven program coordinator, spoke on "How to Prepare for a Radio-TV Career" at banquet of U. of Connecticut's WHUS, campus radio station.

Art Schofield, promotion manager for Storer Broadcasting Co, addressed the annual Awards Dinner, U. of Miami School of Radio and Television.

Richard C. Smith, director of radio, WHB Kansas City, elected president, Kansas City Press Club.


Don Stewart, former manager, WDTV (TV) Pittsburgh and KCTV (TV) Kansas City, to staff, WGLV (TV) Easton, Pa., as consultant on television.

Jay Trompeter, disc m.c., WIND Chicago, is

PRINCIPALS in this month's transfer of ownership of WITK Durham, N. C. [B‡T, March 15], were (1 to r): seated, Robert Williams, new general manager and vice president of purchasing, and Harmon Duncan, former president; standing, Floyd Fletcher, former general manager, and James L. Howe, president of WITK and WCTC New Brunswick, N. J., purchaser, co-owner of new business firm, Modern Production Association, that city.

Blanche Stuart Scott, women's director, WLEA Hornell, N. Y., is participating in "Point to the Sky," documentary film being made by Bureau of Aviation of New York State Dept. of Commerce.

Grant Foster, news director, WKY-AM-TV Oklahoma City, discussed tv coverage of news at annual Journalism & Photography Day, U. of Wichita, May 19.


Bill Welsh, sports announcer and special events commentator, KTTV (TV) Hollywood, receives certificate of merit from National Boys Clubs of America for work in promoting National Boys Week.

Walter Kingston, announcer, KFAC Los Angeles, and associate professor in UCLA Theatre Arts department, assigned to supervise State College of Washington, Pullman, television workshop, June 14 - July 24.

Raymond W. Rodgers, chief engineer, WDTV (TV) Pittsburgh, was presented the Channel Master Television Engineer's gold cup award, presented on a national basis to tv engineers who have made "outstanding contributions to improve tv reception and transmission," according to WDTV.

Joe Adams, disc m.c., KOWL Santa Monica, presented special certificate of merit by L. A. Board of Public Utilities and Transportation in recognition of his six years of campaigning for safe driving.


SUMMER ACTIVITY INCREASES—NBC-TV

Seven participating sponsors are signed for the new Saturday night variety show. Other shows announced.

NBC-TV summer business activity this week included lining up seven advertisers for a 90-minute program, signing an eighth advertiser for 14 weeks of a half-hour show and substituting a summer program for the ninth advertiser.

The seven sponsors signing up for the variety program—Saturday Night Revue—Saturday, 9:10-10:30 p.m., are:

- Dow Chemical Co., Midland, Mich. (Sarah Wrap) 9-9:30 p.m. alternate Saturdays for 13 weeks through MacManus, John & Adams, N. Y.
- Armour & Co., Chicago (Dial soap and shampoo) 9:00-9:30 p.m. alternate Saturdays for 13 weeks, through Poette, Cone & Belding, Chicago.
- General Electric Major Appliance Div., Louisville, Ky., 10:00-10:30 p.m. for 11 weeks and 10 minutes between 10:00-10:30 p.m. for two weeks, through Young & Rubicam, N. Y.
- Cudahy Packing Co., Omaha, ten minutes between 10:00-10:30 p.m. for 15 weeks through McCann-Erickson, L. A.
- Griffin Mfg. Co., N. Y., ten minutes between 9:00-10:10 p.m. for 15 weeks through Berg & Bergam, N. Y.
- Lemon Products Advisory Board, Los Angeles, ten minutes between 9:00-10:10 p.m. for 15 weeks through McCann-Erickson, L. A.
- The Arthur Murray Party was first featured on tv in 1950 and was last presented on NBC in a quarter-hour version. Kathryn Murray will return in her role as hostess of the series, which will be produced by her husband, Arthur Murray, in the half-hour version. Grey Adv., N. Y., is the agency for Associated Products.

ABC-ADDS TWO AFFILIATES

AFFILIATION of two more television stations with ABC-TV, increasing total affiliations to 198, was announced May 21 by Alfred R. Beckman, national director of ABC's stations relations departments. New affiliates are KID-TV Idaho Falls (ch. 3), owned and operated by Idaho Radio Corp., effective May 23, and KTEN (TV) Ada, Okla. (ch. 10), owned and operated by Eastern Oklahoma Television Co., effective tomorrow (Tuesday).

ABC-ADD'S TWO AFFILIATES

WUS-NV Charleston, S. C., scheduled to go on the air Sept. 25 on ch. 2 from on 850-foot tower with 100 kw, signs affiliation with NBC-TV. L to r: Philip D. Porterfield, general sales manager, and J. Drayton Hostie in the factory with the NBC-TV Paul Rittenhouse, station relations representative, and Thomas Knodle, station relations manager, both NBC.

KTVU (TV) Joins NBC-TV

AFFILIATION of KTVU (TV) Stockton, Calif., with NBC-TV was announced last week in Chicago. The station is on ch. 36. Knox La Rue is general manager.

Many Inquire

SOME 49,100 letters had been received from ABC-TV viewers up to last Wednesday requesting complete information on the new pre-engineered six-room home which was introduced on the April 27 U. S. Steel Hour, the network reported last Thursday. ABC-TV said that the house, called "The Westerner," manufactured by U. S. Steel Homes Inc., was set up and completely furnished on "the largest and most elaborate set ever constructed for a television commercial."
New Color Equipment Unveiled by DuMont

DuMONT color equipment, to permit stations to re rebroadcast network signals, originate color slides and color film, was announced last week. Comprising four packages, the DuMont gear with prices, are as follows:

Complement A—For test and rebroadcast of network color programs, including color stabilizing amplifier, $1,800; video switching unit, $240; phase correction unit, $975; color monitor with decoder, $7,400 for chassis only, $8,200 for rack mounted unit, $8,750 for console unit; color bar generator, $2,370; step wave generator, $1,550; square wave generator, $250; vectorscope, $3,400; oscillograph, $825; rack of racks, jacks, etc., $1,700; three sets of power supplies, $1,500; rack mounting adapter, $35. Total, $22,145-$23,215.

Complement B—For origination of local test signal, including the above plus encoder, $4,980; subcarrier generator, $2,450; lumi-chrom filter, $100. Total, $29,675-$30,745.

Color Slide Reproduction

Complement C—For reproduction of color slides, including above plus two color program switches, $800; monitor switch, $95; additional color monitor with decoder, $750; chassis only, $8,200; rack mounted, $8,570 console unit; two electronic maskers, $3,600; field keyer, $1,100; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; in-line voltage supply, $595; 17-in. picture monitor, $495; color multi-scanner equipment, $9,800; automatic dual color slide equipment, $6,620. Total, $55,480-$56,550.

Complement D—For reproduction of color film, including the above plus additional program color program switcher, $400; additional monitor switch, $95; additional color monitor with decoder, $7,500 chassis only, $8,200 rack mounted, $8,570 console unit; additional encoder, $4,980; two additional electronic maskers, $3,600; additional field keyer, $1,100; additional oscillograph, $825; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; additional rack mounting adapter, $35; remote control projector, $200; 16mm color cinecon equipment with multiplier, $12,775; 16mm color cinecon equipment, $11,150; 35mm color cinecon equipment, $3,815-$3,956; lumi-chrom color equipment, $15,595. Additional dual color slide equipment is listed at $5,700. And, DuMont offers to convert existing black-and-white multiscanner slide and film equipment to color for $6,037.

New RCA Color Scanner Tube

RCA has announced a new scanner-type cathode ray tube (RCA-5AUP2A) designed for picking up call letters, test patterns and other picture material in color. New tube is not a camera tube, but a light source for scanning color slides and other transparencies, according to Louis G. Dunn, manager of the RCA Tube Division, who called it a color version of the “flying spot” tube developed by RCA in 1948 for use in black-and-white tv.

Stromberg Pays Dividends

STROMBERG-CARLSON CO., Rochester, last week declared a dividend on the company’s 4½% convertible preferred stock of 56¼ cents per share payable on July 1 to stockholders of record on June 15. The company also declared a dividend on common stock of 37½ cents per share, payable June 30 to stockholders of record on June 15.

Hoffman Radio Negotiates Loan, Will Build Tv Plant

Hoffman Radio Corp., Los Angeles, negotiating with Metropolitan Life Insurance Co. for a 15-year $2½ million loan, contemplates a public offering of 130,000 shares of common stock, H. L. Hoffman, president, reported last Monday to stockholders at the annual meeting. These two financing programs, he said, would result in excess of $4 million for additional working capital. Of this amount $200,000 would be used for new merchandise; the $1½ million in long-term loans and $1½ million would go to build a new El Monte, Calif., plant for tv production. Sales and earnings are holding up due to a diversification program the company started several years ago, he added.

Smallest Dynamic Mike

NEW RCA microphone BK-6A, weighing less than six ounces and small enough to be worn around a performer’s neck, clipped to a lapel or dress or concealed in his hand, is called by the company the smallest dynamic microphone ever developed for radio or tv broadcasting. Unit, complete with lanyard, clip and a 30-foot flexible cable, measures only 3-5/32 inches by 1-3/16 inches.

‘Utilive’ in Production

DIAMOND Power Specialty Corp. last week announced that its new “Utilive” series 400 closed circuit camera has gone into production and will be available for delivery in July. The unit is available with the vidicon type pickup tube for less than $2,000 and with the Utilicon long life cold cathode camera tube for under $2,500. It is being distributed by Graybar. The Diamond power plant is in Lancaster, Ohio.

Philco Corp. Sales Show 12% First Quarter Decline

PHILCO CORP. on May 20 reported a decline of 12% in sales during the first quarter of 1954, compared with the same period last year. First quarter sales in 1953 were $129,058,000, and were $113,777,000 in 1954. Earnings during the first quarter were $2,438,000 or 62 cents a share, compared with $3,401,000 or 88 cents a share in the first three months of 1953. Since April 30, the company’s plants in Philadelphia and Sandusky, Ohio, have been closed by a strike of CIO International Union of Electrical Workers.

Valentine to FTL Sales

JAMES M. VALENTINE, associated with IT&T since 1951 as supervisor of tv station installations in this country and abroad, has been appointed sales manager of the tv branch of Federal Telegraph & Telephone Labs, a division of IT&T. Mr. Valentine was with the tv engineering department of NBC prior to World War II, during which he was in charge of developing radar tv systems for military purposes at the MIT Radiation labs. Following the war, he became a member of the CBS color tv development group, served as tv sales engineer in the transmitter division of Allen B. DuMont Labs and, from 1948 to 1951, was tv engineering manager of ABC’s Central Division, supervising the installation and operation of WENR-TV Chicago and WXYZ-TV Detroit.

MANUFACTURING PEOPLE


Robert Nesbitt to Camera Engineer Corp., Burbank, Calif., as Texas and Oklahoma factory representative, headquartered in Dallas.

Edward C. Madden appointed traffic manager and Thomas A. Gaudette assistant traffic manager, Admiral Corp., Chicago.

Charles Taylor, electronic technician, Western Airlines, to Conrad R. Strasser Co., L. A. electronic sales representatives, as assistant to president.

Edward Miller, engineering department, Sandia Division, to World TV, Lancaster, Ohio, to manager of IT’s engineering department.

Allen R. DuMont Labs television transmitter design has compiled a new, 36-page bulletin listing complete television broadcast products manufactured and distributed by the department.

Sylvania Electric Products Inc., N. Y., announces it has developed and begun production of color television dot generators, electronic devices that "assure proper alignment of electron beams which produce color tv pictures." The suggested list price of the dot generator, Type 506, is $125.90.
The Tape
That Mirrors
the Original
Sound

Irish
Green Band Professional

The finest tape your recorder can use

Just as the reflection of a perfect mirror is faithful to
the original image, in every detail, so too does Irish Green Band RECOED, RETAIN
and reproduce the original sound with flawless fidelity.

Instruments will reveal that Irish Green Band offers lower noise level, uniform
sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The
final proof is in the hearing. To appreciate the quality of Irish Green Band, it
must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to Irish Green Band quality is the limitation
of the tape recorder itself... it is the finest tape your recorder can use.

Irish
Green Band
Professional

is fast becoming the choice of audio engineers in broadcast sta-
tions, recording studios and wherever sound
quality is of paramount
importance.

1200 feet on plastic
reel............ $3.30 Net.
2400 feet on metal
or fiberglass reel... $7.71 Net.
One day you will surely
use Irish... so write
today for free sample
reel.

At all leading radio parts distribu-
tors

OrRadio Industries, Inc.
OPELIKA 9, ALABAMA

World’s Largest Exclusive Magnetic Tape Manufacturer

Export Division: Morhan Exporting Corp., 456 Broadway, New York, N.Y.
Meet the original John Kieran

That's Kieran on the left, and as millions of people can tell you, he's a very original fellow. He has a quarter-hour TV show called "Kieran's Kaleidoscope," which is also very original, and to watch it, you'd say he knows everything! The other actors on this program usually don't have names, but they've got plenty of appeal. They're not all animals...sometimes they're bugs, or plants, or planets. They appear on film in their natural habitat, Kieran ad-libs a witty commentary, and everyone has a wonderful time. Especially the sponsors. Over 50 advertisers have used "Kieran's Kaleidoscope" with exciting results...one for nearly 250 weeks. You can run this show almost indefinitely, since there are 104 films in the series! For availabilities and prices, wire or call collect:

In NEW YORK: Don L. Kearney, 7 West 66th Street, SUSquehanna 7-5000
In CHICAGO: John Burns, 20 North Wacker Drive, ANdover 3-0800
In HOLLYWOOD: Bill Clark, 1539 No. Vine Street, H01lywood 2-3141

★ Another hit from ABC FILM SYNDICATION, INC.
DEPARTMENT STORES ARE NOT RADIO PROOF

SO SUCCESSFUL was the use of radio by a large department store in Greater Boston’s northern area in creating opening traffic and selling goods after the store opened that it has signed a 52-week radio saturation announcement schedule.

Hirshon-Garfield Inc., New York and Boston advertising agency, for its client, the newly opened Jordan Marsh Co. department store in Malden, Mass., selected two intensely competing stations—WHIL Medford and WTAO Cambridge—to promote the opening of the store April 1, after its acquisition by Allied Stores Corp., described as the largest department store group in the country.

Allied acquired the store, formerly the F. N. Joslin Co., and changed its name to Jordan Marsh Co., after its large Boston store of the same name and two others in the chain, in Framingham, Mass., and San Diego, Calif.

The store underwent extensive remodeling and was designed especially for the shopping convenience of residents of the northern areas of Greater Boston, where competing WHIL and WTAO both have primary coverage.

Although usually competitive with each other in efforts to gain audience, WHIL and WTAO joined in putting everything they had into the promotion.

The store, which normally used the two stations on a year-around basis, had never tried combined spot coverage before, so a two-month test was made with the result that “all parties were pleased.”

The campaign decided upon by Sherwood J. Taraow, president, general manager of WHIL, and Fred Bailey, general manager of WTAO, together with account executive Ruby Newman and Vice President Herb Stern of Hirshon-Garfield, called for intensive on-the-air saturation promotion beginning when the store said to be the largest in the nation north of Boston, closed down for final remodeling touches one week before the grand reopening.

Both stations, with a budget split almost evenly between them, began airing announcements “almost every hour,” including “selling” copy on items in the store and the departments where they were to be found, with descriptions of the store’s facilities and services. At the same time the stations began hitting the air with shorter “teaser” announcements: “The Big J (Jordan Marsh) is coming to Malden especially for you.”

At the end of seven days, on the April 1 opening day, both stations aired a half-hour dedication program, with company executives, state and community officials and civic leaders taking part. Although the day was ushered in by a wintry snowstorm, WHIL and WTAO announced that ceremonies would begin on time. “Hundreds of people crowded the sidewalk for the dedication and thousands jammed the store the moment the doors were thrown open,” says a WHIL spokesman.

The half-hour program, produced by WHIL Production Director Allan Roberts, was the only one used, the rest of the radio promotion being announcements. No television was used.

For the next three weeks the stations flooded the air with copy on individual items of merchandise, the store’s departments and its facilities, at the same time discontinuing the “teaser” announcements. At the end of the three-week period, institutional copy was added. The stations also started using their merchandising services, including point-of-sale cards and WHIL’s “teaser” cartoons in newspapers.

Results? “And how!” says Arthur D. Stamler, WHIL promotion director. Mr. Stamler’s enthusiasm, if develops, is with good reason. The stations have been given exclusive radio coverage by Jordan Marsh in the Greater Boston area and have been signed for 52 more weeks of heavy saturation.

Joseph P. McIsaac, managing director of Jordan Marsh Co., two weeks after opening day, added this fitting summation: “Management is most gratified with the results. People are continuing to crowd our store. Our sales show customers from points as distant as Providence, R. I., and Bangor, Me. There is a tremendous upsurge in business—far above any expectation. And our sales are continuing on the increase at a very high ratio.”

All of which goes to bear out what the two radio stations and the agency maintained all along: “Department stores are not radio proof.”
Eighty-four NARTB delegates were on the links at Chicago's Acacia Country Club to compete for the B&T trophies. Joe Higgins came away with a gross 73 to win one of them; Henry Clay shot a net 65 to take the other.

JOE HIGGINS, WTHI-TV Terre Haute, Ind., and Henry Clay, KWKH Shreveport, La., won low gross and low net honors respectively at the 23rd annual NARTB golf tournament at the Acacia Country Club last Sunday. Mr. Higgins, former medal winner in 1946 and 1950, won his third silver B&T trophy, scoring a 73 gross. Mr. Clay shot an 89, with which a 24 blind bohey handicap, scored a 65 to win the B&T cup for low net.

Some 84 broadcasters and agency executives participated in the convention tournament. Tied for second low net honors with 66's were: Norm Barry, NBC, Chicago; Max Everett, Everett-McKinney, New York; Peter Fronenak, WCEN Mt. Pleasant, Mich., and Rush Evans, Northwestern University Radio & TV, Evanston. C. L. Posey, WCEN

GOLF POT POURRI at NARTB Convention. A happenence 20th Century reunion of Clay and Lee occurred when the B&T trophies of the golf champs were presented in Chicago last Monday. L. to r: Sol Taishoff, B&T editor-publisher; FCC Comm. Robert E. Lee; low net winner (65) Henry Clay, KWKH Shreveport; low gross winner (73) Joe Higgins, WTHI-TV Terre Haute.

CHICAGO

L TO R: Grover Cobb, KVGB Great Bend, Kan.; Paul Hancock, NBC New York; Horace Fitzpatrick, WSLS Roanoke, Va., and Walter J. Brown, WSPA Spartanburg, S. C.

L TO R: C. L. Posey, McCann-Erickson, Chicago; Sterling Beesan, Headley-Reed, New York; Bill Shaw, KOMO Hannibal, Mo., and Hugh Boice Jr., WEMP Milwaukee.

L TO R: Bob Gilbertson, Harrington, Righter & Parsons, Chicago; Tee Watson, J. Walter Thompson Co., Chicago; Tom Miller, H. R & P, Chicago, and Bowen Munday, Leo Burnett Co., Chicago.


L TO R: Les Rawlins, KDKA Pittsburgh; Bill Clark, ABC Los Angeles; Hal Meyers, WPOR Portland, Me., and F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D.

TOP PICTURE, L TO R: John Spearman, Spearman & Roberson, Washington; Paul Raibourn, KTAL (TV) Los Angeles; Dick Swift, Bolling Co., New York; Joe Higgins, WTHI-TV Terre Haute, and unidentified golfer.

BOTTOM PICTURE, L TO R: L. Waters Milbourne, WCAO Baltimore; Paul Raymer, Paul H. Raymer Co., New York; Armond Grant, WAAM (TV) Baltimore, and Jim Parsons, Harrington, Righter & Parsons.

PROGRAMS & PROMOTION

ALARM RINGING CONTEST

VIEWERS of KBID-TV Fresno are invited to guess when an alarm clock will go off during each broadcast day, in a $3,300 six-week audience promotion contest. The audience is asked to write the station, answering a daily question and nominating their favorite program. Additionally, they guess when the alarm will go off. The alarm rings during the program that receives the most votes. The station reports an 8,000-letter-a-day response, with winners receiving three appliance prizes a day.

JUNE WEDDING PROMOTION

WLBK DeKalb, III., has instituted a promotion campaign involving all couples who plan to be married in June. Called June Wedding, program asks couples to submit their names and then asks listeners to vote for their favorite couple. Listeners vote by shopping at stores of participating sponsors. Each shopper is entitled to one vote for each cent spent in that particular store. WLBK is inserting posters and other promotion material in participating stores. The couple receiving the most votes will receive assorted prizes.

WKNX-TV BIRTHDAY BONUS

IF EVERYTHING goes according to schedule, the first anniversary promotional stunt of WKNX-TV Saginaw, Mich., will cost the station nearly $2,000 by the time it celebrates its 21st anniversary on the air. A special on-camera birthday party was planned for children in the WKNX-TV coverage area who were born on May 4, 1953—the day the station began telecasting. The children were presented with a $1.00 bill in commemoration of the occasion and this presentation will continue each year with the monetary gift increasing to equal their increased age each year, according to WKNX-TV. By the time the children reach 21, they will have received a total of $231 each.

HILLBILLY MUSIC ARTICLE

THE JUNE issue of Good Housekeeping magazine features an article on country and western music by Nelson King, co-mc of nightly, six-hour Hillbilly Jamboree, over WCXY Cincinnati. The article, titled "Hillbilly Music Leaves the Hills," points out the growing popularity of country type music in large cities and shows where many a "pop" tune began as a country or western hit, including such songs as "Cold Cold Heart," "You Belong to Me," and "Don't Let the Stars Get in Your Eyes," "Tennessee Waltz," and the newest song Bennett hit "There'll Be No Teardrops Tonight," which was co-authored by Mr. King and the late Hank Williams, according to the station.

CHURCH ASSEMBLY COVERAGE

TOTAL of six nation-wide broadcasts and 44 programs by Detroit area stations were slated for presentation during the period May 20-30 in conjunction with the Detroit meeting of the Presbyterian General Assembly. Local area stations participating include: WIR, WWJ, WWYZ, WBLS and WJLB, all in Detroit; CKLW Windsor, WCAR Pontiac and WEXL Royal Oak, Television—WJBK-TV, WJBK-TV, and WXYZ-TV. Participating networks include CBS Radio, ABC Radio and NBC Radio. Additionally, an estimated 250 radio stations throughout the U. S. are slated to carry two special programs in the "Let There Be Light" series of the Broadcasting & Film Commission of the National Council of Churches of Christ.

CFQC TROPHY BROCHURE

CFQC Saskatoon, Sask., Canada, winner of 1953 Radio Television News Directors Assn. trophy for "most outstanding radio news operation," at the group's annual convention in Washington, has published a brochure on its news service. The brochure, which shows the gold trophy on a blue cover, is being distributed to Canadian members of Parliament, members of the Legislature in Western Canada, prominent civic officials, agencies and radio and tv stations. Enclosed are pictures of prominent people and their congratulatory messages. The
In Color TV instrumentation, no other name means as much as Telechrome because no organization can match Telechrome's 3 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

DELIVERY 60 DAYS
TO DRAMATIZE radio's penetration and importance to the average citizen, WTOF Washington used these promotional pieces in a recent campaign. The automobile piece ran as a full page ad in two Washington newspapers and the "house-ad" was sent to local agencies and CBS Spot Sales offices. The station reports the "house" promotion piece is being consistently re-ordered by Spot Sales representatives.

station's news service is outlined and a description of facilities, coverage and "firsts" follows, with pictures of personnel and events covered rounding out the brochure.

CLOSED-CIRCUIT TELECASTS
A SERIES of closed-circuit product demonstration colorcasts, produced for the benefit of local business executives and ad agency personnel, has been undertaken by WXY-TV Oklahoma City. Called Food, Fashion and Furnishings Forums, the colorcasts are being assembled in 30-minute productions employing an announcer, musical background and women's commentary. This series will feature packaged products, prepared dishes in the food line, current fashions in apparel, accessories and the cosmetic lines and late trends in home furnishings and interior decoration. Invitations are being extended to about eight food brokers and chain store executives a day to witness the program which is keyed to the particular brokerage house represented that day.

KATE AIRS PROBLEMS
LISTENERS are given on-the-air answers to all sorts of problems by Dale Dickerson, host of Party Line over KATE Albert Lea, Minn. Through a special phone attachment, a telephoning listener can hear his voice state problems on the broadcast and frequently the next call received will bring another listener's solution to the problem. Most problems perplexing listeners are concerned with home-making, according to Mr. Dickerson, and he adds that this simple format has created greater success than any other program aired by that station.

STUDENTS OPERATE WADK
STUDENTS took over all the operations of WADK Newport, R. I., as part of the annual "Youth Day," a time when pupils from the city's high schools take over the city government and conduct all civic activities. Milton E. Miler, manager of WADK, suggested to the Elk's Youth Committee that they select youngsters to fill the various station capacities. Every position from general manager to librarian was filled by teen-agers and, according to the station, the experiment was so successful that it will be added to "Youth Day" activity each year.

KEYSTONE PROMOTION PIECES
KEYSTONE Broadcasting System is distributing to all major agencies and advertisers a packet of material comprising a station list of 715 affiliates, its network primary coverage map and a tv map showing KS supplementary stations. Material is offered for "consideration of lucrative markets for your products." Letter, signed by Edwin R. Peterson, KBS vice president, cites "advantages of Keystone over the wired networks," the "neighborliness" of broadcasts from home towns areas, and ability of advertisers "to pick and choose his markets according to his own needs." Coverage maps are designated to alert advertisers to "tremendous potential" in vast population areas not covered by television and any one wired network.

RELAY HOOKUP 'FIRST'
IN WHAT is claimed to be North Carolina's first relay hookup, WSIS-TV Winston-Salem, N. C., was the pivot point in a three-way relay telecast when President Eisenhower spoke at a "Freedom Rally" in Charlotte May 18. WSIS-TV picked up the coverage of WBT (TV) Charlotte and then fed it to WFMY-TV Greensboro. Phil Hedrick, WSIS-TV operations manager, said the experiment paves the way for greater statewide coverage.

PETROLEUM CAREERS BOOKLET
A FREE booklet dealing with the career opportunities afforded by the oil business is being offered to interested high school and college students. Titled Careers in Petroleum, the booklet is available on request to: American Petroleum Institute, Box 172, 50 W. 50th St., New York 20, N. Y.

BOTTLE CAP DISCOUNT
TO PROMOTE the sale of Bireley's soft drinks, KXEL San Bernardino, Calif., sent dealers a letter to which was attached a cap from a Bireley's bottle held down with Scotch tape. The explanatory note said: "Summer is the time for circuses and Bireley's beverages. And speaking of the 'Big Top' ... under the Bireley's cap you will find a ten cent discount on your first case ... put it on Bireley's and win more sales than ever ..." A dime was tucked beneath the bottle cap. KXEL says the promotion has been very successful, especially among individual grocers and small dealers.

CFPL LISTENER CHECK
THREE radios for the winner's home and a breakfast for the winner with 50 of his friends was the prize offered by CFPL London, Ontario, to find out how many people listen to its early broadcast, "Operation Sunburst," as a large-scale promotion, to stimulate maximum audiences for WLW sponsors this summer. Attending a "Sunburst" sales conference are (I to r): H. P. Lasker, vice president in charge of WLWD (TV) Dayton; Robert Boulware, manager of WLWT (TV) Cincinnati; H. M. Smith, Crosley vice president in charge of sales; George Henderson, Crosley general tv sales manager; John T. Murphy, Crosley vice president in charge of tv operations, and James Leonard, vice president in charge of WLWC (TV) Columbus.

OVER $100,000 will be spent by Crosley Broadcasting Co. in its large-scale promotion, "Operation Sunburst," to stimulate maximum audiences for WLW sponsors this summer. Attending a "Sunburst" sales conference are (I to r): H. P. Lasker, vice president in charge of WLWD (TV) Dayton; Robert Boulware, manager of WLWT (TV) Cincinnati; H. M. Smith, Crosley vice president in charge of sales; George Henderson, Crosley general tv sales manager; John T. Murphy, Crosley vice president in charge of tv operations, and James Leonard, vice president in charge of WLWC (TV) Columbus.
What does modern advertising owe to Socrates and P. T. Barnum? How did advertising premiums become a billion-dollar business? Whose face was red when the first radio boxtop deal paid off? Why does housewives' laziness help build package goods sales? For the answers, read....

'Ads, Women and Boxtops'
The "boxtop king" tells the inside story of package goods advertising techniques . . .
a B-T exclusive

by Duane Jones

Starting Next Issue

A definitive series of articles about the 15 basic techniques of package goods advertising, how they were invented, how they have been used to send sales curves shooting into the stratosphere.
JUDGES in the $1,000 contest by WSTV-TV Steubenville, Ohio, to provide a slogan for its 887-foot tower, look over some of the 30,000 entries. To: Emerson V. Wood, executive secretary of the Steubenville Chamber of Commerce; J. Richard Sonneborn, president of the Wheeling Ad Club; and William Coffman, officer of the Pittsburgh Radio & TV Club and president of Cabbot & Coffman Agency there.

ARTICLE goes on to discuss various aspects of the contest, including the jury's criteria and the process of selecting the winning slogan. The article also highlights the involvement of local businesses and organizations in the contest.

**WLOF JET RECORDING**

ARMED with a small tape recorder and lots of courage, Lee Hall of WLOF Orlando, Fla., flew in a jet plane and made a 15-minute recording which the station later broadcast to listeners. Miss Hall's flight in the T-33 jet plane was WLOF's participation in Armed Forces Day as observed by Pinecastle Air Force base in Orlando. She described how it felt to sit in the rear cockpit of a 400-mile-per-hour jet, doing rolls and peeling from formation. Many WLOF listeners throughout the central Florida area were afforded a vicarious thrill while they listened to the broadcast, according to the station.

**KEK RADIO SURVEY**

A STUDY of automobile listening in the Portland, Ore., area has been completed by KEK there, which shows the total audience in every hour of the day in metropolitan Portland and also throughout the 42-county KEK listening area. The survey, prepared by Promotion Manager C. L. Burrow, also points out that over 800,000 vacationers visit Oregon every year and spend over $150 million, making the tourist business the third largest business in the state. Stating that car use doubles during summer months, the study says Oregon tourists are a "hot weather plus for KEK advertisers." The radios in automobiles, the study indicates, are "enough alone for a complete media... best covered by the 50,000 watts of KEK."

**WTRY PROMOTION PIECES**

WTRY Troy, N. Y., has completed for mailing to local and national agencies and advertisers, three promotional pieces titled "Summertime," "How Much for Advertising?" and "This Is WTRY, the CBS Radio Network." "Summer-

**GREAT LAKES BROADCAST**

IN WHAT WWCA Gary, Ind., believes is the only show originating from any of the Great Lakes, that station will originate Beach Ballroom throughout the summer direct from Wells Street Beach on the southernmost tip of Lake Michigan. The daily show, 4-5 p.m., will feature records, lake forecasts, and weather temperature reports.

**SOFTBALL TELECAST 'FIRST'**

THE FIRST regularly scheduled softball telecasts in the history of Oklahoma City television is claimed by KTVO (TV) that city in a planned Monday and Tuesday night series staged in cooperation with the Oklahoma City's Softball Assn. and Park Dept. The station is already telecasting the home games of the Oklahoma City Indians, Texas League representatives, and the proposed series will be covered when the Indians are on the road. Station Manager Harry Abbott said that the softball feature will help solve programming plans as well as give assurance to the fans that every Monday and Tuesday night, weather permitting, they will have a live telecast of some diamond activity.

**WBCB SUPERVISOR TRIBUTE**

PAT KELLY, veteran NBC supervisor of announcers, was the principal subject on Ralph Edwards' This Is Your Life (NBC-TV, Wed., 10-10:30 p.m. EDT). Mr. Kelly is planning to retire from NBC next month after 25 years of service to the network. On hand to pay tribute to Mr. Kelly were: a former employer of 36 years ago from Vancouver, B. C.: Fortune Gallo, who hired Mr. Kelly to sing with the San Carlo Opera Co.; his wife, his sister-in-law and a group of his microphone associates, including Ben Grauer, George Hicks, "Tiny" Ruffner, Tex Antoine, Ed Thorgerson, Alwyn E. H. Booth, Norman Brokeshire, Jimmy Wallington, Don Wilson, Ford Bond, Hugh James, Jack Costello, George Putnam and Howard Petrie.

**THE HUMAN TOUCH**

ANDERSON & CAIRNS, New York advertising agency, launched a series of weekly two-column ads in the New York Times and several trade papers based on the people who are working on behalf of its clients. "The human side of the agency business is probably one of the most frequently overlooked aspects of successful advertising even today, it's basically an enterprise of talented human beings who are real people," John A. Cairns, president of the agency, asserted.

**WJBJ-AM-TV JET BROADCAST**

TO CALL attention to Armed Forces Day and the Air Force Jet Show at nearby Selfridge Field, WJBJ-AM-TV Detroit, Mich., arranged a live pickup from an Air Force jet while the plane circled Briggs Stadium during a pause in the New York Yankees-Detroit Tigers game May 14. Paul (Dizzy) Trott, former Tiger pilot, and now a sportscaster, conducted the jet and carried on a five-minute conversation that was broadcast over the loudspeaker in the stadium and over WJBJ-AM-TV, according to that station.

**WLW-AM-TV LENDS TALENT**

WLW-WLWT (TV) Cincinnati will furnish the talent for what is expected to be "the largest square dance ever held in the country," which will take place at the Darke County Fair. It is hoped that last year's opening day crowd of 84,000 people will be exceeded at this year's fair. WLW's Midwestern Hayride show will be broadcast directly from the fair grounds, according to the station.

**KOTV (TV) DEDICATION 'FIRST'**

KOTV (TV) Tulsa reports the first television coverage of the opening of a new building in that city when the dedication ceremonies of the new $400,000 First National Bank Autobank and Autobank were carried by that station. Cy Tuna, KOTV news director, handled the narration and conducted interviews with civic and business executives attending the ceremony.

**CBS-TV Hails Haile First**

CBS-TV was credited with a news "beat" last Tuesday in presenting over The Morning Show (CBS-TV) Detroit, Mich., arranged a "live" shipboard interview with Emperor Haile Selassie of Ethiopia a full hour before his ship docked in New York Tuesday.

A CBS-TV spokesman said the "beat" was accomplished by placing reporter Tom Costigan abroad the S. S. United States before it entered New York harbor and hiring a tugboat, equipped with a color TV camera unit, to steam alongside the liner as it entered the harbor. Mr. Costigan persuaded the Emperor to stand near the liner's rail where the camera from the tug was able to obtain a fairly close view of the monarch while he spoke into the microphone for viewers of the show.
Summer Workshop Set For Radio, Film Scripts

A WORKSHOP in planning and writing marketable radio and film scripts will be held by the New School for Social Research in New York from June 21-Aug. 4. The workshop will be directed by Flora Rheta Schreiber, writer and teacher.

Guest lecturers will include George Kondoff of BBDO, producer of 'Theatre Guild on TV' and of the current Broadway show, 'The Fifth Season'; William Traum, director of the radio and TV division of Town Hall; Jack Glenn, president of Jack Glenn Inc., formerly producer of 'March of Time'; Jack Le Vien, assistant general manager of Warner Pathé News; Mrs. Robert Flaherty, documentary film maker; Margaret Schneider, director of The Goldbergs; Ed Roberts, BBDO and director of Armstrong Circle Theatre.

NAEB Names Bidlock

CECIL C. BIDLACK, member of the radio and television engineering staffs of NBC since 1938, has been named by the National Assn. of Educational Broadcasters as its first television engineer, effective July 1. In his new post, which was made possible by a grant to NAEB from the Ford Foundation’s Fund for Adult Education, Mr. Bidlack will perform engineering services for proposed educational TV stations throughout the country.

Radio-Tv Students

FIVE high school students in the New York area, who received their high school education through integration of home instruction and radio and television methods, received achievement awards in a ceremony last fortnight at the studios of WPIX (TV) New York. The students were able to complete their education through home visits by accredited teachers, listening to regular radio courses conducted by WNYE (FM), New York Board of Education station, and viewing "The Living Blackboard" program over WPIX. The program has been presented since 1951 to assist in the education of handicapped children. WPIX telecast the awards ceremony.

NAEB Seminar June 7-11

FIVE-DAY seminar will be held by the National Assn. of Educational Broadcasters in St. Louis from June 7-11 for writers and producers of in-school programs. The host station will be KSLH, St. Louis Board of Education station. Marguerite Fleming, director of KSLH, is in charge of arrangements.

Station Authorizations, Applications

FOR THE RECORD

May 20 through May 26

Includes data on new stations, changes in existing stations, ownership changes, hearings, rules & standards changes and routine roundup.

Abbreviations:


TELEVISION STATION GRANTS AND APPLICATIONS

Includes data on new stations. Changes in existing stations, ownership changes, hearing, rules & standards changes and routine roundup.

Abbreviations:


FCC Commercial Station Authorizations

As of April 30, 1954

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<th>FCC</th>
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* Does not include noncommercial educational fm and tv stations.

* Authorized to operate commercially.

Am and Fm Summary Through May 26

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KNBC, KPIX (TV) Join In Radio-Tv Institute

KNBC and KPIX (TV) San Francisco are joining to conduct the 12th annual summer Radio-Television Institute at Stanford U. from June 21 to Aug. 17. Staff members from both stations will be among instructors for the eight-week course.

Four to Get ‘Shakespeare’

FIRST semester kinescopes of Dr. Frank C. Baxter’s Shakespeare on TV program started on three additional stations, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and KUHT (TV) Houston, and will start on a fourth, WQED (TV) Pittsburgh, June 13. Kinescopes are furnished by KNXT (TV) Hollywood, which is offering a course for college credit in cooperation with the University of Southern California. The program is not being offered for college credit by the new stations. Educational TV and Radio Center of Ford Foundation, Ann Arbor, Mich., is handling distribution.

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TELEVISION STATION GRANTS AND APPLICATIONS

Since April 14, 1952

Grants since July 11, 1952

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<td>Educational</td>
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APPLICATIONS filed since April 14, 1952

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APPLICATIONS DISMISSED

Lock Haven, Pa.—Lock Haven TV Corp. FCC dismissed bid for new station on ufb ch. 25 after request of attorney. Dismissed May 21.

WACAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. FCC dismissed application for modification of CP for ufb ch. 25 to specify vhf ch. 12. Dismissed May 18.

New Tv Stations

APPLICATIONS

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Want to Build Your Own Radio Network?

Trouble with wired network advertising sometimes is that it covers you where you don't need it and leaves you bare where you could use a blanket. Us ... why we have a network that's as flexible as a pair of hollow legs filled to the knee caps with Old Grandad. Flexible enough? You can build your own network. It's simple. List the markets where you want strong, complete coverage... extra merchandising arms and legs to tell and sell the dealers... to get displays onto and into the windows.

We'll take your list and furnish a network that will prove to you that KEYSTONE is the most radio-active network in America and the most flexible. Call us, write us, wire us. We'll help you build your own radio network to follow your specific sales pattern... "tailor-made" for your markets.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO 111 West Washington St. 312-728-6303
NEW YORK 350 Fifth Avenue 212-2140
LOS ANGELES 1300 Wilshire Blvd. 213-39910
SAN FRANCISCO 55 Post Street 415-794

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
From where I sit
by Joe Marsh

“Browser’s” License

“Specs” Johnson, who thinks it’s a real treat to spend an hour or so browsing in a bookshop found his idea of heaven up in Centerville last week.

“Just inside the door,” Specs says, "there’s a tray of bright blue buttons. If you want to look around without having someone tag along, suggesting you buy the latest best-selling novel, a mystery thriller or maybe a history of Africa, you pin one of these blue buttons on your coat lapel.

“You can poke around as long as you like. Then when you’ve found just the book you want, take off the button, and someone’s right there to take care of you.”

From where I sit, everybody likes to make his own choice. It doesn’t matter whether it’s books, preferences in clothing, where to live, or makes of cars. And it’s certainly no surprise that folks have personal preferences in beverages, too. So if your neighbor orders a temperate glass of beer while you’re having coffee, remember he’s entitled to his choice, too.

Joe Marsh

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May 31, 1954 • Page 107
Existing FM Stations . . .

ACTIONS BY FCC

WTH-FM Baltimore, Md.—Maryland Bestco. Co. granted CP to change antenna height above average terrain to 470 ft. Granted May 21; announced May 25.

NYWNY-FM New York, N.Y.—City of N.Y. Municipal Bestco. Co. granted CP to change ERP to 18 kw, antenna height above average terrain to 540 ft. Granted May 21; announced May 25.

Ownership Changes . . .

ACTIONS BY FCC

WGWD Gadsden, Ala.—Etohah Bestco. Inc., granted voluntary transfer of control to Joe L. Thomason. For $9,575.00. President—Mr. Thomason. Secretary-Treasurer—Elenor Thomason. Mrs. Thomason is sole owner. Granted May 22; announced May 25.

KIDO San Francisco, Calif.—The Associated Bestco. Inc., granted voluntary assignment of license to San Francisco Bestco. Inc. No consideration involved as Mr. Wesley L. Punton is assignor. Has sold 71% of KPIX (TV) to San Francisco Bestco. Inc. Granted May 18; announced May 25.


WWDY Hollywood, Fla.—Circle Bestco. Corp., granted voluntary assignment to Arnold Bestco. Co. For $15,000.00. President—Mr. Thayer. Vice President—Mr. Richard L. Park; Secretary—Mrs. Charles W. Stoney; Treasurer—Mr. Richard L. Park. Granted May 18; announced May 25.

WBBQ Memphis, Tenn.—General Telecardio for $500,000.00 for first 25 kw of 50 kw station. File for new tv station on ch. 12 in Memphis, Tenn.; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any application. File for new tv station on ch. 12 in Memphis, Tenn.; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any application. File for new tv station. Granted May 18; announced May 25.

KJL-AM-TV Hollywood, Calif., FCC San Francisco, Calif.—WGVU (1250 kHz) alias WQYX (250 kw) granted CP to change call letters to KJL-AM-TV Hollywood, Calif., and vice versa. Granted May 19; announced May 25.

Hearing Cases . . .

INITIAL DECISIONS

Phoenix, Ariz.—Wvh ch. 3; FCC Hearing Examiner Edward J. Giudici issued initial decision in the matter of William R. Gooding, a party of record for the issuance of a renewals license to Arizona TV Co. for construction permit for new tv station on ch. 3 for city of Phoenix, Arizona; engineering condition. A competing application of KTRM-TV granted with prejudice on May 18, Action May 26.

Memphis, Tenn.—New tv, vhf ch. 5; FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of the Station M-AM-TV Corporation for construction permit for new tv station on ch. 5 in Memphis, Tenn.; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any application. File for new tv station on ch. 5 in Memphis, Tenn.; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any application. File for new tv station. Granted May 18; announced May 25.

BROADCASTING • TELECASTING

Other Actions

Memphis, Tenn.—Vfh ch. 3; by Order, the Commission denied petition filed by WKKM-FM against renewals license to WBBQ-FM for renewal of license to WBBQ-FM in Memphis on ch. 3, to produce evidentiary matters in this proceeding. Action May 21.

Seattle, Wash.—Vfh ch. 12; by Order, the Commission denied petition filed by WRGE against renewals license to KZTV-FM for renewal of license to KZTV-FM in Seattle on ch. 12, to produce evidentiary matters in this proceeding. Action May 21.

Daytime Skywave Proceeding—FCC granted in part request of the Federal Communications Commission for a special rule of the Commission on the occasion of May 21, and extended the date
For filing appearances in re the Dayton Skywave, the date for filing briefs to June 8, and the date for oral argument to June 13.

Henderson, Nev.—Vfr ch. 2 proceeding. FCC Com. E. M. Webster granted petition of KRAM to discontinue its local origination license for station on vfr ch. 2 and held in hearing applications for changes of call letters.

Klamath Falls, Ore.—Vfr ch. 7 proceeding. By Order dated April 19, Hearing Examiner jointed applications filed on May 7, by KFPI and Klamath Falls TV Inc., requesting authority to cover their applications for new tv station in Klamath Falls. Klamath Falls, Ore., on ch. 2, from Washington, D. C., to Klamath Falls. Action May 11.

Milwaukee, Wis.—Vfr ch. 12 proceeding. FCC Com. O. W. Frisbie granted petitions of WFOX, WEMP and Kenjo Telecasting Corp. to discontinue their applications for ch. 12; retained in hearing application of Milwaukee Area Telecasting Corp. Action May 18.

Hearing Calendar .

June 1

St. Louis, Mo.—Vfr ch. 11, further hearing before Examiner Thomas H. Dotzelau—WENW, KNOL, KSMS-TV, St. Louis Amusement Co., 258 TV Inc.

New Orleans, La.—Vfr ch. 4, further hearing before Examiner Elizabeth Smith—WNLV, WWRS, WWZ

Miami, Fla.—Vfr ch. 7, further hearing before Examiner James D. Cunningham—Biscayne TV Corp., 6258 South Fl, Sunbeam TV Corp.

Pittsburgh, Pa.—Vfr ch. 5, further hearing before Examiner Millard F. French—WFTV, WBLK, Pittsburgh, Pa., June 2

Pittsburgh, Pa.—Vfr ch. 3, further hearing before Examiner Charles H. Frederick—WJSA, WJSA, Pittsburgh

Nevada, Nev.—Vfr ch. 2, before Examiner Claire W. Hardy—KFSN, KHAM.

Rule-Making Petitions .

5-13-54—Lexington, Ky., American Broad. Corp.—Motion to dismiss opposition of WHAS Inc. to petition of American Broad. Corp. to amend Sec. 3.560, Table of Assignments and Section 3.510, Separation and Boundary Line Between Zones I and II filed for American Broad. Corp. (Sec. 3.560 (4) (1) & Fig. 1, Appendix 1.


5-15-54—Lexington, Ky., American Broad. Corp.—Opposition to petition for amendment of Sec. 3.560, 3.561 (a) (1) and Fig. 1, Appendix 1, of Commission's Rules and Regulations governing tv broadcast stations filed by Crosley Broad. Corp. (Sec. 3.560, 3.561 (a) (1) & Fig. 1, Appendix 1.

5-26-54—Lexington, Ky., American Broad. Corp.—Motion to dismiss opposition of Crosley Broad. Corp. to petition for amendment of Sec. 3.560, 3.561 (a) (1) and Fig. 1, Appendix 1, of Commission's Rules and Regulations governing tv broadcast stations filed by American Broad. Corp. (Sec. 3.560, 3.561 (a) (1) & Fig. 1, Appendix 1.


Routine Roundup .

May 20 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Deever

Granted request of Zenith Radio Corp. Chicago, Ill., for a rehearing in this petition filed April 21 for continuance of hearing re applications for ch. 46 (Dockets 14075, 14082). Petition filed Apr. 23 for continuance of hearing in re applications for ch. 46. Dockets 14075, 14082. Petition filed Apr. 23 for continuance of hearing re applications for ch. 46. Dockets 14075, 14082. Petition filed Apr. 23 for continuance of hearing re ch. 46 (Dockets 14075, 14082). Petition filed Apr. 23 for continuance of hearing re applications for ch. 46. Dockets 14075, 14082. Petition filed Apr. 23 for continuance of hearing re applications for ch. 46. Dockets 14075, 14082. Petition filed Apr. 23 for continuance of hearing re applications for ch. 46. Dockets 14075, 14082.

By Examiner William G. Butts

May 24 Decisions

BROADCAST ACTIONS

Actions of May 21

Remote Control

The following stations were granted authority to operate transmitters by the Commission:

WHRK-TV Akron, Ohio, to 12-14-54; KBIC-TV Los Angeles, Calif., to 12-15-54; WKST-TV Columbus, Ohio, to 7-11-54; KSBN San Bruno, Calif., to 11-12-54.

March Applications

ACCEP TED FOR FILING

Renewal of License

WLOA Braddock, Pa., Matta Beck, Co.—(BR-1690)

WHYI Carlisle, Pa., Richard Field Lewis Jr.—(BR-1698)

WLEU Erie, Pa., WLEU Beck Corp.—(BR-805)

WHRV Hanover, Pa., Radio Hanover Inc.—(BR-2175)

WHDD Homestead, Pa., Steel City Beck Corp.—(BR-2175)

WMRF Lewistown, Pa., Lewistown Beck Corp.—(BR-124)

WMCK McKeesport, Pa., Mon-Yough Beck Corp.—(BR-1977)

WCMW Meadville, Pa., Meadville Beck Service Inc.—(BR-1869)

WPHS Philadelphia, Pa., Wm. Penn Beck Corp.—(BR-362)

WFMU Pottstown, Pa., Pottstown Beck Corp.—(BR-2855)

WISH Shamokin, Pa., Radio Anthracite Inc.—(BR-2942)

WMSB Uniontown, Pa., Fayette Beck Corp.—(BR-381)

WLVC Williamsport, Pa., Lycoming Beck Co.—(BR-1252)

Work York, Pa., York Beck Co.—(BR-800)

(Continued on page 115)

Broadcasting • Telecasting

Allen Kauder

OCLERIGATOR

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., N. Y. 8-3233

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FOR THE RECORD

Page 110 • May 31, 1954
COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE for FM & TV Engineer on duty all night every night

JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM’S NAME HERE, To Be Seen by 75,956* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for on, fm, tv and facsimile facilities.

* 1953 ABB Projected Readership Survey

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash. 6, D. C.

May 31, 1954 • Page 111
Help Wanted

**Managerial**

Managers, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Unusual opportunity for man in metropolitan market. Box 5841, B-T.

General manager for 500 watt daytime independent in single station midwestern market of 20,000. Must be strong on sales and have knowledge of small market operation. Station is one of three owned by same stockholders. Wonderful opportunity for man who can prove himself. Write Box 5841, B-T.

Salesmen or manager, with ability to sell accounts. Market over 150,000, southeastern location. Salary plus commission. Bonus, company paid pension plan. Independent daytime kilowatt wants experienced sales person who desires to settle in progressive market. Good community. Personal interview required. State age, experience. Box 6955, B-T.

Adding to growing sales staff. Need man between 25 and 35 for local sales with some announcing. Salary plus commission. Airliner particulars to Jim Hairgrove, KFRD, Rosenberg, Texas.

Time salesman, Salary plus commission. Good market. AR Fund, WKOI, Longview, Texas.

Staff announcer, experience preferred, not necessary, must have ability. Play-by-play pays extra. Car expense plus salary commensurate with experience and ability. Send full information, salary requirements, photo and audition to RSCB, Liberal, Kansas.

Salesman at once, man or woman. 25% commission, $500,000, day and night. WKNK, Muskegon, Michigan.

**Announcers**

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for radio, high selling stock and a broad and Butler size of am-mid operation in coastal New England city. Must also anticipate doing personnel early morning 30-45 block and talent. Terminal, treatment problems and drifters not considered. Box 4592, B-T.

Salesmen or announcers with list tickets. Western Ohio. Box 7172, B-T.

Disc jockey with experience and established ratings—good opportunity. Must be in position to fill in five 500 watt music station—big market, good deal. Box 4592, B-T.

Attention journalism graduates—Pennsylvania daytimer needs a news editor for local coverage. Box 8506, B-T.

Experienced announcer with special emphasis on local news reporting and special events ability necessary. Must have own station. Opportunity to do television work at same station in conjunction with radio. Excellent working conditions. Good salary. Send tape, letter with background and picture to Box 4585, B-T.

Experienced announcer-engineer. First class ticket. No experience necessary. No maintenance. 1 kilowatt. Network affiliate, southwest. Seventy-five dollars for forty-hour week to start. Box 5147, B-T.

Experienced announcer wanted immediately, large southern city. This is opportunity of lifetime to establish "rise and shine" type program. Tape and details first letter. Box 5385, B-T.

Combe announcer with news experience. Good steady job for right man. Best living conditions. KASI, Ames, Iowa.

Help Wanted—(Cont'd)

Seasoned disc jockey—first class ticket. Engineering ability secondary. Powerful independent station seeking experienced disc jockey to handle biggest city over 100,000. Must be strong air Saleman. Must like country music. No musicians desired—we have them. Right man can make about $20,000 yearly. Send audition tape and complete information, Manager, KDAN, Lubbock, Texas.

Announcer with first ticket. $250.00, to start. Pleasant working conditions, vacation, chance to advance, permanent. Send tape, KLFC, Parsons, Kansas.

Have opening for 3 excellent announcers, approx. 5,000 per day. Must have TV background. Contact Lloyd Hawkins, KTVM, Tucumcari, N. M.

Play-by-play sports announcer needed at once. Airliner tape and background to KVBC, Farmington, N. M.

Staff announcer; 5 kw am and vhf television station. Must have knowledge of contractual relations. Apply in writing to: Bill Shell, WHJL, Johnson City, Tennessee.

Colored disc jockey. Must be good southern. Flomorous voice and good ad-lib. Call 6-101 or write Radio Station WOIC, Columbia, S. C.

Combe announcer in permanent position. WOZK, Ozark, Alabama.

Experienced staff announcer strong on news and networks wanted by 5,000 watt. Give full experience references. Salary wanted. WRBC, Jackson, Miss.

**Technical**

VHF-am and am station in midwest needs experienced and inexperienced engineers and operators. Supply day, weekend, experience, education and snap-shot. Box 3460D, B-T.

Engineer. Large east coast am, fm. Strong on maintenance, excellent salary, experienced only. 40 hour week. Box 3911, B-T.

Small progressive network station, needs chief engineer with experience and ability. Excellent working conditions. Good salary. Send full details, tape, photo. Box 5392, B-T.

Solid progressive daytimer New York State has chief opening. No shift, own boss. Must be reliable, have know-how. Box 5392, B-T.

Wanted—July 1st. Combination engineer anunciator, to be chief engineer. North Carolina station. Box 5414, B-T.

Combe man. First phone, strong on engineering light on announcing. 250 watt aud. Good living-working conditions. Good salary. Send tape, letter with background and picture to Box 4585, B-T.

WBLC and WBLC-TV needs technician with first class license, need not be experienced. Pay scale 60 to 90 dollars per week. Apply immediately. Good prospects for five day 40 hour week. Contact Assistant Chief Engineer Patrick Finnegan.


Chief engineer-announcer, daytime station, 1 kilowatt, Hobbs, New Mexico, to go on air July 15, salary $375 to $400. Contact Lloyd Hawkins, Tucumcari, New Mexico.

Help Wanted—(Cont'd)

**Production-Programming, Others**

Good local newsmen. Progressive news, special events minded station. Writing, announcing assignment essential. Becoming "know how" real newsmen will have eagerness to accept challenges of originality, selling, coverage, sales and working conditions, opportunity, Box 601C, B-T.

Journalism graduates attention. Especially M. U. students looking for a real challenge with emphasis on local coverage. Latest and complete equipment. Pleasure and workaday conditions—some air work required. Top pay for top man. Can fill this or other positions immediately. Contact Box 3754D, B-T.

We need an experienced program director for our combined ABC radio and television affiliate in metropolitan area. Must have minimum of 2 years experience. Good working conditions. Sales or production background essential. Excellent future. Contact Box 3754D, B-T.

Television

Help Wanted

Salesmen

Television salesman. VHF wants salesman who can sell and have confidence. The good salesman may expect rapid advancement to managerial jobs. This is a commission position. Salary $3,600 to $4,200, B-T, and give complete details. Our company is known of for its sales and market potential. Amazing 24-hour timeswitch, automatic tape recorder 3-575 enables producers, performers, directors, to get complete work in six hours and have a complete show ready for next day's broadcast. Send full information. Box 5392, B-T.

Experienced salesman to sell in competitive market. Must be strong on sales and ideas. Send all replies to Box 539, Anchorage, Alaska.

**Situations Wanted**

**Managerial**

Natur manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 1929, B-T.

Experienced manager, small medium-market. Let's both make money. Box 5014, B-T.

Desire to relocate in medium sized market. Experienced in sales, play-by-play Class AA baseball, college football, hockey and all general staff work. Family man. Amiable and a hard worker. Box 5014, B-T.

Radio worries? Do you have them and want to get away from it all? Here's a team of real professionals who can take the pressure and your operational costs at the same time. You do your own engineering, management, sales management and programming. Our men are professional and efficient. We are interested in radio with enthusiasm and showmanship so essential to good management. Producing real saleable radio with a spark in it. Non-drinkers, fine character, all of references. Bad faults are hard work. We're rough on competition. Want congenial atmosphere, permanent location. All this is available now and at a very reasonable rate. Box 3512, B-T.

Experienced all phases radio broadcasting and television. First class license. Thirty-six years. Desires to manage station. Box 5392, B-T.

**Announcer**

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 2461, B-T.

9 years experience—top quality news, special events, commercials, Handle any staff duty—announcers. Marion, Ohio three children. Want to settle down. Box 2461, B-T.

Announcer, First class license, experienced. Southern Ohio or vicinity preferred. Box 3544, B-T.

Play-by-play sports man with 10 years experience looking for a "break," top-notch tree JFV, special events, beat the average. Play-by-play a must. $55, plus talent. Write Box 385B, B-T.

Combe 1st phone, young, experienced versatile discriminator. Sales training, opportunity, possible future in sales and management. Presently employed. Available Sept. 15. Box 5414, B-T.
Situations Wanted (Cont'd)


Announcer.—Fine voice—college graduate. Ambitious—all phases—try me! Box 441D, B-T.

Country, western and gospel music DJ, licensed, go anywhere. Box 461D, B-T.

Combine man, same experience, wishes local station employment within commuting distance of New York City. Box 650D, B-T.

Well known, top rated, personality DJ morning man in top market wants a change. 10 years experience. Can produce results for top station. Consider spot, sponsor basis. Tape, resume available. Box 476D, B-T.

Announcer. Competent; thoroughly experienced. Delicious personality. Metropolitan market. Box 492D, B-T.

Attention California. Sports and newsman, 9 years experience, desires position with California station. Currently employed. Reply Box 476D, B-T.

Experienced DJ, Indy station. Prefer work 1,000 miles radius N. Y. Tape, references. Box 497D, B-T.

Announcer-graduate SRT, wishes position with small station. Good references. Available. Box 492D, B-T.

23, single, draft exempt, 16 months experience, permitted employment, midwest preferred. Stauton, Ill. Telephone 326 W. Box 486D, B-T.

Announcer, strong on music, commercials. Sober, reliable. Will travel. Disc, data and photo on request. Box 495D, B-T.

1st class combo man ... 3 years ... presently employed ... work staff and 3 1/2 hour afternoon disc show. Ranked number 1 DJ in a town of 4 network stations. Destres Florida location. Available middle August. Box 486D, B-T.


Exceptionally good newsmaster-announcer. Impressive record. Proven rating. Box 500D, B-T.

High school graduate. Radio announcing graduate. Single. Will work anywhere. U. S. Box 503D, B-T.


California stations: Good announcer wants good job. Midwesterner, 25, experienced. Box 506D, B-T.

1 year experience all phases radio. 3rd class ticket. Box 510D, B-T.

Staff announcer. Experienced, network. Independent, good all phases. Presently employed but willing to move. Married. Requires immediate volume upon request. Proof is in the pudding. Box 511D, B-T.

Announcer, experienced all phases. Operate board, tape. Began career 10 years ago. Will relocate permanently, dry desert country. Box 512D, B-T.

Announcer—versatile—deep voice. 6 months experience. College grad—dramatics. Box 518D, B-T.

Experienced, capable announcer. All phases. College grad. 27, Florida, northeast preferred. Box 515D, B-T.

Negro DJ, wants small station, tape, ticket, references. Light experience. Box 520D, B-T.


Situations Wanted (Cont'd)

Versatile announcer, staff news, commercials, strong DJ and play-by-play sports. College, except, travel, resume, tape. Box 522D, B-T.

Recent Cambridge Radio graduate with excellent potential. Desires position with future, All-around announcer, good commercial delivery. DJ. Authoritative newscaster. Box 523D, B-T.

DJ, announcer, mc type, 3rd phone. Personality style. No avarion to small town. Tape, photo on request. Box 524D, B-T.

Young combi announcer, 1st phone—family man! Experience eager to learn. Willing to travel. Box 525D, B-T.

Announcer-DJ. Experienced all phases broadcasting. Desires am-tv operation. Presently employed. Second largest market. Midwest preferred but will consider any location. Box 526D, B-T.

Need a hard working, very conscientious combo man! Experienced—sober, married. Will consider. Radio engineer in larger station. Box 527D, B-T.

News and sports director who thrives on work, wishes to be compensated. In money. Box 531D, B-T.

Massachusetts workhorse soon available. Desires combination sports, news, program director. Box 532D, B-T.

Summer replacement announcer—experienced. Also production, direction. Mature. Excellent voice. Box 533D, B-T.


Teacher or announcer available, 6 years experience. Familiar all phases. Degree. Box 535D, B-T.

Desire permanency, 6 years experience. Mature, reliable, strong news, original DJ, sports, familiar all phases. Degree. Operate board, tape on request. Box 537D, B-T.

Experienced, conscientious announcer with first class ticket wants position with radio-television or television only station. Box 542D, B-T.


Announcer, news, commercials, DJ board operator. Experienced, dependable asset seeks permanent station staff. Single, veteran, ticket, resume, tape, Walter Dickman, 12 James Place, Metuchen, New Jersey.

Situations Wanted (Cont'd)


Announcer, DJ, newscaster, control board, limited experience, unlimited ambition. Single, 21. Excellent references. Tape, references. Marty Monroe, 248 Bay 22nd Street, Brooklyn 14, N. Y.

Staff announcer. Three months experience, news, disc jockey, commercial writing, veteran, single, will travel. College graduate, available now. Bill Mosca, 462 East 3 Street, Brooklyn 18, N. Y.

Technical

Experienced as engineer or chief 250 to 50kw. Available soon. Box 486D, B-T.

Engineer/administrator, age 32. Sixteen years experience. 7 years in position, for-eign and domestic. Married, no children. First phone. Overseas assignment preferred. Excellent references. Complete summary on request. Box 487D, B-T.

Girl—college graduate—experienced radio production. Continuity—seeks N. Y. C. Job. Box 539D, B-T.

1st class phone. 1 1/2 years of am and 2 years technical school. Interested also in television opening. Box 471D, B-T.

First phone, recent graduate. No experience. Willing to travel. Box 474D, B-T.

Engineer—announcer (first class), experienced news and DJ—Desperately needs job. Box 488D, B-T.

Engineer, first phone. 1 1/2 years broadcast. Excellent announcer. Prefer Texas. Box 496D, B-T.

Am engineer. Experienced xmrta, remotes, recording (tape and disc), maintenance. Box 567D, B-T.

Family man seeks station that offers pleasant working conditions and a permanent future to a qualified engineer, tape operator, for-eign work. Any location. Phone back up by ten years of practical experience. Can do good job, installing, operating and maintaining anything from the microphone plug (do not announce) to the ant- ennas—including directional array. Have the know-how to efficiently yet economically operate your engineering department... Excellent references. Box 512D, B-T.

First phone, six years broadcast experience transmittor, control room, remotes. Dependable, married. Prefer southeast. Box 560D, B-T.

Engineer, 1st class. 46, single, self-employed, experienced, 250 watt to 50kw. Available for transmittor operation, vacation replacement, or where some maintenance initiative is needed. Prefer midwest. Wallace V. Rockefellow, Wood River, Nebraska.

(Available immediately)

Ronald J. Zuccarelli

TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey
Situations Wanted—(Cont'd)

Production-Programming, Others

349 foot Truscon tower with base insulator, type C. Recently painted. Located to ship out August 15. Make offer. Contact WCAW, Charleston, West Virginia, phone 3-8900. Box 413D, B/T.

No longer needed, guaranteed excellent condition conditioned stipped post-paid and insured. 1. General Radio type 117C, frequency and modulation monitor 97.7 mc. $700.00, 2. Presto T.L-10 tape drive 71/4 & 135. $450.00, 3. RCA type BE-1B, variable line equalizer $950.00, 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. Write, Paul Rex, Pennsylvannia, W. 433D.

RCA ET-426F am broadcast transmitter, now operating. Available 30 days, $700 complete with spare tubes. M. Wirth, WOPG, Owosso, Michigan.

230' insulated self supporting tower, Suitable for am and fm or tv. $600.00, Two bay RCA bending fm antenna. $300. WPAG-TV, Ann Arbor, Michigan.

Situations Wanted

Managerial

Have seven highly successful years background in radio and television management. Now qualified to manage your television station. Box 482D, B/T.

Announcers

Television

Telvision announcer, 5 years. Presently employed top-rated vhf. Minimum $80. Tape, resume on request. Box 435D, B/T.

Sports announcer with solid experience, basketball, football and boxing wishes opportunity to try out. Recent experience. Seven years at present small station. Excellent references for character, citizenship, ability. Write Box 497D, B/T.

Versatile young woman, early twenties; three years television experience now appearing on network. Presently in contact with several companies. Interested in children's programs, fenece and variety show experience. Desire to relocate. Box 697D, B/T.

Television announcer, co-ordinator, experienced, capable, every phase. Steve Gary, 161-10 Jamaica, Jamaica, New York.

Technical

Experienced tv engineer, emphasis video, studio maintenance. Box 508D, B/T.

Production-Programming, Others

Film editor, year experience midwest station. Did some directing. Film and motion picture photo bug. Will travel, 21, single veteran. Consider anything. Box 472D, B/T.

Continuity director. Radio-stv station experience supervising clients service. CMY writing, continuity administration. Excellent advertising background. Employed. Looking for bigger market. Box 495D, B/T.


For Sale

Stations

West Coast. Indie. 1 kw. Exclusive. $30,000 down. Box 300D, B/T.

Free list of good radio buys now ready. Jack B. Miller, Advertising, 4993 Meirco Ave, Los Angeles 25, California.


Equipment, etc.


400 foot EMSCO, supports 8 bay vhf channels 2 thru 6—make offer. Box 412D, B/T.


1,000 watt Western Electric 45A/S-1 transmitter. Excellent condition, 5 years old. Available 45 days. $2,250.00. Presto-100 tape recorder $750. Magnecorder PTN-JAH, $395.00. Box 477D, B/T.

1 RCA BP-3A fm super turnstile antenna operating on 86.5 megacycles with power gain 2.6. Make offer. Box 491D, B/T.

For Rent: Portable television cameras and other equipment for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 36, Mass.
(Continued from page 110)

Modification of CP
KGTV (TV) Des Moines, Iowa, Rib Mountain Radio Inc.—Mod. of CP (BMPCT-1952), as mod., which authorized new tv station to change corporate name to Rib Mountain Television Inc. (BMPCT-2033).

KETY (TV) Tyler, Tex., Jacob A. Newborn Jr.—Mod. of CP (BHP-1422), as mod., which authorized new tv station for extension of completion date to 12-15-54 (BMPCT-2104).

WANA Alton, Ala., Edwin H. Estes and C. L. Graham d/b as Altonan Radio Co.—Mod. of CP (BP-8994), as mod., for extension for completion date, as modified, which authorized new standard broadcast station for extension of completion date (BMP-1233).

KFWX (TV) Palm Beach, Fla., James Robert Meachem—Mod. of CP (BP-3819), as mod., which authorized change in frequency: increase power; installation of DAB-1, and Central transmitter; change transmitter and studio locations and increase height of No. 2 tower by addition of tv antenna for extension of completion date (BMP-1650).

WJMW Bloomington, Pa., Harry L. Magee Jr/tr as Bloom Radio—Mod. of CP (BP-8994) which authorized change in frequency; power change and hours of operation: install DAB-2 and change transmitter location for extension of completion date (BMP-2000).

Remote Control
WNNI Murphysville, Ill., Evers Mick and Donald Lee Ritter d/b as Jackson County Bostg. Co.—(BRC-411).

KFIG Cedar Rapids, Iowa, Cedar Rapids Bostg. Co.—(BRC-410).

Application Returned
KOB Albuquerque, N.M.—Old Albuquerque Bostg. Co.—Extension of Special Service Authorization to operate on 770 kc, power of 25 kw night, 50 kw day: unlimited hours operation transmitter authorized under BP-2718, as mod., for period beginning May 1 (unnecessary).

License for CP
WPSP-FM Toledo, Ohio, Rover Bostg. Co.—License to cover CP (BP-1683), as mod., which authorized changes in licensed station (BLH-297).

WMCF (FM) Memphis, Tenn., Memphis Pub.

Miscellaneous

<table>
<thead>
<tr>
<th>Broadcasters</th>
<th>Executive Placement Service</th>
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<tbody>
<tr>
<td>Executive Personnel for Television and Radio Effective Service to Employer and Employees</td>
<td>Howard S. Feagin</td>
</tr>
<tr>
<td>TV &amp; Radio Management Consultants</td>
<td>703 Bond Bldg., Washington 5, D.C.</td>
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PERSONNEL PROBLEMS?
We need a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. O’Brien 9-2690
Paul Radio & TV Film Dir. Resumes welcome from qualified people.

Many Openings in TV & Radio
We have Unlimited Contracts All Over the Country. We Need All Types of Personnel. Write to Radio & TV Personnel Division
Bob Bingham Productions, Inc.
2211 Balmoral Blvd., Miami, Fla.
Marcia Davenport, Dir., Personnel

FOR THE RECORD

Radio Station and Newspaper

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Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Exkbrook 2-5672

Sterling 3-4541-E

Delaware 1-7755-6

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E. M. RUSSELL & COMPANY

1307 13th St. L. A.

WE ARE NOW EMPLOYING:

Antenna Lightning and Paint

CALL WARREN 7-0535

WILLINGHAM

111 S. WASHINGTON AVE.

WASHINGTON, D. C.

300 E. 10TH ST.

SAN FRANCISCO, CALIF.

BROADCASTING • TELECASTING

May 31, 1954 • Page 115
SMALL WORLD!

Who'd ever think you'd bump into more people in Lima, Ohio, who watch WHIO-TV more than any other station? That's almost 70 miles from Dayton—way past the WHIO-TV primary coverage area. But facts are facts, and HOOPER figures show:

<table>
<thead>
<tr>
<th>Time</th>
<th>WHIO-TV</th>
<th>Station B (UHF)</th>
<th>Station C</th>
<th>Station D</th>
</tr>
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<tbody>
<tr>
<td>7-8</td>
<td>59.99</td>
<td>32.3</td>
<td>4.6</td>
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<td>8-9</td>
<td>64.8</td>
<td>25.2</td>
<td>8.5</td>
<td>1.3</td>
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<tr>
<td>9-10</td>
<td>61.3</td>
<td>24.2</td>
<td>12.2</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Small world—but Lima's a nice, big market. And it's just one of many extra, secondary-area markets you get with WHIO-TV. World's Tallest TV Tower, 1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain. Call George P. Hollingbery representatives for more facts.

ONE OF AMERICA'S GREATEST AREA STATIONS

whio-tv
CBS • ABC • DUMONT

Channel 7
DAYTON, OHIO
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) grantees. Triangle (†) indicates a license to air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Initial U. S. sets in use are unduplicated D-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
† WABY (13) CBS, ABC, DuM; CBS Spot Sat; 225,000
† WBRC-TV (6) NBC; Katz; 181,454
† WTMA (14), 12/10/53—Unknown
Beauvoir—
† WNSL-TV (22) Walker; 12/12/53-2-10/54
Moible—
† WALA (7) ABC, CBS, NBC, Headley-Redd; 72,000
† WKAB-TV (48) CBS, DuM; Forjoe; 60,000
The Mobile Btv Corp. (5) Initial Decision 12/20/54
Montgomery—
† WCIV-TV (20) ABC, CBS, NBC, DuM; Rain- man; 30,200
† WSFA-TV (12) Headley-Redd; 3/75/54-11/13/54
Selma—
† WJLA (8) 2/24/54—Unknown

ARIZONA

Mesa (Phoenix)—
† KTPV (13) ABC, DuM; Avery-Knodel; 92,200
Phoenix—
† KOOL-TV (18) ABC; Hollenberg; 93,200
† KPHO-TV (5) CBS, DuM; Katz; 93,200
Arthur Pe Co. (3) Initial Decision 5/21/54
Tucson—
† KVOA-TV (13) CBS, DuM; Forjoe; 24,306
† KVUA-TV (4) ABC, NBC; Raymer; 24,306
Yuma—
† KYVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado—
† KRBB (10) 2/19/54—Unknown
Fort Smith—
† KPSA-TV (22) ABC, NBC, DuM; Pearson; 10,000
† American Television Inc. (5) Initial Decision 10/20/54
Hot Springs—
† KTVP (8) 1/20/54—Unknown
Little Rock—
† KARK-TV (4) ABC; Petry
† KAFF-TV (7) (See Pine Bluff)
† KETV (22) 10/30/53—Unknown
Pine Bluff—
† KATV (7) ABC, CBS; Avery-Knodel; 68,725
Texarkana—
† KCMO-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
† KRAK-TV (29) ABC, DuM; Forjoe; 58,000
† KERO-TV (18) ABC, CBS, NBC; Avery-Knodel; 100,692
† KSBW (36) San Luis Obispo—
† KQED (9) 7/25/53—July ’54 (granded STA April 16)
Chico—
† KHSL-TV (12) CBS, NBC, DuM; Grant; 42,220
Corona—
† KCON (52), 9/18/53—Unknown
El Centro—
† KFIC-TV (18) 2/10/54—Unknown
Eureka—
† KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000
Fremont—
† KBOI (55) Mesker; 22,052
† KERO-TV (47) ABC, CBS, Brannham; 106,586
† KMJ-TV (34) NBC; Raymer; 85,414
Los Angeles—
† KHTV (29) 10/10/52—Unknown
† KABC-TV (60) ABC; Petry; 1,285,663
† KCOO (13) Katz; 1,285,663
† KJZL (3) DuM; Wells; 1,285,663
† KNBC (1) NBC; NBC Spot Sat: 1,285,663
† KNX (2) CBS; CBS Spot Sat: 1,285,663
† KTTV (11) Blair; 1,285,663
† KNX (28)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operation stations; date of grant and commencement target date for grantees.

Newest Starter
Listed below is the newest station that has started regular operation:
WKNY-TV Kingston, N. Y. (ch. 66), May 24.

Modester—
† KTRB-TV (14) 2/17/54—Unknown
† KTRB (11) ABC, CBS, NBC, DuM; Hollenberg; 386,701
Sacramento—
† KNSB (41) 6/26/53—Spring ’54
† KFBK-TV (40) ABC, CBS, NBC, DuM; Weed; 121,000
† McClatchy Bvtg. Co. (10), Initial Decision 11/5/53
Selma—
† KSBW-TV (8) ABC, CBS, NBC, DuM; Hollenberg; 386,761
San Diego—
† KFMB-TV (6) ABC, CBS, DuM; Petry; 214,771
† KFSD-TV (12) Headley-Redd; 214,771
† KUSI (3) Katz; 197,900
† KUSI (22) McGilvra
San Jose—
† KQXI (11) 1/15/54—Unknown
San Luis Obispo—
† KVEG-TV (6) DuM; Grant; 68,441
Santa Barbara—
† KSTV (3) ABC, CBS, NBC, DuM; Hollenberg; 363,872
Stockton—
† KTVU (38) Hollenberg; 76,000
† KHOF (12) 5/11/54—Unknown
† Tulare (Fresno)—
† KVVC (29) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
† KETY (11) ABC, CBS, DuM; Hollenberg; 43,958
† KRDV (13) NBC; McGilvra; 30,000
Denver—
† KETY (8) ABC, CBS, Pack & Peters; 220,778
† KPEL-TV (2) DuM; Blair; 220,778
† KLZ-TV (17) CBS; Katz; 220,778
† KOA-TV (4) NBC, Petry; 220,778
† KRMJ-TV (5), 7/11/53—Unknown
† KJXJ-TV (9) Holman; 3/26/53-5/30/54 (granted STA May 30)
† Pueblo—
† KCSJ-TV (5) NBC; Avery-Knodel; 41,350
† KDZA-TV (3), See footnote (6)

CONNECTICUT

Bridgeport—
† WCTC (15) 1/20/53—Unknown
† WICO-TV (45) ABC, DuM; Young; 72,540
Hartford—
† WEDH (744), 1/25/54—Unknown
† WCTH-TV (59), 12/3/53—Unknown
New Britain—
† WNBN-TV (26) CBS; Bowling; 170,000
New Haven—
† WCVU (26) R-R; 6/24/53—Unknown
† WNBH-TV (18) ABC, CBS, NBC, DuM; Katz; 705,003
† W tic (66) 11/13/53—Unknown
Norwich—
† WCTN (463), 1/29/53—Unknown
Stamford—
† WCTF (27), 5/27/53—Unknown
† Wanny (90)
† WATV-TV (85) ABC, DuM; Stuart; 124,800

May 31, 1954 • Page 117

FOR THE RECORD

Page 117
AVOID COSTLY DUPLICATION
BUY WTVP
Decatur, Illinois
Ch. 17

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED Served at lowest cost without any duplication

DELAWARE
Dover—
• WHIN (40), 3/11/53—Unknown
• WDKL-TV (12) NBC, DuM; Meeker: 211,522
• WILM-TV (4) 3/11/53—Unknown

DISTRICT OF COLUMBIA
Washington—
• WMAJ-TV (7) ABC; Katz: 805,400
• WNTW (4) NBC; NBC Spot Sl.: 612,000
• WTOP-9 (9) CBS; CBS Spot Sl.: 855,000
• WTTG (1) 3/11/53—Unknown

FLORIDA
Clearwater—
• WPCT (32) 12/2/53—Unknown
Fort Lauderdale—
• WFTL-TV (23) NBC; Weed: 116,116
• WTVT (17) ABC, DuM; Venard: 107,200 (also Miami)
Fort Myers—
• WINK-TV (11) ABC; Weed: 7,550
Jacksonville—
• WJHK-TV (36) ABC, NBC, DuM; Perry: 66,626
• WJMS-TV (1) CBS; CBS Spot Sl.: 261,006
• WORCS-19 (30) Stors National; 8/11/53—Sept. ‘54
Miami—
• WTVD (11) 17 September Fort Lauderdale
• WMST-9 (27) Stors National; 12/8/53—2/30/54
• WTVJ-5 (3) 11/8/53—Unknown
• WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters: 44,580
• WYMTF (33), 11/8/53—Unknown
Orlando—
• WKDO-TV (6) ABC, CBS, NBC, DuM; Blair: 10/16/53—6/1/54
• WGNH-TV (7) CBS; Hollenberg
Pensacola—
• WEAR-TV (3) ABC; Hollenberg; 62,500
• WPFA (15) CBS, DuM; Young: 10,260
St. Petersburg—
• WSUN-TV (38) ABC, CBS, NBC, DuM; Weed: 71,300
Tampa—
• Tymon Times Co. (13), Initial Decision 11/30/53
• WPOLA-8 (6) Blair; Initial Decision 7/15/53
West Palm Beach—
• WEAT-TV Inc. (12) Walker; 2/18/54—Fall ‘54
• WIRK-TV (21) ABC, NBC, DuM; Weed: 23,550
• WTRV-NBC (1) NBC; Meeker: 11/4/53—11/1/54

GEORGIA
Albany—
• WAB-B-TV (10) ABC, NBC; Burn-Smith: 41,694
Atlanta—
• WAGA-TV (5) CBS, DuM; Katz: 340,810
• WLSA (11) ABC, CBS; Crosby Sl.: 340,810
• WSGB-TV (2) NBC; Petry: 63,235
• WQXI-TX (36) 11/19/53—Summer ‘54
Augusta—
• WJBF-TV (6) ABC, NBC, DuM; Hollenberg; 89,000
• WRDW-TV (12) CBS; Headley-Reed: 91,500
Columbus—
• WDAK-TV (38) ABC, NBC, DuM; Headley-Reed: 53,849
• WHER (1) CBS; Hollenberg; 61,671
Macon—
• WLEX-TV (47) ABC, NBC, Brannon: 94,063
• WMAZ-TV (13) ABC, CBS, DuM; Avery-Young; 75,685
Rome—
• WROM-TV (9) Weed: 98,219
Savannah—
• WTOC-TV (11) ABC, CBS, NBC, DuM; Katz: 36,000
• WSAV Inc. (3) Initial Decision 3/31/54
Thomasville—
• WCTV (6), 12/23/53—Unknown
Valdosta—
• WGOV-TV (37) Stors National; 2/28/53—12/15/54

IDAHO
Boise (Meridian)—
• KBOI (2) CBS; Free & Peters: 33,500
• KTVB-TV (7) ABC, NBC, DuM; Blair: 32,000
Idaho Falls—
• KID-TV (3) CBS, NBC, DuM; Gill-Penna: 52,000
• KFPT (8) ABC; Hollenberg: 2/26/53—Nov. ‘54
Nampa—
• KTVB (6) 3/11/53—Unknown
Pocatello—
• KJZ (6) CBS, 3/28/53—November ‘44
• KWWN-TV (10) ABC; Hollenberg: 3/28/53—Nov. ‘44
Twin Falls—
• KLX (11) ABC; Hollenberg: 3/19/53—8/1/44

ILLINOIS
Belleville (St. Louis, Mo.)—
• WTVI (54) CBS, DuM; Weed: 229,000
Bloomington—
• WBLN (15) McGillis: 113,242
Champaign—
• WCIA (3) CBS, NBC, DuM; Hollenberg: 307,000
• WCUI (21) 7/28/53—Unknown
• WTLC (11) 11/4/53—Unknown
Chicago—
• WBBM-TV (3) CBS; CBS Spot Sl.: 1,618,146
• WSBK (7) ABC; Blair: 1,618,146
• WGN-TV (9) DuM; Hollenberg: 1,618,146
• WHIP (79), 1/23/53—Unknown
• WIND-TV (20), 3/5/53—Unknown
• WBBN (6) ABC; NBC Spot Sl.: 1,618,146
• WOPF (4) 2/2/54—Unknown
• WTVP (71), 11/5/53—Fall ‘54
Danville—
• WDAN-TV (24) ABC; Everett-McKinney: 30,000
Decatur—
• WTVP (17) ABC, DuM; George W. Clark: 50,000
Evansville—
• WTELE (32), 8/12/53—Unknown
Harbinburg—
• WBNL (12) ABC; Walker: 30,000
Joliet—
• WJOL-TV (48) Holman; 8/21/53—Unknown
Peoria—
• WEEK-TV (45) ABC, CBS, NBC, DuM; Headley-Reed: 164,390
• WTVI (19) ABC, DuM; Petry: 130,000
Quincy—(Hannibal, Mo.)—
• KQHA-TV (7) (See Hannibal, Mo.)
• WGRM-TV (19) ABC, NBC; Avery-Knodel: 111,000
Rockford—
• WREX-TV (13A) ABC, CBS; II-R: 181,623
• WTVI (39) ABC, NBC; (DuM) Weed: 87,000
Rock Island (Davenport, Moline)—
• WBBF (4) ABC, CBS, DuM; Avery-Knodel: 194,811
Springfield—
• WICS (20) ABC, NBC, DuM; Young: 67,000

INDIANA
Bloomington—
• WTVI (4) ABC, CBS, NBC, DuM; Meeker: 230,630
Evansville—
• WSIV (62) ABC, NBC, DuM: H-R: 118,000
Evansville—
• WFFIE (62) ABC, NBC, DuM; Venard: 56,000
• WHTF (60) See Henderson, Ky.
Fort Wayne—
• WKTV (11) ABC, CBS, NBC, DuM; Raymer: 74,625
• Anthony Wayne Bstg Co. (69), Initial Decision 10/27/53
Indianapolis—
• WFBM-TV (6) ABC, CBS, NBC, DuM; Raymer: 475,000
• WISW (11) CBS; Bolting: 1/28/54—7/1/54
• (Printed 3/9/54—April 5)
LaPayette—
• WPAK (59) NBC; Rambeau: 48,000
Muncie—
• WLYC-TV (45) ABC, CBS, NBC, DuM; Holman, Walker: 71,300
Princeton—
• WTVI (32) Walker: 55,400
South Bend—
• WSBT-TV (24) ABC, CBS, NBC, DuM; Raymer: 70,000
• Terre Haute—
• WTHI-TV (10) CBS; Bolting: 10/7/53—11/1/54
Waterloo—
• WINT (15) 4/6/53—6/15/54

IOWA
Ames—
• WOI-TV (5) ABC, CBS, DuM; Weed: 240,000
Cedar Rapids—
• KCRK-TV (9) ABC, DuM; Venard: 115,444
• WMT-TV (2) CBS, DuM; Katz: 270,000
Davenport (Moline, Rock Island)—
• WOC-TV (6) NBC; Free & Peters: 264,811
Des Moines—
• KGTV (7) Hollenberg: 67,712
• KCTV (17) Hollenberg: 67,712
• WHO-TV (10) NBC; Free & Peters
Fort Dodge—
• KQTV (21) Pearson: 42,100
Mason City—
• KGLO-TV (3) CBS, DuM; Weed
Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations, date of grant and commencement target date for grantees.

Page 118 * May 31, 1954
THE BUSINESS of building a new tv station in May can be a pretty hot job, but not in Montpelier, Vt., where the WCAX Broadcasting Corp. of Burlington is constructing the WMVT (TV) transmitter and antenna on the "nose" of Mount Mansfield. Inspecting the construction site are (1 to r.) Stuart T. Martin, general manager; William A. Hohman, of the Vermont firm which will construct the transmitter building beginning next month, and S. Cummings, General Electric Field engineer. The ch. 3 outlet expects to air test patterns Aug. 15 and regular programming Sept. 6.

MICHIGAN

Ann Arbor—

WPAG-TV (26) DuM; Everett-McKinney; 9,400

WUOM-TV (*25), 11/4/53-Unknown

Battle Creek—

WBCK-TV (58) Headley-Reed; 11/10/53-Summer '54

WBKI-TV (5) ABC; Weed; see footnote (e)

Bay City (Midland, Saginaw)—

WNEM-TV (5) NBC, DuM; Headley-Reed; 206,180

Cadillac—

WMVT (13) ABC, CBS, DuM; Weed; 42,775

Detroit—

WCIO-TV (61), 11/15/53-Unknown

WJKJ-TV (2) CBS, DuM; Katz; 1,420,500

WWJ-TV (4) NBC; Hollinger; 1,277,991

WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing—

WKBV-TV (*90)

Flint—

WJR (12), 5/12/54-Unknown

WPTAC-TV (18) See footnote (4)

Grand Rapids—

WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 425,604

Kalamazoo—

WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodle; 380,670

Lansing—

WLNS-TV (54) ABC, DuM; Venard; 63,000

WJMN-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000

Marquette—

WAGE-TV (6) 4/7/54-Oct. '54

Muskegon—

WTVM (35), 12/25/53-Unknown

Saginaw (Bay City, Midland)—

WKKN-TV (57) ABC; Gill-Pernia; 79,200

WBSD-TV (51), 10/15/53-Unknown

Traverse City—

WPBN-TV (7) Holman; 11/5/53-Unknown

MINNESOTA

Austin—

KMMT (6) ABC; Pearson; 90,688

Duluth (Superior, Wis.)—

KDAL-TV (3) NBC; Avery-Knodle

WDSM-TV (6). See Superior, Wis.

WFRTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Ribaun—

KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—

WCCO-TV (4) CBS, DuM; Free & Peters; 452,900

WTCTN-TV (11) ABC; Blair; 427,000

Family Broadcasting Corp. (9) Initial Decision 5/15/54

Rochester—

KBRC-TV (10) NBC, DuM; Meeker; 70,000

St. Paul (Minneapolis)—

KETP-TV (5) NBC; Petry; 452,300

WPMN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Jackson—

WJTV (25) CBS, DuM; Katz; 50,524

WLBT (3) NBC; Hollinger; 87,085

WSLA-TV (12) ABC; Weed; 88,580

Meridian—

WOCO-TV (30)

WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cane Girardeau—

KFPS-TV (12) CBS; Pearton; 10/14/53-Unknown

KGMO-TV (18), 4/16/53-Unknown

Clayton—

KFBO-TV (30), 2/7/53-Unknown

Columbia—

ROM-KTV (8) ABC, CBS, NBC, DuM; H-R; 42,558

Pestus—

KACY (12) See footnote (d)

Hannibal (Quincy, Ill.)—

KIRA-TV (7) CBS, DuM; Weed; 110,784

WGEM-TV (19) See Quincy, Ill.

Jefferson City—

Jefferson TV Co. (13) Initial Decision 5/15/54

Joplin—

KSWM-TV (13) CBS; Venard; 12/23/54-4/15/54

Kansas City—

KCMO-TV (5) ABC, DuM; Katz; 395,230

KMBC-TV (8) CBS; Free & Peters; 365,230

WDAF-TV (4) NBC; Harrington, Righter & Parsons; 385,230

WBBK-TV (9) CBS; Blair; 385,230

Kirksville—

KTYO (3) 12/16/53-6/15/54

St. Joseph—

KETV-II (2) CBS, DuM; Headley-Reed; 102,435

May 31, 1954  Page 119
FOR THE RECORD

St. Louis—
KACT (14) See Festus
KETC (9) 5/17-5/31 '54
KSDK (5) ABC, CBS, NBC; NBC Spot Sld: 32.983
KSTM-TV (36) ABC; H-R: 218,000
WIL-TV (42), 7/13-53/Unknown
WTVI (54) See Belleville, Ill.
KXWT-TV (4) 4/21/54-Unknown

Salvadore—
KDKO-TV (6) Pearson; 2/26/53-7/15/54
Springfield—
KCTV (19) CBS, DuM; Weed: 44,175
KVTV (3) ABC, NBC; Hollingerly: 46,050

MONTANA
Billings—
KKOK-TV (2) ABC, CBS, DuM; Headley-Reed: 15,000
Butte—
KOPR-TV (4) CBS, ABC; Hollingerly: 7,000
KXLF-TV (6). No estimate given.
Great Falls—
KFBS-TV (5) CBS; Headley-Reed: 4,100
Missoula—
KGVO-TV (13) CBS; Gilh-Pernia; 3/11/53-7/15/54

NEBRASKA
Holden ( Kearney)—
KHOL-TV (13) CBS, DuM; Meeker: 33,000
Lincoln—
KFOR-TV (19) See footnote (d)
KOLN-TV (12) ABC, CBS; Avery-Kno- del: 82,607
Omaha—
KMTV (3) ABC, CBS, DuM; Petry: 233,180
KOWV (6) DuM, NBC; Blair: 245,038

NEVADA
Las Vegas—
KLAS-TV (8) ABC, CBS, NBC, DuM; Weed: 14,759
Renof—
KZTV (8) ABC, CBS, NBC, DuM; Pearson: 13,522

Ladies Day

featuring

Kay Russell

Sold out—both national and local. Ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday 2 to 3 p.m.

WSYR-TV
Channel 3 - 100 KW
NBC Affiliate
SYRACUSE, N. Y.

Headley-Reed, National Representatives

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<table>
<thead>
<tr>
<th>Location</th>
<th>Call Letters</th>
<th>Affiliations</th>
<th>Ownership</th>
<th>Power</th>
<th>Spectrum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma</td>
<td>KOTV (10)</td>
<td>ABC; Venard</td>
<td>Official</td>
<td>15,500</td>
<td>215</td>
</tr>
<tr>
<td>Medford</td>
<td>KRMV (51)</td>
<td>ABC; NBC; DuM; Blair</td>
<td>Contact</td>
<td>105,200</td>
<td>105.8</td>
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<tr>
<td>Tulsa</td>
<td>KDOC (23)</td>
<td>NBC; Bolling; 65,000</td>
<td>Free</td>
<td>229,100</td>
<td>75.410</td>
</tr>
<tr>
<td>Eugene</td>
<td>KVAL-AM (13)</td>
<td>NBC; Hollering</td>
<td>Official</td>
<td>807,200</td>
<td>75.300</td>
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<tr>
<td>Medford</td>
<td>KROK-AM (5)</td>
<td>CBS; NBC; Avery-Knodel; DuM; Blair</td>
<td>Official</td>
<td>287,266</td>
<td>75.300</td>
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<tr>
<td>Portland</td>
<td>Koin-TV (8)</td>
<td>CBS; Avery-Knodel</td>
<td>Official</td>
<td>12/2/52</td>
<td>215.402</td>
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<tr>
<td>Oregon</td>
<td>KTXV (8)</td>
<td>ABC; NBC; DuM; Katz</td>
<td>Free</td>
<td>1,767,042</td>
<td>75.300</td>
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<tr>
<td>Pennsylvania</td>
<td>WMIZ-AM (12)</td>
<td>ABC; NBC; DuM; Petry; 237,550</td>
<td>Official</td>
<td>116,890</td>
<td>75.300</td>
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<tr>
<td>WLEV-TV (51)</td>
<td>NBC; Meeker</td>
<td>67,516</td>
<td></td>
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<td>Chambersburg</td>
<td>WCHA-TV (46)</td>
<td>CBS; DuM; Forrester; 15,500</td>
<td>Official</td>
<td>15,500</td>
<td>215.402</td>
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<tr>
<td>Erie</td>
<td>WICU (12)</td>
<td>ABC; NBC; DuM; Petry</td>
<td>Free</td>
<td>208,500</td>
<td>75.300</td>
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<tr>
<td>Altoona</td>
<td>WFMG (10)</td>
<td>ABC; CBS; NBC; DuM; H-R</td>
<td>Official</td>
<td>208,500</td>
<td>75.300</td>
</tr>
<tr>
<td>Bethlehem</td>
<td>WLEV-TV (51)</td>
<td>NBC; Meeker; 67,516</td>
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<tr>
<td>Allentown</td>
<td>WFZM-TV (67)</td>
<td>Avery-Knodel; 11/53</td>
<td>Official</td>
<td>75,410</td>
<td>75.300</td>
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<tr>
<td>WQCY (39)</td>
<td>Weed; 11/53</td>
<td>Official</td>
<td>75,410</td>
<td>75.300</td>
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<td>Altoona</td>
<td>WPSG (17)</td>
<td>CBS; DuM; NBC Spot Sl.; 175,000</td>
<td>Free</td>
<td>175,000</td>
<td>75.300</td>
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<td>WJAC-TV (66)</td>
<td>CBS; NBC; Katz</td>
<td>Free</td>
<td>208,500</td>
<td>75.300</td>
<td></td>
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<td>Charleston</td>
<td>WCAC-TV (15)</td>
<td>4/5/53</td>
<td>Official</td>
<td>125,000</td>
<td>75.300</td>
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<tr>
<td>Columbus</td>
<td>WCOS-TV (25)</td>
<td>ABC; Headley-Reed; 48,000</td>
<td>Official</td>
<td>48,000</td>
<td>75.300</td>
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<td>WTVT (16)</td>
<td>CBS; NBC; H-R; 11/53</td>
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<tr>
<td>Greenville</td>
<td>WSVG (13)</td>
<td>ABC; DuM; H-R; 11/53</td>
<td>Official</td>
<td>125,000</td>
<td>75.300</td>
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<tr>
<td>WVBV (13)</td>
<td>NBC; Weed</td>
<td>229,100</td>
<td>75.300</td>
<td></td>
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<tr>
<td>WVGL (13)</td>
<td>NBC; Weed</td>
<td>229,100</td>
<td>75.300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Puerto Rico

San Juan—

WAPA-TV (4) ABC, NBC, DuMont, Caribbean Broadcasting

WKAQ-TV (2) CBS, Inter-American, 10,000

Canada

Kitchener—

CJOY-AM (13) 30,000

London—

CHEK-AM (10) CBS, 35,000

Montreal

CJBW-AM (21) 40,000

CNRK-AM (21) 10,000

Ottawa—

CKCO-AM (4) 10,100

St. John’s, N. B—

CHES-AM (5) CBS

Sudbury—

CHSJ-AM (5) ABC, CBS, NBC, All-Canada: 7,885

Toronto—

CBLT (9) 222,500

Vancouver—

CBUT (2) CBS

Mexico

Juaréz (El Paso, Tex.)—

XEJ-TV (5) National Time Sales

Tijuana (San Diego)—

XETV (6) Weed: 24,500

United stations on air in U. S. and possessions: 382; total cities with stations on air: 222. Total broadcast stations include 69-XETV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that have operated in all 50 states in use since 1951-52.

* Indicates educational stations.

† Cities not interconnected with AT&T.

(a) Figures do not include 209,308 sets which WHEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WGBA-TV Louisville, Ky. Last report was 303,564 on July 10, 1962.

(c) President Gilbert N. Nunn announced that construction of WLPAT-TV has been temporarily suspended in order to expedite CP's. WPAT-TV is not in operation. (d) KATV-A TV Pueblo, Colo.; KWLX-TV Louisville, Ky.; KFAZ-TV Monroe, La.; WYAT-TV Florence, Ala.; WAAS-TV, Kansas City, Mo.; KFUX-TV Pueblo, Colo.; KZTV-TV Lincoln, Neb.; WPFG-TV Atlantic City, N. J.; WTVI (TV) Dayton, Ohio, and WACH-TV New York, Va., have suspended regular operation, but have not turned in CP's.

(e) WBBZ-TV Battle Creek, Mich., told FFC it has suspended regular operations until June 1.

Upcoming

June

June 1: National Assm. of TV & Radio Farm Directors, national sales clinic, Sheraton Hotel, Cleveland, Ohio.

June 3-4: Senate Communications Subcommittee will meet in Washington, D.C., to consider multiple ownership; hearings on multiple ownership.

June 5-6: National Assm. of TV & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.


June 7-11: Seminar for writers and producers of in-school programs, sponsored by National Assm. of TV & Radio Farm Directors, St. Louis, Mo.


June 13-19: American Marketing Assm., Ambassador Hotel, Atlantic City, N. J.

June 14-16: National Community TV Assm., Hotel Park Sheraton, New York.

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 18-20: D. C.-Maryland Broadcasters, Ocean City, Md.

June 19-19: Florida Assm. of Broadcasters, Biltmore Terrace, Miami Beach.

June 20-23: Advertising Federation of America, Boston.

June 21: Hearing on Longer bill (S 2934) to bar alcoholic beverage advertising in interstate commercial advertising.

June 24: Screen and Community Business & Community Interests Subcommitee.

June 27: National Assm. of TV Institute, Pasadena (Calif.) Community Playhouse.


June 30: Advisory Assm. of the West, Hotel Utah, Salt Lake City.

July 8: New York U. begins 6-week summer radio-TV institute.

July 8-25: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

July 21-26: Summer Institute of Radio & Television, 6th annual, Los Angeles, Calif.

July, 1-2: North and South Carolina Broadcasters Association, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 1: Broadcast institutes, Boston U.

July 24-25: Radio-TV Workshop, American Baptist Assembly, Green Lake, Wis.

August


August 2-3: Summer TV Workshop, Michigan State College, East Lansing.

August 9 (week of): International Alliance of Theatrical Stage Employees, Nethersol Plaza Hotel, Cincinnati.


August 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

September

September 1: Deadline for entries in 1963-64 public interest awards for exceptional service to farm safety, National Safety Council.

September 13-15: British Columbia Assm. of Radio & TV Broadcasters, Harrison Hot Springs, B. C.

September 20-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.


October

October 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

October 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

October 15-16: Ohio State U. advertising conference, Columbus.

October 20-21: Kentucky Broadcasters Assn., fall meeting, Columbus, Falls Park.

November

November 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

November 14: Indianz Radio-TV Newsman, fall meeting at WIRE studios, Indianapolis.

Special Listing

BMJ Program Clints

June 7: Royal Alexander Hotel, Winnipeg, Man.

June 9: Hotel Saskatchewan, Regina, Sask.

June 11: Hotel MacDonald, Edmonton, Alta.

June 14: Fort Cumberland Hotel, Amberst, N. S.

June 14: Hotel Finlen, Butte, Mont.

June 16: Sheraton-Plaza, Boston, Mass.

June 16: Bannock Hotel, Pocatello, Idaho

June 18: Poland Spring Hotel, Poland Spring, Me.

June 18: Hotel Utah, Salt Lake City, Utah.

June 21: Broadmoor Hotel, Colorado Springs.

June 23: Marvin Hughit Hotel, Euron, S. D.

June 25: Indianapolis Athletic Club, Indianapolis.

BAM Clints

June 7: Louisville, Ky.

June 8: Atlanta, Ga.

June 10: Birmingham, Ala.

June 11: Memphis, Tenn.

June 14: New Orleans, La.

June 15: San Antonio, Tex.

June 17: Dallas, Tex.

June 18: Tulsa, Okla.

June 21: Omaha, Neb.

June 22: Des Moines, Iowa.

June 24: Minneapolis, Minn.

June 25: Dakotas.

July 12: Burlington, Vt.


July 15: Syracuse, N. Y.

July 16: New York City.

July 19: Tampa, Fla.

July 20: Charlotte, N. C.

July 20: Detroit, Mich.

July 22: Richmond, Va.

July 23: Washington, D. C.


July 29: Cleveland, Ohio.

August 9: Milwaukee, Wis.

August 10: Chicago, Ill.

August 12: Los Angeles, Calif.

You say you're from El Paso, Texas, and want to see...*Bill White*

Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation...the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area...KROD-TV is affiliated with KROD-600 K.C.—CBS-5,000 watts. Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company

Dorrence D. Roderick, President

Val Lawrence, Vice Pres. & Gen. Mgr.

Dick Watts, Sales Manager

Represented Nationally by

The BRANHAM Company

*Of course you know Bill White, Media Supervisor for Cunningham and Walsh in New York.
Toward an NFRTB*

With each passing convention year, the sign becomes bolder — NARTB is evolving into a federation of entities functioning in the area of broadcasting. Inexorably, the trend is toward an eventual formalizing of such a federation, acting as the legislative and public relations umbrella over the audio and video arts.

Last week’s convention underscored this trend. The radio section held separate sessions. The tv section did likewise. Engineers foregathered on their own. Various network groups met separately. The representatives had sessions with their own station groups. The radio and television boards function separately and autonomously. They converge only on matters of broad policy applicable to all broadcasting, and as to personnel on the overall executive level.

Our purpose is not to condemn the present order. It is working well. The process toward a federation is as gradual as it appears to us to be inevitable. The association cannot be all things to all segments.

The biggest task is on the Washington front. And that is to preserve the free estate of all that is broadcasting and to enhance its prestige. That means coordination of activity in Congressional relations, public relations, regulatory relations and state and local affairs pertaining to all the broadcast media. Those functions must never be spread among several disjointed groups because that might spell disaster. By the same token, the top organization dedicated to protection of the sanctity of the broadcast arts should not be encumbered with activities below the policy level.

*National Federation of Radio & Television Broadcasters

Whither Are They Drifting?

It may not be technically correct to call CBS Radio’s news night discount plan a rate cut, but whatever it is called, its purpose is to make another reduction in that network’s prices, and its inevitable effect will be to bring the prices of other networks into line.

In the past three years network charges have been lowered, juggled, adjusted and discounted repeatedly. Each revision was made in the hope of stimulating business. Each failed to obtain more than temporary, if not illusory, relief.

By now it should be evident that the trouble with network radio is not in its pricing; if the trouble had been confined to that, it would surely have been corrected by price reductions of the past. The trouble, we suggest, is more basic. It resides in the fundamental structure of networking and will persist, indeed worsen, as long as it remains undiagnosed and untreated at the source.

A consideration of basic questions about networking cannot be postponed without grave damage to U.S. radio, for the importance of network-type programming is obvious. What networks and their affiliates must decide is how to maintain quality programming service with reasonable profit to both the user and originator. The service cannot be maintained if the trend of the past three years continues and if networks and stations persist in the use of such narcotics as rate cuts or spot selling plans—which may seem to improve things today but actually complicate them tomorrow.

We do not know how to cure the disorders of contemporary radio networking, for no one has done the necessary diagnosis to find out exactly what they are. As we have suggested in the past, the solution may lie in a complete reorganization of network concepts—perhaps in an adaptation of the news service practice in which networks would sell program service to stations which in turn could sell them to advertisers. Other solutions unquestionably can be found—but not until networks and affiliates alike face up to the necessity of finding them.

Recovering Their Legislative Fumble

The full story of television’s regulatory and economic evolution now will be heard by the Senate Potter Communications Subcommittee before it passes judgment on the kind of medicine—legislative or otherwise—to be prescribed for uhf’s admitted economic ills. A fortnight ago it appeared the committee might have undertaken radical surgery before diagnosis had been completed.

At the NARTB convention in Chicago last week, individual telecasters, acting outside the association’s framework, but with its cognizance, set up a steering committee and retained counsel. Vhf licensees as well as uhf operators and applicants for both are represented. NARTB’s Harold E. Fellows will appear separately.

When hearings resume June 3, new appearances will have been filed—appearances that should have been on hand weeks ago, when the hearings were announced.

A committee of Congress cannot be expected to pronounce reasoned judgment in a few days with only half the story told involving a field that has been more than a decade in the making.

The happenstance timing of the convention—in between Potter committee sessions—proved the big break. The full impact of Washington sessions became evident when the telecasters got together in Chicago.

The Importance of News

Without stooping to idolatry, it is possible to say that no one in broadcasting or telecasting is more entitled to speak as an authority on management’s responsibility in news and public information programming than William S. Paley, CBS chairman.

It was with such authority that he spoke last week as winner of the 1954 NARTB Keynote Award. His advice to broadcasters to take a more serious interest in keeping the public informed was sound, sensible and in urgent need of recognition at some stations.

Undeniably, radio and television are miraculous technical resources for the distribution of news and informative commentary. In general these resources are being put to good use, but in some cases, as Mr. Paley said, broadcasters have not given adequate attention to that phase of their business.

On grounds of public service alone, station management should agree with Mr. Paley that news and public affairs are “at least as important as any of the other areas coming under [the broadcaster’s] jurisdiction” and that appropriate money and effort should be devoted to that field. Mr. Paley did not mention what is another truth—that a good news and information policy pays off commercially as well.
There's fun galore on channel 4... in Detroit

YOUNGSTERS KNOW there's fun galore on Channel 4. Spring ratings show WWJ-TV attracting well over half the audience with such shows as Playschool, Howdy Doody, Cartoon Express, Roy Rogers and Johnny Jupiter.

TWO BIG SHOWS make 5 to 6 P.M. a special hour for Detroit's 450,000 five-to-fifteen year youngsters. The fun they have and the product preferences impressed on them, make WWJ-TV special to sponsors.

☆ ADVENTURE PATROL
5 P.M. Monday thru Friday
Dramas of danger... action packed tales of bold and daring deeds, building intense loyalty to every sponsor's product. High ratings prove its greater youngster appeal.

C'mon in – the fun is fine.
And your product belongs in this good company.

In Detroit...
You Sell More
on channel 4

☆ HAPPY HOLLOW RANCH
5:30 P.M. Mon. thru Fri.
Famous Happy Hank brings Squeaky and Sputters and lots of fun to Detroit. His influence on children has long been applauded by community and women's groups across the country.
Electronic Buttonhook

There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D.C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, puts buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearl. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse.

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation. Herewith, some light thereon:

**Miss Ruth Anne's School (Lion Taming's Easier)** Produced five days a week by its star, Miss Ruth Anne's School is a "workshop" for four-to-five-year-olds. Each week six or eight children are selected for a one-week session of classes (finger-painting, dancing, table manners, gamesmanship); on Friday the children are graduated with diplomas and sighs of relief. Lion-taming looks easy by comparison, but Miss Ruth Anne, armed with nothing but child psychology and a smile, charms children and viewers, parents and sponsors. There are enough mop-pets on the waiting list to last a full year (sans hiatus).

**Commercial:** Program is sold by day units; sponsors purchase one complete program at a time. Product identification is carried over the full week by sponsor-mentions on a day-to-day reciprocal tie-in basis. See the Katz Agency for further details.

Channel 2 **WMT-TV** 100,000 watts
CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps: The Katz Agency