







PETER  
HESSE

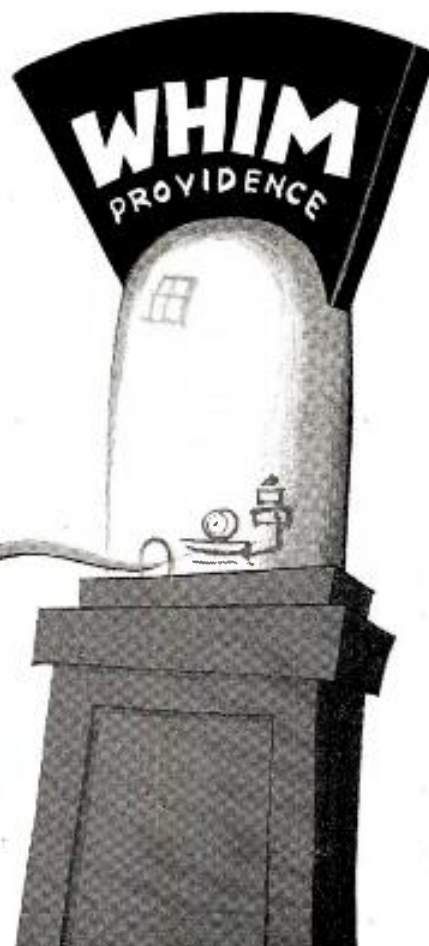
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Buy the one Providence station that delivers the largest audience

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**HIGHEST!**

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Headley — Reed







## Things have changed in ARKANSAS, too!

**A**LONG with so many other States in the South, Arkansas is a far better market than many old-timers think. One example: *Effective Buying Income per family is up 195.1% over ten years ago\*!*

You can reach almost *all* of Arkansas, now, with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in the State. KTHS delivers *primary* daytime coverage of 250,694 radio homes. Secondary, *interference-free* daytime coverage includes 73 of the State's 75 counties and brings the number of radio homes to a whopping 823,881!

Write direct or ask your Branham man for all the big KTHS facts, today.

---

\* Sales Management figures

### 50,000 Watts . . . CBS Radio

Represented by The Branham Co.  
Under Same Management as KWKH, Shreveport  
Henry Clay, *Executive Vice President*  
B. G. Roberston, *General Manager*



# KTHS

BROADCASTING FROM  
**LITTLE ROCK, ARKANSAS**















# Only the Best

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 years, KPRC has shown top results because of leadership in popular live local programs...top local news coverage...audience rating...cost per thousand...coverage...network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

**FIRST**

**FIRST** in Circulation

**FIRST** in News

**FIRST** in Ratings

**FIRST** in Local Talent

**FIRST** in Live Shows

**FIRST** in Merchandising and Promotion

**FIRST** in Public Service

**FIRST** in Physical Equipment





















# Representation à la Carte

The pleasures of the table are never more satisfying than when selection of the fare is made under the guidance of a skillful maître d'hôtel. Under these circumstances you are served a repast chosen and prepared according to your specific desires.

A parallel exists in national sales representation. Because the needs of stations vary so widely, ready-made sales activity designed for average conditions, can never achieve the greatest sales potential. The nature and amount of activity must be determined by the individual requirements of each station.

Twenty-one years of experience has developed in the Raymer Company a policy of Personalized Representation based on just these principles. Carefully administrated time and effort first go into the analysis of the specific advantages and special features of each station. These are then presented in the manner most convincing to the individual buyer, to the individual national advertising account.

The proper share of business for each Raymer station reflects the accomplishments of this kind of representation à la carte.



**PAUL H. RAYMER COMPANY, INC.**  
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD















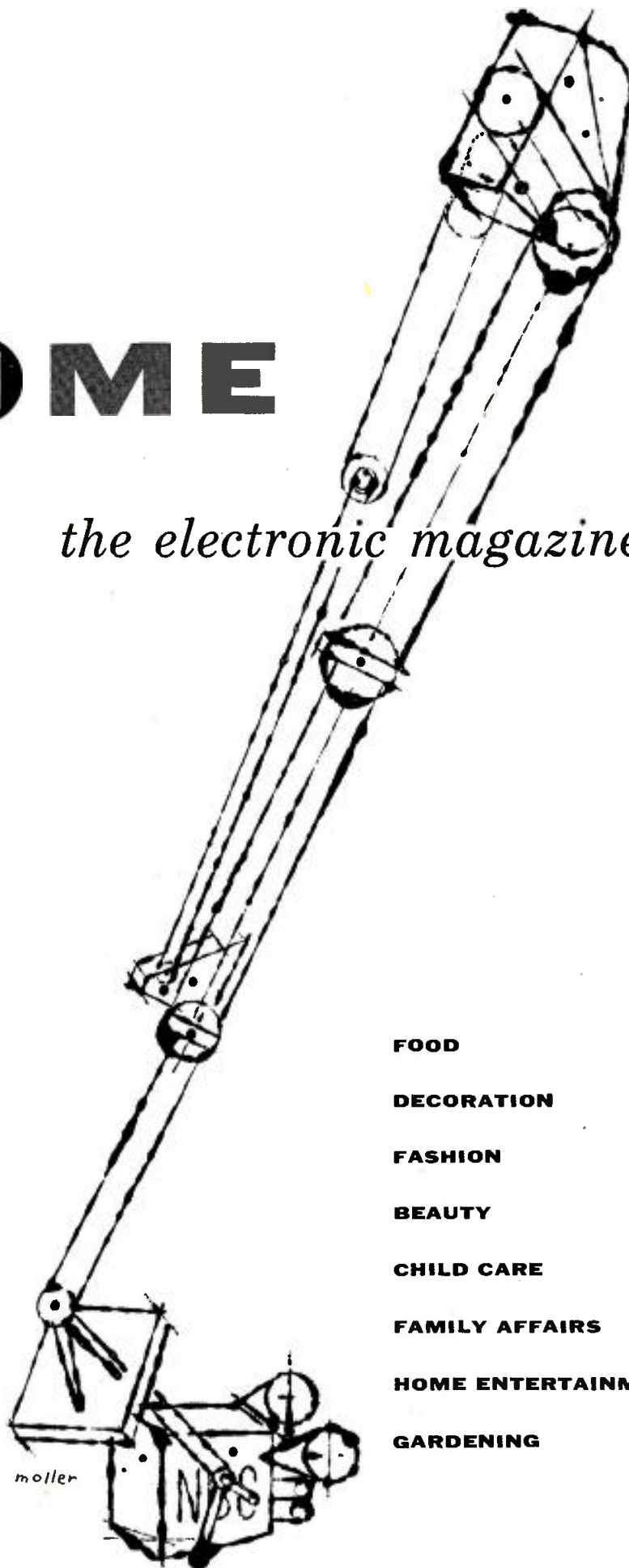






# HOME

*the electronic magazine for women*



**FOOD**

**DECORATION**

**FASHION**

**BEAUTY**

**CHILD CARE**

**FAMILY AFFAIRS**

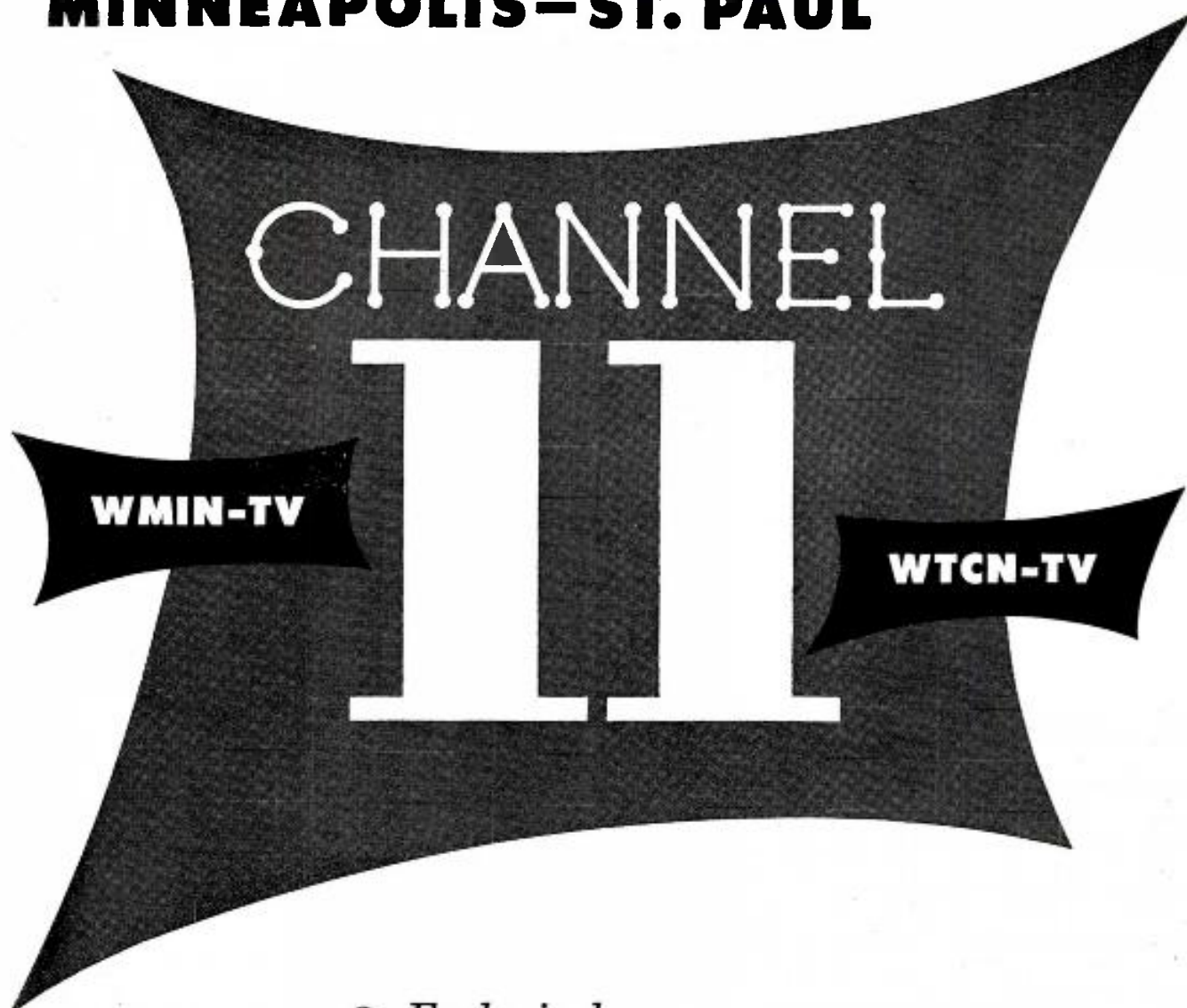
**HOME ENTERTAINMENT**

**GARDENING**





**MINNEAPOLIS-ST. PAUL**



- *Exclusively*
- *represented*
- *by*
- *BLAIR-TV*
- *effective*
- *February 1, 1954*

**TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVES**  
NEW YORK • CHICAGO • DETROIT • DALLAS • ST. LOUIS  
JACKSONVILLE • LOS ANGELES • SAN FRANCISCO • BOSTON











## **A CHANGE WORTH WATCHING!**

**There's a change on Channel 7 that's well worth watching, too!**

**On February 1, KECA-TV became KABC-TV...new and significant call letters to place special emphasis on Channel 7's proud position as the American Broadcasting Company's key television station covering Southern California.**

**Fresh, sparkling ideas in programming are turning more and more eyes to Channel 7. So give your sales outlook a change for the better. Choose...**

**CHANNEL  KABC-TV**

**The American Broadcasting Company • Los Angeles**

..... *for bang-up results..*

# ***"ANNIE OAKLEY***











































*Here is amazing*

# MANEUVERABILITY

*never before achieved!*

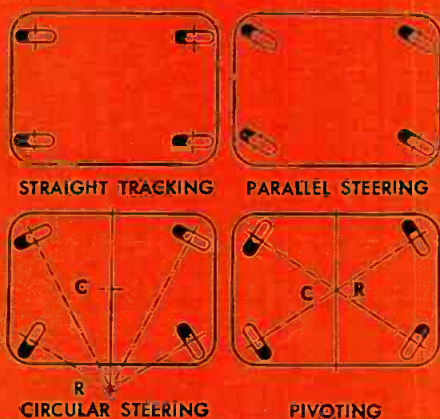
## NEW!

**for Film and  
TV Cameras**

### NEW! CIRCULAR STEERING

Entirely new steering mechanism makes possible easy, smooth, sharp turning on own axis or in any desired arc. Wheels can also be locked parallel for straight tracking in any direction.

VERSATILE WHEEL POSITIONS



### NEW! MANEUVERABILITY

The extreme flexibility of the steering mechanism makes possible fast positioning in small, crowded studios.

### NEW! HANDLING EASE

Weighs only 500 pounds. Cameramen and grips appreciate easy dollying, turning, raising and lowering boom.

### NEW! LOW SLUNG CHASSIS

Cinemobile is built low down for better balance, greater stability and smoother rolling.

### NEW! VERSATILITY

Makes possible a wide range of camera effects formerly achieved only with larger, heavier equipment. Priced to fit the budget of smaller studios.

## HOUSTON-FEARLESS CINEMOBILE



### NEW! HYDRAULIC BOOM LIFT

Camera boom is raised and lowered smoothly, quietly, effortlessly, automatically by hydraulic system. Extreme high and low lens heights are readily achieved even when dolly is in motion.

*The*  
**HOUSTON  
FEARLESS**  
*Corporation*

**SEND FOR FULL INFORMATION NOW!**

THE HOUSTON-FEARLESS CORPORATION

11807 W. Olympic Blvd. • Los Angeles 64, California

Send information on ☐ Cinemobile ☐ Film Processors ☐ All Metal Tripod  
☐ Panoram Dolly ☐ Camera Crane ☐ TV Pedestal

Name \_\_\_\_\_

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Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"



PRE-LUNCHEON reception for ABC radio-tv affiliates in Chicago last week found this threesome together at the close of the Monday morning general session. L to r: Robert Weitman, ABC vice president in charge of programs and talent; Charles T. Ayres, vice president, and Mort Waters, vice president and general manager of WCPO-AM-TV Cincinnati.

mitted to buy a minimum of four quarter hours scheduled between 8 and 9 p.m., with the station permitted again to sell unsponsored time in each sponsored program; (3) participating sponsors would be able to buy, in the 2:35-4 p.m. period, a minimum of three one-minute commercials per week. (Latter is occupied by the Martin Block show.) Station compensation varies in each case.

Most of the controversy, it was understood, centered around the ramifications of these

plans. Stations were urged, in the case of the Block show, to carry the first 25-minute segment, even though it might be only partly sponsored, for continuity purposes, at least at the outset.

## ABC-TV Standardizes Rates for Service Fees

RATES for ABC-TV facilities, personnel and production services for network programs from its New York, Detroit, Chicago, Los Angeles and San Francisco production centers have been standardized, according to a new production manual (No. 3) which was effective Feb. 1.

Facilities charges for camera rehearsal range from \$270 per hour for one camera to \$420 for four cameras, including personnel and technical equipment. For dry rehearsal on set the fee is \$100 an hour. Use of an ABC tv theatre costs \$450 a day in addition to rehearsal charges. Film and telop facilities are charged for at the rate of \$150 an hour. The rate for remote facilities is \$1,250 for an eight-hour day, portal to portal. Facilities charges are commissionable at 15% to recognized agencies.

Hourly rates for production services include scenic designer, carpenters and painters at \$7 and shopper, \$5; props and prop procurement \$4.75; costume fender \$6; wardrobe mistress \$5; wardrobe handler \$3; make-up artist \$6; hairdresser \$6; graphic artist \$5.50. For time not included in studio rehearsal rates, associate director is \$4.50 per hour; floor manager \$4.50; technical director \$7.50; engineers \$5.50; stagehands \$4.75. Sound effects rate is \$15 an hour; records, \$10 per program. Rehearsal halls cost \$7.50 an hour; screening rooms \$5.

If production services are ordered two weeks or more in advance and bills paid within 10 days of submission, a discount of 5% will be allowed. But orders placed less than four days



CHICAGO's ABC contingent conferred informally during last week's ABC radio-tv affiliates meeting in Chicago during a cocktail session in Drake Hotel's French Room. L to r: Glenn Snyder, general manager of WLS Chicago; Arthur Harre, station and sales manager of WENR, ABC o&o outlet, and Don Roberts, manager of ABC Radio in Chicago.

before broadcast will bear a 25% penalty. "For example," the manual explains, "if full anticipated production services requirements are ordered three weeks before broadcast; makeup is ordered one week before, and a late prop order is given two days before: The prop will bear a penalty; the makeup bill will be charged at regular rates, and the remainder will earn a discount."

## MBS Promotes Collins

COPP COLLINS, former press representative for MBS on the West Coast and more recently in New York, last week was promoted to manager of public relations for Mutual.

Frank Zuzulo, director of public relations and press information, who made the announcement, said the appointment was in line with a general expansion of network activities. He pointed out that Harry Albus had been elevated to the post of manager of press information a few weeks ago.

## WTRI(TV) Signs With CBS-TV

WTRI (TV) Schenectady has been signed as an alternate interconnected affiliate of CBS-TV, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The uhf ch. 35 station is owned and operated by the Van Curler Broadcasting Corp. R. B. Wheeler is general manager.

## KVOC to Intermountain

INTERMOUNTAIN Network Inc., Salt Lake City, last week announced a change in network affiliation at Casper, Wyo., with KVOC replacing KSPR there effective Feb. 15. KVOC also will become a dual affiliate with MBS and ABC, the announcement said. KSPR joins CBS Radio Feb. 15 [B•T, Feb. 1].

## 'Stumpus' on Intermountain

UTAH stations of the Intermountain Network will carry *The Stumpus Boys Show*, a musical quiz program, at 8:30 a.m. Monday through Friday under sponsorship of AG Food Stores independent grocery chain, which has 155 outlets in Utah, KALL Salt City has announced. The show is being supported by a merchandising campaign, the station reports.



## Do You Know This Man?

He is Bill Hutt, general manager of KLRA, Little Rock, Arkansas. He says—

"We have found the SESAC Transcribed Library very useful in programming to our farm friends. The hymns and quartet numbers have aided us materially in keeping this type of programming fresh and of a high quality. With what we consider to be the top Farm Department in the state, composed of Johnnie Holmes and Jim Moffet, we must of necessity have good music of the kind the farmer likes."

AT YOUR STATION—See and hear  
the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue

New York 17, N. Y.

## MAJ. EDWIN ARMSTRONG, FATHER OF FM, OTHER RADIO INVENTIONS, DEAD AT 63

Renowned radio inventor was credited with fm, the regenerative circuit, the superheterodyne receiving system and the super-regenerative circuit. His latest successful project was multiplexing signals on a single fm band.

MAJ. EDWIN HOWARD ARMSTRONG, who developed the fm system of broadcasting, died last Monday at the age of 63 after a fall from his 13th-floor apartment in New York. Reporting he had left a note to his estranged wife, Marian MacInnis Armstrong, police listed his death as a suicide.

In addition to developing fm, Maj. Armstrong also was responsible for other major advances in radio transmission and reception. In 1912, while still in college, he invented the regenerative circuit, which made possible the creation and maintenance of a world-wide wireless communications system. A few years later, while serving in France as a Signal Corps major during World War I, he invented the superheterodyne receiving system used in all standard receivers today.

The super-regenerative circuit, which made two-way police radio feasible, came in 1920. In 1933, Maj. Armstrong disclosed his "staticless radio," fm, which, in addition to its widespread use for sound broadcasting, also is used for the sound channels of television. Only last year [B•T, March 23, Oct. 19, 1953] he announced and demonstrated a system of multiplexing fm signals so as to permit two or more simultaneous broadcasts over a single fm band.

Maj. Armstrong began toying with the fm idea in the 1920's and by 1933 was far enough along with it to persuade RCA to give him space in the Empire State Bldg. in New York, where RCA already had begun its experimental telecasting, to test out his theories. But after a few years RCA decided to concentrate on television and the major moved his apparatus to Alpine, N. J., on the Palisades just across the Hudson from uptown New York. There he established W2XMN, which in 1938 began broadcasting via fm on 42.8 mc.

### Mecca of Fm

Since that time, W2XMN has been the mecca of fm, source of most of the innovations in this type of broadcasting. In January 1940, W2XMN picked up a program from neighboring W2XAG Yonkers and passed it along with benefit of wirelines to W1XPW Meriden, Conn., which in turn relayed it to W1XOJ Paxton, Mass., and thence to W1XER Mt. Washington, N. H., with satisfactory reception reported all along the line. As recently as last October [B•T, Oct. 19, 1953] the Armstrong Alpine station originated the demonstration programs of his new fm multiplexing system.

Much of the major's income from his other inventions, which was sufficient to make him at one time the owner of more RCA stock than any other individual, was poured into W2XMN and his other fm projects, the total being estimated by his associates at several millions.

Among the many honors won by Maj. Armstrong for his contributions to the communications science was the Army Medal of Merit, awarded in 1947 by President Harry Truman for his part in developing military communications during World War II, when he served with the Signal Corps as a civilian.

Other honors bestowed upon Maj. Armstrong include the Medal of Honor of the Institute of Radio Engineers, 1917; Egleston Medal of Columbia U., 1939; Holley Medal of the American Society of Mechanical Engineers, 1940; Franklin Medal of the Franklin Institute, 1941;

John Scott Medal awarded by the Board of Directors of City Trusts, Philadelphia, 1942; Edison Medal of the American Institute of Electrical Engineers, 1943. He was made a Chevalier of the Legion of Honor of the French Government in 1919.

### Born in New York

Born in New York Dec. 18, 1890, young Mr. Armstrong's interest in electronics was awakened in his knee pants days when his father, manager of the American branch of the Oxford U. Press, brought him a book of inventions that included the story of Marconi's achievements. At Columbia U. he specialized in electrical engineering, receiving his bachelor's degree in that field in 1913, and his master of science in 1929. In 1934, he became professor of electrical engineering at Columbia, the post he held at the time of his death.

It was estimated that in recent years Maj. Armstrong had devoted much of his time to patent suits against RCA, NBC and other manufacturers of transmitting and receiving equipment and broadcasting companies. Several million dollars is said to be involved in these suits. Whether they will be continued or dropped could not be learned immediately. There was no information forthcoming regard-



MAJ. EDWIN ARMSTRONG

ing the inventor's estate.

Before marrying Maj. Armstrong, Mrs. Armstrong was secretary to Brig. Gen. David Sarnoff, RCA board chairman.

In his farewell letter, sources close to Maj. Armstrong informed B•T, the major placed on his patent litigation and on his absorption in it during the past five years, the blame for his neglect of his home life which had led to separation from his wife. He could not now understand, he wrote, how he could have allowed his concern with his suits to have made



The greatest (and that goes for all competitors in our field\*) school in modern radio and television advertising is BROADCASTING•TELECASTING.

Tell its top buying and selling readers your story in B•T's pace-making "classroom." The cost is low, the profits so high—in prestige, power and preference.

\*We're packed with surveys to prove it! Ask for 'em.

him hurt the thing most dear to him in all the world.

On the Friday before his death, it was learned, Maj. Armstrong had been notified that his wife, who for some time had been living in Connecticut, was going to seek separate maintenance. She reportedly had complained of having neither interests to occupy her nor companionship while he worked round-the-clock on the preparation of his case.

## Industry Leaders Attend Armstrong Rites in N. Y.

MORE than 150 persons, including many leaders of the scientific and engineering world as well as educational and business associates of Maj. Edwin H. Armstrong, attended his funeral Wednesday afternoon at New York's Fifth Ave. Presbyterian Church.

Dr. Thornton Tenfield Jr., of the First Presbyterian Church of Yonkers, who conducted the service, praised the major for his strength of character, his determination to "carry on when there is little hope of fulfillment" and his "persistence to fight his way through like a mountain climber overcoming unconquerable obstacles." He also lauded Maj. Armstrong's loyalty to his country, his business associates and his friends.

Among those present at the service were Brig. Gen. David Sarnoff, RCA board chairman; John V. L. Hogan, president, Hogan Labs; Elliott M. Sanger, executive vice president, WQXR New York; C. R. Runyon Jr., president, Radio Engineering Labs; Dr. Frank D. Fackenthal, president, Columbia U. Press; John Dun-

ning, dean, Columbia School of Engineering; Thomas J. Styles, associate of Maj. Armstrong at the Marcellus Hartley Research Labs; T. H. Mitchell, president, RCA Communication, and Harold Beverage, director of radio research, RCA Labs.

A special program of tribute to Major Armstrong was broadcast by WNHC New Haven last Monday, shortly after news of his death became known. His invention of fm was hailed during the broadcast as "an inspiration to thousands of pioneering spirits who carried the radio art to its highest level of achievement."

The FCC Thursday adopted a resolution praising Maj. Armstrong's "outstanding contributions" in the radio field and saying his "invaluable technical work and accomplishments will constitute an everlasting monument in tribute to his memory."

## Major Armstrong Felt Reds Stole His Ideas—McCarthy

FM-INVENTOR Maj. Edwin H. Armstrong, who fell to his death Monday (see story page 67), last week was said to have expressed a fear that the Russians were stealing his inventions.

The "Red" angle was brought up by Sen. Joseph R. McCarthy (R-Wis.).

Sen. McCarthy said the fear was expressed when the major was questioned by a representative of the Senator's investigations subcommittee. He said another government agency is making an investigation into the death plunge. The Senator did not identify the agency.

According to Sen. McCarthy, Maj. Armstrong was questioned when "an Undersecretary of one of the [Federal] departments told us he wanted to talk to us."

He quoted Maj. Armstrong as saying the U. S., after the Yalta Conference in 1945, gave Russia a destroyer with the latest radar equipment. He said the radio scientist had been "mortally afraid" that secret radar discoveries by him and other scientists "were being fed to the Communists as fast as they could be developed." The Senator said the major had worked in Fort Monmouth, N. J., at the Army Signal Corps Labs at one time.

## High Color Cost Boon To Pay-See Tv—Abrams

HIGH COST of both color television receivers and color television broadcasting was explored last week in two talks by Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York.

Mr. Abrams told company stockholders at Emerson's annual meeting in New York that universal public acceptance of color tv receivers will not come until some time in 1955 when prices can be expected to come down to the level that the public will be able to afford.

On Friday Mr. Abrams predicted before a New York meeting of Robert Morris Assoc., an organization of officers of the leading banks in the country, that the high cost of color tv broadcasting will result in wide acceptance of pay-as-you-see television by the industry and the public.

Mr. Abrams told stockholders that when prices of color tv sets become "reasonable," a new boom will be started in the industry which may last for several years. In response to a question, he said that he did not expect the prices of color tv sets to approximate the cur-

## Handy Diagnosis

RAYTHEON MFG. Co., Waltham, Mass., reports it has developed a new system which enables a tv set owner to identify reception defects of a color or black-and-white tv set over the telephone to a repairman and thereby reduce the amount of time needed for servicing. Under the system, the purchaser of a tv set receives a Raytheon "Service Saver" booklet containing a series of 40 numbered pictures, said to represent almost every conceivable type of trouble that might show up on a tv screen. When trouble develops with his set, the householder can call his repairman and give him the number of the picture that represents the condition. It was pointed out the "Raytheon Saver" system will work for any brand of tv set, as well as for Raytheon receivers.

rent prices of black-and-white receivers for at least 10 years.

He reported that sales for the first quarter of the current fiscal year, ended Jan. 31, will be about the same as for the corresponding period of last year, but he said that he expected earnings to be off slightly. He attributed this loss to large inventories built up during that latter part of 1953, pointing out that sets were moved in January at reduced prices. He blamed the publicity over color tv in part for resistance by the public to the purchase of black-and-white tv sets. He said sales in 1954 are expected to exceed those of 1953, but added:

"We may not be so fortunate insofar as profits are concerned. During 1954, which will be our 'introductory year' of color, it is expected that prices will have to be maintained at the lowest possible levels to maintain the interest of potential purchasers of black-and-white receivers. This, of necessity, must have an effect on profits."

In his speech before Robert Morris Assoc., Mr. Abrams said pay-as-you-see television will emerge because of the current "spiraling cost of television broadcasting and the increasing reluctance of sponsors to support important programs." He added that since color programs will be even higher in cost, he believed that the pay-as-you-see system will "eventuate when the sale of color television receivers will rise sharply some time in 1955."

"Such a system," Mr. Abrams continued, "will serve everybody's interests. The tv set owner can take what is free in sponsored shows and also select the special programs he may desire by paying for them. The system will offer relief to sponsors by absorbing a great deal of the cost of programming. It also will supply a substantial source of revenue to the problems of the motion picture and theatrical producers who now find tough sledding in competition with television. With some 28 million television receivers now in use, which figure will reach 50 million in five years, the potential revenue for all concerned is enormous, even though the charge to the individual set owner is nominal."

## Hoffman Sales Up 43%

SALES of Hoffman Radio Corp., Los Angeles (radio and tv set manufacturers), last year rose more than 43% above the \$34,769,201 in 1952 to a record \$50 million, H. Leslie Hoffman, president, announced last week. He said production and development of military electronic items by Hoffman Labs made a substantial contribution to the increase.

**Within 15 Miles of this tower**

**lives the greatest concentration of buying power served by any single station anywhere!**

**Ask Hal Holman Co. for the proof**

**WBEL**

OFFICES AND STUDIOS  
Rockford, Ill.      Beloit, Wis.

● JANESVILLE  
● BELOIT  
● ROCKFORD

**5000 WATTS AT 1380**

**"BASIC INDEPENDENT"**

## STROMEYER NAMED CBS-HYTRON CHIEF

Bruce and Lloyd Coffin retire from active direction of the tube manufacturing division. Dr. Peter Goldmark becomes president of CBS Labs.

CHARLES F. STROMEYER was elevated last week from executive vice president to president of CBS-Hytron, tube manufacturing division of CBS, and Dr. Peter C. Goldmark was promoted from vice president to president of CBS Labs, the CBS engineering research and development division.

The announcement by Dr. Frank Stanton, president of CBS Inc., also revealed that Bruce A. and Lloyd H. Coffin, brothers who built the Hytron organization from a two-man hand operation into one of the nation's foremost manufacturers of electronic tubes, are retiring from active direction of the division's affairs but will continue to serve as members of the board of the parent CBS Inc.

### President Since 1921

Bruce Coffin has been president of the Hytron operation since its formation in 1921 as Hytron Radio & Electronics Corp., and Lloyd Coffin has been treasurer. The company merged with CBS in 1951 and since that time has been operated as a CBS division with Bruce Coffin continuing as president and his brother as treasurer.

"In their capacity as directors of CBS Inc.," Dr. Stanton said, "Messrs. Bruce and Lloyd Coffin will continue to make available their 35 years of knowledge and experience in the electronics field."

Mr. Stromeier, the new CBS-Hytron president, has been associated with the company since 1942. He started as chief engineer and assistant to the president, later became vice president in charge of manufacturing and engineering, and in January was named executive vice president. Associated with electronic research and manufacturing throughout his business career, he has been awarded several patents for developments in electronic circuits and tubes and has undertaken a survey of the European electronics industry. He is a member of the Institute of Radio Engineers.

CBS-Hytron's main plant and administrative



MR. STROMEYER

LLOYD COFFIN

offices are at Danvers, Mass., and the division also has manufacturing plants at Newburyport, Salem, and Lowell, Mass., and Kalamazoo, Mich. It is a major producer of electronic tubes, transistors and germanium diodes, including both radio and television picture tubes as well as the CBS-Colortron, color picture tube developed in the CBS-Hytron Labs during the past year. The new president resides at Marblehead, Mass., with his wife and two sons.

Dr. Goldmark, in his new post, fills a vacancy which has existed since Adrian Murphy left

the presidency of the CBS Labs Div. to become president of CBS Radio in March 1952. He has been associated with CBS since 1936 and a vice president and key figure in the Labs Div. since 1950.

He is credited with primary roles in many developments in color television and high-fidelity sound reproduction, including the CBS field-sequential system of color tv and the original field-sequential camera; the Chroma-coder camera and the Chromacoder, unveiled last year, which are described as simplified and economical equipment for producing color under the FCC-approved compatible system;



BRUCE COFFIN

DR. GOLDMARK

the long-playing "LP" microgroove record; and the Columbia "360" high-fidelity phonograph, whose sound system subsequently was incorporated into a line of am, fm, and tv receivers produced by CBS-Columbia, the set manufacturing division of CBS.

Dr. Goldmark became chief television engineer of CBS shortly after he joined the organization. He is a Fellow of the IRE, the Society of Motion Picture Engineers, and the British Television Society. In 1945 the Television Broadcasters Assn. awarded him a medal for his color television work, and in 1946 he received the IRE's Morris Liebman Memorial Prize for electronic research.

The retiring president of CBS-Hytron, Bruce Coffin, is a member of the Electronics Advisory Committee of Lowell Technological Institute, a director of Merchants National Bank of Salem, Mass., and president of Salem Hotel Corp. Lloyd Coffin is a director of RETMA, a director of Naumkeag Trust Co. of Salem, and vice president of North Shore Babies Hospital.

## CBS-Columbia Plans Color Tv Seminars

THE FIRST in a series of color television training seminars for selected distributor personnel from key markets will be inaugurated by CBS-Columbia today (Monday), it was announced last week by Charles J. Kayko, administrative vice president of the company.

The color training sessions, which will continue through 1954, will be held at CBS-Columbia's plant at Long Island City, N. Y., over a five-day period. During that time, a scheduled 35 hours of instruction and demonstration will be presented by members of CBS-Columbia's color engineering and field engineering department.

The seminars will consist of discussion and demonstration on basic color principles, the CBS-Hytron Colortron tube, signal transmission, basic circuitry, components and installation-maintenance procedures.

...still stacking up sales! in the

## GREATER OREGON MARKET

► A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

\*Name on request.

# KGW

Affiliated with NBC

The best way to sell the

## KANSAS FARM MARKET

use the

## KANSAS FARM STATION

**WIBW** CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN  
Rep. Capper Publications, Inc.

## COLOR CONVERTER EXHIBITED IN D. C.

'Simple, inexpensive' method of converting standard black-and-white tv sets modifies compatible signal into field sequential pictures.

METHOD of converting black and white tv receivers for color reception was shown last Thursday in Washington.

System is simple and inexpensive, its developers, Airtronics Research Inc., declared to a news contingent at its first public showing.

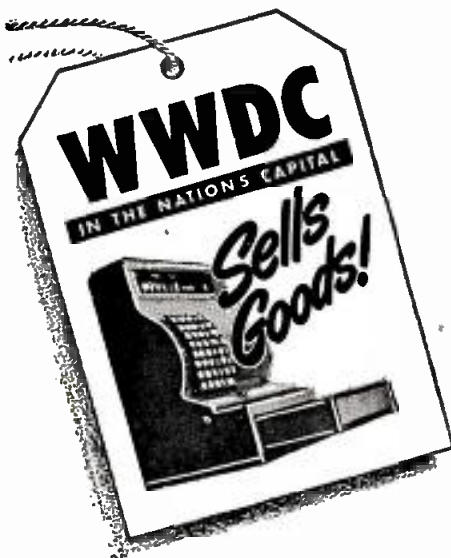
Trick consists of translating the compatible National Television System Committee color signals into field sequential black and white pictures, then using a color wheel to add color. This is similar to the now superseded CBS field sequential system.

Pictures, demonstrated on a 15-in. DuMont receiver, were slightly lower in definition than the same program on a tri-color tube, but were considered acceptable by those who viewed the demonstration at ARI's Bethesda, Md., laboratories.

Method was developed by Robert P. Benjamin, 24-year-old electronics engineer on the staff of ARI. Mr. Benjamin began working seriously on the project immediately after the first of the year, following the FCC's approval of the NTSC color standards [B•T, Dec. 21, 1953]. First working demonstration for colleagues took place Jan. 15, it was reported.

On a mass production basis, ARI officials

## The "RESULTS" STATION in Washington



Represented Nationally by John Blair & Co.

### Jayo Viewer

PRODUCTION on Jayo Viewer, tv prompting device invented jointly by Jess Oppenheimer, producer-head writer of CBS-TV *I Love Lucy*, and Bud Forer, tv optical scientist, will begin in Hollywood within two months, according to Mr. Oppenheimer. The device is a combination optical and projection attachment to the tv camera. Copy is type-written, then projected, greatly enlarged, through camera lens at the announcer or actor, who is able to read lines while looking at the camera. It will be leased at less than \$100 a month.

estimated that the unit, including the color wheel and motor, could be merchandized for \$50 to \$100. This compares to the current \$175 price for tri-color tubes, it was pointed out.

Company plans to continue development, but does not intend to engage in the manufacture of the device. It will welcome inquiries regarding licenses, William T. Whelan, chief engineer, said.

Circuits to translate NTSC signals into the field sequential pattern are contained in a five-tube unit about as large as a booster device. This is connected to the black and white set at four points. The color wheel, which can be run on a 1/50th horsepower motor, is synchronized with the field sequential signals.

Drawbacks of the mechanical color wheel, which were emphasized by the opponents of CBS's mechanical field sequential system, have been largely overcome, ARI pointed out, by use of 60 fields per second as compared with CBS' 155 fields per second. This permits the color wheel to be revolved at a slower speed—600 rpm compared to 1,440 rpm under the CBS system.

### Workable up to 17-in.

ARI officials said the device should work satisfactorily with monochrome picture tubes up to 17-in.

System seemingly is the reverse of the CBS development in station camera gear wherein scenes are "shot" on a field sequential tv camera with a whirling disc and then translated into the NTSC standards before being broadcast [B•T, Oct. 12, 1953].

ARI was founded in 1946 in the Washington suburb to do mechanical and electronic research and development work under government ordinance contracts. It consists of a 200-man staff, and is headed by Joseph E. Butler, former Navy commander who participated in the Navy's special devices unit program at Sands Point, Long Island, N. Y.

Up to the present, the consensus among radio-tv manufacturers was that the cost of converting a black and white tv receiver to color would be as much as the price of a color tv set. Present standards are compatible, permitting monochrome receivers to receive colorcasts in black-and-white.

Although there has been some talk of conversions for color—FCC Comr. George E. Sterling referred to the possibility in his speech to Boston IRE members two weeks ago [B•T, Feb. 1]—only one company announced that it planned to proffer units to the public. This was Sightmaster Corp., small New Rochelle, N. Y., tv manufacturer. It said it had developed a "slave" unit which would convert a black and white set, to sell for about \$250.

## Guatemala Expels American Newsmen

NBC's Bannell, 'New York Times' Gruson forced to leave as Guatemala, reportedly Communist-infiltrated, cracks down on opposition.

TWO U. S. NEWS correspondents, one of them NBC's Marshall Bannell, were expelled from Guatemala last Tuesday. The other newsman was Sydney Gruson of the *New York Times*. It was understood no charges had been placed against Mr. Bannell, although Mr. Gruson reportedly was accused of having "systematically" defamed and slandered the Guatemalan government.

A day later, Rep. Frances P. Bolton (R-Ohio) told the House the event was "of great magnitude" because that government is GUATEMALA "to say the very least, hostile to the interests of free peoples everywhere." She charged the country's government was communistic.

Rep. Bolton said: "... Freedom of communication is basic to better understanding among all peoples and ... any interference with the free transmission of news by an accredited American correspondent indicates a very unfriendly act on the part of a foreign government."

### Jackson Statement

Another member of Congress, Rep. Donald L. Jackson (R-Calif.) called the exclusion "another example of the exercise of powers of a police state which is becoming a common occurrence in Guatemala."

Through the State Dept., William R. McAndrew, manager of news and special events for NBC, filed with the Guatemalan government a formal protest against Mr. Bannell's ouster.

The UP reported Thursday that Guatemala's President Jacob Arbenz called on left-wing revolutionary parties to "close ranks" against "reactionary forces" bent on "turning back the clock."

President Arbenz said the U. S. Senate, State Dept. officials and American monopolies and "newspaper chains" are conducting a concerted campaign against Guatemala.

Coincident with these developments, U. S. Ambassador John Peurifoy left Guatemala for Washington. A government spokesman for Guatemala denied that the country was embarking on a course of suppressing freedom of information. But it was reported that the Washington decision to call in Ambassador Peurifoy ahead of schedule was connected with the expulsion of the two U. S. newsmen and what was judged to be a campaign against the opposition press and radio.

Meanwhile, NBC-TV has scheduled *Guatemala*, another in a series of programs on world trouble spots, for presentation Feb. 14 (2-2:30 p.m. EST) with Mr. Bannell doing the commentary. The program, on film, will describe communist infiltration of the Guatemalan government. Mr. Bannell is expected to be in New York this week for the broadcast.



## CKCO-TV, CHSJ-TV PREPARE DEBUTS

TWO more tv stations are slated to go on the air in Canada. They are CKCO-TV Kitchener, Ont., scheduled for Feb. 21 on ch. 13 and CHSJ-TV St. John, N. B., March 15 on ch. 4.

The Kitchener station will be **CANADA** Canada's eighth tv outlet. The St. John station will be the first tv operation in Canada east of Montreal.

CKCO-TV will be linked with Toronto via microwave, according to the Canadian Broadcasting Corp. and will be a basic outlet of the CBC-TV mid-eastern region.

CHSJ-TV plans test patterns on March 1. George Cromwell, manager, CHSJ-AM-TV, reports 1,000 tv sets in the area.

## Tv Sales Record Set in Dec.

DECEMBER saw the highest television set sales in Canada's history—51,767—bringing the 1953 total to 365,400 sets, according to the Radio-Television Mfrs. Assn. of

**CANADA** Canada. With sets sold and imported prior to 1953, this brings the tv set total in Canada to about 620,000 at the end of January 1954.

Last year 606,804 radio receivers were sold in Canada, compared to 568,884 in 1952. Imports by individuals in 1953 brought new radios to 672,000, as compared to a 631,866 combined total in 1952. Canadian Assn. of Radio and Television Broadcasters estimates about 9,350,000 radio sets have been sold in Canada since 1924.

Manufacturers forecast radio set sales in 1954 at 315,000 to 650,000.

Tv set sales in 1954 are expected to be 300,000 to 575,000. At present about one home in three in Ontario has a tv receiver, the highest ratio in Canada.

## Killgore Tells Effect Of Radio in Indo-China

DRAMATIC effect that the construction of six radio broadcasting stations in Indo-China had on people in that area has been described by

H. Scott Killgore, director of **INDO-CHINA** sales for Emerson Radio & Phonograph Corp., upon his return from an official mission to that country on loan as a communications consultant to the U. S. Foreign Operations Administration.

Mr. Killgore, who supervised the construction of the six stations in Indo-China and of other facilities in Formosa, noted that since house-to-house power lines are virtually unknown in Indo-China, it is impossible to have radio sets in homes. He said this obstacle was

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"



**WWPA**  
Williamsport, Pa.  
— A Great Pennsylvania Market!  
Contact Burn-Smith Co. for details.

overcome by placing in the center of each village a loudspeaker powered by a gasoline-driven generator, and he added that people "flock from miles around to listen avidly to broadcasts for hours."

## CARTB Plans Seminar For Agency Executives

A ONE-DAY seminar for advertising agency executives to learn more about the broadcast medium is planned by the Canadian Assn. of Radio & Television Broadcasters.

**CANADA** The seminar is expected to be held at Toronto on April 19 and would cover data on Canadian stations, their coverage, receiver statistics, operation of network radio, selective or spot radio, how radio station representatives operate and preparation of commercials.

Also on the tentative agenda are discussions on syndicated programs, sponsored program promotion, how to present radio programs to clients, and the many facets of the administration of commercial time on radio stations. Because there are many newcomers to the radio departments of advertising agencies in Canada, the CARTB is planning this one-day training course on the operations of commercials on local and network radio stations.

## Tappe the Loyal

BECAUSE he was "the only one in attendance from the U. S." for the second straight year at the yearly meeting of the Atlantic Assn. of Broadcasters in Halifax, N. S., Lou Tappe, Canadian representative for SESAC Inc., New York, was honored by the AAB, which declared a "Lou Tappe Day," and presented Mr. Tappe with a sou-wester and slicker. He was cited thusly: "To honor the guy who has traveled the greatest distance most faithfully to our Maritime meetings, giving him all the rights and privileges of a Herring Choker, and the right to travel in Nova Scotia without a passport or even a smattering of the language."

## CFPL Management Changes

WITH FULLTIME am-fm-tv operation of CFPL London, changes in top management have been announced by Walter J. Blackburn, president. Douglas C. Trowell was

**CANADA** appointed sales manager of CFPL. W. Cliff Wingrove, formerly manager of CKTB St. Catherines, has been appointed assistant manager of CFPL, and Robert Reinhart, operations manager of CFPL-TV, has been moved to assistant manager of CFPL-TV. Murray Brown remains manager of CFPL-AM-FM-TV. Glen A. Robitaille, chief engineer of CFPL, becomes engineering director for the three stations.

## AAB Elects Lynds President

FRED A. LYND, president of CKCW Moncton, was elected president of the Atlantic Assn. of Broadcasters at the recent meeting at Halifax, succeeding E. Finlay

**CANADA** MacDonald, CJCH Halifax. Gerry Redmond, CHNS Halifax, was elected vice president; John Hirtle, CKBW Bridgewater, as secretary, and Arthur Manning, CKCL Truro, treasurer. AAB will be represented on the national Canadian Assn. of Radio & Television Broadcasters by Messrs. Lynds, MacDonald and Redmond.

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| DAY                                 |                                                            | THURSDAY                                                |                                                         |                                                                |                                             | FRIDAY                                                   |                                                        |                                         |                                                            | SAT                                                |                                                                                         |
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| DuMONT                              | NBC                                                        | ABC                                                     | CBS                                                     | DuMONT                                                         | NBC                                         | ABC                                                      | CBS                                                    | DuMONT                                  | NBC                                                        | ABC                                                | CBS                                                                                     |
|                                     |                                                            |                                                         |                                                         |                                                                |                                             |                                                          |                                                        |                                         |                                                            | Tommy<br>Henrich<br>Sports Show                    |                                                                                         |
|                                     |                                                            |                                                         |                                                         |                                                                |                                             |                                                          |                                                        |                                         |                                                            | Dotty Mack<br>S                                    |                                                                                         |
| Capt.<br>Video                      |                                                            |                                                         |                                                         | Walter H.<br>Johnson<br>Candy Co.<br>Capt. Video               |                                             |                                                          |                                                        | Capt.<br>Video                          |                                                            | Vitamin<br>Corp. On<br>Your Way                    | Meet Mil<br>S                                                                           |
| Marge &<br>Jeff                     |                                                            | Amer. Home<br>Prod.<br>Real Lemon-<br>News J. Daly      | Amer. Cig.<br>& Cig. Co.<br>News<br>7:30-7:45 pm        | Marge &<br>Jeff                                                |                                             | Amer. Home<br>Prod., News<br>John Daly                   |                                                        | Marge &<br>Jeff                         |                                                            |                                                    |                                                                                         |
|                                     | Coca-Cola<br>Eddie<br>Fisher<br>Camel<br>News<br>Caravan L | General<br>Mills<br>Lone<br>Ranger<br>F                 | GE<br>Jane Froman                                       |                                                                | Dinah Shore<br>Show Chev-<br>rolet L        | General<br>Mills<br>Stu Erwin<br>F                       | GM-<br>Oldsmobile<br>News                              |                                         | Coca-Cola<br>Eddie<br>Fisher<br>Camel<br>News<br>Caravan L | Ex-Lax<br>Leave It<br>to the Girls                 | Sylvani<br>Beat<br>The<br>Clock<br>L                                                    |
| Johns<br>opkins<br>cience<br>review | GE<br>I Married<br>Joan<br>F                               | Thor<br>Quick as<br>a Flash                             | Gen. Elec.<br>Meet Mr.<br>McNulty                       |                                                                | DeSoto-<br>Plymouth<br>Groucho<br>Marx<br>F | Lambert<br>Hotpoint<br>(alt.)<br>Ozzie &<br>Harriet<br>F | Gen. Foods<br>Baker's<br>Food Prod.<br>Mama<br>L       |                                         | Dave<br>Garraway<br>Show<br>Pontiac<br>Dealers<br>L        | Enterprise<br>USA                                  | Schick<br>Sheaffe<br>Pen<br>Nescafe<br>(Co-Spo-<br>sorship<br>Jackie<br>Gleason<br>Show |
| Chicago<br>nphony                   | Scott<br>My Little<br>Margie<br>F                          | Sherwin-<br>Williams<br>Pall Mall<br>Ray Bolger<br>Show | Singer Swng.<br>4 Star Phs.<br>Weekly                   | Tide Water<br>Associated<br>Oil<br>Broadway<br>to<br>Hollywood | Borden<br>T-Men in<br>Action<br>F           | Pepsi Cola<br>Playhouse                                  | R. J.<br>Reynolds<br>Topper                            | Melody<br>Street                        | Gulf Life<br>of Riley<br>9/18 F                            | Greatest<br>Sports<br>Thrills                      |                                                                                         |
|                                     | Krafts<br>Foods<br>Television<br>Theatre<br>L              | Talent<br>Patrol                                        | Lever Lux<br>Video<br>Theatre L                         | DuMont<br>Labs<br>What's<br>the Story                          | Chesterfield<br>Dragnet<br>F                | Armour<br>Bristol-<br>Myers<br>Paul Hart-<br>man Show    | Schlitz<br>Playhouse<br>of Stars<br>L                  | Serutan Co.<br>Life Begins<br>at Eighty | Simoniz &<br>Amer. C&C<br>Big Story<br>L & F               | Hayuk<br>Cigar<br>Saturday<br>Night<br>Fights<br>L | P. Lorill<br>Two for<br>Money                                                           |
| Stars<br>Parade                     |                                                            | Kraft<br>Foods<br>Kraft TV<br>Theatre                   | Lever<br>Rinsco<br>Big<br>Town<br>F                     |                                                                | Ford<br>Theatre<br>F                        | Sealy<br>The<br>Comeback<br>Story                        | General<br>Foods<br>Sanka<br>Our Miss<br>Brooks        |                                         | Campbell<br>Soundstage<br>S                                | Fight Talk                                         | Int'l Sil<br>Alt. Wk<br>Simmo<br>My Favc<br>(Husba)                                     |
| e Music<br>Show                     | Hazel<br>Bishop<br>This Is<br>Your Life<br>L               |                                                         | Philip<br>Morris<br>Philip<br>Morris<br>Playhouse       |                                                                | U.S.<br>Tobacco<br>Martin<br>Kane           | Chevrolet<br>Showroom                                    | Brown &<br>Williamson<br>My Friend<br>Irma             | P. Lorillard<br>Chance of<br>Lifetime   | Gillette<br>Fights<br>9/11<br>L                            |                                                    | Chrysl<br>Medall<br>Theatr                                                              |
|                                     |                                                            | Local                                                   | Carter Prod.<br>alt.<br>Toni, Inc.<br>Place the<br>Face |                                                                |                                             |                                                          | American<br>Oil Hamm<br>Brewing<br>Person to<br>Person | Helene<br>Curtis<br>Down<br>You Go      | Chesebrough<br>Greatest<br>Fights F                        |                                                    |                                                                                         |
|                                     |                                                            |                                                         |                                                         |                                                                |                                             |                                                          | Longines<br>Chronoscope                                |                                         |                                                            |                                                    |                                                                                         |

| SUNDAY                                                 |        |                                                      |     | MONDAY - FRIDAY                                                      |                                                                        |                                       |                                              | SATURDAY                    |        |                            |     |
|--------------------------------------------------------|--------|------------------------------------------------------|-----|----------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------|----------------------------------------------|-----------------------------|--------|----------------------------|-----|
| CBS                                                    | DuMONT | NBC                                                  | ABC | CBS                                                                  | DuMONT                                                                 | NBC                                   | ABC                                          | CBS                         | DuMONT | NBC                        | ABC |
|                                                        |        | Religious<br>Hour<br>Frontiers<br>of Faith<br>L      |     | Garry<br>Moore<br>Show<br>(See<br>footnote)                          |                                                                        |                                       |                                              | What in the<br>World<br>S   |        |                            |     |
|                                                        |        | American<br>Inventory<br>L                           |     | Campbell<br>Soup<br>Double or<br>Nothing<br>M-W-F                    |                                                                        |                                       |                                              |                             |        |                            |     |
|                                                        |        | Amer. Forum<br>of the Air<br>L                       |     | Art<br>Linkletter's<br>House Party<br>(See<br>Footnote)<br>2:30-3 pm |                                                                        |                                       |                                              |                             |        |                            |     |
| uth Takes<br>Stand<br>S                                |        | President's<br>Week<br>L&F                           |     | Colgate Big<br>Payoff<br>MWF Big<br>Payoff Sust.<br>Tu., Thur.       | Paul Dixon<br>Show River<br>Brand Rice<br>Mills,<br>Partial<br>Sponsor | Kate Smith<br>Hour<br>9/21 L          | College<br>Basketball<br>Game of the<br>Week |                             |        |                            |     |
| Man of<br>the Week                                     |        | Nature of<br>Things<br>L                             |     | Bob Crosby<br>See foot-<br>notes                                     |                                                                        |                                       |                                              |                             |        | Co-op<br>Pro<br>Basketball |     |
|                                                        |        | Kukla, Fran<br>& Ollie<br>L                          |     | Woman with<br>a Past<br>S                                            |                                                                        |                                       |                                              |                             |        |                            |     |
| rutan Co.<br>Juvenile<br>Jury                          |        | Excursion<br>L                                       |     | The Secret<br>Storm Am.<br>II. Prod<br>M-W-F<br>Sus. Tu, Th          |                                                                        | P&G<br>Welcome<br>Travelers<br>9/21 L |                                              |                             |        |                            |     |
| Adventure<br>S                                         |        | Quaker Oats<br>Zoo Parade<br>L                       |     | Robert Q.<br>Lewis<br>S                                              |                                                                        | P&G<br>On Your<br>Account<br>9/21 L   |                                              | Hollywood<br>Wrestling<br>S |        |                            |     |
|                                                        |        |                                                      |     | Gen. Mills<br>Barker Bill's<br>Cartoons<br>W & F 5-5:15<br>p.m.      |                                                                        | Pinky Lee<br>Show<br>L                |                                              |                             |        |                            |     |
| Nash-<br>elvinator<br>ott Paper<br>reyhound<br>Omnibus |        | Hallmark<br>Hall of<br>Fame Hall<br>Bros., Inc.<br>L |     |                                                                      |                                                                        | Howdy<br>Doody                        |                                              |                             |        | N. Y. Times<br>Youth Forum |     |



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# Headli From

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alt Lake City has been given the Mennen Merchandising Award for "outstanding merchandising cooperation in promoting Mennen products." Milton Allison (c), eastern manager for CBS Radio Spot Sales, stands proxy for the CBS-affiliated station accepting the award from Len Colson, Mennen advertising manager. Attending representation are (l to r): G. T. C. Fry, Kenyon & Eckhardt vice president; Mr. n; Mr. Allison; John Akerman, CBS Radio Spot Sales account executive, and S. MacVickar, K&E account executive.

## to Administer Safety Awards

NATIONAL Safety Council has announced it will again administer the Alfred radio-tv awards for highway safety quest of the Alfred P. Sloan Founda-

council also reported it is accepting ons for its annual Public Interest honoring public information media ive rendered exceptional service to t year.

ublic Interest Awards cover (1) radio networks and stations, (2) trade and magazines, (3) daily and weekly rs and syndicates and (4) advertisers, not competitive. The Sloan awards contrast, competitive. Deadline for March 15.

oan awards will be judged by a spe- from recipients of the council's Pub- st Awards in the radio-tv and adver- sifications. Information and nomina- ks may be obtained from the council J. Michigan Ave., Chicago 11, Ill., fields.

K. Richards, administrative vice pres- NARTB, will serve as a judge for both c Interest and Sloan awards.

judges on the radio-tv-advertiser sec- ide:

Waller, director of public affairs and NBC Chicago, and Arthur F. Harre, of WENR Chicago. Serving on the ards jury, besides Mr. Richards., are J. Bartlett, director of radio-tv center, U.; George Jennings, radio-tv director, board of Education, and Ned H. Dear- sident of the National Safety Council. Nunn, advertising director, Standard of Indiana) will be a judge on news- agazine, outdoor and transportation es.

## iners Invites Entries Stations and Networks

nd tv stations and the networks have ed to submit entries for the 20th an- liners Awards for outstanding news luring 1953. Four categories of broad- ls are listed in the announcement: con- outstanding radio network news broad-

casting, consistently outstanding news report- ing by a radio station, outstanding network television coverage of a news event or series, outstanding local television coverage of a news event or series.

The Headliners is an informal organization dedicated to honor those men in newspaper, magazine, newsreel, radio and tv whose achieve- ments were outstanding during the year. Entries should be sent to Mall Dodson, executive secretary, Headliners, 2307 Broadwalk, Atlantic City, before April 1.

## Weekend Fete Set For VOD Winners

FOUR co-equal national winners in the sev- enth annual Voice of Democracy Contest were announced Tuesday by Robert K. Richards, NARTB administrative vice president and chairman of the VOD committee. The four —three boys and a girl—will receive all- expense trips to Washington, radio-tv consoles and \$500 scholarships at the annual awards luncheon Feb. 24 at the Shoreham Hotel, Washington.

The four winners and their sponsoring sta- tions are: Philip Max McCoy, 16, Argentine High School, Kansas City, KCKN; Elizabeth Ellen Evans, 16, John R. Buchtel High School, Akron, WADC; Joseph Gerdes, 17, Harrisburg Catholic High School, WTPA (TV); Joel Howard Cyprus, Wichita Falls (Texas) High School, KWFT.

As part of the awards trip the four winners will participate in a weekend celebration in colonial Williamsburg, Va., joining many lead- ing Americans in the annual Democracy Workshop. Many VOD state winners have been invited to the ceremonies.

National winners will arrive in Washington Feb. 18, and will motor to Williamsburg the next day. Their weeklong visit will include personal conferences with leading government officials and President Eisenhower.

Sponsoring organizations are NARTB, Ra- dio-Electronics-Tv Mfrs. Assn. and U. S. Jun- ior Chamber of Commerce. Over a million high school students competed. The event is endorsed by the U. S. Office of Education and National Assn. of Secondary-School Principals. School, city, county and state elimina- tions were followed by auditions in which 12 finalists competed by means of blind record- ings.

## DEWEY SUBMITS TV PLAN AT ALBANY

Educational system to be built and operated by private edu- cation groups is outlined in message to New York State Legislature.

PROGRAM for the construction and operation of educational television stations in New York State by privately-organized education corpo- rations was outlined by Gov. Thomas E. Dewey last Tuesday in a message to the State Legislature.

He recommended the enactment of legisla- tion empowering the Board of Regents, which supervises all schools in the state, to charter private groups for the operation of educational tv stations. Gov. Dewey said the board of regents, which proposed last year that the state provide funds for the construction and opera- tion of a network of 10 tv stations, has ap- proved the plan for privately-operated outlets.

A committee appointed by Gov. Dewey last year to study the question of the feasibility of developing state-financed educational tv outlets rejected this proposal [B•T, March 2, 1953]. Gov. Dewey later suggested the ap- pointment of another committee to bring to- gether various education groups for the pur- poses of encouraging them to use more free time available on commercial stations and to establish non-profit corporations to construct and operate the non-commercial channels al- located by FCC to New York State.

### Cites New York City Action

He pointed out in his message to the legis- lature last week that recent developments make the appointment of such a committee unnecessary. He cited as one such develop- ment the organization of the Metropolitan Education Television Assn. by leading educa- tors in the New York area for the purpose of operating an educational, noncommercial television station [B•T, Feb. 1]. Gov. Dewey added that similar groups have been organ- ized in the Buffalo area and in the Albany-Schenectady-Troy area.

"I am convinced," Gov. Dewey told the legislature, "that we have a sound and sensi- ble solution for the best use of this medium through private operation in the public interest under a state-wide plan of mutual cooperation, all under the supervision of the Board of Regents."

State Sen. Francis J. Mahoney and Assembly- man Eugene F. Bannigan, the Democratic minority leaders, announced after Gov. Dewey's message had been read that the Democrats still favored state construction of a pilot edu- cational television. Identical bills to appropri- ate \$500,000 for such an operation were sub- mitted to the legislature last Tuesday by Sen. William Rosenblatt of Brooklyn and Assem- blyman Sidney F. Asch of the Bronx, both Democrats.

## Sprague Gives Law Course

STUART SPRAGUE, counsel for the All- Industry Local Tv Music License Committee and one-time associate legal counsel for NBC, is giving a course on "Radio and Television Legal Problems" at the New York U. School of Commerce, starting this month.

## Advertisers

**Dorothea Mahlstedt**, former brand publicity manager for Lever Bros. and previously in editorial, public relations and publicity in radio-tv, named director of women's press and radio relations for Grocery Mfrs. Assn., N. Y.

**William B. Forsythe**, senior vice president, Pepsi-Cola Co., appointed chairman of board and president, Pepsi-Cola International, new wholly owned subsidiary of Pepsi-Cola Co.; **Henry M. Winter** named vice president in charge of commercial operations; **Walter M. Furlow** named vice president in charge of new market development, and **William L. Moran Jr.** named manager of sales operations.

**H. C. Roark**, General Mills Inc., Minneapolis, named to newly created post of southern grocery products sales manager.

**J. A. Fouche**, manager of advertising and merchandising, Seiberling Rubber Co., Akron, appointed assistant general sales manager. **John J. Walbeck**, manager of passenger tire sales, will succeed Mr. Fouche as manager of advertising and merchandising.



MR. FOUCHE

MR. WALBECK

**John D. Schuman**, assistant advertising manager, Norge Div. of Borg-Warner Corp., Chicago, appointed advertising manager of that division.

**Thomas F. Maschler**, advertising and sales promotion manager, H. R. Basford Co., S. F., adds duties as merchandising manager.

**Arthur Kuhl**, public information office, Petroleum Administration for Defense, and **Ray Gremp Jr.**, firm's sales div., to public relations dept. of Standard Oil Co. of Indiana, Chicago.

**Edward M. Reynolds**, vice president and research director, Doherty, Clifford, Steers & Shenfield, N. Y., to Lambert Pharmacal Co., Jersey City, in newly created post of director of market research, budgets and media.

**Ralph Dansiger**, art director, Norman D. Walters Inc., N. Y., appointed director of advertising for The Toy Guidance Council, N. Y.

**Hugh F. Bohner**, sales manager, Hassenfeld Bros. Inc., Pawtucket, R. I. (toys), and its subsidiary, Empire Pencil Co., Shelbyville, Tenn., named vice president and director of sales and advertising for both companies.

**Tom Gibbons**, director of advertising and sales promotion, Coleman Co., Wichita, Kan., (Coleman gasoline lanterns), died Jan. 24.

## Agencies

**Walter M. Lee**, account executive, S. R. Leon Inc., N. Y., appointed vice president of that agency.

**Arch MacDonald**, creative director for Pillsbury account, Leo Burnett Co., Chicago, to join John W. Shaw Adv. Inc., same city, as vice president and creative director.

**Sam D. Whitacre**, formerly manager, KBKN Aberdeen, Wash., named account executive, West Pacific Adv. Agency, Spokane.

**Henry J. (Hank) Levy**, public relations director, Vick Knight Inc., L. A., joins Smith & Ganz Inc., Hollywood, in similar capacity, with added duties of account executive.

**Jack Creamer**, sales account executive, ABC-TV New York, to Young & Rubicam, N. Y., where he will serve under Nat Wolff, vice president of radio-tv dept.

**Russ Broman** joins Western Adv. Agency, L. A., as copy chief.

**Ben Rubin**, formerly with Sorenson & Co., Chicago, to executive staff of Al Paul Lefton Co. same city.

**Richard S. Lee**, Gray & Rogers, Phila., to Jay J. Dugan, Adv., same city,

**Jack D. Bozarth**, **Ruth L. Heckler**, and **Gloria Gray**, to N. W. Ayer & Son, Phila. **John D. Morrissey** returns to that agency's production department after service in the U. S. Army.

**James O. Peck**, formerly head of James O. Peck Co., industrial sales research and counsel, to Reincke, Meyer & Finn, Chicago.

**Norton H. Jonathan**, assistant publicity director, Mid-Continent Airlines Inc., to Robert B. Wesley & Assoc., Chicago.

**Erasmus H. Kroman Jr.**, formerly with Dept. of State, Washington, to public relations dept., Gray & Rogers, Phila.

**Shirley Sklov**, graduate of the U. of Manitoba and Laval U., Quebec, to promotion and publicity dept., S. W. Caldwell, Ltd., Toronto.

**R. H. Frederickson**, former advertising manager, Miller's Department Store, Klamath Falls, Ore., starts own advertising agency, that city, at 1632 Austin St.

**Henry P. Teall**, 58, assistant secretary of BBDO, New York, died Feb. 1 after a short illness.

## Stations

**Herbert L. Krueger**, vice president-station manager, WTAG Worcester, to lecture on NARTB at evening school conducted by Advertising Club of Boston Feb. 9.

**C. R. Dodsworth Jr.**, sales staff, WLWD (TV) Dayton, Ohio, appointed director of sales, succeeding **William J. Williamson**, who has resigned. **Jim Venable** to WLWD's sales staff and **Gene Peterson** named continuity director, same station.



MR. HEALY

**Jack Healy**, sales manager, KNUZ-TV Houston, named local radio sales manager, KPRC Houston.

**Gordon Laughead Jr.**, account executive, KCRI Cedar Rapids, Iowa, to WNA X Yankton, S. D., as sales promotion manager.

**Harvey L. Glascock Jr.**, formerly sales manager, WMA L-

TV Washington, to WWDC that city, as account executive.

**W. Clifford Wingrove** and **D. C. Trowell** named assistant manager and sales manager, respectively, CFPL London, Ontario; **R. A. Reinhart** named assistant manager, CFPL-TV and **Glen A. Robitaille** named director of engineering, CFPL-AM-TV.

**Carlo F. Zezza**, sales staff of Bolling Co., national radio-tv sales representatives, to sales staff, WPIX (TV) New York.

**Jim McKnight**, formerly of WTAG Worcester, and **John H. Fitzpatrick**, formerly of the Boston Herald Traveler, to sales staff, WBZ Boston and WBZA Springfield.

**Lee Parker**, commercial manager, WNAO Ra-

THE LATEST  
**WCKY**  
STORY

## Versatility!

**Whether YOUR products are:**

- Crackers . . . like *Premium*
- Cigarettes . . . like *Pall Mall*
- Automobiles . . . like *Ford*
- Railroads . . . like *New York Central*
- Hotels . . . like *Sheraton*
- Rentals . . . like *Swifton Village*

**WCKY's**

**50 GRAND OF SALES POWER WILL DO THE JOB**  
The L B Wilson Station . . . Cincinnati Ohio

leigh, N. C., to sales staff, WRAL same city.

**A. H. Constant**, former manager, KONA (TV) Honolulu, named general manager, KAFY-AM-TV Bakersfield, Calif.

**Harry Tenenbaum** elected vice president of WTVI (TV) Belleville, Ill., and continues as assistant secretary-treasurer of that station in which he also is stockholder. Mr. Tenenbaum erroneously was identified in B•T, Feb. 1 as Mr. Tenebaum, assuming the aforementioned duties with WSJV (TV) Elkhart, Ind.

**Howie Odell**, former football coach, U. of Washington, Seattle, signs for twice-weekly sports series on KOMO-TV same city.

**Jack Storey**, account executive, KYNO Fresno, joins KBIF that city, in similar capacity.



MR. MCCUISTION

and advertising, Edward Lamb Enterprises Inc.

**Bob Brown**, sports director, WAYS-TV Charlotte, to WWJ-TV Detroit as announcer and m.c. on *Junior Keynotes*, Sunday afternoon show.

**J. R. Hackney**, named publicity-promotion director; **Gordon E. Morehouse**, regional sales director; **Maurine Nelson**, traffic manager, and **Herman Haelele**, engineer, all KHOL-TV Kearney, Neb. Other additions: **Edward Dunn**, to film dept., **Vi Aspegren**, to continuity dept. and **Marsden Gary** and **Robert Bottrell** named cameramen.

**John Rasco** has been appointed director of news and special events, KGW Portland, Ore.

**William J. Fitzpatrick**, commercial manager, WCRB Waltham, Mass., appointed assistant managing director in charge of special events and production, WBMS Boston.

**John R. Skelton**, audio and video engineer, KSFO-KPIX (TV) San Francisco, named assistant to manager, KSAN that city.

**Don Selby** has been appointed production manager, WMGT (TV) North Adams, Mass.

**Bob Kahle**, announcing staff, WMBG-WTVR (TV) Richmond, promoted to director of merchandising and promotion and **Bob Grove**, same stations, named sports director, WTVR (TV). **John Shand**, program director, WMBG, to program and production manager, WTVR (TV), and **Connie Rianhard**, film director, WTVR (TV), to sales manager and promotion director, WMBG-WCOD (FM). All stations are owned and operated by Havens & Martin Inc., Richmond.

**Athen Mendenhall**, assistant program director, KOVO Provo, Utah, to KDYL-AM-TV Salt Lake City, as announcer.

**Mark Rogers** returns to announcing staff, WBBM Chicago.

**Dick Wheeler**, formerly program director, KOCA Kilgore, Tex., named announcer and assistant to news editor, WFAA-TV Dallas.

**Robert Carano**, WJEH Gallipolis, Ohio, named program director, WBEX Chillicothe, Ohio.

**Martha Brown**, assistant traffic manager, KTHH Houston named traffic manager; **Beverly Baird**, recent U. of Houston graduate, becomes assistant traffic manager.

**Van Fleming**, free-lance radio newscaster and writer, recently returned from year's writing tour of Europe, to KBID-TV Fresno, Calif., as news director.

**Klaus Landsberg**, vice president of Paramount Television Productions Inc., and general manager, KTLA (TV) Hollywood, was presented Jan. 31 the Los Angeles Medical Assn.'s annual award on that station's *Ask the Doctor*, in recognition of his "advance of medicine in public service and for KTLA's farsightedness in presenting a program of this type."

**George Cranston**, manager, WBAP Fort Worth, named to serve as a member of Texas State Commission on Educational Tv.

**Fern Hawks**, in charge of publicity and public relations, WHBF Rock Island, Ill., named to serve as area liaison for Television Information Committee of NARTB.

**Alan Lisser**, program director, KBIG Catalina, Calif., named a judge on advisory council of the Academy of Musical Recorded Arts & Sciences, recently organized in New York to promote creative recorded music.

**Charles R. Armentrout**, formerly assistant manager of WJLS Beckley, W. Va., named editor of *Washington Report*, published by U. S. Chamber of Commerce.

**Fred Fiske**, WWDC Washington, announcer, has been declared the winner of that station's nationwide audition of 151 disc jockeys' recordings in its search to find a new radio personality.

**Harold P. Kane**, general manager, WJOC Jamestown, N. Y., appointed Chairman of annual fund drive of Southern Chautauqua County Chapter of American Red Cross.

**Lou Riepenhoff**, public service director, WEMP Milwaukee, elected a vice president, Milwaukee Chapter of Sigma Delta Chi.



**WES FESLER** (l), who resigned as U. of Minnesota football coach to become vice president and partner of WDGY Minneapolis-St. Paul, inspects the equipment of WFMJ-TV Youngstown, Ohio, his home town, with **Len Nasman**, WFMJ-AM-TV commercial manager.

## Networks

**Joan Thompson**, executive secretary, programming and production dept. of Du Mont Tele-

vision Network, appointed coordinator of religious programs, succeeding **Duncan MacDonald**, who has moved to NBC-TV [B•T, Jan. 25].

**Claire Collins**, ABC traffic department, appointed supervisor of radio and tv sustaining traffic for ABC.



MR. MOSS

**Eugene W. Moss**, formerly of WABC-TV New York and WOR same city, appointed assistant sales promotion manager of CBS-TV Film Sales.

**Anita Chester Lyons**, CBS Radio dept. of public affairs, Washington, appointed a producer for CBS Radio.

**Hope Lawder Ritchie**, who helped edit weekly "New Enterprise" at Saratoga Springs, N. Y., from 1947-50, named administrative assistant to **Helen J. Sioussat**, CBS Radio director of Talks.

**Walter Dundon**, acting guest relations manager, CBS Hollywood, confirmed in position. **Ernestine Kude**, acting supervisor, script division, and **William Steinmetz**, acting supervisor, publicity division, both CBS Hollywood, confirmed in their positions.

**Elmer Davis**, ABC news analyst who has been ill from high blood pressure, last Wednesday attended his first White House news conference in several months. He is appearing on Sunday radio-tv programs from New York but is unable to handle weekday schedule.

**Art Linkletter**, CBS Hollywood personality, for his work with American youth, received second annual Benjamin Franklin Achievement Award at Graphic Arts banquet sponsored by Printing Industries Assn. and Los Angeles Club of Printing House Craftsmen.

**Irving Gitlin**, director of CBS-TV's *The Search*, father of girl, Barbara Jane, Feb. 1.

**Robert Hurleigh**, MBS Washington commentator and former director of WGN Chicago news div., honored with testimonial and farewell dinner by Chicago Press Club at Sheraton Hotel Jan. 28.

**Tom Henry**, account executive, MBS Midwest Operations, father of girl, Carol Ann.

## Film

**James E. Ronnie**, account executive, Television Programs of America, N. Y., to Louis Weiss & Co., L. A. production-distribution firm, as representative in seven southern states, headquartered in Atlanta.

**Ernest Scanlon**, recently resigned treasurer of Cinerama Productions Corp., New York, and now its Los Angeles consultant, has in addition joined United Productions of America, Burbank, Calif. as financial consultant.

**William Callahan**, producer, Allied Artists Studio, Hollywood, joined William F. Broidy Productions Inc., as an associate, to assist Mr. Broidy, president, in motion picture and tv film productions.

**Carl Marcus**, publicity director and head writer, Sportsvision Inc., Hollywood, to overseas assignment with U. S. State Department. **Norrie West**, former director of public relations, San

Francisco Seals baseball club, to Sportsvision, S. F., as director of publicity and sales promotion.

**Gene Autry**, film, radio and tv cowboy star, visited studios of WMT-TV Cedar Rapids for special guest appearance on *Leo Greco & His Pioneers* show.

**Paul Schneider**, Hollywood tv film writer, father of a boy, Jan. 26.

**Florence Bates**, 66, radio, tv, screen and stage actress, died in Burbank Jan. 31.

## Manufacturers

**J. Chapman Lane Jr.**, advertising staff representative, Westinghouse Electric Corp., Pittsburgh (Electronic Tube Div.), promoted to manager of advertising and sales promotion for that division.

**William E. Deger**, supervisor of sales order dept., Ampco Corp., Chicago (motion picture projectors and tape recorders), promoted to division manager of mid-west sales.

**William Murphy**, 20th Century-Fox film editor, has been elected president of American Cinema Editors. Named vice president and treasurer, respectively, were **George Amy**, Meridian Pictures, producer of CBS-TV *Schlitz Playhouse of Stars*, and **Fred Berger**, William Boyd Productions, producer of NBC-TV *Hopalong Cassidy*. **Eda Warren**, Paramount Pictures, was re-elected secretary.

**Harold J. Adler**, director of engineering, Hallcrafters Co., Chicago, appointed vice president in charge of engineering, I. Guthman & Co., Chicago.

**Thomas Grieser**, previously vice president of Wort Co., Philadelphia (electronics mfg. firm), appointed assistant to administrative vice president of CBS-Columbia, tv receiver manufacturing div. of CBS Inc.

**John H. Kelly** promoted to general sales manager of radio-tv div., Raytheon Mfg. Co., Chicago.

**Paul G. Bryant**, general manager, Hoffman Sales Corp., L. A., named Pacific coast general manager of firm, wholly-owned subsidiary of Hoffman Radio Corp., same city. **Jack F. Herbst**, sales manager, Hoffman Sales, L. A., named general manager, that city. **John N. Barker**, western representative, Zenith Radio Corp., S. F., joins Hoffman Sales, that city, as general manager, while **Burt Dorris**, northern California sales manager, Hoffman Radio Corp., S. F., to San Diego Appliance Distributors Inc., San Diego, (another Hoffman subsidiary), as general manager.

**Richard S. Smith**, Ohio district sales engineer, Sola Electric Co., Chicago, named district sales engineer for new branch office in Los Angeles.

**Lawrence R. Thielen**, formerly of RCA Service Co., to Ampex Corp. (magnetic recording equipment), as service engineer in New York district office.

## Rating Services

**Charles W. Besosa** and **William H. Quinn**, client service executives of A. C. Nielsen Co., promoted to positions of account executives of this research organization's New York office.

## Program Services

**Harvey Marlowe**, formerly program manager, WOR-TV New York, named vice president in

charge of production and sales, Stage Rentals Inc., same city.

**Ulysses Kay**, music consultant for BMI, to appear as guest conductor of the Tucson Symphony Orchestra Feb. 23.

## Professional Services

**Thomas C. Flynn**, named account supervisor on Allen B. DuMont Labs account for David O. Alber Assoc., N. Y.

**A. Walter Socolow**, **Monroe E. Stein** and **Charles B. Seton**, all with wide backgrounds in broadcast legal problems, form Socolow, Stein & Seton, with offices at 580 Fifth Ave., N. Y.

**Tom Dowd**, of Washington law firm, Pierson & Ball, suffered a broken leg when kicked by a horse Jan. 30.

## Representatives



MR. ROHN

**William B. Rohn**, sales manager, WINS New York, and **Edwin Pfeiffer**, sales representative, WDEL-TV Wilmington, Del., to New York tv sales staff of Edward Petry & Co., station representative. **Marcy Tinkle**, former head of presentations at *Family Circle Magazine*, to Petry Co. tv promotion dept.



MR. PFEIFFER



MR. TINKLE

**Nick Madonna**, account executive, WABC New York, to radio sales staff of Edward Petry & Co., N. Y.

**John I. Peterson**, vice president in charge of tv sales, George P. Hollingbery Co., N. Y., was guest speaker at the Wheeling, W. Va., Advertising Club's Tv Clinic Feb. 4.

## Government

**Frank McNaughton**, co-producer with Martha Rountree and Oliver M. Presbrey of *Washington Exclusive* on DuMont Tv Network, has started duties as a member of Sen. Paul H. Douglas (D-Ill.) administrative-research staff.

**Col. Edward L. Austin**, son of former U. S. Senator (Vt.) and United Nations delegate

**Warren Austin**, named public information officer of U. S. Army forces in the Far East.

## Trade Associations

**Robert W. Sarnoff**, executive vice president of NBC, appointed to the board of directors of American Arbitration Assn.

**Robert J. Burton**, vice president of BMI and general manager of BMI Canada Ltd., will serve as chairman of the radio and tv div. of the fund-raising drive of The Legal Aid Society.

**Arnold Lerner**, Warner-Pathe News, elected president of Radio, Newsreel, Television Working Press Assn. of New York, succeeding **Chester Burger** of CBS-TV Newsfilm. Balloting for first vice president resulted in tie between **Jack Fern** of CBS-TV News and **Richard Milbauer** of Telenews, leaving final decision to be made at the Feb. 24 meeting. Others named for 1954: **Thomas Priestley**, NBC-TV News, second vice president; **Ruth N. Knopf**, CBS-TV News, secretary; **Monroe Benton**, WNYC New York, news dept., assistant secretary; **David Tullen**, CBS-TV News, treasurer; **Herbert Mulligan**, Paramount News, sergeant-at-arms. Board of governors: **Larry Racies**, CBS-TV News, chairman; **Nick Archer**, Telenews; **Robert Donahue Jr.**, Warner-Pathe News; **George Jordan**, NBC-TV News; **A. A. Brown**, Movietone News; **David Klein**, NBC-TV News, and **Carl Larsen Sr.**, Movietone News.

**Richard Page**, newswriter and reporter, WFBL Syracuse, elected president of Syracuse Press Club.

**Jack Beardall**, owner-manager, CFCO Chatham, Ontario, given life membership in Royal Astronomical Society of Canada in recognition of his work at CFCO in broadcasting weather forecasts.

**John F. Becker**, former radio-tv and film consultant to the National Foundation for Infantile Paralysis, the Muscular Dystrophy Assns., and the Presbyterian Church General Assembly, named to direct the American Cancer Society's radio-tv activities during 1954.

**Ted Nelson** has taken a five-month leave of absence from his radio-tv agency, Ted Nelson Assoc., N. Y., to serve for second year as director of the annual Page One Ball of the New York Newspaper Guild held May 14 at the Hotel Commodore.

**Glen Jocelyn**, vice president and creative director, Mogge-Privett Inc., elected president of Copy Club of Los Angeles. **David R. Fenwick**, account executive, Calkins & Holden, Carlock, McClinton & Smith, named vice-president, with **Kenneth Striker**, creative director, McCann-Erickson Inc., secretary-treasurer.

**Dave Showalter**, director of public affairs, CPRN-KNX Hollywood, appointed Southern California Broadcasters Assn. representative on the Advisory Committee for Education at Los Angeles State College.

**B. George Barber Jr.**, commercial manager, WGBG Greensboro, N. C., elected a lieutenant governor of Advertising Federation of America's recently organized District Three.

**Francis C. Coughlin**, continuity director, WGN Chicago, elected a director in Chicago Press Veterans Assn.

**Frank W. Crane**, managing director, Advertising Club of Los Angeles, named managing director, Southern California Broadcasters Assn.

## ANNOUNCER BROCHURE

SHORT biographies and photographs of its nine announcers, who combined represent a total of 123 years of broadcasting experience, make up a promotional brochure sent to agencies and advertisers by WAVE-AM-TV Louisville, Ky. Emphasizing "quality," WAVE points out that the 123 years the announcers represent are years of "know-how in entertaining, informing and selling."

## DATES WITH MARILYN

CALENDAR featuring near-life-size picture of Marilyn Monroe and described as "one of the BIGGEST calendars ever produced" is being distributed by Westinghouse Broadcasting Co.'s WBZ Boston WBZA Springfield to point up the stations' claim that WBZ-WBZA "is the BIGGEST advertising buy in New England."



REVISED program format featuring "good music" throughout the broadcast day has been put into effect at WRNY Rochester, N. Y. Discussing the new program plan are (l to r) Rochester's Mayor Samuel B. Dicker, Tom O'Neill, WRNY sales staff; Jack Shefrin, general manager; George Li Butti, chief announcer, and Bert Colletta, sales staff. A two-color tabloid newspaper announcing the new format was sent to all homes in WRNY's listening area.

## PROGRAM NAMING CONTEST

A CONTEST to name a new public service program, open to all military and civilian personnel at Bergstrom Air Force base, is being conducted by KVET Austin, Tex. The program, made up of informal music and news, is designed for the listening pleasure of Bergstrom personnel, their families and friends. Two table model radios will be awarded for the best program names submitted.

## 'KANSAS FARMER' SURVEY

THE RESEARCH Dept. of Capper Publications Inc. has published a 21-page report of 2,505 *Kansas Farmer* subscribers, titled "Readers, Family Characteristics and Household Equipment." The study is based on the answers to a questionnaire sent to one out of every 25 of the farm paper's 114,000 subscribers. In addition to facts on readership, family characteristics and household equipment, the survey lists the subscribers' buying plans projected against the total circulation, for example: 9,120 readers have decided on a television set as their next major purchase costing \$64 or

more; 12,200 on a home food freezer, etc. Copies are available to those who write on company letterheads to: Victor Hawkins, Director of Research, Capper Publications Inc., 912 Kansas Ave., Topeka, Kan.

## KROW NAMES CUCKOO

THE MASCOT of the KROW Oakland, Calif., *Nick and Noodnick* program, a mythical cuckoo whose call is used as time signal, is no longer nameless. He will be known as "Cuthbert the Cuckoo," the name judged the winner in a contest conducted by disc m.c.s.

## AGGIES GAMES RE-RUN

KTVQ (TV) Oklahoma City has found a solution to the problem of showing its viewers the Oklahoma A&M basketball team in action. Because distance prohibits live telecasts, films of past contests are run after being carefully pre-

plete tour of the station transmitter and studios was held, and programs could be watched from television receivers set up in studios as well as in the Hotel London during a cocktail reception. The party returned to Toronto on the evening train. Hosts were CFPL-TV and All-Canada Television Facilities, the station's representatives.

## 'THREE LIVES' PROMOTION

KFSD San Diego's monthly program schedule emphasizes its Tuesday, 7 p.m. program, *I Led Three Lives*, which the station claims to be the only such promotion in San Diego. The red and yellow, easy-to-read pamphlet is divided into eight sections, half of each page devoted to promotion of the program dealing with Herbert Philbrick's ordeals as citizen, FBI man and Communist.

## 'FIDELICIDE' CAUTION

AN AD placed in Los Angeles *Times* Audio Fiesta edition for KFAC that city, carries the plea, "but don't filter your music." The ad points out that KFAC's effort and equipment for the broadcasting of fine music are wasted unless the listener's receiver is capable of reproducing that music in its full range and perspective. The ad concludes: "We hope you're enjoying KFAC's superb music to its last delicate decibel. We hope your radio isn't committing that cardinal sin of this hi-fi-conscious era—fidelicide!"

## MUSIC FOR MANY

WTTM Trenton is helping to teach music to 2,700 students of the overcrowded Pennsbury, Pa., public schools by an experimental project in educational radio. A local music teacher teaches a class of 20 pupils in the station's studios while 2,700 others listen with their regular classroom teachers in their respective schools. Fred E. Walker, WTTM director of public affairs, worked out the series hoping to alleviate the overcrowded school conditions. The series will be extended to include other public schools in the listening area if all goes well, according to Fred L. Bernstein, general manager of the station.

## COMIC BOOK CENSURE

AN ASSAULT on the horror type comic books has been launched by Ruth Welles, women's commentator on KYW Philadelphia. Mrs. Welles began her attack by reading portions from books she had purchased at a newsstand and she plans to explore the effect of these books from the point of view of the child psychologist, as well as interviewing representatives of the PTA and other groups. The station reports favorable public reaction and promises of support from listeners.

## FREE TRUCKING BOOKLET

A FREE, documented study of the trucking industry, titled "Trucks in 1975," is available on request to the American Trucking Assn., Washington 6, D. C. The booklet, by Carroll J. Roush, contains facts relating to employment, salaries, expenditures, expectations and trends in the trucking industry.

viewed before presentation so announcers can provide accurate, instantaneous play-by-play description during the hour-long show. The station reports great audience interest in the Saturday afternoon programs.

## CHAPLAINS COMMEMORATED

ABC RADIO was to present yesterday (Sunday) the American Legion's *Back to God* program (9:30-10 p.m. EST), commemorating the 11th anniversary of the death of four chaplains aboard the troopship *Dorchester* on Feb. 3, 1943. The inter-denomination program was to feature a statement by President Eisenhower and special talks by Bishop Fulton J. Sheen, the Rev. Norman Vincent Peale, Rabbi Norman Salit, Thomas Clark, the American Legion's national chaplain, and National Commander Arthur J. Connell.

## ONTARIO OPEN HOUSE

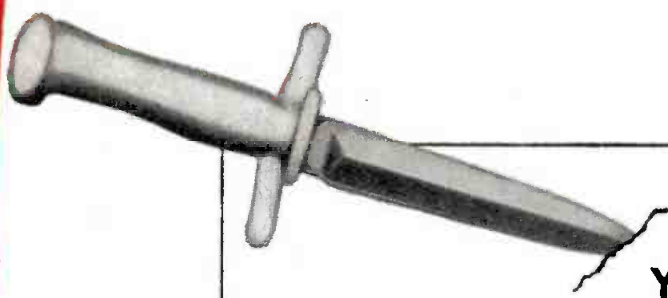
OPEN HOUSE was held by CFPL-TV London, Ontario, on February 4 for close to a hundred advertising agency and broadcast industry executives. Two special railway cars were attached to the Toronto-London morning train to take executives to the station where a com-

BROADCASTING

TELECASTING

# Telecast

FILM FEATURE SECTION



YOU CAN'T MISS

WITH BRIAN DONLEVY IN

## "DANGEROUS ASSIGNMENT"

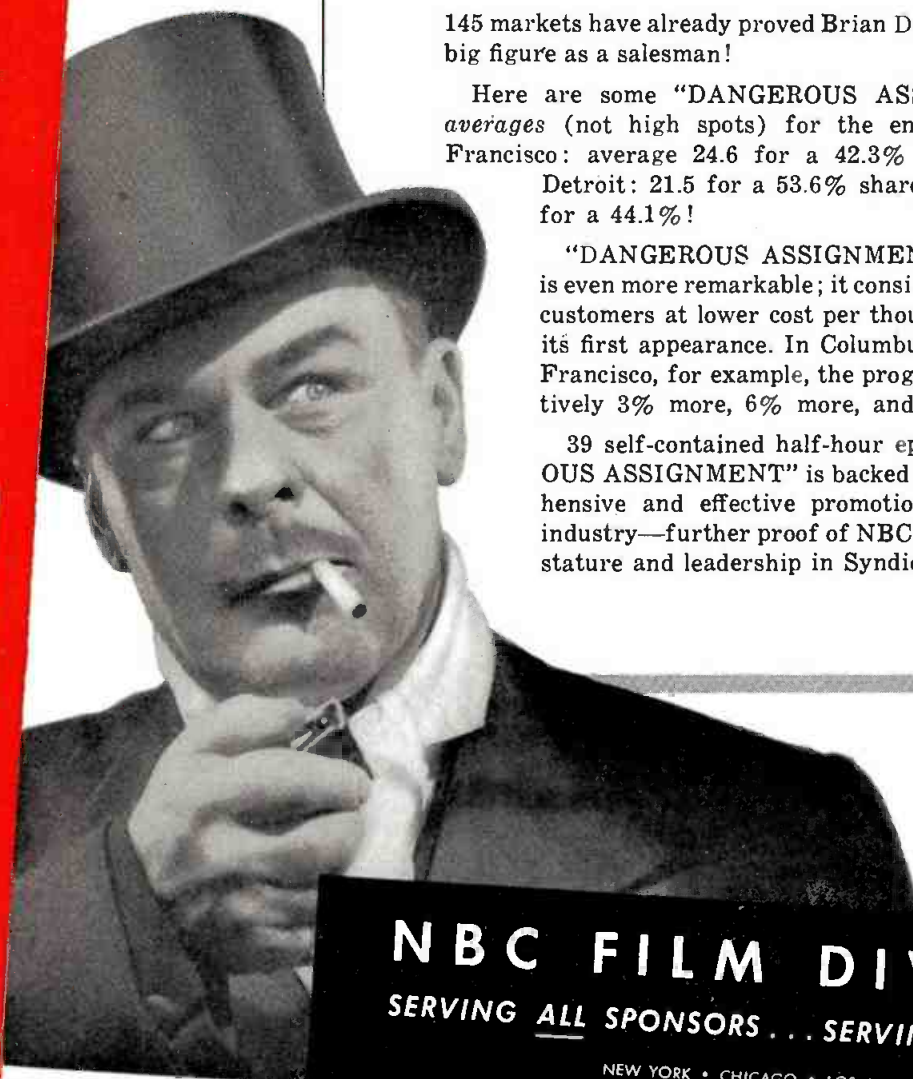
145 markets have already proved Brian Donlevy cuts a mighty big figure as a salesman!

Here are some "DANGEROUS ASSIGNMENT" ARB averages (not high spots) for the entire first run. San Francisco: average 24.6 for a 42.3% share of audience.

Detroit: 21.5 for a 53.6% share. And Boston: 16.1 for a 44.1%!

"DANGEROUS ASSIGNMENT's" re-run record is even more remarkable; it consistently reaches more customers at lower cost per thousand than it did on its first appearance. In Columbus, Detroit, and San Francisco, for example, the program reached respectively 3% more, 6% more, and 53% more people!

39 self-contained half-hour episodes, "DANGEROUS ASSIGNMENT" is backed by the most comprehensive and effective promotional package in the industry—further proof of NBC FILM DIVISION'S stature and leadership in Syndicated Television.



**NBC FILM DIVISION**  
SERVING ALL SPONSORS... SERVING ALL STATIONS

NEW YORK • CHICAGO • LOS ANGELES

A section of

February 8, 1954

BROADCASTING • TELECASTING

1735 DeSales St., N. W.

Washington 6, D. C.

**\* VITAPIX DIDN'T WAIT FOR HOLLYWOOD  
TO MAKE UP ITS MIND...NEITHER DID MORE  
THAN 30 LEADING TV STATIONS...**



## Only Feature Pictures ever Filmed for

**TODAY**, TV viewers are enjoying these full length motion pictures even before theatre audiences. Vitapix has proved that the television industry, by combining the best of TV and motion picture techniques, and utilizing Hollywood star talent, has a formula that answers the viewers' demands for new Motion Pictures as well as the sponsors' demand for film value.

**NO WEAK WEEKS.** Here's a film series maintaining a uniformly high level. Top Hollywood production and direction, plus names like these—Peggy Ann Garner, Akim Tamiroff, Martha Scott, Arleen Whelan, Jeffrey Lynn, Lee Bowman, Ann Rutherford, Jackie Cooper, Don Ameche—assure top ratings every week.

**TOP BOX OFFICE AT THE CASH REGISTER.** Because Vitapix Feature Motion Pictures

provide the station with a TV FIRST, it has outstanding advertising and merchandising value. Hollywood knows the box office of a "Prevue" and a "Premiere." So does the sponsor.

The current series of 26 pictures presents drama, mystery, comedy and adventure. 70 or 54 minute running time, black and white or color. Vitapix Uniform National Pricing Formula Applies. For availabilities and prices, phone collect.

# TV

# Watch VITAPIX

*The STATION-OWNED Producers and Distributors of TV Films*

VITAPIX CORPORATION: New York: 509 Madison Ave., PLaza 8-3013 • Chicago: 30 N. La Salle St., AN 3-2950 • Los Angeles: 8949 Sunset Blvd., CR 1-7191 • New Orleans: 3190 De Saix Blvd., Valley 1837

# f features

- Tv films are one kind of television coverage which college football welcomes. Page 84.
- Big banks are recognizing tv film making as an industry worth investing in. Page 88.
- The ultimate in condensation: five-minute mystery shows. Page 96.



## film maker

WILLIAM DOZIER

"PRODUCTION costs in television will go up, but better television will be a result," predicts William Dozier, executive vice president of Cornwall Productions as well as executive producer of dramatic programs for CBS Television in New York.

"Television sets and stations are steadily on the increase so that additional needed money will be available as advertisers will be willing to spend more money to reach this vastly increasing audience. More money will permit better production. Our greatest concern is to spend wisely. We will try to get more on the screen and eliminate all waste off the screen. This can only be achieved by more careful preparation, and that is our aim."

To Cornwall, Mr. Dozier gives his counsel and executive guidance without letting this work interfere with his work at CBS. Cornwall Productions was organized with Ella Raines as president and Mr. Dozier as executive president. Financing was arranged and distribution was taken over by Matty Fox's Motion Pictures for Television—Mr. Dozier and Mr. Fox were friends from their days at Universal. The film venture started last year when Ella Raines, whom Bill Dozier had known in Hollywood for years, approached him about a tv show, *Janet Dean*.

"For several years," he said, "I've toyed with the idea of a television series with a nurse as the leading character. A series with a nurse has an unlimited scope without forcing—on all social levels, in all locales. I thought *Janet Dean* would fit like a glove."

Thus Cornwall Productions was born. Joan Harrison was named producer of the nurse series and Walter Blake appointed production supervisor. Three Hollywood directors—Peter Godfrey, Robert Boyle and James Neilson—have turned out the first block of 13 films in the series and have already begun shooting on the second block of 13, with the first of the films to be aired in March.

In his capacity at CBS-TV, Mr. Dozier is responsible for the

supervision of such shows as *You Are There*, *Studio One*, *Suspense*, *Danger*, *The Web* and *21st Precinct*.

Born in Omaha, he attended schools there and was graduated from Creighton U. with a B.A. in 1929. He spent one year at the Creighton Law School before moving on to California, where he continued his law training at the U. of Southern California for another year. In 1934 he began his first job at the Berg-Allenberg Agency as a writers' and story representative. He handled such writers as James Hilton, Sinclair Lewis, H. G. Wells, Kathleen Norris and Erle Stanley Gardner, among others.

In 1941 he went to Paramount Studios as head of the story and writer department, and in 1944 joined RKO as executive assistant in charge of production under Charles Koerner. He was appointed associate head of production at Universal-International in 1946, and his later activities in Hollywood were as a producer at Columbia Pictures for two years and later as executive assistant to Samuel Goldwyn. With Joan Fontaine, his former wife, he formed an independent company which produced two pictures—"Letter From an Unknown Woman" ("It was tremendously successful critically, but a financial flop," says Mr. Dozier) and "You Gotta Stay Happy" (which made money). Then late in 1951 CBS and television called.

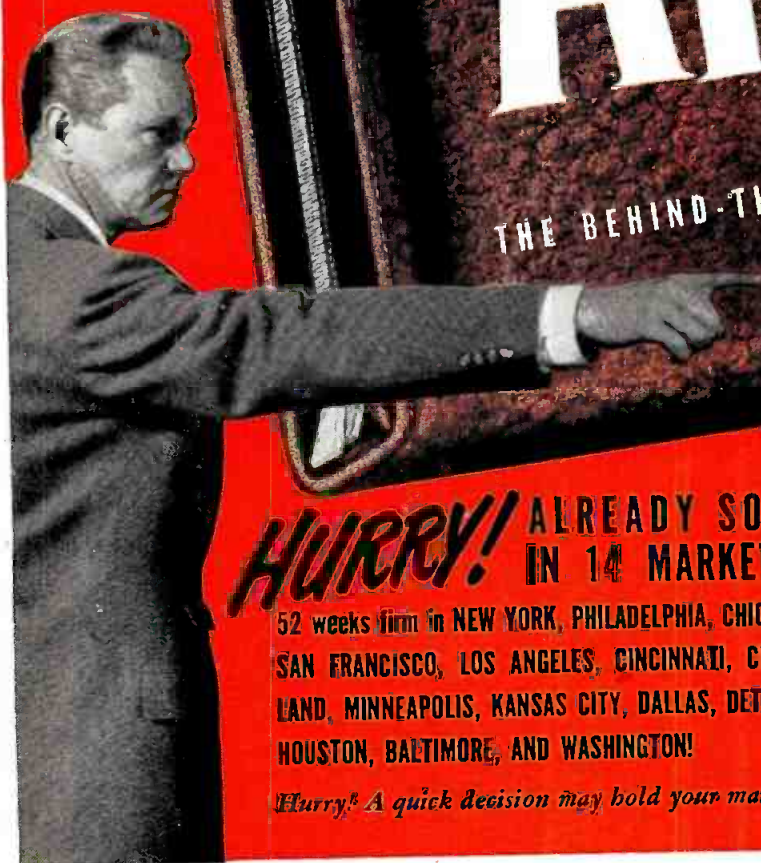
Mr. Dozier says he is happy in the "new" medium. He feels television gives to creative persons a much higher degree of gratification than do motion pictures, and that these creative people need the stimulus of opinion—good as well as bad criticism—and get it faster and from more people than in motion pictures.

Mr. Dozier was married to Ann Rutherford, motion picture and tv star in October 1953. They live in a New York apartment. His hobbies include golf, tennis, Scrabble and gin rummy. He is an expert cook, too.

ZIV'S NEW TV CHAMPION

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*Hurry! A quick decision may hold your market!*

THE INSPIRED NEW SERIES THAT OUTSHINES  
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defender of  
truth, guard-  
ian of our  
fundamental  
rights to life,  
liberty and  
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of happiness

Meet Mr. D. A. Himself

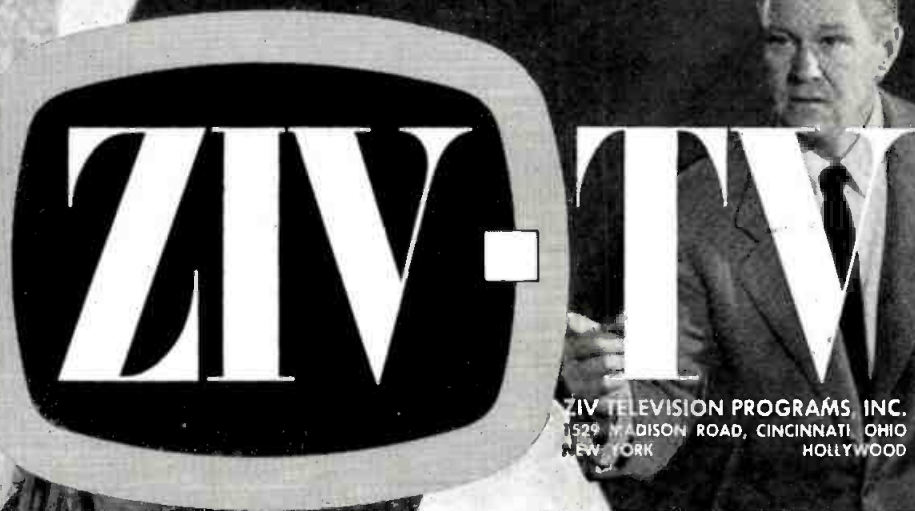
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NEW YORK HOLLYWOOD

By Leo Kovner

## a sports jackpot for tv

A sports fan who had never owned a camera hit it when he decided he could do a better job of football coverage than what he'd seen on tv. Film is the way he does it.



FROM a gleam in the eye of William J. (Bill) Parry, Jr., president of Sportsvision Inc., the nationwide delayed sports telecast film group has come a long way.

Shortly before the start of the 1950 football season, Sportsvision existed only in the mind of Mr. Parry, an Oakland, Calif., labor relations expert and former college basketball player. Still a sports fan, he felt he could do a better job of football coverage than what he'd seen on tv, despite the fact, as he now cheerfully admits, "I'd never even owned a Kodak until then."

With the financial aid of friends and relatives, he quietly formed Sportsvision Inc., and with the ink scarcely dry on the incorporation papers, proceeded to the offices of Kenneth (Tug) Wilson, Big 10 Conference commissioner. He explained to Mr. Wilson that he was after the delayed, not the live telecast rights. Evidently his enthusiasm and obvious knowledge of sports were enough to carry the day, because he wound up with a year's contract for the Big 10 games. Using this, he was able to sign up the Pacific Coast Conference and other national collegiate football powers.

### From Cold to Hot

Next, without knowing a single executive, he and partner Walter Botelho walked into the offices of ABC-TV New York. After the normal struggle to reach the appropriate executive in the ABC organization, they were able to show their contracts and convince the network they had tied up tv film rights of many major universities. With the start of the football season just two weeks off, ABC-TV took the Sportsvision series, signing Pontiac division of General Motors Corp. as sponsor on 49 stations.

Since then, Sportsvision has never lacked a sponsor. In 1953, the firm's schedule of Pacific Coast Conference, Big 10, Big 7 and independent games and features was used by such advertisers as Tidewater Associated Oil Co., San Francisco; Phillips Petroleum Co., Bartlesville, Okla.; Franz Bakeries, Seattle; plus a number of local and participating sponsors on more than 100 tv stations in various parts of the country.

The sports film group wound up in the red in 1950, despite an \$85,000 gross. However, by conclusion of the 1952-1953

fiscal year, ended Sept. 1, 1953, the company was in the black with a gross over \$500,000. This uncompleted fiscal year, the biggest in the firm's history, promises much more black ink in Sportsvision's ledgers.

Recently, for the third consecutive year, Sportsvision was awarded a contract as exclusive tv film producer and sales representative for all Pacific Coast Conference intercollegiate athletic contests for 1954-1955. Normally a tv film group, Sportsvision, as a step toward year-around tv programming of intercollegiate sports, will telecast live most spring events (baseball, crew, tennis, golf, wrestling, boxing, swimming, etc.) of the U. of California and Stanford U. over KGO-TV San Francisco, under terms of another recent contract between the tv firm, acting as PCC representative, and the station. Even on those live tv telecasts which Sportsvision does not produce, the firm acts as conference representative in negotiations with the producer for all PCC games approved for live telecast by the NCAA.

William Parry has picked up a lot of tv know-how over the past few years, and he needs it. Every weekend during the past football season over 130,000 feet of film from important games all over the country was processed in the firm's Hollywood production offices. There, after a strenuous

session of printing, writing, cutting and adding sound and commentary, eight weekly features would go out to the stations.

These included *All American Game of the Week*, *Phillips Big 10 Game of the Week*, *Phillips Big 7 Game of the Week*, *Tidewater Associated PCC Game of the Week*, *Big 10 Football Highlights* and *PCC Football Highlights*.

In some instances, stations wanted prints within a matter of hours after the game. Sportsvision's boast about piercing the "time barrier" is close to an accurate description of the firm's operation in meeting these demands. When Notre Dame beat U.S.C. 48-14 last Nov. 27, a release print was in New York for telecast over WABC-TV shortly after noon the following day. Since the program was scheduled for that evening, the completed print of the game, which had been played less than 24 hours previously, actually had to wait for air time.

### Local Mobilization

To do this job during the football season, Sportsvision mobilizes an average of eight crews a week across the nation. If possible, these men are recruited from the vicinity of the game selected by the company's executive group to be covered that week, but if competent personnel cannot be found, a crew is flown in from Hollywood.

Each crew contains three cameramen, two to shoot from the press box and one from the sidelines. One press box camera records every play, while the other shoots such slow motion as is required. The sideline camera is used for play closeups and crowd color. Beside cameramen, crews include spotters and recorders, who make notations on the ball carrier, yardage gained or lost, tackler and other pertinent data on every play of the game. This is used later in writing the narrative.

After out-of-town games, the undeveloped 16mm film, together with notes, is loaded on a plane for Hollywood, where a full crew is waiting to work on the footage under direction of production manager Donald R. Schwab. Also waiting are full crews at Acme Film Laboratories and Universal Recorders, two Hollywood firms which coop-

(Continued on page 95)



WILLIAM J. PARRY JR.

His formula: filmed sports

**SOLD--FIRST WEEK**

STANDARD OIL  
7 WESTERN STATES  
SEALTEST ICE CREAM  
3 MARKETS  
FALL CITY BEER  
3 MARKETS

**TILL AVAILABLE—in  
many markets**

UTP Proudly Presents... A distinctly New and  
Authentic 1st RUN Family-Situation Adventure  
Series...with a Salty Tang!

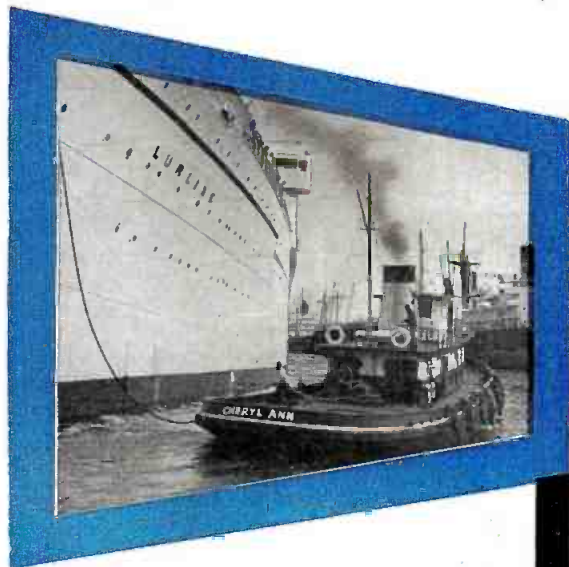


# "WATERFRONT"

starring

**PRESTON FOSTER** as Cap'n John of the good tug Cheryl Ann

**WATERFRONT**★ with its authentic locale really lives. The people of the docks, the tugs, the gulls, the noises, and the smells of the wharf all come alive as you work, fight, worry and love with the men and women who are all part of this colorful WATERFRONT.



**WATERFRONT**—The only TV film series today that could not possibly be done live. (It was shot on location at picturesque Los Angeles Harbor, San Pedro, California.)

**WATERFRONT**—with the largest running cast of recurring characters of any TV series, live or filmed.

**WATERFRONT**—where every foot of film was shot especially for this production.

**WATERFRONT**—the only TV series available whose locale and characters develop an endless supply of action-adventure and family-situation plots.

**WATERFRONT**—IS A PRESTIGE BUILDER FOR THE WHOLE FAMILY. A NEW SERIES, STARTING WITH 26 FIRST RUN ½ HOURS, FRESH AND ALIVE WITH REAL PEOPLE.



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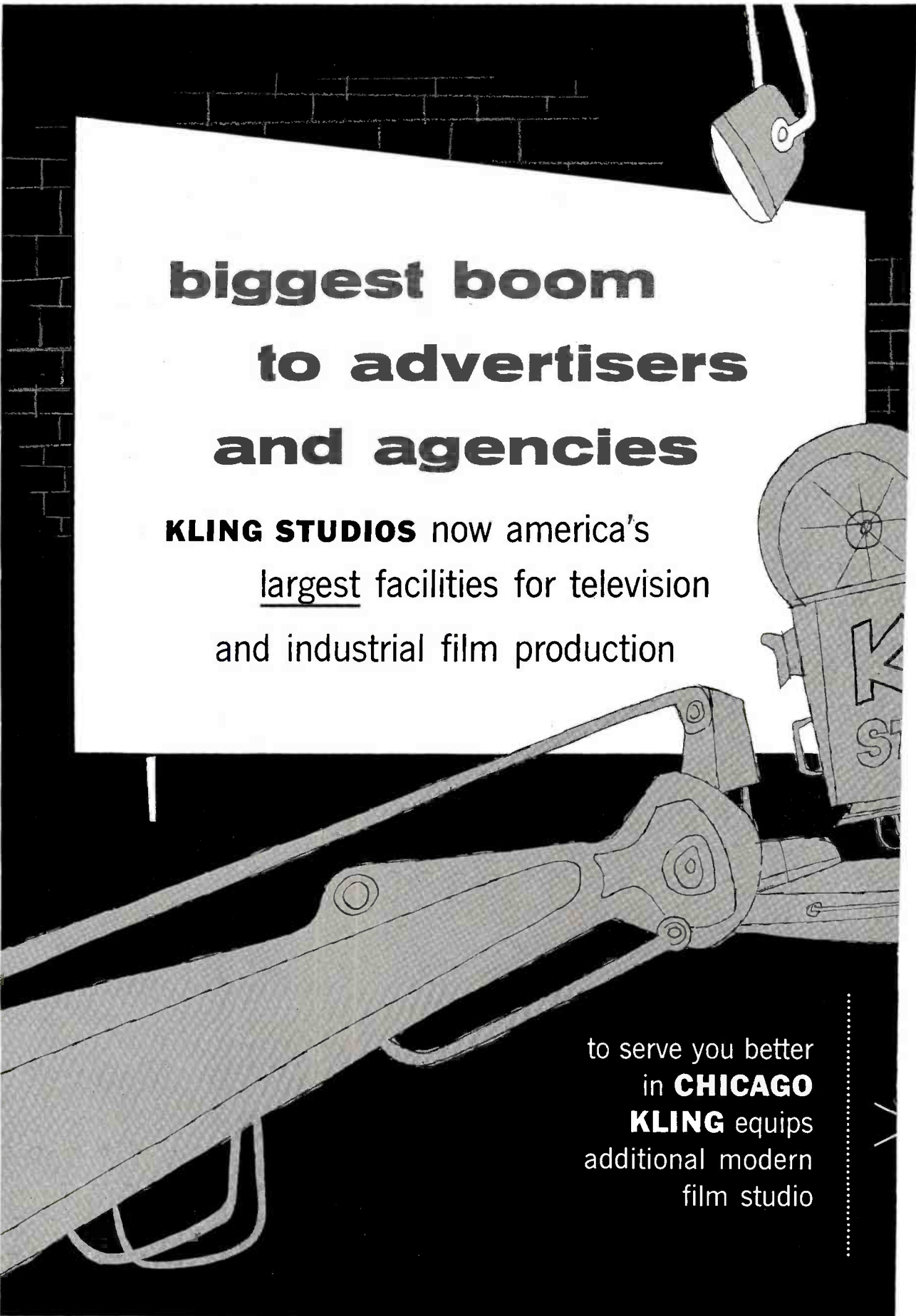
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**WATERFRONT is a ROLAND REED PRODUCTION**

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**T**elevision  
**P**rograms, Inc.



# **biggest boom to advertisers and agencies**

**KLING STUDIOS** now america's  
largest facilities for television  
and industrial film production

to serve you better  
in **CHICAGO**  
**KLING** equips  
additional modern  
film studio

An illustration on the left side of the page shows a studio light hanging from a boom and a signpost with two signs. The top sign is for Hollywood and the bottom sign is for Chicago. The signpost is leaning against a brick wall.

**hollywood**

1416 North La Brea  
Hollywood 3-2141

**chicago**

601 North Fairbanks Ct.  
DElaware 7-0400

represented in the  
following cities:

CLEVELAND

DETROIT

NEW YORK

PITTSBURGH

SAN FRANCISCO

SEATTLE

ST. LOUIS

A simple black silhouette of a bowler hat.

TO SERVE YOU BETTER  
IN **HOLLYWOOD,**  
**KLING** ACQUIRES  
THE FAMOUS  
**CHARLES CHAPLIN**  
**STUDIOS**

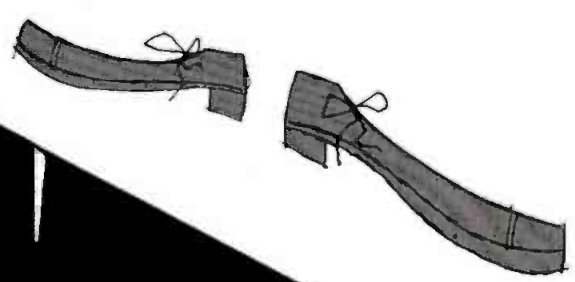
A simple line drawing of a cane with a curved handle and a pointed tip.

Professionally perfect facilities, the Charles Chaplin Studios—giant sound stages, permanent exterior and interior sets, extensive properties, construction and paint shops, wardrobes, editing rooms—all now under the Kling banner! For the first time complete Hollywood facilities for TV shows and commercials; industrial, training and institutional films for business and industry. This new expansion is additional proof of Kling's winning formula: *Advertising Knowman-ship plus Hollywood Showmanship!*

**Tremendous expansion in Chicago, too!**

*Kling now offers the largest and most modern motion picture facilities in the midwest.*

Complete in every way, this new production center, with three giant sound stages, brings to the midwest facilities equal to the most demanding film requirements. *Kling . . . for the largest film facilities in the midwest!*

A simple line drawing of a pair of shoes, one slightly behind the other, with laces tied.



# BIG BANKS GO INTO

*their investments are key to*

**B**IG investment money has discovered Hollywood's zooming tv film industry.

At last the investment giants are starting to lend official recognition to this industry.

They are lending their recognition in a language Hollywood understands—money.

Signs of tv interest began to appear a year ago among representatives of the major money marts. Their interest took the form of experimental loans where they were at least reasonably sure that video packages might return suitable profits.

Now the money hold-out days appear to be near an end, judging by the way top-flight investment units are opening their safes. Hollywood's television industry, it appears, has finally arrived in Wall Street.

A B•T roundup of current tv film production reveals such investment houses as Bankers Trust, Chemical Bank & Trust, California Bank (Los Angeles), Walter Heller & Co. and Stillman & Stillman.

Many obvious and often exciting trends are catching the astute eyes of these barons of finance as they probe deeper into what makes Hollywood cameras click—especially the tv cameras.

Right at this moment, they note, 26 solvent film companies are producing 44 television series in Hollywood. They are either sponsored, syndicated or contracted for by distribution firms, advertisers or networks.

The 1954 Hollywood schedule, a quick check reveals, involves more than \$50 million in tv film production. This doesn't include commercial spots but merely the half-hour shows. Many are in story board or script stage and aren't included in the \$50 million figure, plus some projects in the pilot stage.

## More Tv Than Movies

While major studios are enjoying renewed activity as they concoct new ways to hold the sudden revival in movie patronage, Wall Street and the money marts of other centers are cognizant that the West Coast colony is turning out more film for television than for theatres.

Big financiers note, too, that large-scale operations may solve some of the economic problems that inevitably appear in any new industry. With financial backing, some of the production and distribution operations will be combined. Already there are definite signs of a trend toward fewer but stronger and better-financed operations.

Several new firms have appeared in recent months but the total number of Hollywood independent tv film production units is dropping noticeably. In many instances their demise has been due to lack of capital.

At the same time there have been many expansion projects among production and distribution companies. Others are in the negotiation stage. Several production-distribution combinations have strengthened their position in the industry.

Then there's color tv—exotic, expensive and exciting in the best Hollywood tradition. The color era is a dollar-and-cents matter, however, to those who handle the nation's investment money. Al-

# TV FILM FINANCING

## *stability in western tv filming*

ready the cans are stacked high with color film produced in anticipation of the color era.

But color is a long-range matter to those whose investment problems are of an immediate type. They figure, as a rule, that color tv film programs will be in the minority for at least three years despite the publicity that accompanies current colorcasts. After all, investment bankers know that color equipment in the home is at least two years off, on a mass basis, and they figure it will be merely a show-case item for dealers in the months just ahead.

Investment men are aware that many advertisers are in no hurry to dash into color films at this time nor are they likely to be stampeded into costly production costs for some time to come.

No man charged with the placement of money in American industry is likely to ignore the interest agency and advertiser executives are showing in color tv demonstrations. Re-packaging of many products in anticipation of color has not gone unnoticed.

With all these symptoms of a new color era, though, financiers will watch set manufacturing and circulation closely and at the same time carefully watch the growing popularity of black-and-white service. They are keeping check, too, of the imminence of tape-recording for black-and-white and color television.

### Measurements of Growth

Financial men measure Hollywood's tv growth in many ways—particularly the type of work that talent and technicians are performing. Now aware that more workers are employed in television than in theatrical film production, they have learned that over half of Screen Actors Guild's 8,000 members are appearing in television films though total "man days" may be greater in regular movie activity due to the speedier production in the video industry.

A check by B•T recently showed that tv films employ about 40% of Hollywood directors; over 50% of assistant directors; 40% of film editors, cameramen and sound technicians; over a third of established screen writers and 40% of the members of IATSE's 18 film locals [B•T, Dec. 14, 1953].

Bankers Trust, New York, was one of the first investment houses to get into the Hollywood tv field, providing Mark VII Productions Inc. with funds for its NBC-TV *Dragnet* series. It is understood to have provided \$600,000 for the last 26 NBC-TV *Hopalong Cassidy* films.

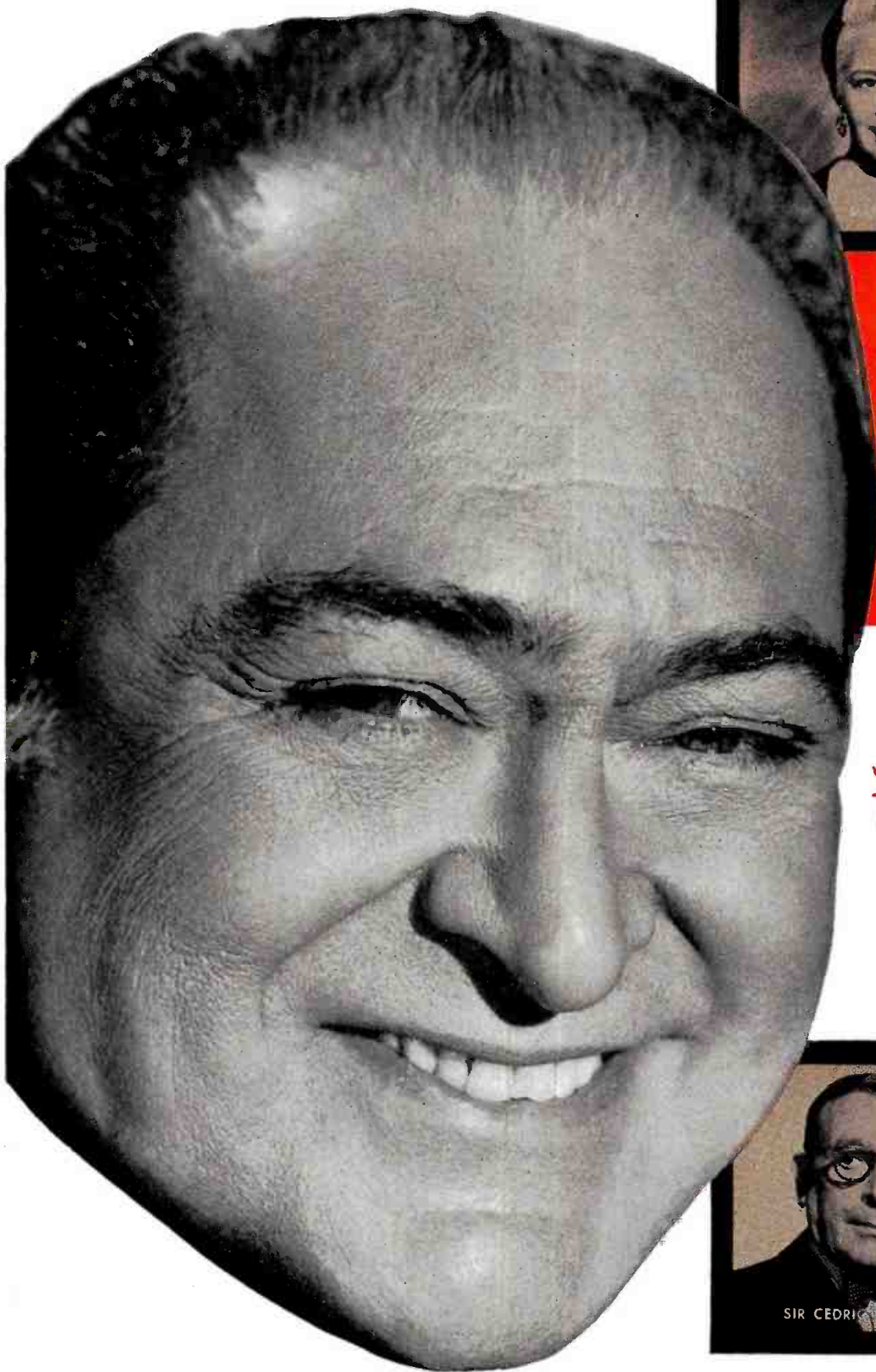
In addition Bankers Trust has backed other television production companies and additional deals are being negotiated.

Chemical Bank & Trust Co., New York, is another to meet the changing times, backing Telemount-Mutual Productions Inc. in the first 13 films of *Cowboy G-Men* tv series. The deal reportedly included a cash payment of approximately \$275,000 to Walter Heller & Co., Chicago factoring firm, which had previously supplied money for the series.

Deal for Chemical Bank to provide financing of \$1,200,000 for 39 tv films in the *Authors Playhouse* series was negotiated late last month by Eugene Solow and Brewster Morgan, heads of the production company.

The half-hour dramatic plays, each budgeted at around \$30,000 will be adaptations of published works by American name authors,





IN MAXWELL

JACK CARSON

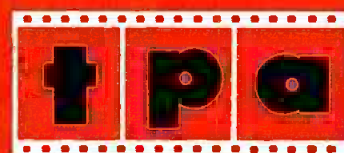
**YOUR\***

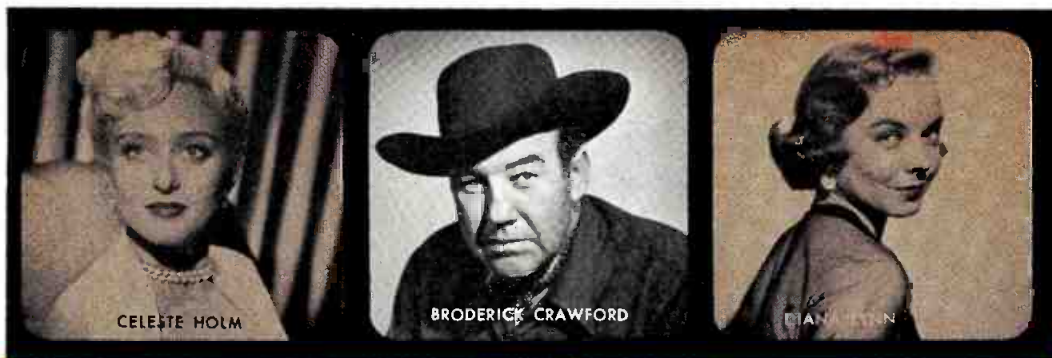
*\* 52 star-studded half-hours  
of top TV plays*



SIR CEDRIC HARDWICKE

LARRAINE DAY





# STAR SHOWCASE

*with your host, Mr. Edward Arnold*

- \* rollicking comedy / taut drama
- \* tender romance / exciting adventure
- \* spine-tingling mystery and intrigue

*A successful, tested program . . .  
first run in over 150 markets*

Your\* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is *new* to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your\* Star Showcase offers local and regional advertisers 52 different, *top quality*, network-calibre programs with a proved, *impressive* audience record. The series boasts ratings† of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your\* Star Showcase is a series to which the phrase “presents with pride” truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

On all counts, Your\* Star Showcase can be *the* showcase for your product. Call, write or wire for the complete story.

\*Advertiser or brand name.

†Videodex, February, 1953



**television Programs of America, inc.**

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# WHY HOLLYWOOD TV FILMING ATTRACTS BIG MONEY



- **Zooming Production:** Hollywood is turning out more film for tv than for movies.
- **Trend to Consolidation:** By merger of some and death of others, little companies are giving way to big ones.
- **Stable Market:** Fewer films are being produced on speculation and more on order from sponsors, distributors.
- **Stable Employment:** More talent and technicians are employed in films for tv than in films for movies.



with shooting to start early in March at California Studios for September delivery. Star talent will be cast in the top roles.

Matthew Fox, chairman of the board of Motion Pictures for Television Inc., is said to have Chemical Bank support in his firm's \$30 million program of film production for syndication. Production of *Duffy's Tavern*, to be produced as a series of 117 filmed programs at rate of 39 per year for three years, will represent a total expenditure of approximately \$5 million, it was pointed out. The firm has six additional top name series on its schedule for syndication, with all, including *Duffy's Tavern*, to be filmed in color as well as black-and-white.

Milton Gettinger, New York attorney, who passes on motion picture and tv film loans made by Chemical Bank, said in Hollywood late last month he was looking into the RKO Radio Pictures Inc. situation. More than a year ago he made an undisclosed cash offer for Howard Hughes' stock in the production-distribution company "for myself and not for anybody else".

Active for many years in the financing of independent pictures, the Heller organization recently increased its revolving fund by \$1 million for expansion in the tv field. It also closed a deal with Television Programs of America for financial backing in the forthcoming *Ellery Queen* tv film series.

John Ireland has been set for the title role in that production. Shooting will start this month (Feb.) at Motion Picture Center. Norman and Irving Pincus will produce the series under Norvin Productions banner, a subsidiary of Tv Programs of America.

When tv film producers Jack Gross and Phil Krasne bought out associates Gerald King, Milton Blink, Sam Costello and Ben Frye [B•T, Oct. 5, 1953] in United Television Programs Inc. last October for "in excess of \$250,000", the purchase financing was handled by Stillman & Stillman, New York factoring concern, and bank representative Vilem Zwillinger. Stillman & Stillman is reportedly also handling production cost financing on the *Lone Wolf* tv film series now being shot by Gross-Krasne Inc. at its

California Studios for syndication by UTP.

Messrs. Gross and Krasne acquired the well-equipped California Studios in a U. S. referee-in-bankruptcy sale for more than \$200,000 in Nov. 1952 [B•T, Nov. 24, 1952]. It was part of the estate of the late Harry Sherman, movie producer.

The newly organized American National Studios Inc. syndicate which bought the 4½-acre Eagle-Lion Studios in mid-December for more than \$1 million has set aside another \$1 million as a revolving fund for "outside" tv film deals. This is in addition to its own planned large scale production.

## Group Among Hollywood's Largest

This group is one of the largest in Hollywood's tv film history. It brings some key financial figures into the industry [B•T, Dec. 21]. Bernard Prockter, who sold his syndication PSI-TV [B•T, Dec. 14] a few months ago to Ely Landau, head of Ely Landau Inc. and Martin Ross, president of Emperor Films, heads ANS as president and executive producer, with Fred Levy Jr., Los Angeles realtor and financier, board chairman. Mr. Levy represented the Ralph E. Stolkin-headed syndicate in its negotiations to purchase RKO Radio Pictures Inc., in fall of 1952. The deal, however, fell through.

Edward Conne, one of the organizers of World Broadcasting System and more recently partner in Conne-Stephens, tv film production company for the Prockter packages, is executive vice president in charge of ANS studio operations. William Stephens is production chief.

Other principals who serve on the board include Edwin W. Pauley, independent oil operator and political figure; Daniel F. Reeves, broker and president of Los Angeles Rams, pro football team; Bertram C. Gamble, president of Gamble Skogmo Co., Minneapolis Gamble's Western Auto Supply

Stores); Edward D. Matz, president of Kurley Kate Corp.; Chicago (stainless metal sponge); and F. R. Long, independent oil operator and vice president of Mohawk Oil Co., Los Angeles.

Messrs. Landau and Ross in their newly formed National Telefilm Associates Inc., have set up an entirely new concept in tv film production-distribution. It embraces use of franchise holders as distribution agents and production financiers.

Besides distribution of the old Bernard Prockter product along with Mr. Landau's own filmed shows, the new firm will move into the production field on its own. NTA will also help finance outside production and work straight distribution deals for independent producers.

California Bank, Los Angeles, with several branches in Southern California, is known to have financed segments of the tv industry, and state-wide Bank of America has done likewise, with both now starting to expand their financing operations in video.

Those are some of the projects underway in Hollywood as financiers look into the West Coast colony with new interest. They are turning an appreciative eye toward some of the profit sheets of both producers and distributors.

With 83 stages available for rental to Hollywood tv film producers, a survey by B•T shows that better than half of these stages actually are being used for video productions. The list of stages in use includes 10 each at California Studios and RKO Pathe; nine at Motion Picture Center; 18 at Republic Pictures; eight at Samuel Goldwyn Studios; seven at General Service Studios; six at First National Studios (formerly Eagle-Lion); five at Hal Roach Studios; three at Walt Disney Studios; three at KTTV (TV); two at Kling Studios (formerly Charles Chaplin Studios); one each at Filmcraft Productions and Jerry Fairbanks Studios. Two more studios have stages under construction.

Not included are two stages at Columbia Pictures, devoted exclusively to Screen Gems Inc. video filming and the one stage and

## Picture Credits

Page 88: David W. Corson from A. Devaney, N. Y.

Page 89: By Ewing Galloway, N. Y.



FRAN WARREN



RALPH FLANAGAN



SUNNY GALE



GEORGE SHEARING



JUNE VALLI



FRANKIE CARLE

## more sponsors . . . more profits!

*Build profitable sell-out programs with the new combined\* Studio Telescription Library*

Throughout the country, stations building programs with Studio Telescriptions are finding an enthusiastic market among advertisers. For in no other way is a sponsor able to participate in such popular, top talent shows without high production costs.

The Studio Telescription Music Library, over 1,100 three minute films produced especially for TV, is vital to profitable, versatile programming. With this service you have America's leading musical stars working for you and your clients . . . winning audiences and selling products.

The unbelievably low monthly cost is returned to you many times over in higher ratings, more sponsors and lower program costs. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, will make your profits soar.

*\*consisting of Studio Musi-Films and Snader Telescriptions.*

**put scores of top name artists on your regular staff**

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



# STUDIO FILMS, INC.

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

*Exclusive distributors of Studio Telescriptions*

Placeritas Canyon Ranch utilized solely by Gene Autry's film interests.

Whereas California Studios is currently exclusively tv, the video ratio at Motion Picture Center is two-thirds, General Service six-sevenths, Goldwyn one-half, RKO-Pathe three-tenths, with the remainder taken up by Panoramic theatrical films. Republic has a minimum of one-third reserved for tv while continuing theatrical film production.

An example of what tv filming has done for the independent studios is best shown by the emergence of General Service Studios from bankruptcy. Beset by financial difficulties these past three years and in bankruptcy court, owners James, George, Henry

and Ted Nasser in mid-July repaid a more than \$1 million loan balance to Bank of America to retain the property. The brothers attribute saving of their studio entirely to rental of space and facilities.

Of the seven huge stages, five are under term lease with the other two available to free lance independents. Tenants include Joan Davis Enterprises (NBC-TV *I Married Joan*); McCadden Productions (CBS-TV *Burns & Allen Show*); Jack Chertok Productions (CBS-TV *Private Secretary*) and that firm's other productions; Denmac Productions (NBC-TV *Dennis Day Show*); Stage Five Productions (ABC-TV *Adventures of Ozzie & Harriet*).

On a term lease for more than \$1 million,

Kling Studios Inc., Chicago, has taken over the old Charles Chaplin Studios on Sunset Blvd. and La Brea for its expanded Hollywood operations. Although the Chicago firm has already moved its Hollywood animation and editing departments onto the lot, the entire layout is undergoing extensive remodeling and renovation, according to David S. Garber, studio manager.

A third sound stage is being constructed and many other new features will be added for tv film production, it was said. Kling's own production activities, under supervision of Lee Blevin, will start this month.

Purchase of the old Warner Bros. Studios lot on Sunset Blvd. in late December [B•T, Dec. 28] by Paramount Pictures Corp. to house its subsidiary KTLA (TV) has given credence to the long standing report that the motion picture company will become active on a major scale in tv film production for syndication.

Now being remodeled, with many innovations to be added, it is generally believed the 10 acre site will become the production center not only for the station's film syndication through Vitapix Corp. which KTLA recently joined [B•T, Dec. 21] but for other such production. Consensus is that Paramount Pictures will set up a new subsidiary, similar to Columbia Pictures' Screen Gems Inc., producer of NBC-TV *Ford Theatre*.

#### Springboard to Future

At time of the property purchase, Klaus Landsberg, vice president of Paramount Television Productions Inc., and station general manager, indicated such activity when he stated the new facilities will permit expansion of KTLA's programming along national syndication lines and also be the "springboard for future operation".

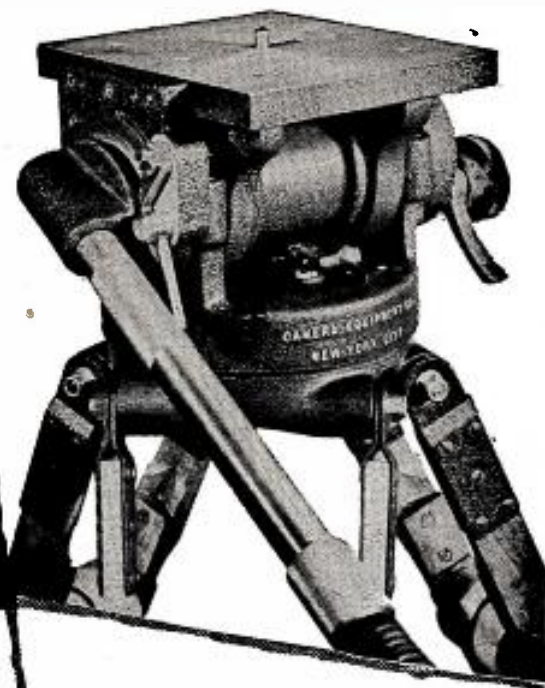
In addition to four large stages, the acreage includes a 100 by 140 foot storage building which, if necessary, could be converted into film shooting space; a completely equipped building for broadcasting purposes (it formerly housed KFWB when owned and operated by Warner Bros.); an office building and another structure now occupied by Warner Bros. Cartoons Inc., under five-year lease arrangement.

Desilu Productions, producers of CBS-TV *I Love Lucy* and *Our Miss Brooks* and headquartered at Motion Picture Center, in addition to providing physical production facilities and personnel for other such companies (three at the moment), has an estimated \$5 million in product set for this year. There is also available money for future packages it might develop.

Revue Productions, subsidiary of MCA and headquartered on Republic's lot in north Hollywood, budgeted around \$3 million for five series, with three more in planning stage. Revue produces ABC-TV *Pride of the Family*, *Pepsi-Cola Playhouse*, syndicated *City Detective* and *Kit Carson* series (Coca-Cola), CBS-TV *Meet Mr. McNutley* and has started an as yet untitled feminine newspaper correspondent series starring movie star Joan Crawford. The Pepsi-Cola renewal for 13 weeks of the ABC *Pepsi-Cola Playhouse*, involves approximately \$325,000 in production budget.

Ziv Tv executives a few months ago revealed it, too, has around \$5 million earmarked for Hollywood film production in

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1954. Two new shows, *Corliss Archer* and *Mr. District Attorney* are scheduled to go into production almost immediately at California Studios.

With addition of these programs, plus resumption of *Cisco Kid* the company will have five shows in Hollywood production before start of spring. Currently being shot is *My Favorite Story* and *I Led Three Lives*. It is expected that Ziv Tv will utilize its three leased stages during the peak production period.

A total of 74 half-hour shows at cost of about \$1,093,000 will be produced for Guild Films syndication in the next four months, Reuben Kaufman, president, announced late last month upon his return to New York from Hollywood.

Expressing full confidence in the continued advance of tv during 1954, he noted that the current budget for the company's three tv film series will be about half its total production allocation this year. Plans call for 26 new episodes of the *Liberace Show*; 34 new episodes in *Life With Elizabeth*, and 14 for *The Joe Palooka Story* bringing this series to 26.

That's the Hollywood production picture as television enters another new year—a year that's certain to show a skyward-bound trend line on the economists' video charts, judging by the consensus of those who analyze filmland activities.

There's business in the Hollywood air, and it's big business. And where there's big business there are investment houses.

Hollywood has arrived in Wall Street, and vice versa.

## a sports jackpot for tv

(Continued from page 84)

erate closely with Sportsvision in rapid processing of prints for releases.

From the airport the film is rushed to Acme, occupying the first floor of the same building in which Sportsvision is located. There, using special equipment and processes, a work print is ready in 2½ hours. Upstairs, in Sportsvision, a crew of four negative cutters, five positive film editors, two assistant film editors, five writers and five members of the firm's executive staff quickly cut the print down to important plays, plus crowd and game color inserts. (Most members of Sportsvision cutting and writing crew are part-time staff members, holding down jobs in the motion picture and other industries during the week and picking up an extra paycheck from Sportsvision for their weekend work.)

A narrative script is written and checked simultaneously with the film negative against the completed work print, after which the work print and script are rushed to Universal Recorders. There, one of Sportsvision's three commentators—Tom Harmon, Bill Brundidge or Jack Shaw—records the sound track. Play-by-play script is usually in skeleton form, merely indicating to the commentator what is going to happen so he can accurately "call" the play as if it were actually happening.

With narration, sound and music tran-

scribed on tape and synchronized with the cut negative, Acme finishes the release prints on another special machine, capable of turning out six half-hour prints an hour. Meanwhile, Sportsvision's staff checks air express schedules and speeds the print to the airport for the stations wanting quick release.

The rush prints out of the way, the staff takes a deep breath and concentrates on production of other football programs. These include the regional *Highlight* series, not shown on the air till later in the week.

Roughly, complete cost to Sportsvision to produce each football game on film, from shooting the game to shipping the prints to the stations, runs from \$3,500 to \$5,000.

The firm maintains headquarters in San Francisco, its production department in Hollywood and sales offices in Hollywood, Chicago and Seattle. In addition to distribution of its own sports features, Sportsvision plans to handle sales for both sport and non-sport tv features made by other producers in the future.

Time was when, with the end of football, Sportsvision would strip its operation down to a skeleton crew for the rest of the year. However, besides its new California-Stanford live tv spring sports series, the firm is branching out and offering tv stations a group of diversified sports features including *Play Golf with the Champions*, *Sports 30* and *Sports Quarter*. The last two are, respectively, half- and quarter-hour features on all sports, beginning Christmas week on a local and participating sponsor basis.



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## Murder in Minutes for Tv

THOUGH Charles Michelson believes he has introduced a tv film production concept he likes to call "the assembly-line technique" in his five-minute series, *Capsule Mysteries*, he is worried about semantics.

He is quick to disabuse clients and colleagues of the notion that "assembly-line," as he means it, refers to a product made in a hurry for mass consumption. He stresses that his interpretation connotes that *Capsule Mysteries* were produced with stopwatch precision and coordinated movement to exploit to full advantage the split-second time-table that had been established for use of sets and availabilities of actors and production personnel.

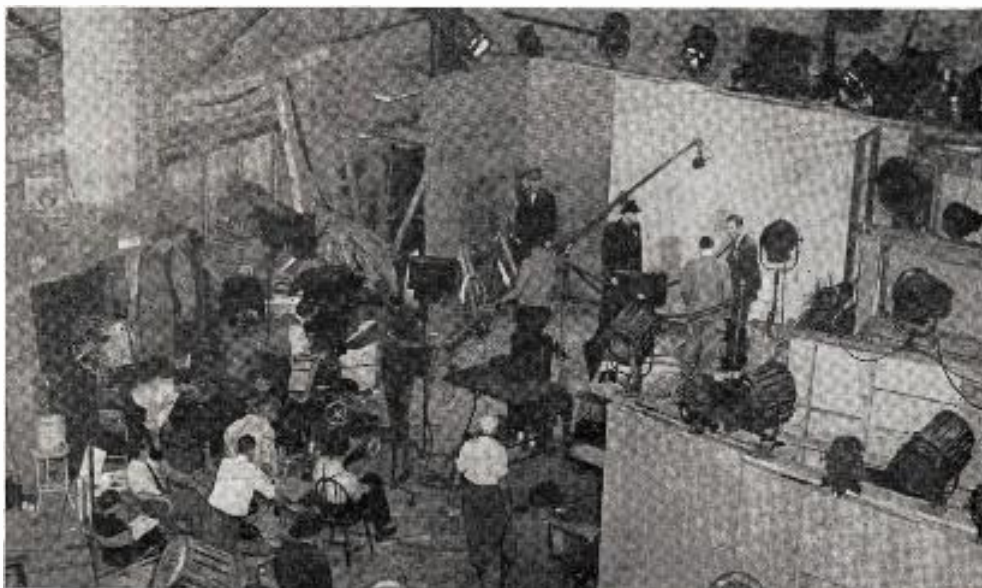
To point up the importance of timing in Mr. Michelson's first venture in the tv filmed programming field, he arranged a four-week period of "dry run" for all personnel before actual production began so that everyone would know what was required of him during the real thing.

Mr. Michelson, a veteran of the radio

transcription field of 18 years standing, conceived the idea of a five-minute mystery tv film series last April and assigned Gil Braun to write the scripts. Mr. Braun is a long-time radio and television writer, whose credits include *Plainclothesman*, *Ellery Queen* and *Famous Jury Trials* on tv, and *Frank Merriwell* and *Avenger* on radio.

"I felt that in order to give the series the quality it deserved it required a lot of new faces and a lot of sets," Mr. Michelson explained. "I am very proud to say that in the 39 episodes we have completed of *Capsule Mysteries*, we used 153 actors and 62 sets. When you consider that each episode runs about 3½ minutes, with the rest of time open for commercials, you can see we attained a wide scope of visual appeal and a wide range of acting talent."

In order to make full use of the sets in Montréal, where the series was produced, Mr. Michelson effectuated "the assembly line technique." If, for instance, various scenes from various episodes were to be



Here's stage in Montreal where 39 episodes of new series were shot.

shot in a forest, he arranged for the production to be completed on all scenes before the set was dismantled.

Mr. Michelson reported that *Capsule Mysteries* will be distributed by Charles Michelson Inc., starting on or about April 1. He said he has had inquiries from various advertisers, including one company that is considering sponsorship in 40 markets.

Mr. Michelson hesitated to make a definite claim that *Capsule Mysteries* was the only filmed dramatic series of five-minute length, but said he believes he established "a first" with its production. He was influenced to start the project, he said, because he felt it could fit into various programming schedules and into various advertisers' budgets.

Rates per five-minute program range from \$17.50 in small markets to \$98.75 for some stations in Los Angeles, Chicago and New York. Mr. Michelson noted that the price in the large metropolitan areas has been kept down proportionately in order to give *Capsule Mysteries* the widespread initial exposure he feels it deserves.

Program-wise, Mr. Michelson contends that a five-minute show is a life-saver on many tv stations that run feature films of irregular length. Mr. Michelson believes the series can be programmed in various ways, either as a straight five-minute show, as a ten-minute program or as a 15-minute stanza. He mentioned that one station planned to use *Capsule Mysteries* as a half-hour show, utilizing three episodes plus a panel that discusses each mystery.

## COLORCASTING

### Advance Schedule Of Network Color Shows

#### CBS-TV

Special, sustaining color program every Friday, 5:30-6 p.m.

#### NBC-TV

Feb. 9: *Judge for Yourself*, 10-10:30 p.m., Tuesday (P. Lorillard through Lenzen & Newell).

Feb. 14: *Meet the Press*, 6-6:30 p.m., Sunday (Revere Copper through St. Georges & Keyes alternating with Pan World Airways through J. Walter Thompson Co.).

Feb. 16: *Camel News Caravan*, 7:45-8 p.m., Tuesday (R. J. Reynolds through William Esty Co.).

Feb. 20: *Hit Parade*, 10:30-11 p.m., Saturday (Lucky Strikes through BBDO alternating with Crosley Div. of Avco Mfg. also through BBDO).

Feb. 23: *Circle Theatre*, 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).

Feb. 28: *Excursion*, 4-4:30 p.m., Sunday (sustaining).

March 8: *Ding Dong School*, 10-10:30 a.m., Monday (sustaining).

March 10: *Eddie Fisher*, 7:30-45 p.m., Wednesday (Coca-Cola through D'Arcy Adv.).

March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune*, 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

[Note: This schedule will be corrected to press time of each issue of B.T.]

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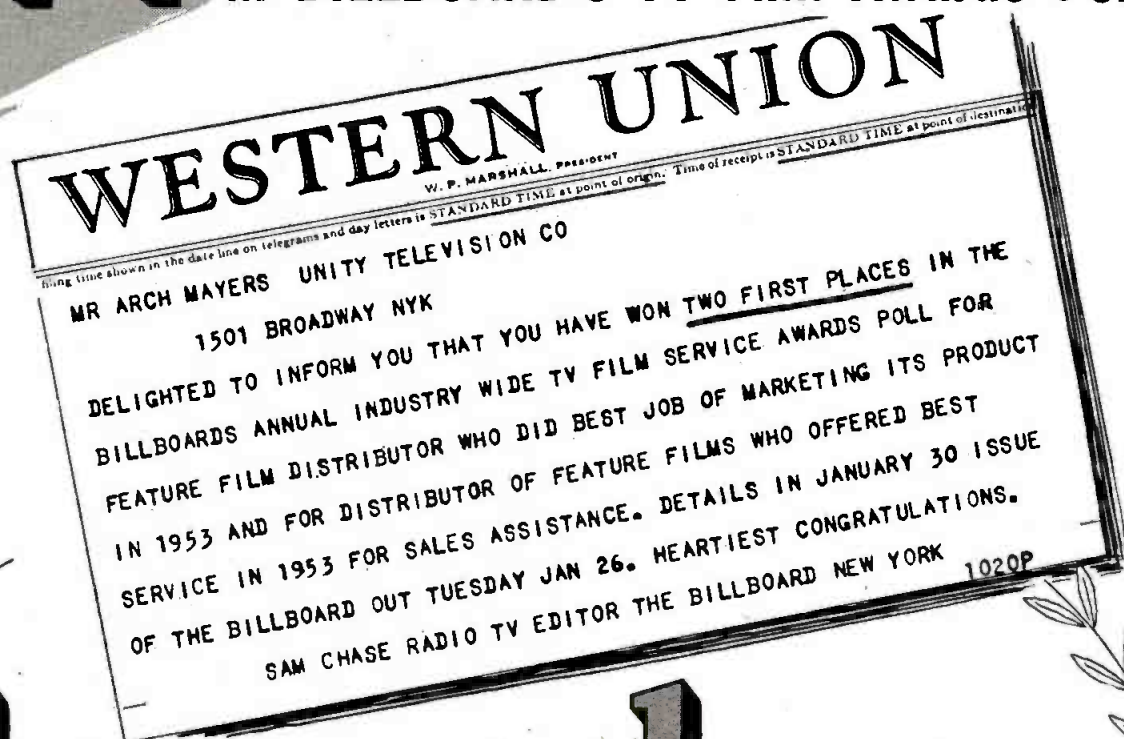
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# Station Authorizations, Applications (As Compiled by B • T)

Jan. 28 through Feb. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

## Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aural—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

## FCC Commercial Station Authorizations As of Dec. 31, 1953\*

|                            | AM    | FM  | TV   |
|----------------------------|-------|-----|------|
| Licensed (all on air)      | 2,500 | 533 | 101  |
| CPs on air                 | 21    | 27  | †255 |
| CPs not on air             | 115   | 20  | 211  |
| Total on air               | 2,521 | 560 | †356 |
| Total authorized           | 2,636 | 580 | 567  |
| Applications in hearing    | 127   | 2   | 162  |
| New station requests       | 172   | 4   | 178  |
| Facilities change request  | 149   | 29  | 16   |
| Total applications pending | 863   | 133 | 326  |
| Licenses deleted in Dec.   | 0     | 4   | 0    |
| CPs deleted in Dec.        | 2     | 1   | 7    |

\*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

\* \* \*

## Am and Fm Summary through Feb. 3

|    | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|----|--------|----------|-----|----------------|------------|
| Am | 2,534  | 2,509    | 144 | 176            | 127        |
| Fm | 564    | 538      | 45  | 4              | 4          |

## Television Station Grants and Applications Since April 14, 1952

### Grants since July 11, 1952:

|             | vhf | uhf | Total |
|-------------|-----|-----|-------|
| Commercial  | 210 | 294 | 504   |
| Educational | 12  | 17  | 29†   |

### Total Operating Stations in U. S.:

|                      | vhf | uhf | Total |
|----------------------|-----|-----|-------|
| Commercial on air    | 236 | 120 | 356   |
| Noncommercial on air | 1   | 2   | 3     |

### Applications filed since April 14, 1952:

|             | New | Amend. | vhf | uhf | Total  |
|-------------|-----|--------|-----|-----|--------|
| Commercial  | 901 | 337    | 695 | 524 | 1,220† |
| Educational | 51  |        | 25  | 26  | 51†    |

Total 952 337 720 550 1,269†  
†Forty-six CPs (9 vhf, 37 uhf) have been returned.

\* One applicant did not specify channel.

† Includes 29 already granted.

\* Includes 533 already granted.

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

Legal counsel Miller & Schroeder, Washington. Consulting engineer Richard I. Kearley Jr., Nashville, Tenn. Principals include President Charles Woods (5%), farming; Vice President J. T. Thrower (5% jointly with his wife), hardware; Treasurer Dr. Paul Flowers (5%), physician; Richard Kearley (5%), engineer WSM Nashville, and Dr. Norman W. Homan; Vice President H. L. Holman Jr. (2%), architect-engineer and stockholder WOZK Ozark, Ala. Filed Feb. 2.

Great Bend, Kan.—Central Kansas Tv Co., vhf ch. 2 (54-60 mc); ERP 100 kw visual. 50 kw aural; antenna height above average terrain 969 ft., above ground 1,000 ft. Estimated construction cost \$442,798, first year operating cost \$190,000, revenue \$240,000. Post office address P. O. Box 182, Great Bend. Studio and transmitter location U. S. Hwy. 281, 3.9 miles N of Great Bend city limits. Geographic coordinates 38° 25' 54" N. Lat., 98° 46' 24" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President E. C. Wedell (9%), electric supplies; Vice President C. L. Roberts (9%), oil drilling; Secretary Roy Zimmer, treasurer-6% stockholder Haas-Flynn Theatres Inc., and C. O. Deighton (7%). Filed Jan. 28.

## APPLICATIONS DISMISSED

Orangeburg, S. C.—WTND Inc. (WTND). FCC dismissed bid for new tv station on uhf ch. 44 at request of applicant. Dismissed Feb. 2.

San Antonio, Tex.—Sunshine Bestg. Co. FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Jan. 29.

## Existing Tv Stations . . .

### ACTIONS BY FCC

WARM-TV Scranton, Pa.—Union Bestg. Co. granted STA to operate commercially on uhf ch. 16 for the period ending April 25. Granted Jan. 26; announced Feb. 2.

### STATIONS DELETED

KIRV (TV) Denver, Colo.—Mountain States Tv Co. FCC deleted station on uhf ch. 20 in view of Commission action denying application for extension of completion date. Deleted Jan. 27.

WMRI-TV Marion, Ind.—Chronicle Pub. Co. FCC deleted tv station on uhf ch. 29 at request of attorney. Deleted Jan. 28.

KEYC (TV) Cedar Rapids, Iowa—Hawkeye Tv Corp. FCC granted request for cancellation of CP for tv station on uhf ch. 20 and deleted call letters. Deleted Jan. 29.

KMON-TV Great Falls, Mont.—Montana Farmer Inc. FCC deleted tv station on vhf ch. 3 at request of attorney. Deleted Jan. 27.

KSHM (TV) Sherman, Tex.—John A. Prather et al. d/b as Sherman Tv Co. FCC deleted tv station on uhf ch. 46 at request of attorney. Deleted Jan. 27.

WCHV-TV Charlottesville, Va.—Charles Barham Jr. & Emmalou W. Barham d/b as Barham & Barham. FCC deleted tv station on uhf ch. 64 at request of applicant. Deleted Jan. 29.

## New Am Stations . . .

### ACTIONS BY FCC

Sheboygan, Wis.—Lake Shore Bestg. Co. granted 800 kc. 750 w daytime. Estimated construction cost \$11,955, first year operating cost \$48,000, revenue \$48,000. Principals in applicant include President David A. Bensman (60%), Secretary Treasurer Rose Bensman (wife) (30%) and two 5% stockholders. Mr. and Mrs. Bensman are co-owners of a radio-record store and record manufacturer. Granted Feb. 3.

Paducah, Tex.—Paducah Bestg. Co. granted 1370 kc. 500 w daytime. Estimated construction cost \$12,275, first year operating cost \$24,000, revenue \$36,000. Principals in partnership include V. L. Hutchinson (1/3), 1/4 owner Reid Farm Supply; T. C. Stinson (1/3), owner men's wear store; Dawson Reid Jr. (1/3), farmer; V. G. Jackson (1/3), 1/2 owner Jackson Tire Co.; G. R. Tippen (1/3) farmer; and C. L. Robertson (1/3), owner of insurance agency. Post office address c/o V. L. Hutchinson, 1510 Bray St. Granted Feb. 3.

## Existing Am Stations . . .

### ACTIONS BY FCC

KBIF Sanger, Calif.—John Poole Bestg. granted modification of CP to move studio to Fresno, Calif. Granted Feb. 3 Applications.

WKBS Oyster Bay, N. Y.—Key Bestg. System Inc. granted CP to move station to Mineola, N. Y. Granted Feb. 3.

WAEI Mayaguez, P. R.—Mario Acosta granted CP to change from 1400 kc, 250 w unlimited to 600 kc, 1 kw unlimited, directional. Granted Feb. 3.

## ACTIONS OF FCC

## New Tv Stations . . .

### GRANTS

Indianapolis, Ind.—Universal Bestg. Co. (WISH), granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 997 ft. Estimated construction cost \$597,980, first year operating cost \$602,650, revenue \$818,181. Post office address 1440 N. Meridian St., Indianapolis, Ind. Studio location 1440 N. Meridian St. Transmitter location Rawls Ave. and South Post Road. Geographic coordinates 39° 45' 39" N. Lat., 86° 00' 21" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President C. Bruce McConnell (54.98%), Vice President Robert B. McConnell (0.09%), Second Vice President Stokes Gresham Jr. (0.45%), Treasurer Frank E. McKinney (14.53%), Secretary Earl H. Schmidt (14.01%), Frank M. McHale (9.45%), John R. Atkinson (0.01%) and Owen Bush (2%). Granted Jan. 28.

Baton Rouge, La.—Louisiana Tv Bestg. Corp., granted vhf ch. 2 (54-60 mc); ERP 55.8 kw visual, 33.4 kw aural; antenna height above average terrain 465 ft., above ground 510 ft. Estimated construction cost \$294,069, first year operating cost \$285,000, revenue \$292,000. Post office address 444 Florida St., Baton Rouge 1, La. Applicant represents merger of Baton Rouge Bestg. Co. (WJBO) and Air Waves Inc. (WLCS), both previously competitors for ch. 2 and whose bids were dismissed. Studio and transmitter location 3399 Broussard St., Baton Rouge. Geographic coordinates 30° 25' 02" N. Lat., 91° 71' 32" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Douglas L. Manship (0.3%), president and 35% owner of Baton Rouge Bestg. Co., 45% owner Capital City Press, Baton Rouge, director Louisiana Fire Insurance Co.; Secretary-Treasurer Charles P. Manship Jr. (0.3%), 35% owner Baton Rouge Bestg. Co., president and 45% owner Capital City Press, Baton Rouge, director Louisiana National Bank and Capital Bldg. & Loan Assn., Baton Rouge; Baton Rouge Bestg. Co. (99.4%), owner & licensee stations WJBO and WERL (FM) Baton Rouge, and Vice President C. V. Porter (1%), director of Baton Rouge Bestg. Co., attorney and director in various utility interests. Air Waves gets options for equal interest. Grant made possible

by withdrawal of competitive bid of Southern Tv Co. of Baton Rouge Inc., reimbursed \$11,472 for expenses. Grant is subject to condition that stockholders divest themselves of interest in WLCS-AM-FM. Granted Jan. 28.

Camden, N. J.—South Jersey Bestg. Co. (WKDN), granted uhf ch. 17 (488-494 mc) (allocated to Philadelphia); ERP 112 kw visual, 67 kw aural; antenna height above average terrain 257 ft., above ground 317 ft. Estimated construction cost \$232,500, first year operating cost \$144,000, revenue \$150,000. Post office address and studio location 2881 Mt. Ephraim Ave., Camden. Transmitters location Camden. Geographic coordinates 39° 54' 30" N. Lat., 75° 08' 00" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include: President-Treasurer Ranulf Compton (34.4%); Vice Presidents Florence J. Compton (20%); William R. Compton (14%), controller of National Folding Box Co., New London, Conn.; Douglass M. Compton (14%), superintendent at Robinson Paper Co., New London, Conn.; Vice President-Assistant General Manager Gordon Giffen (1%); Secretary-Assistant Treasurer True C. Giffen (14%). Grant was made possible by withdrawal of competitive bid of WJMJ Philadelphia. Granted Jan. 28.

Chattanooga, Tenn.—WDEF Bestg. Co. (WDEF-AM-FM), granted vhf ch. 12 (204-210 mc); ERP 105.2 kw visual, 63.1 kw aural; antenna height above average terrain 944 ft., above ground 378.5 ft. Estimated construction cost \$298,350, first year operating cost \$238,650, revenue \$304,100. Post office address 419 Volunteer State Life Bldg., Chattanooga 2, Tenn. Studio location 419 Volunteer State Life Bldg. Transmitter location 6.3 miles N. of official center of Chattanooga on Hampton Rd. Geographic coordinates 35° 08' 05" N. Lat., 85° 19' 25" W. Long. Transmitter RCA antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Russell P. May, Washington. Principals include President Carter M. Parham (37.038%), now a director and president of WDEF Bestg. Co., Vice President John P. Gaither (7.408%), Secretary-Treasurer Edward Finlay Jr. (4.445%). Grant made possible by dismissal of competitive bids of Southern Tv Inc. and Tri-State Telecasting Corp., with each receiving option to purchase 27.5% interest in new tv venture. Granted Jan. 28.

## APPLICATIONS

Dothan, Ala.—Ala-Fla-Ga Tv Inc., vhf ch. 9 (186-192 mc); ERP 55.6 kw visual, 27.8 kw aural; antenna height above average terrain 537 ft., above ground 440 ft. Estimated construction cost \$198,100, first year operating cost \$120,000, revenue \$120,000. Post office address P. O. Box 505, Dothan. Transmitter location Cottonwood Road, Dothan. Geographic coordinates 31° 11' 8" N. Lat., 85° 22' 13" W. Long. Transmitter and antenna RCA.

WMRC Greenville, S. C.—Textile Bcstg. Co. FCC granted request for extension of authority to remain silent for additional 30 days from Jan. 23. Granted Jan. 27; announced Feb. 2.

KCLS Flagstaff, Ariz.—Charles J. Saunders tr/as Saunders Bcstg. Co. seeks CP to change from 1360 kc to 600 kc. Filed Jan. 27.

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. seeks CP to change daytime power from 1 kw to 5 kw. Filed Jan. 27.

KNOW Monroe, La.—James A. Noe seeks CP to change from 1390 kc, 5 kw unlimited, directional night to 540 kc, 10 kw day, 5 kw night, directional, unlimited. Filed Jan. 27.

WCRB Waltham, Mass.—Charles River Bcstg. Co. seeks CP to change from daytime to unlimited operation on 1330 kc, 1 kw. Filed Jan. 28.

WLNH Laconia, N. H.—Northern Bcstg. Corp. amends application to change from 1340 kc, 250 w to 1350 kc, 1 kw, directional, to specify 5 kw daytime. Filed Jan. 27.

KBIM Roswell, N. M.—Taylor Bcstg. Co. seeks CP to change from 1 kw to 5 kw. Filed Jan. 27.

## STATION DELETED

WLIO East Liverpool, Ohio—Pottery Bcstg. Co. FCC granted request for cancellation of license for am station on 1570 kc and deleted call letters. Deleted Jan. 26; announced Feb. 2.

## New Fm Station . . .

### ACTION BY FCC

Deland, Fla.—John B. Stetson Univ. granted CP for new Class B fm station on ch. 239 (95.7 mc); ERP 8.6 kw; antenna height above average terrain 290 ft. Granted Feb. 3.

## Existing Fm Stations . . .

### ACTIONS BY FCC

WDBO-FM Orlando, Fla.—Orlando Bcstg. Co. granted CP to change from 34 kw to 25 kw; antenna height above average terrain from 340 ft. to 460 ft. Granted Feb. 3.

WKEU-FM Griffin, Ga.—Radio Station WKEU granted modification of CP to change from Class A to Class B station on ch. 240 (95.9 mc); ERP from 1.75 kw to 440 w. Granted Feb. 3.

WMBD-FM Peoria, Ill.—WMBD Inc. granted CP to change from 16 kw to 2.5 kw. Granted Feb. 3.

WRCM (FM) New Orleans, La.—Supreme Bcstg. Co. granted CP to change from 61 kw to 5.9 kw; antenna height above average terrain from 465 ft. to 250 ft. Granted Feb. 3.

## Ownership Changes . . .

### ACTIONS BY FCC

KBTA Batesville, Ark.—White River Bcstrs. Inc. granted voluntary transfer of control to J. F. Higginbottom through purchase of 69 shares from W. Albert West for \$22,000. Mr. Higginbottom will now own approximately 66%. Granted Feb. 3.

WPJV Vero Beach, Fla.—Indian River Bcstg. Co. seeks voluntary assignment of CP for new am station on 1490 kc Tropics Inc. in exchange for \$6,784 and 40% interest. Indian River Bcstg. licensee of WIRA Ft. Pierce, Fla., is owned by Chanticleer Bcstg. Co. (WCTC New Brunswick, N. J.). Principals in Tropics Inc. include President Merrill P. Barber (3%), banking and real estate; Vice President Ralph W. Sedgwick (3%), insurance and Secretary-Treasurer James L. Howe 50.1% stockholder WCTC. Granted Feb. 3.

KFXD-TV Nampa, Idaho—Frank Hurt & Son Inc. granted assignment of CP for vhf ch. 6 to Idaho Bcstg. & TV Co. (KGEM, KTVI-TV Boise). Consideration is the no charge made to KFXD-TV by KTVI-TV for use of its equipment during interim operation from June 17 to August 12, 1953. Granted Jan. 28.

KFAZ (TV) Monroe, La.—Delta Tv Inc. granted acquisition of control by J. O. Willett through purchase of 49% of stock from Howard E. Griffith for \$20,300. Mr. Willett will now own 98.04% interest. Granted Feb. 3.

WFEA Manchester, N. H.—N. H. Bcstg. Inc. granted voluntary assignment of license to Public Information Inc. for \$100,000. Sole owner is Farris E. Rahall, 34% stockholder WQCY (TV) Allentown, Pa., 23.4% stockholder WKAP Allentown, vice president-secretary-15.25% stockholder WWRN Beckley, W. Va., and secretary-23.8% stockholder WVAR Norristown, Pa. Granted Feb. 3.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. granted voluntary transfer of control through sale of all stock to Walter Reade Theatres Inc. for \$20,300. Principals include President Walter Reade Jr. (51%); Vice President Edwin Gage, and Suzanne Gage (49%). Granted Feb. 3.

KVSP Lubbock, Texas—R. Briggs Irvin, Roland C. Simpson, J. C. Sanders, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. granted voluntary assignment of license to R. Briggs Irvin, Roland C. Simpson, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. Mr. Sanders sells 20% interest to remaining partners for \$3,500. Each partner will now own 25%. Granted Jan. 29.

### APPLICATIONS

WPID Piedmont, Ala.—Ruby Jo Clotfelter, Cary L. Graham & Mac M. Thomas d/b as Piedmont Radio Station seeks voluntary assignment of license to Cary L. Graham through sale of 74.07% interest by other partners for \$10,000. Mr. Graham, 1/2 owner WETO Gadsden, WMOZ Mobile and WANA Anniston, all in Ala., will now be sole owner. Filed Jan. 29.

WETV (TV) Macon, Ga.—Macon Tv Co. seeks voluntary acquisition of positive control through sale of 45% interest by Middle Georgia Bcstg. Co. (WBML) to Macon Bcstg. Co. (WNEK) for \$70,000. WNEK will now own 81.8% and W. A. Fickling will own 18.2%. Filed Jan. 18.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks voluntary assignment of license to wholly owned corporation Murray Carpenter & Associates. Principals include President-Treasurer Murray Carpenter (99%), Secretary Marie Carpenter (0.5%), and C. L. Lardin (0.5%). Filed Jan. 25.

WSTP Salisbury, N. C.—Piedmont Bcstg. Corp. seeks voluntary transfer of control to Holt McPherson and Robert W. Wallace through sale of 51% interest for \$14,399. Principals will now include Holt McPherson (25.6%), secretary-treasurer 69% stockholder WHOS-AM-FM Shelby, N. C., and editor High Point Enterprise, High Point, N. C.; Robert W. Wallace (25.4%), president-10% stockholder WHOS; Bryan P. Beard (25%), and J. F. Hurley Jr. (24%). Filed Jan. 25.

WSPA-AM-FM Spartanburg, S. C.—Bcstg. Co. of the South seeks voluntary assignment of license to WORD-TV for \$400,000. Principals will now include President Walter J. Brown (50%), Secretary-Treasurer D. S. Burnside (4.10%), and Thomas B. Pearce Jr. (2%) Sale is to effectuate merger agreement between WSPA and WORD enabling vhf ch. 7 grant to WORD-TV. Filed Jan. 25.

WORD-WDXY (FM) Spartanburg, S. C. seeks voluntary assignment of license to WORD Inc. for \$150,000. Principals include President Irwin Kahn (49.8%), 28.8% stockholder WNOK-AM-TV Columbia, S. C.; Vice President-Secretary Moody McElveen Jr. (0.2%), general manager-2.4% stockholder WNOK, and Treasurer B. F. Kurtz (50%), 3.6% stockholder WNOK. Filed Jan. 25.

KCLW Hamilton, Tex.—Clyde Weatherby tr/as Hamilton Bcstg. Co. seeks voluntary assignment

of license to C. M. Hatch & Coy Perry d/b as Hamilton Bcstg. Co. for \$35,000. Principals in partnership are C. M. Hatch (25%), 1/4 owner Hamilton Herald News, Hamilton, and Dublin Pub. Co., Dublin, Tex.; and Coy Perry (75%), 3/4 owner Hamilton Herald News, 1/2 owner Dublin Pub. Co., and sole owner Teague Chronicle, Teague, Tex. Filed Jan. 25.

## Hearing Cases . . .

### INITIAL DECISIONS

West Palm Beach, Fla.—New tv, vhf ch. 12. FCC Hearing Examiner Isadore A. Honig issued initial decision looking toward grant of application WEAT-TV Inc., for construction permit for new tv station in West Palm Beach, Fla., on ch. 12, subject to the condition that no construction shall be commenced until an appropriate application to modify the antenna of station WEAT, as proposed, is considered by the Commission and granted. Action Feb. 3.

Tulsa, Okla.—New Tv, uhf ch. 17. FCC Hearing Examiner Annie Neal Hunting issued initial decision looking toward grant of application of Arthur R. Olson for a construction permit to establish new commercial television station in Tulsa, Okla., on ch. 17. Action Jan. 29.

### OTHER ACTIONS

Antenna Rules Amended — The Commission amended Section 17.22(c) of rules concerning the construction, marking and lighting of antenna structures (Part 17) to read as follows: "However, where antenna installations are of such a nature that their painting and lighting in accordance with these specifications are confusing or endanger rather than assist airmen or are otherwise inadequate, the Commission will specify the type of painting and lighting or other marking to be used in the individual situation." This amendment is effective immediately. Comr. Sterling not voting. Action Jan. 28.

Fm Allocation—FCC in a notice of further proposed rule making, proposed to shift fm ch. 250 from Memphis to Paris, Tenn., instead of ch. 248 from Nashville, as had been previously proposed. This is pursuant to an amended application by Paris Bcstg. Co., applicant for a Class B station in Paris. Action Feb. 3.

West Palm Beach, Fla.—Palm Beach Bcstg. Corp. (WWPG), FCC Comr. Robert E. Lee granted petition to dismiss without prejudice its bid for new tv station on vhf ch. 12 and retained in hearing application of WEAT-TV Inc. Action Jan. 29.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Sons Inc. FCC granted application for extension of time to May 11, within which to complete construction of new tv station to operate on ch. 6. Action Jan. 28.

Indianapolis, Ind.—Vhf ch. 13 proceeding. By order, the Commission dismissed petitions of Mid-West T.V. Corp., Indianapolis Bcstg. Inc., and WIBC, relating to action of the Motion Picture Commission on Nov. 30, in dismissing without prejudice the then-pending application of Crosley Bcstg. Corp. for new tv station in Indianapolis, Ind., on ch. 8. The three petitioners are competing applicants for new tv stations on ch. 13 in Indianapolis, for which Crosley has since applied. Action Jan. 28.

Alma, Houghton Lake, Mich.—By memorandum opinion and order, the Commission dismissed petitions filed by WFYC Alma, Mich. (1280 kc, 1 kw, D), protesting grant on Dec. 9, 1953, of construction permit to Sparks Broadcasting Co. for new am station at Houghton Lake, Mich. (WHGR), on 1290 kc, 1 kw, D. Action Jan. 29.

Mansfield, Ohio—Uhf ch. 36 proceeding. By order, the Commission granted petition by Ferguson Theatres Inc. to delete issue to determine whether good cause exists for the location of its main studio outside the principal community to be served, in the proceeding involving petitioner's application and that of Mansfield Journal Co. for construction permits for new tv stations in Mansfield, Ohio, on ch. 36. Action Jan. 28.

KRGA Springfield, Ore. — By memorandum opinion and order, the Commission postponed effective date of its grant on Dec. 17, 1953, to W. Gordon Allen of construction permit for new am station KRGA at Springfield, Ore., on 1050 kc, 1 kw, D, designated the same for hearing on Feb. 15, 1954, and made protestants KUGN, KASH and KORE, all am stations in Eugene, Ore., parties to the proceeding. Comr. Bartley dissented; Comr. Lee not voting. Action Jan. 29.

WGAL-TV Lancaster, Pa.—Vhf ch. 8 protest. By order, the Commission granted request of Peoples Broadcasting Co., Lancaster, Pa., to withdraw its request for oral argument on exceptions to initial decision released Nov. 13, looking toward grant of the application of WGAL Inc., for regular operation of station WGAL-TV on ch. 8 in Lancaster; and dismissed the competing application of Peoples with prejudice. Action Jan. 28.

WHUM-TV Reading, Pa.—Eastern Radio Corp. FCC granted extension of time for a period of six months within which to complete construction of tv station on ch. 61. Action Jan. 28.

Proposed Fees—Pursuant to provisions of the Independent Offices Appropriation Act of 1952 as augmented by a Bureau of the Budget circular of Nov. 5, the FCC announced proposed rule making looking toward the establishment of fees to cover the cost of its licensing and similar activities.

(Continued on page 104)

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### Situations Wanted—(Cont'd)

Experienced staff announcer desires good opportunity. Box 318C, B.T.

Radio-tv experienced announcer, newscaster, DJ, mature, knowhow, \$75, least. Box 319C, B.T.

Announcer. 1-year solid staff experience; strong on news and sports, fine play-by-play, good potential, college grad; control board. Box 321C, B.T.

Announcer, two years, all phases. Married veteran, something permanent, \$65 week minimum. Resume on request. Box 322C, B.T.

Announcer, negro. Good possibility commercial reader. Good DJ. Attended radio school. Willing to learn. Box 324C, B.T.

Staff announcer, deejay. Five years metropolitan station. Prefer midsouth. References. Box 330C, B.T.

Announcer-writer-producer. 26, single. College grad., 4 years am experience, thorough knowledge of 50 kw operation. Interested large market am or new tv. Will travel. Box 335C, B.T.

All-round announcer, thoroughly trained, high potential, college grad, vet, married. Box 337C, B.T.

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B.T.

Announcer type DJ. Glib mind, want position with future, to settle. Box 342C, B.T.

Announcer MC. Independent and network affiliate experience. Strong DJ. News and sports. College grad. 27. Box 343C, B.T.

Very pleasant voice, some experience. Newscasting. DJ. Minimum. Prefer within 500 miles of New York City. Box 344C, B.T.

Staff, experienced, strong DJ, news, commercials. Vet., single, ambitious. Sober. Desires N.E. coast. Good delivery. Box 345C, B.T.

Announcer, newscaster-DJ, smooth commercials. Deep voice. Control board. Limited experience. Background assures strong staff potential. Veteran, travel, tape. Resume. Box 346C, B.T.

Radio staff announcer with some Hollywood tv experience, available for radio or tv station. Recording and photograph upon request. Box 357C, B.T.

Announcer-actor, wishes staff job. Some announcing, mostly acting. Possibility of sales. Box 358C, B.T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B.T.

Negro announcer, some experience, broadcasting graduate, very good on commercials. Box 360C, B.T.

Announcer, one year experience, all phases, presently employed, desires position in midwest, but will consider all offers. Box 361C, B.T.

Experienced announcer. Recently with east indie station. News, DJ, board, draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO. 4-9976.

Staff announcer. Recent broadcasting school graduate in Washington, D. C. Board trained, veteran, single, third class license. Prefer Georgia or Florida. Available immediately. Joe Dugan, 810 Huron Street, Jacksonville, Fla. 8-2892.

Announcer, negro. Excellent DJ, commercial reader, news. Boo Frazier, 34-68 106 Street, Corona, New York.

Newscaster. Play-by-play sports. Light experience. Hard worker. Develop fast, right conditions. Control board. Disc jockey. Veteran. Single, travel, tape. Don Hallock, 25 Danes Street, Pat-chogue, N. Y. Phone 3-1479-M.

Experienced announcer-engineer. First phone. Cleon LeMont, 5658 Logan Avenue North, Minneapolis, Minn.

### Situations Wanted—(Cont'd)

Experienced announcer, versatile, specialize sports. Fritz Van, WEBC, Duluth, Minnesota.

Desire permanent staff announcing position, mid-west. Good clear commercial-news voice, pleasing DJ. University background, experience includes network outlet. References. Single, 31, veteran. Advise needs. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Hillbilly DJ, excellent voice, personality, salesmanship, thorough knowledge country music. Number one references. No other like him. Don Owens, Montgomery Arms, Silver Spring, Maryland. Juniper 9-1120.

Young announcer, 6 months experience. Family man desires permanent spot, personable, DJ, sports. Good voice. Travel. James Pitsch, 934 Lakeside Place, Chicago, Illinois. Ardmore 1-3059.

Announcer, permanent, staff. Commercial DJ, strong news, light experience. Potential station asset. Single, veteran. Car, tape, resume on request. Keith Roberts, 20-33 31 Street, Astoria, Long Island, N. Y.

Announcer, news, strong sports, commercials, control board. Experience light. Future bright. Married, reliable, settled. Tape, references. Jim Rochelle, 11 Pine Brook Road, New Rochelle, N. Y. NE. 2-0688.

Want top sports station in your market? Contact Fritz Van, YMCA, Duluth, Minnesota.

### Technical

Drunk, disorderly, insolent, stupid. Want job as chief so will have time to dissipate. Any station through 5 kw. Take staff 5 kw or over. Box 305C, B.T.

Chief engineer, presently employed. Prefer west, midwest. Experienced through 5 kw. Over? I will if you will. Staff or chief. Box 306C, B.T.

Reliable married engineer. 4 years experience all phases of studios, tv audio, recordings, transmitters. Desires permanent position. Box 307C, B.T.

Experienced engineer, with car, desires a permanent position in broadcasting. Box 308C, B.T.

First phone, seven years radio experience. Available April 15. Box 309C, B.T.

First phone. 23 months am experience. Disc and tape recording. Some control experience. Box 323C, B.T.

Experienced chief engineer, all phases am, wants change, anywhere. Box 327C, B.T.

First phone, some transmitter experience. Presently employed. Would prefer Maryland. Box 339C, B.T.

Engineer, first phone, graduate RCA Institutes. Desires studio or remote work in radio or tv. Free to travel. Box 354C, B.T.

Radio engineer, 20 years experience in all phases of am broadcasting. 5 years directional antenna and allocation work, some tv experience. Will locate most anywhere. Box 356C, B.T.

Engineer. 1st phone, have car, some experience with 50 kw outlet. Rocky Mountain area. H. P. Garrett, 2937 York, Denver 2, Colorado.

Engineer, first phone, little experience but willing to learn. Available immediately. Frank M. Greenwald, 2023 E. 44th Ashtabula, Ohio 27-525.

Permanent position. First ticket. Combination experience. Married, 31. Ralph Huffman, 721 W. 21, Cedar Falls, Iowa. 1676-W.

First phone technician. 4 years experience includes radio-tv servicing, 10 months chief 250 watt independent. Married, veteran, car, radio (call W9WMD) amateur. State salary. Earl Tip-ton, 146 Woodland Drive, New Albany, Ind.

### Production-Programming, Others

Attention midwestern stations. Available sports director, program director. 6 years experience all phases. Box 240C, B.T.

Foreign correspondent for ABC. 3 years newspaper reporting. 1 year P-R. Seeks news position. Vet., 30, B.A., family. Box 272C, B.T.

Young woman, college graduate, with advertising agency experience, desires position in small station; woman's program, music, continuity. Write Box 291C, B.T.

### Situations Wanted—(Cont'd)

PD-newscaster. Proven ability-experience. Need new opportunities. Handle any assignment. Decide after hearing tape. Box 320C, B.T.

Young man. Music M.A., musical performance, teaching background, some experience music programming in two large cities out of state. Interested radio music directing. N. Y. C. or commuting. Box 325C, B.T.

Promotion manager, large midwest market desires change of scenery. Proved record of achievement in all fields of promotion, publicity, public service. Young, drive, imagination, top references. Can travel. Box 350C, B.T.

Diplomat with intimate knowledge and contact with European politics, press, radio, wishes to return to broadcasting. Authentic original commentary not public domain rehash. Many tv ideas. Previous experience CBS and ABC includes newscasting, commentary, announcing, special events all kinds production and writing, sales, management. European drama and musical production experience. Age 38. Box 353C, B.T.

Program director, production supervisor and/or announcer. 12 years experience with independent and network affiliates. Family man. Great Lakes-midwest area preferred. Box 365C, B.T.

## Television

### Managerial

Relocation advisable for economy-minded, nationally respected manager because of tv merger. Twenty years successful broadcasting background. Not above accepting lesser capacity with good organization. Box 317C, B.T.

Assistant station manager-sales manager of vhf station desires to relocate. Strong on sales and administration. Self-starter, conscientious worker, productive, dependable. Eight years network radio-vhf experience. Reasonable salary, incentive plan. Box 328C, B.T.

### Salesmen

Tv manager-sales manager. Strong on sales, over 6 years experience in major market. Excellent network and national agency contacts. Change in ownership forces move. Salary open. Write Box 259C, B.T.

### Announcers

Young executive, ambitious, experienced, radio-television, announcing, programming, production, sales. Box 329C, B.T.

Tv-announcer (live and film-radio experience), news-personality with experience as director-producer, can do scenic design. Box 351C, B.T.

### Technical

Experienced television studio-remote technician available. Prefer New York, Conn., Pennsylvania, Florida. References, resume. Box 332C, B.T.

SRT graduate desiring position in tv studio as studio technician. Some knowledge of motion picture film and tv servicing. Photo on request. Box 366C, B.T.

Young ambitious veteran, studio operations, graduate of Television Workshop, seeking position on television technical staff. Can operate television camera, video, audio, turntables, mike boom, projectors and remotes. Photograph and resume on request. Will relocate anywhere in the United States. Irving Pearlman, 135 Eldridge Street, New York 2, New York. CA.. 6-3883.

### Production-Programming, Others

Writer director four years television; program and commercial experience. Three New York stations; interested in television station with local programming plans. Box 176C, B.T.

Robert Q. Lewis style MC. Writer-producer-publicist-promoter. Experienced. Box 286C, B.T.

Weatherman. Government license. Long broadcasting experience. Writing-announcing-producing. Box 287C, B.T.

Promotion-publicity-showman. Versatile broadcaster-writer-producer. Nationwide experience. Reliable. Box 288C, B.T.

Showman. Radio-stage-outdoors. Promotion-publicity-producer-writer. Excellent record. Box 289C, B.T.

Newsreel cameraman. Seasoned broadcaster-writer-producer-news editor. National experience. Box 290C, B.T.

(Continued on next page)

## Situations Wanted—(Cont'd)

Five years tv experience as production manager for large midwestern independent network plus one year as program director of successful southern station. Desire position in northern market. Excellent references. For details please write Box 300C, B.T.

Program director, 14 years experience, all phases of radio including management. Presently in Florida and wish to remain. Desire permanency and opportunity. Would like tv opportunity. Make offer. Box 362C, B.T.

## For Sale

### Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 237C, B.T.

500 watt daytime radio station for \$25,000, cash. Write or wire Ed Bishop, Dalhart, Texas.

Our free list of radio buys is now ready. Ask for your copy today. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

### Equipment, etc.

RCA BTF-1C 1 kw fm transmitter, GR 1170A station monitor, spare tubes for both. Bargain, \$4500. Box 303C, B.T.

Fm equipment for tv conversion. 1 kw power amplifier, GE type, #BF-1-A, used (less final tubes), 3 kw power amplifier GE type #BF-2-A, used (less tubes). GE 250 watt excitor. New, original packing GE 3 kw amplifier, type BF-2-A. GE 10 kw amplifiers, type BF-3-A. James W. Wallace, KPQ, Wenatchee, Wash.

Wincharger tower with lights, guys and insulator. 200 feet. Ready for shipment. Make offer. WDOR, Sturgeon Bay, Wisconsin.

RCA 10 kw fm transmitter. Hewlett-Packard fm monitor. Jones micro match. WFMJ Broadcasting Co., Youngstown, Ohio. Riverside 3-4121.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

GE fm transmitter, 3 kw; two GE fm frequency and modulation monitors; Communication Products auto-dryaire dehydrator; two Fairchild 539-B recorders; one Fairchild 540 equalizer amplifier. WSAI, Cincinnati, Ohio.

Disc Jockeys! Cream of Wit classifies 6,000 laughlines alphabetically. Publisher, Sebring, Florida, \$3.50.

Call letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

## Wanted to Buy

### Stations

Small or medium market station in middle Atlantic states. Give full particulars, first letter. Response will be held in strict confidence. Box 211C, B.T.

Responsible group of broadcasters, financially sound and experienced in all phases of broadcasting are interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 239C, B.T.

Alabama, Arkansas, Missouri, Mississippi, Kentucky, Tennessee, single station market, approximately, \$20,000. total, terms. Box 301C, B.T.

### Equipment, etc.

Harness for RCA 4-section fm pylon antenna. Must be late model suitable 94.1 mc. from aluminum (not steel) pylon. Wire KPFA, Berkeley, Calif.

Approved modulation monitor. Send complete details and price to Chief Engineer. R. A. Wilman, KTBB, Tyler, Texas.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizard, WMJM, Cordele, Georgia.

REL model 646B fm receiver in good working condition. Contact Manager, WONW, Defiance, Ohio.

Urgently need 425 foot vertical radiator with base insulation. Broadcast Equipment Company, 1458 Cloverdale, Los Angeles, Calif.

## Miscellaneous

Attention station managers. If you have any information as to the whereabouts of James V. Bonnette, call me collect. John T. Cashion, General Manager, WBUY, Lexington, N. C.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Interested in films? "Films in Review" gives you public reaction through screening committees National Board of Review of Motion Pictures. Authoritative articles. P.O. Box 109, Gracie Station, New York 28, N. Y.

## Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association. Do not send tapes or discs.

## Television

### Managerial

## WANTED TV STATION MANAGER

Must have past record of successful accomplishment in similar capacity, and be able to run topflight operation, on an economical and efficient basis. A strong sales background, on local and national levels, is a prime pre-requisite.

An exceptional opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Confidential. Box 336C, B.T.

## Production-Programming, Others

## ASSISTANT RESEARCH PROMOTION DIRECTOR

in New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations. State salary requirements. Write Box B-T 921, 221 W. 41st St., N. Y. 36, N. Y.

## TV Station Promotion Manager Wanted Immediately

One of the south's better VHF-TV stations, network-affiliated, one station market, is looking for a good promotion manager who can also handle publicity. Good starting salary. Give full details in first letter to Box 367C, B.T.

## Situations Wanted

### Managerial

**EFFICIENT, STABLE, EXPERIENCED MANAGER AVAILABLE IMMEDIATELY. HAVE MONEY TO INVEST IF REQUIRED. BOX 313C, B.T.**

EXPERIENCED MANAGER FOR RADIO OR TELEVISION. A man of outstanding experience is available for management position as result of a tv merger. He has spent 18 years in broadcasting, 8 years in management, including some operating experience in tv. Interested any size market, any area, tv, radio, or both. Asks reasonable salary plus incentive plan. Finest references. This is the man who can solve your problem. Married, 35, dependable, three children, available immediately. Box 347C, B.T.

## Television

### Managerial

## Experienced TV-AM Manager Available

Background includes 12 years managerial experience in major markets with network-affiliated stations, 8 years chief engineer. Built vhf channel 6 station from inception: Design, engineering, purchase of equipment, selected all personnel, negotiated network affiliation et al. Operated both am and tv affiliate until sold recently (new ownership stock arrangement precluded continuance of managerial position). Age 40. Married. Two children. Sober habits. Highest references from industry leaders. Prefer south or southwest. Can invest reasonable amount. Box 334C, B.T.

## Miscellaneous

THE BEST IN COMPLETE  
**ERECTION OF TOWERS**  
ANTENNA LIGHTS CO-AX CABLE  
WRITE CALL WIRE  
**J. M. HAMILTON & COMPANY**  
PAINTING ERECTION MAINTENANCE  
YEARS OF EXPERIENCE  
Box 2432, Tel: 4-2115, Gastonia, N. C.

## Employment Services

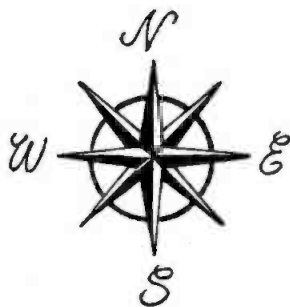
**BROADCASTERS  
EXECUTIVE PLACEMENT SERVICE**  
Executive Personnel for Television and Radio  
Effective Service to Employer and Employee  
HOWARD S. FRAZIER  
TV & Radio Management Consultants  
708 Bond Bldg., Washington 5, D. C.

## FOR THE RECORD

(Continued from page 100)

The proposed major broadcast fee would apply to am, fm and tv applications for construction permits; modifications of construction permits or modifications of licenses involving change in power, frequency, location, and operation; licenses for new stations; renewals of licenses; assignment or transfer of permits or licenses; and special service authorizations. (See story p. 46 B.T. Feb. 1). Action Jan. 28.  
Second Survey of Post-Freeze Tv Stations—The Commission authorized second survey of financial experience of post-freeze tv stations, both vhf and uhf. The period to be covered will be Aug. 1, 1953 through March 1954. The post-freeze stations which were in operation by Nov. 1, 1953, will be asked to furnish this supplemental information in connection with



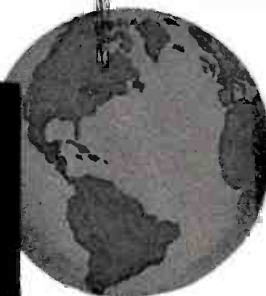


**Scale of  
Miles:  
(-----)  
Prospects  
to the  
Inch!**



No figures to put in that blank space yet—but letters pour in every day from points all over the area shown above. In different ways, they say: "WHIO-TV with 316,000 watts and the World's Tallest TV Tower comes in here perfectly clear." It's amazing! New tower and the boost in power only in use since December 1st of '53. Check with George P. Hollingbery representatives. They'll have complete information very soon.

1. **FT. WAYNE, IND.**  
"Reception perfect day and night. Enjoy it very much."
2. **LIMA, OHIO**  
"Your new tower and increased power have really improved the reception in Lima."
3. **CYNTHIANA, KY.**  
"We could hardly get your station until recently and now it comes in clear..."
4. **POWELL, OHIO**  
"Just a line to let you know how well we get your Channel 7... listen regularly..."
5. **SHELBYVILLE, IND.**  
"Thought you might like to know how strong you come in here..."
6. **ANDERSON, IND.**  
"I get your station with very good reception."



**CHANNEL 7 DAYTON, OHIO**

**ONE OF AMERICA'S GREAT AREA STATIONS**

**WCBF-TV Rochester, N. Y., Star Bcstg. Co.**—Mod. of CP (BPCT-1608) which authorized new tv station for extension of completion date to 8/10/54 (BMPCT-1788).

**WNAO-TV Raleigh, N. C., Sir Walter Tv Co.**—Mod. of CP (BPCT-1156) as mod., which authorized new tv station for extension of completion date to 4/1/54 (BMPCT-1778).

**WENS Pittsburgh, Pa., Telecasting Inc.**—Mod. of CP (BPCT-1349) as mod., which authorized new tv station for extension of completion date to 5/9/54 (BMPCT-1783).

**WTVU Scranton, Pa., Appalachian Co.**—Mod. of CP (BPCT-506) as mod., which authorized new tv station for extension of completion date to 7/29/54 (BMPCT-1777).

**WOKY-TV Milwaukee, Wis., Bartell Bcstrs. Inc.**—Mod. of CP (BPCT-784) as mod., which authorized new tv station for extension of completion date to 8/3/54 (BMPCT-1787).

## CP

**WCBI Columbus, Miss., Birney Imes Jr.**—Construction permit to change frequency from 1340 kc to 550 kc, increase power from 250 w to 500 w, night; 1 kw, day; install new transmitter and directional antenna day and night and change transmitter location. Amended to change type transmitter and change name of applicant to Columbus Bcstg. Co., Inc. (BP-8977).

**WLNH Laconia, N. H., Northern Bcstg. Corp.**—Construction permit to change frequency from 1340 kc to 1350 kc increase power from 250 w to 5 kw, hours of operation to daytime only, using non-directional antenna. Amended to change type of transmitter (BP-8979).

**WDLA Walton, N. Y., Delaware County Bcstg. Corp.**—Construction permit to install new transmitter (BP-9143).

## Renewal of License

**KECC Pittsburg, Calif., KECC Inc.** (BR-2371); **KGYW Vallejo, Calif., Ellsworth Peck and A. J. Krisik** d/b as Vallejo Bcstg. Co. (BR-1807); **WTIC Hartford, Conn., The Travelers Bcstg. Service Corp.** (BR-138); **WHAY New Britain, Conn., Central Conn. Bcstg. Co.** (BR-2365); **WCIL Carbondale, Ill., Paul F. McRoy, and Ann E. Searing**, individually and as Executrix of the

estate of John H. Searing, deceased d/b as Southern Illinois Bcstg. Partnership (BR-1467); **WDZ Decatur, Ill., WDZ Bcstg. Co.** (BR-600); **KNEX McPherson, Kan., K. R. Krehbiel** (BR-2212); **KLOU Lake Charles, La., The Pelican Bcstg. Co.** (BR-1588); **WABI Bangor, Me., Community Bcstg. Service** (BR-145); **WMNB North Adams, Mass., Northern Berkshire Bcstg. Co.** (BR-1798); **WHLI Hempstead, N. Y., Fm Bcstg. Corp.** (BR-1565); **WSKI Montpelier, Vt., Montpelier-Barre Bcstg. Co.** (BR-1861); **KOMO Seattle, Wash., Fisher's Blend Station Inc.** (BR-67).

APPLICATIONS RETURNED  
Relinquishment of Control

**KDKD Clinton, Mo., Clinton Bcstg. Co.**—Voluntary relinquishment of positive control of licensee corporation by David M. Segal through transfer of 1 share of stock to Lee E. Baker and Jeanne F. Baker. Application not signed correctly.

## CP for New Transmitter

**KULE Ephrata, Wash., Columbia Basin Bcstg. Co.**—Construction permit to install new transmitter. Application signed by the General Manager.

## Renewal of License

**WFEA Manchester, N. H., N. H. Bcstg. Inc.**—Application signed by General Manager (BR-828).

**WWON Woonsocket, R. I., Woonsocket Bcstg. Co.**—Application not notarized (BR-1378).

**KAHM Honolulu, Hawaii, Christian Bcstg. Assn.** (BRH-733).

**WSAN-FM Allentown, Pa., B. Bryan Musselman, Olivia P. Musselman & Reuel H. Musselman**, d/b as Lehigh Valley Bcstg. Co. (BRH-354).

**WABT Birmingham, Ala., The Tv Corp.** (BRCT-35); **WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.** (BRCT-97); **WAGA-TV Atlanta, Ga., Storer Bcstg. Co.** (BRCT-60); **WNAC-TV Boston, Mass., General Teleradio Inc.** (BRCT-63); **WCCO-TV Minneapolis, Minn., Midwest Radio-TV Inc.** (BRCT-49); **KSTP-TV St. Paul, Minn., KSTP Inc.** (BRCT-56); **WJAR-TV Providence, R. I., The Outlet Co.** (BRCT-32).

## 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 commercially and educational outlets and (2) grantees. Triangle (▴) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

## ALABAMA

**Birmingham**—**WABT** (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000

▴ **WBRC-TV** (6) NBC; Raymer; 184,300  
**WJLN-TV** (48), 12/10/52—Unknown  
**WSGN-TV** (42), 12/18/52—Unknown

**Decatur**—**WMSL-TV** (23) 12/26/52-5/1/54

**Mobile**—**WALA-TV** (10) ABC, CBS, NBC; Headley-Reed; 52,500

▴ **WKAB-TV** (48) CBS, DuM; Forjoe; 44,850  
**Montgomery**—

▴ **WCOV-TV** (20) ABC, CBS, NBC, DuM; Raymer; 22,300  
*Montgomery Bcstg. Co. (12), Initial Decision 10/7/53*

## ARIZONA

**Mesa (Phoenix)**—**KTYL-TV** (12) NBC, DuM; Avery-Knodel; 80,289

**Phoenix**—**KOOL-TV** (10) ABC; Hollingbery; 80,289

▴ **KOY-TV** (10) ABC; Blair; 80,289  
▴ **KPHO-TV** (5) ABC, CBS, DuM; Katz; 80,289

**Tucson**—**KOPO-TV** (13) CBS, DuM; Forjoe; 18,100  
▴ **KVOA-TV** (4) NBC; Raymer; 18,100

**Yuma**—**KIVA** (11) DuM; Forjoe; 17,902

## ARKANSAS

**Fort Smith**—**KFSA-TV** (22) ABC, NBC, DuM; Pearson; 18,500

**Hot Springs**—*Southern Newspapers Inc. (9) 1/20/54—Unknown*

**Little Rock**—**KARK-TV** (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)

**KETV** (23), 10/30/53—Unknown

▴ **KRTV** (17) CBS, DuM; 51,000

**Pine Bluff**—

▴ **KATV** (7) ABC; Avery-Knodel; 56,102

## CALIFORNIA

**Bakersfield**—

▴ **KERO-TV** (10) CBS, NBC; Avery-Knodel; 98,831

▴ **KAFY-TV** (29) ABC, DuM; Forjoe; 49,600

**Berkeley (San Francisco)**—**KQED** (9) 7/24/53—Unknown

**Chico**—

▴ **KHSL-TV** (12) CBS, NBC; Grant; 28,200

**Corona**—

**KCOA** (52), 9/16/53—Unknown

**Eureka**—

▴ **KIEM-TV** (3) ABC, CBS, NBC, DuM; Blair

**Fresno**—

**KBID-TV** (53) Meeker; 8/12/53-2/13/54

▴ **KJEO-TV** (47) ABC; Branham; 81,850

▴ **KMJ-TV** (24) CBS, NBC; Raymer; 79,147

**Los Angeles**—

**KBIC-TV** (22), 12/10/52—Spring '54

▴ **KABC-TV** (7) ABC; Petry; 1,758,985

▴ **KHJ-TV** (9) H-R; 1,758,985

▴ **KCOP** (13) Katz; 1,758,985

▴ **KNBH** (4) NBC; NBC Spot Sls.; 1,758,985

▴ **KNXT** (2) CBS; CBS Spot Sls.; 1,758,985

▴ **KTLA** (5) Raymer; 1,758,985

▴ **KTTV** (11) DuM; Blair; 1,758,985

▴ **KTHE** (28)

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.

Station

# KRLD

Dallas

Covers the Largest

## TELEVISION MARKET

Southwest

with

## MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

## DALLAS and FORT WORTH

More than a Million

urban population in the

50-mile area

More than TWO MILLION

in the 100-mile area

## NOW

# 319,000

TELEVISION HOMES  
IN **KRLD-TV'S**  
EFFECTIVE COVERAGE  
AREA

EXCLUSIVE CBS  
TELEVISION OUTLET FOR  
DALLAS-FORT WORTH  
AREAS

This is why

# KRLD-TV

is your best buy

Channel **4** Represented by

The **BRANHAM** Company

**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. (250,000)

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

**WHBF** AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

**BMI***"Pin Up" Hit***BAION**

RECORDED BY

HONEYDREAMERS . . . . .Juno

TITO RODRIGUEZ . . . . .Victor

FONTANE SISTERS . . . . .Victor

PAULO ALENCAR . . . . .Coral

JOE LOCO . . . . .Tico

MORTY CRAFT . . . . .Essex

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SIMON HOUSE, INC.

**BROADCAST MUSIC, INC.**

580 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Merced†—  
KMER (34), 9/16/53-Unknown  
Monterey†—  
KMBY-TV (8) CBS; Hollingbery; 190,212  
Sacramento—  
KBIE-TV (46) 6/26/53-Spring '54  
KCCC-TV (40) (c)  
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53  
Salinas†—  
KSEW-TV (8) CBS, NBC; Hollingbery; 190,212  
San Bernardino†—  
KITO-TV (18), 11/6/52-Unknown  
Orange Belt Telecasters (30), Initial Decision 9/18/53  
San Diego—  
KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382  
KFSD-TV (10) NBC; Katz; 206,382  
Elliot Cushman (21), 12/23/53-Unknown  
San Francisco—  
KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)  
KGO-TV (7) ABC; Petry; 829,400  
KPIX (5) CBS, DuM; Katz; 829,400  
KRON-TV (4) NBC; Free & Peters; 829,400  
KSNAN-TV (32) McGillvra; 4/29/53-2/15/54  
San Jose†—  
KVIE (48), 6/17/53-October '54  
Standard Radio & Tv Co. (11), Initial Decision 11/18/53  
San Luis Obispo†—  
KVEC-TV (6) DuM; Grant; 62,362  
Santa Barbara—  
KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827  
Stockton†—  
KTVU (36) Hollingbery  
Radio Diablo Inc. (13) Initial Decision 1/21/54  
Tulare (Fresno)—  
KCOK-TV (27) DuM; Forjoe; 104,000  
Yuba City†—  
KAGR-TV (52), 3/11/53-Unknown

**COLORADO**

Colorado Springs†—  
KKTU (11) ABC, CBS, DuM; Hollingbery; 37,604  
KRDO-TV (13) NBC; McGillvra; 16,000  
Denver—  
KBTU (9) ABC, CBS; Free & Peters; 197,516  
KFEL-TV (2) NBC; Blair; 197,516  
KLZ-TV (7) CBS; Katz; 197,516  
KOA-TV (4) NBC; Petry; 197,516  
KRMA-TV (\*6), 7/1/53-1954  
Grand Junction†—  
KFXJ-TV (5) Holman; 3/26/53-May '54  
Pueblo—  
KCSJ-TV (5) NBC; Avery-Knodel; 38,000  
KDZA-TV (3) McGillvra; 40,000

**CONNECTICUT**

Bridgeport—  
WCTB (\*71), 1/29/53-Unknown  
WICC-TV (43) ABC, DuM; Young; 50,117  
WSJL (49), 8/14/52-Unknown  
Hartford†—  
WEDH (\*24), 1/29/53-Unknown  
WGTH-TV (18), 10/21/53-Unknown  
New Britain—  
WKNB-TV (30) CBS, DuM; Bolling; 137,063  
New Haven—  
WELI-TV (59), H-R; 6/24/53-Summer '54  
WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 635,190  
WNLC-TV (26) 12/31/52-Unknown  
Norwich†—  
WCTN (\*63), 1/29/53-Unknown  
Stamford†—  
WSTF (27), 5/27/53-Unknown  
Waterbury—  
WATR-TV (53) ABC, DuM; Rambeau; 97,960

**DELAWARE**

Dover†—  
WHRN (40), 3/11/53-Unknown  
Wilmington—  
WDEL-TV (12) NBC, DuM; Meeker; 184,762  
WILM-TV (83), 10/14/53-Unknown

**DISTRICT OF COLUMBIA**

Washington—  
WMAL-TV (7) ABC; Katz; 595,600  
WNBW (4) NBC; NBC Spot Sls.; 591,000  
WTOP-TV (9) CBS; CBS Spot Sls.; 595,600  
WTTG (5) DuM; Blair; 559,000

**FLORIDA**

Clearwater†—  
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54  
Fort Lauderdale—  
WFTL-TV (23) NBC; Weed; 86,000  
WITV (17) ABC, DuM; Venard; 107,200 (also Miami)  
Fort Myer†—  
WINK (11) Weed; 3/11/53-3/1/54  
Jacksonville—  
WJHP-TV (36) Perry  
WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 208,441  
WOSB-TV (30) Stars National; 8/12/53-April '54

Miami—  
WITV (17) See Fort Lauderdale  
WMIE-TV (27), 12/2/53-Unknown  
WTHS-TV (\*2), 11/12/53-Unknown  
WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 235,000  
Miami-Biscayne Tv Corp. (33), 12/9/53-Unknown  
Orlando†—  
WDBO-TV (6) CBS; Blair; 10/14/53-April '54  
Panama City†—  
WJDM (7) CBS; Hollingbery  
Pensacola†—  
WEAR-TV (3) ABC; Hollingbery  
WPFA (15) CBS, DuM; Young  
St. Petersburg—  
WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000  
Tampa†—  
Tampa Times Co. (13), Initial Decision 11/30/53  
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-April '54  
West Palm Beach—  
WEAT-TV Inc. (12) Initial Decision 2/3/54  
WIRK-TV (21) Weed; 21,405  
WJNO-TV (5), 11/4/53-6/1/54

**GEORGIA**

Albany†—  
Herald Pub. Co. (10) Burn-Smith; 1/13/54-6/1/54  
Atlanta—  
WAGA-TV (5) CBS, DuM; Katz; 340,810  
WLWA (11) ABC, DuM; Crosley Sls.; 340,810  
WSB-TV (2) NBC; Petry; 340,810  
WQXI-TV (36), 11/19/53-Summer '54  
Augusta—  
WJBF-TV (6) ABC, NBC; Hollingbery; 40,800  
WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/8/54  
Columbus—  
WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500  
Macon—  
WRBL-TV (4) CBS; Hollingbery  
WETV (47) ABC, NBC; Branham; 34,662  
WMAZ-TV (13) CBS, DuM; Katz; 60,000  
Rome†—  
WROM-TV (9) Weed; 75,500  
Savannah†—  
WTOC-TV (11) ABC, CBS; Katz; 6/26/53-2/14/54  
Thomasville†—  
WCTV (6), 12/23/53-Unknown  
Valdosta†—  
WGOV-TV (37) Stars National; 2/26/53-February '54

**IDAHOO**

Boise† (Meridian)—  
KBOI (2) CBS; Free & Peters; 24,200  
KIDO-TV (7) NBC, DuM; Blair; 17,800  
KTVI (9) ABC; Hollingbery; 1/15/53-October '54  
Idaho Falls—  
KID-TV (3) CBS, NBC; Gill-Perna; 10,000  
KIFT (8) ABC; Hollingbery; 2/26/53-April '54  
Nampa†—  
KFXD-TV (6) Hollingbery; 3/11/53-Unknown  
Pocatello†—  
KISJ (6) CBS; 2/26/53-November '54  
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54  
Twin Falls†—  
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

**ILLINOIS**

Belleville (St. Louis, Mo.)—  
WTVI (54) DuM; Weed; 165,000  
Bloomington†—  
WBLN (15) McGillvra; 12,350  
Champaign—  
WCIA (3) Hollingbery; 240,000  
WCUI (21), 7/22/53-Unknown  
WTLC (\*12), 11/4/53-Unknown  
Chicago—  
WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000  
WBKB (7) ABC; Blair; 1,800,000  
WGN-TV (9) DuM; Hollingbery; 1,800,000  
WHFC-TV (26), 1/8/53-Unknown  
WIND-TV (20), 3/9/53-Unknown  
WNBQ (5) NBC; NBC Spot Sls.; 1,800,000  
Chicago Educational Tv Assn. (\*11), 11/5/53-Unknown  
Danville—  
WDAN-TV (24) Everett-McKinney; 15,000  
Decatur—  
WTVP (17) ABC, DuM; George W. Clark; 127,500  
Evanston†—  
WTLE (32), 8/12/53-Unknown  
Harrisburg†—  
WSIL-TV (22)  
Joliet†—  
WJOL-TV (48), 8/21/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations, date of grant and commencement target date for grantees.

Peoria—  
 ► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 124,825  
 ► WTVH-TV (19) ABC, DuM; Petry; 106,405  
 Quincy—  
 ► KHQA-TV (7) (See Hannibal Mo.)  
 ► WGEM-TV (10) ABC, NBC; Walker; 96,600  
 Rockford—  
 ► WREX-TV (13) ABC, CBS; H-R; 173,002  
 ► WTVQ (39) CBS, NBC, DuM; Weed; 56,000  
 Rock Island (Davenport, Moline)—  
 ► WHBF-TV (4) ABC, CBS, DuM; Avery-Knode; 250,361  
 Springfield—  
 ► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

#### INDIANA

Bloomington—  
 ► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040  
 Elkhart—  
 ► WSJV (52) H-R; 6/3/53-3/1/54  
 Evansville—  
 ► WFIE (62) Venard; 41,750  
 Fort Wayne—  
 ► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 49,890  
 Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53  
 Indianapolis—  
 ► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000  
 WJRE (26), 3/26/53-Unknown  
 Universal Bcstg. Co. (8) Bolling; 1/28/54-6/1/54  
 LaFayette—  
 ► WFAM-TV (59) Rambeau; 40,320  
 Muncie—  
 ► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230  
 Princeton—  
 ► WRAY-TV (52) Walker; 25,000  
 South Bend—  
 ► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 95,685  
 Terre Haute—  
 ► WTHI-TV (10), 10/7/53-Unknown  
 Waterloo—  
 ► WINT (15) 4/6/53-3/1/54

#### IOWA

Ames—  
 ► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 161,946  
 Cedar Rapids—  
 ► KCRI-TV (9) H-R; 100,000  
 ► WMT-TV (2) CBS; Katz; 194,376  
 Davenport (Moline, Rock Island)—  
 ► WOC-TV (5) NBC; Free & Peters; 250,361  
 Des Moines—  
 ► KGTV (17) Hollingbery; 29,424  
 ► WHO-TV (13) NBC; Free & Peters; 9/2/53-Spring '54  
 Fort Dodge—  
 ► KQTV (21) Pearson; 41,000  
 Mason City—  
 ► KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54  
 Sioux City—  
 ► KCTV (36), 10/30/52-Unknown  
 ► KVTV (9) CBS, NBC, DuM; Katz; 80,000  
 KCOM Bcstg. Co. (4) 1/21/54-Unknown  
 Waterloo—  
 ► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

#### KANSAS

Hutchinson—  
 ► KTVH (12) CBS, DuM; H-R; 80,382  
 Manhattan—  
 ► KSAC-TV (\*8), 7/24/53-Unknown  
 Pittsburg—  
 ► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000  
 Topeka—  
 ► KTKA (42), 11/5/53-Unknown  
 ► WIBW-TV (13) CBS; Capper Sls.; 43,978  
 Wichita—  
 ► KAKE Bcstg. Co. (10), Initial Decision 10/30/53  
 ► KEDD (16) ABC, NBC; Petry; 55,665

#### KENTUCKY

Ashland—  
 ► WPTV (59) Petry; 8/14/52-Unknown  
 Henderson—  
 ► WEHT (50) CBS; Meeker; 31,000  
 Lexington—  
 ► WLAP-TV (27) Pearson; 12/3/53-4/1/54  
 Louisville—  
 ► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776  
 ► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons  
 ► WKLO-TV (21) ABC, DuM; Venard; 55,483  
 WLOU-TV (41) Forjoe; 1/15/53-Summer '54  
 Newport—  
 ► WNOP-TV (74) 12/24/53-Unknown  
 Paducah—  
 ► WTLK (43), 9/16/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

#### LOUISIANA

Alexandria—  
 ► KALB-TV (5), 12/30/53-Unknown  
 Baton Rouge—  
 ► KHTV (40), 12/18/52-Unknown  
 ► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000  
 Louisiana Tv Bcstg. Corp. (2) 1/28/54-September '54  
 Lafayette—  
 ► KVOL-TV (10), 9/16/53-3/15/54  
 ► KLFY-TV (10), 9/16/53-3/15/54  
 Lake Charles—  
 ► KPLC-TV (7) 11/12/53-Unknown  
 ► KTAG (25) ABC, CBS, DuM; Young  
 Monroe—  
 ► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 94,500  
 ► KFAZ (43) Pearson; 16,500  
 New Orleans—  
 ► WCKG (26) Gill-Perna; 4/2/53-Late Winter '54  
 ► WCNO-TV (32) Forjoe; 4/2/53-Spring '54

► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 235,077  
 ► WJMR-TV (61) DuM; Bolling; 56,443  
 ► WTLO (20), 2/26/53-Unknown  
 Shreveport—  
 ► KSLA (12) ABC, CBS, NBC, DuM; Raymer

#### MAINE

Bangor—  
 ► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000  
 Lewiston—  
 ► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,500  
 Poland—  
 ► WMTW (8), 7/8/53-4/1/54  
 Portland—  
 ► WCSH-TV (6) NBC; Weed; 84,527  
 ► WGAN-TV (13) Avery-Knode; 11/19/53-5/16/54  
 ► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 29,000

## SET SALES ARE SOARING BUT RATE CARD NO. 1 STILL IN EFFECT

### Interim Operation Report

TV set ownership has already reached 63% saturation in our home county . . . other counties almost neck and neck.

AREA TOTAL: 43,978 \*

IMPORTANT! Our Rate Card No. 1 is still in effect. These realistic prices guarantee you an increasingly lower cost per thousand . . . and six months' rate protection to boot.

CBS DuMONT ABC

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\* Electric Assn. of Kansas City  
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New Power—85KW  
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Over 100,000 TV Homes

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka  
KCKN in Kansas City

Rep: Capper Publications, Inc.

## MARYLAND

Baltimore—  
 ▶ WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 529,974  
 ▶ WBAL-TV (11) NBC; Petry; 529,974  
 ▶ WITH-TV (60) Forjoe; 12/18/52-Unknown  
 ▶ WMAR-TV (2) CBS; Katz; 529,974  
 ▶ United Bstg. Co. (18), 12/9/53-Summer '54  
 Cumberland—  
 ▶ WTBO-TV (17) 11/12/53-Summer '54  
 Salisbury—  
 ▶ WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

## MASSACHUSETTS

Adams (Pittsfield)—  
 ▶ WMGT (74) Walker; 2/18/53-2/15/54  
 Boston—  
 ▶ WBOS-TV (50), 3/26/53-Unknown  
 ▶ WBZ-TV (4) NBC; Free & Peters; 1,143,486  
 ▶ WGBH-TV (\*2) 7/16/53-10/1/54  
 ▶ WJDW (44), 8/12/53-Unknown  
 ▶ WNAC-TV (7) ABC, CBS, DuM; H-R; 1,143,486  
 Brockton—  
 ▶ WHEF-TV (62), 7/30/53-Fall '54  
 Cambridge (Boston)—  
 ▶ WTAO-TV (36) DuM; 96,250  
 Lawrence—  
 ▶ WGIM (72), 8/10/53-Unknown  
 New Bedford—  
 ▶ WTEV (28), Walker; 7/11/53-Spring '54  
 Pittsfield—  
 ▶ WBEC-TV (64), 11/12/53-Unknown  
 Springfield—  
 ▶ WHYN-TV (55) CBS, DuM; Branham; 110,000  
 ▶ WWLP (61) ABC, NBC; Hollingbery; 110,000  
 Worcester—  
 ▶ WAAB-TV (20) Hollingbery; 8/12/53-April '54  
 ▶ WWOR-TV (14) ABC, DuM; Raymer; 45,000

## MICHIGAN

Ann Arbor—  
 ▶ WPAG-TV (20) DuM; Everett-McKinney; 17,200  
 ▶ WUOM-TV (\*26), 11/4/53-Unknown  
 Battle Creek—  
 ▶ WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54  
 ▶ WBKZ (64) ABC; Weed; 55,924  
 Bay City (Midland, Saginaw)—  
 ▶ WNEB-TV (5) NBC, DuM; Headley-Reed; 9/2/53-2/15/54 (granted STA Jan. 13)  
 Benton Harbor—  
 ▶ WHFB-TV (42), 2/26/53-Unknown  
 Cadillac—  
 ▶ WWTV (13) ABC, CBS, DuM; Weed  
 Detroit—  
 ▶ WCIO-TV (62), 11/19/53-Unknown  
 ▶ WJBK-TV (2) CBS, DuM; Katz; 1,405,800  
 ▶ WWJ-TV (4) NBC; Hollingbery; 1,144,890  
 ▶ WXYZ-TV (7) ABC; Blair; 1,140,000  
 East Lansing—  
 ▶ WKAR-TV (\*60)  
 Flint—  
 ▶ WDFD-TV (12), Initial Decision 5/11/53  
 ▶ WTAC-TV (16) ABC; Raymer; 44,850  
 Grand Rapids—  
 ▶ WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 357,094  
 Kalamazoo—  
 ▶ WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839  
 Lansing—  
 ▶ WILS-TV (54) DuM; Venard; 25,096  
 ▶ WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320  
 Muskegon—  
 ▶ WTVM (35), 12/23/52-Unknown  
 Saginaw (Bay City, Midland)—  
 ▶ WKIX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280  
 ▶ WSBM-TV (51), 10/29/53-Unknown  
 Traverse City—  
 ▶ WPNB-TV (7), 11/25/53-Unknown

## MINNESOTA

Austin—  
 ▶ KMMT (6) ABC, CBS, DuM; Pearson; 74,013  
 Duluth—  
 ▶ KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54  
 ▶ WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500  
 Hibbing—  
 ▶ North Star Tv Co. (10), 1/13/54-Unknown  
 Minneapolis (St. Paul)—  
 ▶ WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 420,500  
 ▶ WTCN-TV (11) ABC; Blair; 413,400  
 Rochester—  
 ▶ KRCC-TV (10) ABC, NBC, DuM; Meeker; 65,000  
 St. Paul (Minneapolis)—  
 ▶ KSTP-TV (5) NBC; Petry; 420,500  
 ▶ WMIN-TV (11) ABC; Blair; 413,400

## MISSISSIPPI

Columbus—  
 ▶ WCBI-TV (28), 3/11/53-Unknown  
 Jackson—  
 ▶ WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996  
 ▶ WLBT (3) NBC; Hollingbery; 31,996  
 ▶ WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54

## Meridian—

▶ WCOC-TV (30)  
 ▶ WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

## MISSOURI

Cape Girardeau—  
 ▶ KFVS-TV (12) Pearson; 10/14/53-April '54  
 ▶ KGMO-TV (18), 4/16/53-Unknown  
 Clayton—  
 ▶ KFVO-TV (30), 2/5/53-Unknown  
 Columbia—  
 ▶ KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343  
 Festus—  
 ▶ KACY (14) Raymer; 201,200  
 Hannibal (Quincy, Ill.)—  
 ▶ KHQA-TV (7) CBS, DuM; Weed; 96,606  
 Joplin—  
 ▶ KSWM-TV (12), 12/23/53-Unknown  
 Kansas City—  
 ▶ KCMO-TV (5) ABC; Katz; 365,480  
 ▶ KCTY (25) ABC, CBS, DuM; Avery-Knodel; 51,363  
 ▶ KMBC-TV (9) CBS; Free & Peters; 365,480  
 ▶ WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 365,480  
 ▶ WHB-TV (9) CBS; Blair; 365,480  
 Kirksville—  
 ▶ KBIZ Inc. (3) 12/16/53-6/15/54  
 St. Joseph—  
 ▶ KFEG-TV (2) CBS, DuM; Headley-Reed; 92,205  
 St. Louis—  
 ▶ KACY (14) See Festus  
 ▶ KETC (\*9) 5/7/53-Unknown  
 ▶ KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914  
 ▶ KSTM-TV (36) ABC; H-R; 205,000  
 ▶ WIL-TV (42), 2/12/53-Unknown  
 ▶ WTVI (54) See Belleville, Ill.  
 Sedalia—  
 ▶ KDRO-TV (6) Pearson; 2/26/53-February '54  
 Springfield—  
 ▶ KTTS-TV (10) CBS, DuM; Weed; 39,896  
 ▶ KYTV (3) ABC, NBC; Hollingbery; 42,300

## MONTANA

Billings—  
 ▶ KOOK-TV (2) ABC, CBS, DuM; 7,500  
 ▶ KRHT (8), 1/15/53-Unknown  
 Butte—  
 ▶ KOPR-TV (4) CBS, ABC; Hollingbery; 7,000  
 ▶ KXLF-TV (6) NBC, DuM; Walker; 4,000  
 Great Falls—  
 ▶ KFBB-TV (5) CBS; Weed; 1/15/53-Spring '54  
 Missoula—  
 ▶ KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

## NEBRASKA

Holdrege—  
 ▶ KHOL-TV (13) CBS, DuM; Meeker; 15,630  
 Lincoln—  
 ▶ KFOR-TV (10) ABC; Raymer; 71,348  
 ▶ KOLN-TV (12) DuM; Weed; 75,938  
 Omaha—  
 ▶ KMTV (3) ABC, CBS, DuM; Petry; 227,689  
 ▶ WOW-TV (6) DuM, NBC; Blair; 227,689

## NEVADA

Las Vegas—  
 ▶ KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401  
 Reno—  
 ▶ KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

## NEW HAMPSHIRE

Keeney—  
 ▶ WKNE-TV (45), 4/22/53-Unknown  
 Manchester—  
 ▶ WMUR-TV (9) Weed; 8/26/53-2/15/54  
 Mt. Washington—  
 ▶ WMTW (8), 7/8/53-4/1/54

## NEW JERSEY

Asbury Park—  
 ▶ WRTV (58)  
 Atlantic City—  
 ▶ WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,110  
 ▶ WOCN (52), 1/8/53-Unknown  
 Camden—  
 ▶ South Jersey Bstg. Co. (17) 1/28/54-Unknown  
 Newark (New York City)—  
 ▶ WATV (13) Weed; 4,150,000  
 New Brunswick—  
 ▶ WDHN (47), 4/2/53-Unknown  
 ▶ WTLV (\*19), 12/4/52-Unknown  
 Trenton—  
 ▶ WTTM-TV (41), Forjoe; 7/16/53-Unknown.

## NEW MEXICO

Albuquerque—  
 ▶ KGGM-TV (13) CBS; Weed; 39,000  
 ▶ KOAT-TV (7) ABC; Hollingbery; 36,000  
 ▶ KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518

## Clovist—

▶ KNEH (12), 3/4/53-Unknown  
 Roswell—  
 ▶ KSWB-TV (8) ABC, DuM; Meeker; 16,219

## NEW YORK

Albany (Schenectady, Troy)—  
 ▶ WPTV (23), 6/10/53-Unknown  
 ▶ WROW-TV (41) ABC; Bolling; 57,000  
 ▶ WTVZ (\*17), 7/24/52-Unknown  
 Binghamton—  
 ▶ WBNF-TV (12), ABC, CBS, NBC, DuM; Bolling; 209,357  
 ▶ WQTV (\*46), 8/14/52-Unknown  
 Bloomingdale (Lake Placid)—  
 ▶ Great Northern Tv Inc. (5), 12/2/53-Summer '54  
 Buffalo—  
 ▶ WBBN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 362,017-(a)  
 ▶ WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000  
 ▶ WTVF (\*23) 7/24/52-Unknown  
 Elmira—  
 ▶ WECT (18) NBC; Everett-McKinney; 21,861  
 ▶ WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253  
 Ithaca—  
 ▶ WHCU-TV (20) CBS; 1/8/53-November '54  
 ▶ WIET (\*14), 1/8/53-Unknown  
 Jamestown—  
 ▶ WJTN-TV (58), 1/23/53-Unknown  
 Kingston—  
 ▶ WKNY-TV (66) CBS, NBC, DuM; Meeker; March '54  
 New York—  
 ▶ WABC-TV (7) ABC; Petry; 4,150,000  
 ▶ WABD (5) DuM; Avery-Knodel; 4,150,000  
 ▶ WATV (13) See Newark, N. J.  
 ▶ WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000  
 ▶ WNBT (4) NBC; NBC Spot Sls.; 4,150,000  
 ▶ WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000  
 ▶ WPIX (11) Free & Peters; 4,150,000  
 ▶ WGTV (\*25), 8/14/52-Unknown  
 Poughkeepsie—  
 ▶ WEOK-TV (21) 11/26/52-Unknown  
 Rochester—  
 ▶ WCBF-TV (15), 6/10/53-Unknown  
 ▶ WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000  
 ▶ WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000  
 ▶ WRNY-TV (27), 4/2/53-Unknown  
 ▶ WROH (\*21), 7/24/52-Unknown  
 ▶ WVET-TV (10) ABC, CBS; Bolling; 205,000  
 Schenectady (Albany, Troy)—  
 ▶ WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 301,750  
 ▶ WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54  
 Syracuse—  
 ▶ WHEN (8) ABC, CBS, DuM; Katz; 296,000  
 ▶ WHTV (\*43), 9/18/52-Unknown  
 ▶ WSYR-TV (3) NBC; Headley-Reed; 296,962  
 Utica—  
 ▶ WFRB (19), 7/1/53-Unknown  
 ▶ WKTV (13) ABC, CBS, NBC, DuM; Cooke; 134,000  
 Watertown—  
 ▶ WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville—  
 ▶ WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,400  
 ▶ WLOS-TV (13), 12/9/53-Unknown  
 Chapel Hill—  
 ▶ WUNC-TV (\*4), 9/30/53-September '54  
 Charlotte—  
 ▶ WAYS-TV (36) ABC; Bolling  
 ▶ WBTB (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145  
 Durham—  
 ▶ WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown  
 ▶ Durham Bstg. Enterprises Inc. (11) 1/21/54-Unknown  
 Goldsboro—  
 ▶ WTVX (34), 9/30/53-Unknown  
 Greensboro—  
 ▶ WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown  
 ▶ WFMV-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 207,045  
 Greenville—  
 ▶ WNCT (9) CBS, DuM; Pearson  
 Raleigh—  
 ▶ WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820  
 Wilmington—  
 ▶ WMFD-TV (6), NBC; Weed; 7/30/53-2/15/54  
 Winston-Salem—  
 ▶ WSJS-TV (12) NBC; Headley-Reed; 157,580  
 ▶ WTOB-TV (26) ABC, DuM; H-R; 42,750

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.

# NORTH DAKOTA

Bismarck—  
 ▶ KFYR-TV (5) CBS, NBC, DuM; Blair  
 Fargo—  
 ▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850  
 Minot—  
 ▶ KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 16,000  
 Valley City—  
 ▶ KXJB-TV (4) Weed; 8/5/53-Early '54

# OHIO

Akron—  
 ▶ WAKR-TV (49) ABC; Weed; 49,431  
 Ashtabula—  
 ▶ WICA-TV (15) Gill-Perna  
 Cincinnati—  
 ▶ WCET (\*48), 12/2/53-Unknown  
 ▶ WCIN-TV (54), Forjoe; 5/14/53-October '54  
 ▶ WCPQ-TV (9) ABC, DuM; Branham; 450,000  
 ▶ WKRC-TV (12) CBS; Katz; 450,000  
 ▶ WLWT (5) NBC; WLW Sls.; 450,000  
 Cleveland—  
 ▶ WERE-TV (85), 6/18/53-Unknown  
 ▶ WEWS (5) CBS; Branham; 834,286  
 ▶ WNEK (4) NBC; NBC Spot Sls.; 823,629  
 ▶ WKEL (8) ABC, CBS, DuM; Katz; 823,629  
 ▶ United Bestg. Co. (19), 11/25/53-Unknown  
 Columbus—  
 ▶ WBNS-TV (10) CBS; Blair; 307,000  
 ▶ WLWC (4) NBC; WLW Sls.; 307,000  
 ▶ WOSU-TV (\*34), 4/22/53-Unknown  
 ▶ WTVN (6) ABC, DuM; Katz; 336,737  
 Dayton—  
 ▶ WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320  
 ▶ WIFE (22) Headley-Reed; 36,952  
 ▶ WLWD (2) NBC; WLW Sls.; 300,000  
 Elyria—  
 ▶ Elyria-Lorain Bestg. Co. (31) Initial Decision 1/27/54

Lima—  
 ▶ WIMA-TV (35) Weed; 12/4/52-Spring '54  
 ▶ WLCK-TV (73) CBS, NBC, DuM; H-R; 49,079  
 Massillon—  
 ▶ WMAC-TV (23) Petry; 9/4/52-4/15/54  
 Steubenville—  
 ▶ WSTV-TV (9) CBS; Avery-Knodel; 1,083,000  
 Toledo—  
 ▶ WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229  
 Youngstown—  
 ▶ WFMJ-TV (73) NBC; Headley-Reed; 105,000  
 ▶ WKBN-TV (27) ABC, CBS, DuM; Raymer; 105,000  
 ▶ WUTV (21) Petry; 9/25/52-Unknown  
 Zanesville—  
 ▶ WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

# OKLAHOMA

Ada—  
 ▶ KTEN (10), 12/16/53-6/1/54  
 Enid—  
 ▶ Streets Electronics Inc. (5), 12/16/53-Unknown  
 Lawton—  
 ▶ KSWO-TV (7) Everett-McKinney; 34,772  
 Miami—  
 ▶ KMIV (58), 4/22/53-Unknown  
 Oklahoma City—  
 ▶ KMPT (19) DuM; Bolling; 98,267  
 ▶ KTVQ (25) ABC, DuM; H-R; 82,174  
 ▶ KWTU (9) CBS; Avery-Knodel; 251,742  
 ▶ WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742  
 ▶ Oklahoma Educational Tv Authority (\*13), 12/2/53-Unknown  
 Tulsa—  
 ▶ KCEB (23) Bolling; 2/26/53-February '54 (granted STA Jan. 18)  
 ▶ KOTV (6) ABC, CBS, NBC; Petry; 200,000  
 ▶ Arthur R. Olson (17) Initial Decision 1/29/54

# OREGON

Eugene—  
 ▶ KVAL-TV (13) Hollingbery; 5/14/53-3/1/54  
 Medford—  
 ▶ KBES-TV (5) ABC, CBS, NBC, DuM; Blair  
 Portland—  
 ▶ KOIN-TV (6); CBS; Avery-Knodel; 138,876  
 ▶ KPTV (27) NBC; NBC Spot Sls.; 149,156  
 ▶ Oregon Tv Inc. (12), Initial Decision 11/10/53  
 Salem—  
 ▶ KPIC (24) 12/9/53-February '54 (granted STA Aug. 4)  
 ▶ KSLM-TV (3), 9/30/53-Unknown

# PENNSYLVANIA

Allentown—  
 ▶ WFMZ-TV (67), 7/16/53-Early '54  
 ▶ WQCY (39), 8/12/53-Unknown  
 Altoona—  
 ▶ WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798  
 Bethlehem—  
 ▶ WLEV-TV (51) NBC; Meeker; 64,427  
 Chambersburg—  
 ▶ WCHA-TV (48) Forjoe; 13,500  
 Easton—  
 ▶ WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—  
 ▶ WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500  
 ▶ WSEE (35), 10/14/53-Unknown  
 ▶ WLEU-TV (66) 12/31/53-Unknown  
 Harrisburg—  
 ▶ WCMB-TV (27) Cooke; 7/24/53-3/1/54  
 ▶ WHP-TV (55) CBS; Bolling; 85,750  
 ▶ WTPA (71) NBC; Headley-Reed; 85,750  
 Hazleton—  
 ▶ WAZL-TV (63) Meeker; 12/18/52-Unknown  
 Johnstown—  
 ▶ WARD-TV (58) Weed  
 ▶ WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 732,933  
 Lancaster—  
 ▶ WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 284,476  
 ▶ WWLA (21) Taylor; 5/7/53-Early '54  
 Lebanon—  
 ▶ WLBR-TV (15) Pearson; 138,300  
 Lewistown—  
 ▶ WMRF-TV (38), 4/2/53-Unknown  
 New Castle—  
 ▶ WKST-TV (45) DuM; Everett-McKinney; 85,802  
 Philadelphia—  
 ▶ WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000  
 ▶ WFTL-TV (6) ABC, DuM; Katz; 1,741,272  
 ▶ WIBG-TV (23), 10/21/53-Unknown  
 ▶ WIP-TV (29), 11/26/52-Unknown  
 ▶ WPTZ (3) NBC; Free & Peters; 1,724,329  
 Pittsburgh—  
 ▶ WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780  
 ▶ WENS (16) ABC, CBS; Petry; 154,239  
 ▶ WKBF-TV (53) Weed; 160,000  
 ▶ WQED (\*13), 5/14/53-February '54 (granted STA Oct. 14)  
 ▶ WTVQ (47) Headley-Reed; 12/23/52-Early '54

Reading—  
 ▶ WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973  
 ▶ WHUM-TV (61) CBS; H-R; 175,000  
 Scranton—  
 ▶ WARM-TV (16) Hollingbery; 2/26/53-2/9/54 (granted STA Jan. 26)  
 ▶ WGBI-TV (22) CBS; Blair; 115,000  
 ▶ WTVU (73) Bolling; 150,424  
 Sharon—  
 ▶ Leonard J. Shaftz (39) 1/27/54-Unknown  
 Wilkes-Barre—  
 ▶ WBRF-TV (28) NBC; Headley-Reed; 130,000  
 ▶ WILK-TV (34) ABC, DuM; Avery-Knodel; 125,000  
 Williamsport—  
 ▶ WRAC-TV (36) Everett-McKinney; 11/13/52-Spring '54  
 York—  
 ▶ WNOW-TV (49) DuM; Hollingbery; 72,000  
 ▶ WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

# RHODE ISLAND

Providence—  
 ▶ WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413  
 ▶ WNET (16) ABC, DuM; Raymer; 4/8/53-2/5/54  
 ▶ WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

# SOUTH CAROLINA

Aiken—  
 ▶ WAKN-TV (54), 10/21/53-Unknown  
 Anderson—  
 ▶ WAIM-TV (40) CBS; Burn-Smith; 43,000  
 Camden—  
 ▶ WACA-TV (15) 6/3/53-Unknown  
 Charleston—  
 ▶ WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 51,043  
 Columbia—  
 ▶ WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,482  
 ▶ WIS-TV (10) NBC; Free & Peters; 68,074  
 ▶ WNOK-TV (67) CBS, DuM; Raymer; 35,000  
 Florence—  
 ▶ WPDV (8), CBS; 11/25/53-Sept. '54  
 Greenville—  
 ▶ WFBC-TV (4) NBC; Weed  
 ▶ WGVL (23) ABC, NBC, DuM; H-R; 40,863  
 Greenwood—  
 ▶ WCRS-TV (21), 4/8/53-Unknown  
 Spartanburg—  
 ▶ WORD-TV (7), 11/25/53-Unknown  
 ▶ WSCV (17) 7/30/53-Unknown

# SOUTH DAKOTA

Sioux Falls—  
 ▶ KELO-TV (11) ABC, CBS, NBC; Raymer; 47,189

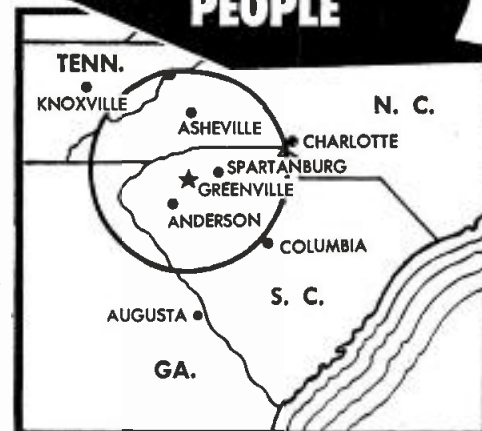
# TENNESSEE

Chattanooga—  
 ▶ WOUC (49) Pearson; 8/21/52-Unknown  
 ▶ WTVT (43), 8/21/52-Unknown  
 ▶ WDEF Bestg. Co. (12) Branham; 1/28/54-May '54

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.

# WFBC-TV

the BIG VHF STATION  
 in Western Carolinas'  
 Market of  
 1,749,245  
 PEOPLE



... a market with  
 INCOMES ..... \$1,892,961,000.  
 RETAIL SALES ... \$1,187,300,000.  
 TV SETS ..... More than 287,266

# UP WITH THE SOUTH'S LEADERS

Ahead of Jacksonville, Miami, New Orleans, and Atlanta in size of its total market, WFBC-TV likewise far outranks any other television station in South Carolina. Operating on maximum power, WFBC-TV has the Carolinas' highest antenna—2204 ft. above sea level. Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.



NBC NETWORK  
 Represented Nationally by  
 WEED TELEVISION CORP.

use all the  
IMPACT of

**WVEC-TV**

CHANNEL 15

in the Great  
Norfolk Area!

**NORFOLK  
HAMPTON  
PORTSMOUTH  
NEWPORT NEWS  
VIRGINIA BEACH  
WARWICK  
WILLIAMSBURG  
SMITHFIELD**

Here's selling power PLUS in the great  
Norfolk Metropolitan Area where only  
WVEC-TV is NBC . . . beaming your  
sales message right to the core of this  
dynamic multi-city market.

**only WVEC-TV**

is an



Television  
Affiliate

Represented by  
**WILLIAM G. RAMBEAU**  
NEW YORK • CHICAGO • SAN FRAN-  
CISCO • MINNEAPOLIS • LOS ANGELES

Jackson†—  
WDXI-TV (9), 12/2/53-6/1/54  
Johnson City†—  
WJHL-TV (11) Pearson; 42,178  
Knoxville—  
WROL-TV (6) Avery-Knodel; 50,915  
WTSK (26) CBS, DuM; Pearson; 42,380  
Memphis—  
WHBQ-TV (13) Blair; 249,121  
WMCT (5) ABC, CBS, NBC, DuM; Branham;  
249,121  
Nashville—  
WSIX-TV (8) CBS; Hollingbery; 133,869  
WSM-TV (4) ABC, CBS, NBC, DuM; Petry;  
143,591  
Old Hickory (Nashville)—  
WLAC-TV (5), Katz; 8/5/53-March '54

#### TEXAS

Abilene†—  
KRBC-TV (9) Pearson; 20,312  
Amarillo—  
KFDA-TV (10) ABC, CBS; Branham; 43,041  
KGNC-TV (4) NBC, DuM; Katz; 43,041  
KLYN-TV (7), 12/11/53-Unknown  
Austin—  
KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;  
55,271  
Beaumont†—  
KBMT (31), 12/4/52-Unknown  
KTRM-TV (6), Initial Decision 7/22/53  
Corpus Christi†—  
Coastal Bend Tv Co. (22), 1/6/53-Unknown  
H. L. Hunt (43), 12/9/53-Unknown  
Dallas—  
KDTX (23), 1/15/53-Unknown  
KLIF-TV (29) 2/12/53-8/1/54  
KRLD-TV (4) CBS; Branham; 319,000  
WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000  
El Paso—  
KRQD-TV (4) ABC, CBS, DuM; Branham;  
36,503  
KTSM-TV (9) NBC; Hollingbery; 34,380  
Ft. Worth—  
KTCO (20), 3/11/53-Unknown  
WBAP-TV (5) ABC, NBC; Free & Peters;  
303,411  
Galveston—  
KGUL-TV (11) ABC, CBS, NBC, DuM; CBS  
Spot Sls.; 235,000  
Harlingen†—  
KGBT-TV (4) CBS; Pearson; 31,300  
Houston—  
KNUZ-TV (39) DuM; Forjoe; 59,666  
KPRC-TV (2) ABC, CBS, NBC, DuM; Petry;  
300,000  
KTVP (23), 1/8/53-Unknown  
KUHT (\*8) 281,500  
KXYZ-TV (29), 6/18/53-Unknown  
Houston Tv Co. (13), Initial Decision 1/14/53  
Longview†—  
KTVE (32) Forjoe; 16,100  
Lubbock†—  
KCBD-TV (11) ABC, NBC; Pearson; 40,893  
KDUB-TV (13) CBS, DuM; Avery-Knodel;  
40,893  
KFYO-TV (5) Katz; 5/7/53-Unknown  
Lufkin†—  
KTRE-TV (9) Venard; 3/11/53-1954  
Marshall†—  
KMSS (16), 6/25/53-Unknown  
Midland—  
KMID-TV (2) NBC; Venard; 24,500  
San Angelo†—  
KTXL-TV (8) CBS; Venard; 18,047  
San Antonio—  
KALA (35), 3/26/53-Unknown  
KGBS-TV (5) ABC, CBS, DuM; Katz; 178,043  
WOAI-TV (4) NBC; Petry; 178,043  
Sweetwater†—  
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-  
Unknown  
Temple—  
KCEN-TV (6) NBC; Hollingbery; 65,543  
Texarkana—  
KCMC-TV (6) ABC, CBS, DuM; Venard; 62,213  
Tyler†—  
KETX (19) ABC, CBS, NBC, DuM; Headley-  
Reed; 8,000  
Lucille Ross Lansing (7) 1/27/54-Unknown  
Victoria†—  
KNAL (19) Best; 3/26/53-Unknown  
Waco†—  
KANG-TV (34) ABC; Pearson; 30,000  
Weslaco†—  
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-  
February '54 (granted STA Jan. 18)  
Wichita Falls†—  
KFDD-TV (3) ABC, NBC; Raymer; 44,000  
KWFT-TV (6) CBS, DuM; Blair; 44,000  
UTAH  
Provo†—  
KVOV-TV (11), 12/2/53-Unknown  
Salt Lake City—  
KDYL-TV (4) NBC; Blair; 152,600  
KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.;  
156,200  
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

#### VERMONT

Montpelier†—  
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

#### VIRGINIA

Danville†—  
WBTM-TV (24) Hollingbery; 12/18/52-2/8/54  
(granted STA Jan. 7)  
Hampton (Norfolk)—  
WVEC-TV (15) NBC; Rambeau; 71,239  
Harrisonburg†—  
WSVA-TV (3) NBC; Devney; 66,842  
Lynchburg—  
WLVA-TV (13) CBS, DuM; Hollingbery; 97,218  
Marion†—  
WMEV-TV (50) Donald Cooke; 4/2/53-Unknown  
Newport News—  
WACH (33) Avery-Knodel  
Norfolk—  
WTAR-TV (4) ABC, CBS, DuM; 207,600  
WTOV-TV (27) ABC, DuM; Forjoe; 83,100  
WVEC-TV (15) See Hampton  
Richmond—  
WOTV (29), 12/2/53-Unknown  
WTVR (6) ABC, CBS, NBC, DuM; Blair;  
186,527  
Roanoke—  
WSLS-TV (10) NBC; Avery-Knodel; 223,000

#### WASHINGTON

Bellingham†—  
KVOS-TV (12) Forjoe; 33,301  
Seattle—  
KING-TV (5) ABC; Blair; 326,000  
KOMO-TV (4) NBC; Hollingbery; 326,000  
KUOW-TV (\*9), 12/23/53-September '54  
Spokane—  
KHQ-TV (6) ABC, NBC; Katz; 50,823  
KXLY-TV (4) CBS, DuM; Walker; 46,678  
Tacoma—  
KMO-TV (13) Branham; 316,100  
KTNT-TV (11) CBS, DuM; Weed; 326,000  
Vancouver†—  
KVAN-TV (21) 9/25/53-Unknown  
Yakima—  
KIMA-TV (27) CBS; Weed; 14,733

#### WEST VIRGINIA

Beckley†—  
WBEY (21), 6/25/53-Unknown  
Charleston†—  
WKNA-TV (49) ABC, DuM; Weed; 22,500  
The Tierney Co. (8) Initial Decision 1/25/54  
Fairmont†—  
WJPB-TV (35) ABC, DuM; Headley-Reed;  
7/1/53-2/21/54  
Huntington—  
WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz;  
260,682  
Parkersburg†—  
WTAP (15) ABC, DuM; Forjoe; 17,000  
Wheeling—  
WLTV (51), 2/11/53-Unknown  
WTRF-TV (7) NBC; Hollingbery; 451,500

#### WISCONSIN

Eau Claire†—  
WEAU-TV (13) ABC, NBC, DuM; Hollingbery;  
54,230  
Green Bay—  
WBAY-TV (2) ABC, CBS, NBC, DuM; Weed;  
191,253  
La Crosse†—  
WKBT (8) NBC; Raymer; 10/28/53-Summer '54  
La Crosse Tv Corp. (38), 12/16/53-Unknown  
Madison—  
WHA-TV (\*21), 10/7/53-Unknown  
WKOW-TV (27) CBS; Headley-Reed; 35,000  
WMTV (33) ABC, DuM; Meeker; 32,000  
Marinette†—  
WMGB-TV (11), 11/18/53-Unknown  
Milwaukee—  
WCAN-TV (25) CBS; Rosenman; 236,640  
WOKY-TV (19) ABC, DuM; H-R; 236,640  
WTMJ-TV (4) ABC, NBC, DuM; Harrington,  
Righter & Parsons; 644,973

Directory information is in following order: call  
letters, channel, network affiliation, national rep-  
resentative; market set count for operating sta-  
tions; date of grant and commencement target  
date for grantees.

#### HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.  
New York 22, N. Y. ELdorado 5-0405

Neenah†—  
 ▶ WNAM-TV (42) George Clark  
 Oshkosh—  
 ▶ WOSH-TV (48) Headley-Reed; 15,114  
 Superior†—  
 WDSM-TV (6) CBS; Free & Peters; 10/14/53-3/1/54

#### WYOMING

Casper†—  
 KSPR-TV (2), 5/14/53-Unknown  
 Cheyenne†—  
 KFBC-TV (5) CBS; Hollingsbery; 1/23/53-2/15/54

#### ALASKA

Anchorage†—  
 ▶ KFIA (2) CBS, NBC; Weed  
 ▶ KTVA (11) NBC, DuM; Feltis  
 Fairbanks†—  
 KFIF (2) ABC, CBS; 7/1/53-Spring '54

#### HAWAII

Honolulu†—  
 ▶ KGMB-TV (9) ABC, CBS; Free & Peters; 41,000  
 ▶ KONA (11) NBC, DuM; NBC Spot Sls.; 41,000  
 KULA-TV (4) Headley-Reed; 5/14/53-3/15/54

#### PUERTO RICO

San Juan†—  
 WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54  
 WKAQ-TV (2) Inter-American; 7/24/52-February '54

#### CANADA

London†—  
 ▶ CFPL-TV (10)  
 Montreal—  
 ▶ CBFT (2) 86,800  
 ▶ CBMT (6)  
 Ottawa—  
 ▶ CBOT (4) 10,100  
 Sudbury†—  
 ▶ CKSO-TV (5) 4,141  
 Toronto—  
 ▶ CBLT (9) 222,500  
 Vancouver—  
 ▶ CBUT (2)

#### MEXICO

Matamoros† (Brownsville, Tex.)—  
 ▶ XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200  
 Tijuana† (San Diego)—  
 ▶ XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 359; total cities with stations on air: 238. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 27,710,000.

\* Indicates educational stations

† Cities NOT interconnected with AT&T.

(a) Figure does not include 245,258 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) Figure not available for KCCC-TV Sacramento pending new survey now in progress.

## UPCOMING

### FEBRUARY

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.  
 Feb. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.  
 Feb. 14-20: Advertising Recognition Week.  
 Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.  
 Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.  
 Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.  
 Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.  
 Feb. 21-28: Brotherhood Week.

### MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.  
 March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.  
 March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.  
 March 22-24: Canadian Assn. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.  
 March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.  
 March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

### APRIL

April 1: Comments due on FCC proposed license fees.  
 April 4-6: American Public Relations Assn., Hotel Biltmore, New York.  
 April 7-10: Ohio State U. Institute for Education by Radio-TV, Columbus.  
 April 11: Replies due to comments on FCC proposed license fees.  
 April 12: BMI program clinic, Hamilton, Ont.  
 April 18-23: Inside Advertising Week.  
 April 19: Advertising seminar, Canadian Assn. of Radio-TV Broadcasters, Toronto.  
 April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.  
 April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.  
 April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.  
 April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.  
 April 28: Brand Names Day.

### MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.  
 May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.  
 May 23: NARTB Convention, Palmer House, Chicago.  
 May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

### JUNE

June 7: BMI program clinic, Winnipeg, Man.  
 June 9: BMI program clinic, Regina, Sask.  
 June 11: BMI program clinic, Edmonton, Alta.  
 June 14: BMI program clinic, St. John, N. B.  
 June 20-23: Advertising Federation of America, Boston.  
 June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.  
 June 27-30: Advertising Assn. of the West, Salt Lake City.

### AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

### SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.  
 Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.  
 Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

## Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

5 to 7 a.m.

Headley-Reed, National Representatives

**WSYR ACUSE**  
 570 KC

NBC AFFILIATE

## Texas Independent \$42,500.00

A well established and profitable station in a fine growth market. Presently under absentee ownership. An owner-operator can net in excess of \$1500.00 monthly on the present volume. Financing available.

### Appraisals • Negotiations • Financing

## BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.  
 James W. Blackburn  
 William T. Stubblefield  
 Washington Bldg.  
 Sterling 3-4341-2

CHICAGO  
 Ray V. Hamilton  
 Tribune Tower  
 Delaware 7-2755-6

SAN FRANCISCO  
 Lester M. Smith  
 235 Montgomery St.  
 Ezbroom 2-5672

## Southern Regional \$315,000.00

Located in one of the south's largest markets, this independent operation which shows consistent profits offers an outstanding opportunity for further growth. Sizable quick assets included. Liberal financing.

## Facts on 'Facts Forum'

CONSIDERING the attention the program has recently received in national magazines and in Senate debate over the confirmation of FCC Comr. Robert E. Lee, it is strange that one feature of *Facts Forum* has been largely ignored. That feature is the inconsistency of the program's sponsorship.

By the estimate of the program's moderator, Dan Smoot, radio and television stations donate more than \$3 million a year worth of time to *Facts Forum*. Yet it is interesting to observe that although hundreds of stations carry it without charge, the program is carried in paid time by WMAL Washington and WTTG (TV) Washington. The organization that pays the bill on those stations is Facts Forum Inc., the foundation which receives its heaviest financial support from H. L. Hunt, the fabulously rich Dallas oilman and rancher.

Whether Facts Forum Inc. buys time for its show on other radio and television stations is not known (although it is known that some stations sell the shows to local advertisers). The point is that it violates the generally recognized principles of commercial broadcasting if the sponsoring organization of a program of this type buys time from some stations and gets a free ride from others.

We do not presume here to go into the character of *Facts Forum*, which has been both attacked and defended in Congress and elsewhere. Quite aside from that, a question may be raised as to the propriety of the irregular manner of its placements.

## Sauce Bernays

IT MAY be true, as he steadfastly maintains, that Edward Bernays, the public relations counsel, conducted his critical poll on tv commercials with the purest motives of public service. Whatever his motives, it cannot be denied that he obtained considerable personal publicity in releasing comments by a group of educators, businessmen and churchmen which added up to a severe condemnation of contemporary tv practices.

The Bernays poll cannot be entirely ignored, for indeed there are commercial abuses that need correction. They are not as critical or as abundant, however, as the ultra-sensitive Bernays respondents would have you believe.

Possibly the survey was all to the good. It may remind a few erring telecasters that moderation is not without reward. And, who knows? It may accidentally establish Mr. Bernays as an ideal public relations counsel to advertising media in competition with television.

## Maj. Edwin Howard Armstrong

THE PONDEROUS physical being of Maj. Edwin H. Armstrong has passed from the contemporary scene. But his inventive genius will benefit mankind forever.

Maj. Armstrong was an enigma even to his friends. He was respected as a scientist who contributed some of the fundamental inventions and processes that make radio reception possible as we know it today. But he was a complex and controversial man who forever seemed to be battling adversaries, both in industry and in Government. He once accused FCC and Bureau of Standards engineers of tampering with the official records to his detriment. And, at the time of his tragic death, he was in the throes of pretrial litigation with RCA over patent rights.

Because the major was an intense person, he guarded zealously what he construed to be his rights. A news story which placed what he considered improper emphasis on any of his developments promptly was brought to the attention of the editor involved. A misplaced comma, in his precise, scientific mind, was error that warranted editorial correction.

Although his invention of the regenerative and the superheterodyne circuits were more remunerative, Maj. Armstrong regarded his development of fm as his crowning achievement. Up until almost the day of his demise, it was on his mind, because he had written the FCC favoring the proposed new rules on multiplexing specialized services on the fm channels, a development in which he had also participated.

Maj. Armstrong, in life, erected for himself a monument that is timeless. Every time one turns on his radio or television set he is paying tribute to Edwin Howard Armstrong. Others gave radio a voice; he gave it sensitivity and amplification.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"You've got your sponsors mixed again . . . this is Wednesday night!"

## In Fee Not So Simple

AT THIS stage it would appear important that the FCC's proposal to charge filing fees for broadcast station applications (and all others) is merely a proposal and not a rule. Presumably, if an adequate case can be made, the fees may never materialize.

But a realistic appraisal persuades the conclusion that a fee system there will be. The economy-minded administration is for it, and Congress has paved the way legislatively. The Government wants to return to the Treasury the monies disbursed in administering the various agencies providing service to art and industry.

In the broadcasting field the idea of charging federal filing fees is so unprecedented and the potential meanings of it so ramified that it is difficult to evaluate the proposal in haste.

On the positive side, the imposition of fees would seem to give broadcasters some rights of equity in their properties that they do not now enjoy. The claim no longer could be made that facilities are allocated solely for the benefit of the public. Thus, it would appear that, whatever the fee, the broadcaster is acquiring a right making him perhaps less vulnerable to attack. Another benefit might be to discourage frivolous applications.

On the negative side, it is immediately apparent that the amount of the proposed fees will work hardships on applicants, particularly those in small station operation.

The entire concept of filing fees should be carefully studied by qualified broadcasting attorneys so that well-considered comments may be filed. Perhaps the benefits that would accrue overshadow the objections. The deadline is April 1, allowing plenty of time. The important point is not to let the fee system in by default.

## The Misery Touch

HOWEVER we may disagree with the New York City Welfare Dept.'s belief that it has a right to license a radio-television program, we cannot help but sympathize with the reasoning that has induced the department to announce it may take jurisdiction over *Strike It Rich*.

The sole appeal of the program is to those who take perverse pleasure in human misery or those who hope somehow to relieve their own troubles by participating in the show. The latter, it turns out, are by no means few; the welfare department says it has been obliged to give aid to many impoverished hopefuls who have landed in New York to try to get on the program.

Of a certainty, *Strike It Rich* commands a large and faithful audience, but the value of a program cannot be measured by commercial success alone. To argue that *Strike It Rich* and its imitators are worthwhile as charities is to be fatuous. At best they provide charity for the few but only morbid amusement for the many.

The logical course here is to make a strong legal stand to dispute the city's contention that it can license a program but coincidentally, in the interest of good taste, to change or abandon the show.

# THEY KNEW IT IN VAUDEVILLE!



Every act on the boards knew there were certain cities that responded better to their performance. A typical performer's reaction was, "You should have caught th' act in Oskaloosa . . . they loved me there!"

Things haven't changed a bit; regions, areas and localities still differ in their tastes—tastes better evaluated and met by those *right on the spot*.

That's why independent radio is scoring so many outstanding successes . . . why independent radio has thrived in the face of competition! If you want to put your product over in Home Town, America, *be independent . . . think independent!* Contact any of the top independents listed below!

## These Top Independents Sell the Home Folks Best!

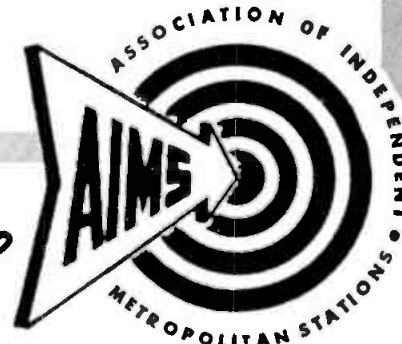
WCUE — Akron, Ohio  
WCOP — Boston, Mass.  
WDOK — Cleveland, Ohio  
KMYR — Denver, Colorado  
KCBC — Des Moines, Iowa  
WIKY — Evansville, Indiana  
KNUZ — Houston, Texas  
WXLW — Indianapolis, Indiana  
WJXN — Jackson, Mississippi  
KLMS — Lincoln, Nebraska  
WKYW — Louisville, Kentucky  
WMIN — Minneapolis—St. Paul, Minn.

WMIL — Milwaukee, Wisconsin  
WKDA — Nashville, Tennessee  
WAVZ — New Haven, Conn.  
WTIX — New Orleans, La.  
KBYE — Oklahoma City, Okla.  
KOWH — Omaha, Nebraska  
KXL — Portland, Oregon  
KITE — San Antonio, Texas  
KSON — San Diego, California  
KYA — San Francisco, California  
KEAR — San Mateo, California  
KOL — Seattle, Washington

KREM — Spokane, Washington  
WTXL — Springfield, Mass.  
KSTN — Stockton, California  
KSTL — St. Louis, Missouri  
WOLF — Syracuse, New York  
KFMJ — Tulsa, Oklahoma  
KWBB — Wichita, Kansas  
WNEB — Worcester, Mass.  
CKXL — Calgary, Alberta, Canada  
CKNW — Vancouver, B. C., Canada  
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

*Aim for BULL'S-EYE results...with the AIMS GROUP*





THE

HIGH

## IN SAN FRANCISCO TELEVISION

**HIGH** KRON-TV, since February 14, 1953 has operated at *HIGHEST* legal power on its favorable Channel 4.

**HIGH** KRON-TV telecasts from the *HIGHEST* antenna in the San Francisco-Oakland area.

**HIGH** KRON-TV led all Bay Area stations with *HIGHEST* average quarter-hour ratings during KRON-TV's telecasting periods, according to October 1953 Telepulse.

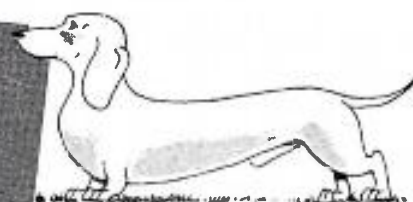
**HIGH** KRON-TV programs—NBC Network Local and Syndicated are *HIGHEST* in October Telepulse ratings. Ten of the "Top Fifteen" are KRON-TV features, double the other two stations combined.

**LOW** KRON-TV, Channel 4, operates on the *LOWEST* frequency in the Bay Area—insuring a stronger signal over a greater area.

**LOW** It all adds up to the fact that KRON-TV gives the advertiser the *LOWEST* average cost per results.

THE

LOW



**KRON TV 4**  
SAN FRANCISCO

FREE & PETERS, INC. • National Representatives