N. W. Ayer is using WOR-TV to advertise Dole Hawaiian Pineapple to consumers throughout the New York market area.

The Dole display in "Sally Smart's Kitchen" creates more than a quarter of a million sales impressions every week. Also, Dole products are featured in cooking schools which the show's producer conducts throughout New York and its suburbs.

WOR-TV's effective technique—combining TV's selling impact with consumer-level merchandising—gets sales results in America's top market!
How do you get them to look and listen in Virginia's greatest market?

They look via WTFR, Richmond's only television station. They look so enthusiastically that although WTFR must work alone in stimulating set sales, already there are over 145,000 television sets in the WTFR area.

They listen via WMBG (AM) and WCOD (FM)
And they've been listening to WMBG first since 1926.

These constitute Havens & Martin Stations, the only complete broadcasting institution in Richmond, the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems in the Old Dominion. Try them and see.

Stop!

WMBG AM
WTFR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTFR—Represented Nationally by Blair TV, Inc.
WMBG—Represented Nationally by The Bolling Company
COLUMBUS THRILLS TO THE GREATEST TV SHOWS IN CENTRAL OHIO—LOCALY PRODUCED ON WTVN, CHANNEL 6
THE BIGGEST, MOST MODERN TELEVISION CENTER IN THE MIDWEST!

All of Central Ohio raves about NITA'S GUEST BOOK ... the musical interview show that dares to be different ... starring Nita Hutch.

Hundreds of housewives each day attend PAT'S OPEN HOUSE in the large, air conditioned WTVN studios.

★ JUST NEIGHBORS,
the "Homey" show for all the family.

★ O-HI-OPINION
a controversial panel, produced by and for Ohio people.

★ CLUB 630
delightful and informal musical.

★ PLUS outstanding shows from ABC and Dumont.

The Renie Riano show—comedy, plus helpful kitchen hints on cooking by a master of the culinary art.

PROSPECTOR BILL entertains many youngsters each day at his chuck wagon. He has over 25,000 "prospectors" in his club. It's a Columbus must!

Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTVN-TV, WTOD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald, Inc.

WHOQ—Avery-Koodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction.
Delaware Tops all U.S. in 1951 Average Income*

WDEL AM • FM • TV

Wilmington, Delaware

TOPS all stations in this richest market.

Let it sell your product effectively,
economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York  Chicago  Los Angeles  San Francisco

*Figures released August 1952 by U.S. Dept. of Commerce.
NEW YORK FIRST ORIGINATION POINT

NEW YORK easily outdistances all other cities as far as availability of origination for selected network program transmission, according to weekly Ross Report out today (Monday).

Report shows four major TV networks will transmit 159 hours of programming, live and film, from New York during week of Dec. 14-20, and from Los Angeles, 17½ hours; Chicago, 8½ hours; Washington, 6½ hours; Philadelphia, 4½ hours, and Pittsburgh, ¾ hour.

A five-page report, according to will, sends total of 67½ hours of programming to affiliates this week to lead all networks. NBC will transmit 66¾ hours; DuMont, 33½ hours and ABC, 22 hours.

TWO MORE TV PROGRAMS EXCEED 10 MILLION HOMES

TWO more programs have reached more than 10 million TV homes, making three in all, according to American Research Bureau. November ratings figures for Comedy Hour (NBC-TV) and Goodfry and Friends (CBS-TV) passed mark which had been reached only once before—by I Love Lucy (CBS-TV).

Last named show went to 10 million mark in April. James W. Seller, ARB director, said Nov. 9 Comedy Hour starring Bob Hope was seen on 10,170,000 sets and second 30-minute segment of Goodfry and Friends Nov. 12 went to 10,058,000 homes. ARB said Nov. 1 Comedy Hour reached 32,544,000 viewers and Goodfry segment attracted 29,087,000 persons.

Debut of Ford Foundation Omnibus program on CBS-TV Nov. 9 in 20 markets drew 3,780,000 viewers with average ARB rating of 10.6 for full 90 minutes. In first hour audience was almost constant at 11.3 but dropped to 9.3 in last half-hour. Available coverage was about 85% of TV homes in nation, with 1,260,000 sets tuned to 4:30-6 p.m. telecast.

ECAC FAVORS RESTRICTED FOOTBALL ON TV

EASTERN Collegiate Athletic Assn. voted 48 to 2 Friday for continued restrictions on national football television next year.

Francis Murray, U. of Pennsylvania, and Douglas Greene, Drexel Tech., were listed as dissenters. E.C.A.C. also voted down Mr. Murray's proposal that Dept. of Justice be asked to rule on legality of any limited television plan (see story, page 28).

WRS EXECUTIVES CITED

TWO veteran executives of Westinghouse Radio Stations Inc. received long-service awards Friday during managers meeting at Washington headquarters (picture on page 27). Arthur C. Goodnow, headquarters engineering, received 20-year WRS service pin. George E. Hagerty, assistant engineer-manager, received 15-year pin.

ROANOKE TV LINK

MICROWAVE link connecting Roanoke, Va., with nationwide TV network facilities opened Friday. AT&T announced, making TV network service available to 112 stations in 69 U. S. cities. First Roanoke TV station, WSLS-TV, began operations Dec. 1. WROV-TV expected to go on air in January.

BUSINESS BRIEFLY

SCOTT PARTICIPATES • Scott Paper Co. signs for participation in sponsorship of Ford Foundation's Omnibus on CBS-TV, Sun., 4:30-6 p.m. Program now sold out, with five sponsors. Scott participation starts Dec. 21. Agency: J. Walter Thompson Co., N. Y.

FLORIDA CITRUS DRIVE • Florida Citrus Commission, through J. Walter Thompson Co., New York, planning spot radio campaign using minutes and/or 20-second announcements starting on varied dates from Jan. 1 to Jan. 8 in number of scattered markets. Five announcements weekly for 20 weeks will be placed on some stations and two announcements weekly for five weeks on others.

FLOTILL TO MOVE • Flotill Products Tasti-Diet, N. Y., spot advertiser, is expected to move its account from Ruthrauff & Ryan, N. Y., to Geyer Adv., N. Y.

TRAVEL SHOW • Fram Corp., Providence, sponsoring 'Vacationland America,' 15-minute weekly travel program starring John Cameron Swazye and his family, over NBC-TV, starting in late Feb. 1953. Time period not set. Agency: Van Sant, Dugdale, of Baltimore.

FITCH AGENCY • Grove Labs., St. Louis, expected officially to appoint Harry B. Cohen Adv., New York, as its advertising agency for Fitch shampoo. Latter account has been handled by Gardner Adv., St. Louis.


ALLEN SERIES • Sportscaster Mel Allen preparing series of 39-five-minute radio programs of sports anecdotes for recruiting service of U. S. Marine Corps. They are to be broadcast on 2,000 stations, starting in early 1953.

MUSICAL TRADEMARK • Phil Davis Musical Enterprises Inc., N. Y., commissioned by Leonard M. Sive & Assoc. to originate musical trademark for new 1953 Chevrolet.

CONSIDER CAMPAIGN • Bob Richards Nursery, Div. of Owen Nursery, Bloomington, Ill., considering use of broadcast media after first of year. Schedules being worked on now at C. Wendel Muench, Chicago. Mr. Muench is account executive.

KKTV (TV) JOINS CBS-TV

KKTV (TV) Colorado Springs joins CBS-TV as primary supplementary non-interconnected affiliate, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. Operating on Ch. 11, station is owned and operated by TV Colorado Inc. James Russell is president.
In this Issue—

There's talk that somebody may sue the National Collegiate Athletic Assn. in an effort to break up its monopolistic restrictions on telecasting football games. With or without legal action, the explosive question is expected to dominate the NCAA's annual convention, just three weeks away. Page 25.

Crosley Broadcasting Corp. is buying WLTW (758-764 mc) in December for $178,584, above ground 620 ft. Estimated construction cost $178,584, first year operating cost $137,540, revenue $180,000. Barnet Brezner, sole owner of applicant, is general contractor, Alexander owns 50% of Red River Construction Co. (general contracting), Shreveport, La. City priority status: Gr. A-2, No. 131.

NEW APPLICATIONS
Alexandra, La.—Barnet Brezner, uhf Ch. 62 (758-764 mc); ERP 21 kw visual, 11.45 kw audio; antenna height above average terrain 871 ft., above ground 449 ft. Estimated construction cost $113,156, first year operating cost $150,000, revenue $150,000. Principals include President and Treasurer (George Age) and all officers.

Honolulu, Haines—Territorial Telecasters, uhf Ch. 13 (210-216 mc); ERP 12.13 kw visual, 7.12 kw audio; antenna height above average terrain 798 ft., above ground 437 ft. Estimated construction cost $150,400, first year operating cost $120,000, revenue $150,000. Principals include President Jefferys (12.5%), actress and employee of KHON Honolulu; Vice President William B. Murphy, employee of KPOA Honolulu from 1951 to November 1952; Ada (Mrs. L. J.) Cragan (47.7%), war surplus equipment business owner, wholesale hardware, Honolulu; Jerry J. Neville (33.3%), owner of Press Dispatch (transoceanic radio communications) and owner of Hawaiian Hills Communications (radio telephone service), both in Honolulu, and Frank W. Fitch Jr. (12.5%), electronics consulting engineer.

(Continued on page 106)

for more AT DEADLINE see page 106
TERRE HAUTE
AREA

... Spearhead of Industrial Development over all of Indiana!

RICH, GROWING and ISOLATED MARKET.
OUR MOTTO: "Aggressiveness with Imagination"

NATIONALLY REPRESENTED BY THE SOLLING COMPANY, INCORPORATED
Mr Thaddeus Kelly
McCann-Erickson Inc.
New York City

Dere Ted:
Santy Clauss will be comin' reel soon and
I'm sure lookin' fer somethin' good in my
stockin'. On course, evryday in th' yere
these fellers here at WCHS kind of fill a
stockin' with thousands of lisseners to th'
stashun. As a mattr of fack, them adver-
tsissur here on WCHS gets more W. Va. lissen-
ers then on any other stashun in th' state
which is a purty good deal for any time of
th' yere. Pleeze say hullo to Mr. Mac and
Mr. Erickson fer me and I hope you hev a
very merry Christmas.

Yrs,

algY.

CBS
WCHS
5,000 watts
580 KC
Charleston, W. Va.
Represented by Branham
MEASURE FOR MEASURE

or How to Win at Poker

SOME of our best friends are surveys. Surveys are handy things. After you make one you can always throw it away if it doesn’t show your station in a favorable light. We just had one made and have no intention of throwing it away. That should give you a clue.

If you can bear to wait just a minute, here are a couple of old Texas stories which might be considered appropriate:

“That guy just slipped a card from the bottom of the deck!” said a naive visitor to another watcher of a poker game. The latter, a weather-beaten old cowman, answered equably, “His deal, wasn’t it?”

This is about another poker game. The dealer unexpectedly pulled his gun, leveled it at a fellow player, and ominously remarked, “This game’s crooked. You’re playing a different hand than the one I dealt you.”

* * *

About this survey: It was conducted at Amarillo’s 1952 Tri-State Fair by Market Research of Cleveland. One thousand farmers were interviewed. Results were tabulated by counties and preferences. Of our 38 BMB counties in Texas (50% or better), KGNC was the undisputed first choice as a farm station in 33, tied in one second in the other four. Of the 53 BMB Texas counties in which KGNC shows a BMB of any kind, we were first choice in 41 (3 ties), second in 6, third in 3.

Well, it’s true that we were the dealer. But the players didn’t know it. Neither interviewers nor interviewees knew who sponsored the survey. And if you want to cut the deck, our national reps will show you a copy.

KC1111C Amarillo NBC AFFILIATE

KCNC-TV is now under construction, with a mid-March target date.

710 KC 10,000 WATTS REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

**SPOT RADIO LIST**

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<tr>
<th>Station</th>
<th>City</th>
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*Also represented as key stations of the **TExAS QUALITY NETWORK**

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., Inc.**

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS
CENTRAL CALIFORNIA ARTICHOKE GROWERS Assn., Salinas, Calif., will sponsor Junior Rose Bowl Game on 23 CPRN stations, 1:15-4:30 p.m. PST Sat., Dec. 15. Agency: John Cohan Adv., Salinas.


FORD MOTOR Co. reportedly set to sponsor five-minute newscasts by Robert Trout on CBS Radio five times weekly, Mon.-Fri., 10:30-35 p.m. EST, starting in January. Agency: J. Walter Thompson Co., N. Y.

EDWARDS FOOD Co., S. F. (supplier for Safeway stores), starts Art Baker and the News on 14 NBC Western radio stations, Mon. through Fri., 4:55-5 p.m. PST, for 13 weeks. Agency: M. E. Harlan Adv., S. F.

MERCURY TELEVISION & RADIO Corp., L. A., starts Chet Huntley’s news commentaries on ABC Pacific & Mountain radio stations, five times weekly, 5:30-5:45 p.m. PST, for 52 weeks from Jan. 1. Agency: Edwards Agency, L. A.

REGAL AMBER BREWING Co., S. F., renewed Tom Hanlon’s Press Box on 12 CBS California radio stations, Sat., 5:30-6:45 p.m. PST, for 13 weeks from Dec. 6. Agency: Abbott Kimball Co., S. F.


FAITH FOR TODAY (formerly called Voice of Prophecy) has renewed its half-hour title series on ABC-TV, Sun., 12:30-1 p.m. EST, effective Jan. 4, for 52 weeks. Agency: Rockhill Co., N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., sponsoring Boys Town choir of 50 voices for fifth straight year in program of Christmas music on ABC radio, Dec. 21, 5-5:30 p.m. EST. Agency: Charles W. Hoyt Co., N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, renews On the Line With Bob Considine on NBC-AM TV for 52 weeks. Radio show, Sun., 2:30-3:45 p.m., becomes effective Jan. 19; TV renewal for Tues., 9:45 p.m. on 20 stations, begins Jan. 27. Agency: Bozell & Jacobs, Omaha.


Agency Appointments

SOLAR LIGHT Mfg. Co., Chicago, appoints Bozell & Jacobs Inc., same city. Account executive is HAROLD KAPLAN.

MINNEAPOLIS BREWING Co., Minneapolis, appoints Bruce B. Brewer & Co., same city.

(Continued on page 64)
in building monuments... or broadcast transmitters...

ENGINEERING makes the difference

The best manufacturing processes in the world can’t create a quality product without sound, advanced engineering — whether you’re building monuments or broadcast transmitters. The Collins 300J transmitter has engineered features that give you superior performance, minimum operating and maintenance costs and maximum dependability.

Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are other engineering accomplishments that have established Collins as the leader in broadcast equipment quality. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it’s . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. 1930 Hi-Line Drive 2700 W. Olive Ave.
NEW YORK 36 DALLAS 2 BURBANK

Dogwood Road, Fountain City

BROADCASTING • Telecasting

December 15, 1952 • Page 13
The wearable of Schimmer & Scott commercials has saved a number of clients a lot of money. Some radio trick lines, created as long ago as 10 years, are still in use.

A few film commercials shot in 1948 are still aired occasionally. That shooting was the TV debut of Bob Knapp, radio-television director of the Chicago agency. He worked on location with a camera crew for 28 straight hours.

The pace has slackened a bit now, but S & S continues as a Chicago leader in the broadcast business, handling some 30 such accounts. Mr. Knapp is creative director on all radio-TV business, supervising a department of 10 persons whose functions are divided between writing and production.

He has been with the agency since 1939, when he was hired as a writer after submitting “cold” a successful sales pitch by letter.

Bob Knapp was born in Bloomington, Ill. He lived later in Louisiana, where his father, who was head of the music department at the U. of Wyoming (now a newspaperman), acquired an orange grove without oranges. One day while his father was singing from a remote control studio at Lake Charles for a station in nearby Beaumont, the young Knapp took over a bread commercial and also worked the board.

He was hired, and his indoctrination included one and one-half hours daily remote duty for six months. Thoroughly converted to radio, he journeyed as an announcer-producer-writer to Memphis, Shreveport, Cincinnati and elsewhere.

He settled in Chicago after marrying a librarian whom he’d met at the Chicago World’s Fair. She is the former Patricia Bryan, now librarian of George Williams College, Chicago.

They have many mutual interests, among which are “amateur independent politics”, photography, jazz, golf and traveling, and “even radio and TV.”

Mr. Knapp deviated from his parent’s classical music patterns by taking up the vibraphone, which he learned during off-hours at radio stations when the records he was turning bored him. Politics and civic affairs take most of his spare time, however. He is a past board member of the Independent Voters of Illinois, a board member of the

(Continued on page 64)
LELAND C. ARBUTHNOT to Patch & Curtis Adv., Long Beach, Calif., as vice president in charge of marketing.

JEAN G. LALONDE appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.


STANFORD MEIGS, account executive, Leo Burnett Co., Chicago, named manager of agency's N. Y. office. He replaces DONOUGH PRICE, resigned.


HAMILTON Adv., Chicago, will merge with REINCKE, MEYER & FINN, same city, Jan. 1, with headquarters at 520 N. Michigan Ave., where TMEF is now located. JOHN J. LAWLER, Hamilton president, and CLAIRE C. LOVELESS, vice president, worked previously for RF&M.

LEONARD FORSGREN, account executive, Searcy Adv. Agency, Portland, Ore., elected vice president. Agency has moved to 530 S. W. 10th St., that city.

WILLIAM DRAGER, Fuller & Smith & Ross, N. Y., to Morey, Humm & Johnstone, that city, as director of research.

WALTER W. MEAD, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Dancer-Fitzgerald-Sample, that city, as copy supervisor.


HAYES MacFARLAND, board chairman of MacFarland, Aveyard & Co., Chicago, elected a director of Hallcrafters Co., same city.

SID KAHN, recently separated from U. S. Navy, to Carson-Roberts Inc., L. A., as production manager.

LEWIS S. ROSS, formerly vice president, Hosler Adv., Peoria, Ill., and ROBERT L. FLINK, former art director, John H. Wells & Assoc., Chicago, have formed ROSS Adv., Peoria. Mr. Ross will serve as president; Mr. Flink as vice president.

EDWARD B. SCULL, account executive, Geare-Marston Inc., Phila., to Gray & Rogers, same city, in contact department.

WILLIAM REGA to MacFarland, Aveyard & Co., Chicago, as radio-TV director.

ROBERT E. ADAMS, H. M. Dittman Adv., Phila., forms own agency in that city.

CARTER CORDNER, Lennen & Newell, N. Y., to copy staff, Sherman & Marquette, same city.

FREDERICK GOLDMAN, copy chief, Adrian Bauer Adv., Phila., promoted to merchandising director.

LEE LAUFER appointed director of publicity department, Elwood J. Robinson Adv., L. A.

OSCAR E. RUDSTEN, president, Arnold & Co., Boston, forms OSCAR E. RUDSTEN & Assoc., 262 Washington St., same city.

HARRY FEIGENBAUM Adv., Phila., relocates at 1922 Spruce St., same city.

BROADCASTING • Telecasting
No one was more surprised than Thomas A. Edison when in 1877 a cylinder covered with tin foil faithfully repeated words he had spoken. Many years later, as he listened to a modern recording, he may well have remembered those first words. They were simple, "Mary had a little lamb...", but the uproar they created swept 'round the world. They heralded a new day in the world of communications. Few people those days recognized the true scope of this invention or even what tremendous influences it was destined to have in almost every industry.

One of the most widespread influences has been in the field of radio. Edison's discovery paved the way for programming as we know it today, opening vast new opportunities for popular broadcasting... opportunities that have made possible the progressive policies and rapid growth of the Storer Broadcasting Company. This year Storer Stations are celebrating 25 years of broadcasting in the public interest. This public trust is a responsibility that has been accepted and firmly maintained for this quarter century. It has built a strong following in each of the eight markets served by Storer Stations... stations where wise buyers hear what wise sellers have to say.

Storer Broadcasting Company

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O. • WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-2453 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Detroit's largest jewelers concern and biggest user of television in that market, according to WJBK that city, is programming to late night-early morning radio listeners in addition to sponsoring concurrent time on television.

Assuming itself of maximum unduplicated coverage in the Detroit market, Rose Jewelers has inaugurated Symphony Hall, a two-hour musical broadcast beginning at 11:30 every night on WJBK.

Symphony Hall is aired in direct competition with heavy video programming in the area. The musical show, according to WJBK General Sales Manager Harry R. Lipson, is aired exclusively on that station while the jewelers firm itself sponsors movies on television beginning at 11:15 p.m.

Rose Jewelers' President Emil Rose and his associates, according to Mr. Lipson, inaugurated the WJBK program after a careful analysis of the radio market which indicated a substantial radio tuned in at 11:30. WJBK was chosen for its high listenership and its reputation as a music station, Mr. Lipson said.

An outstanding feature of the program is presentation of a complete work without interruption, according to Mr. Lipson. Musical selections include classical, semi-classical, pop-concert and theatre music. Host and commentator on Symphony Hall is Bob Murphy, WJBK personality.

The sponsor, a shrewd Detroit merchant who realizes the importance of radio in producing sales, added the two-hour musical show to assure completion of its local sales picture, Mr. Lipson said.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

In the Nation's Capital Your Best Buy is

First in Washington

WRC

980 KC  •  93.9 FM
Represented by NBC Spot Sales
To sell Appliances to inland Californians (and western Nevadans)...

...Be on the Beeline

Appliances or automobiles, the way to sell in inland California and western Nevada is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Bee-line combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this $3.5-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Rayner, National Representative

KFBK  Sacramento (ABC) 30,000 watts 1530 kc.
KOH  Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.
KFBK-FM  Sacramento 96.9 megacycles, channel 45
KOH-FM  Reno 96.9 megacycles, channel 30
Kern  Bakersfield (CBS) 1000 watts 1410 kc.
Kern-FM  Bakersfield 94.1 megacycles, channel 31
KWG  Stockton (ABC) 250 watts 1220 kc.
KMJ  Fresno (NBC) 5000 watts 580 kc.
KMJ-FM  Modesto 103.3 megacycles, channel 77

A million people listen to the Beeline every day
All eyes turn to "Lucky Channel 11" as 265,000 people watch TV become a reality. Du Mont, the leader in successful telecasting "starts" across the country, marks another TV "first" in Central Colorado.

The nation's newest TV station to throw the "big switch", is on-the-air. Du Mont is proud to have been selected to give television to the people in this great Colorado area—on schedule!
all eyes turn to "Lucky Channel 11"

COLORADO SPRINGS

Serving COLORADO SPRINGS and PUEBLO

The light manufacturing of Colorado Springs, heavy industry of Pueblo, and the agricultural abundance of the Arkansas Valley, create a rich market that spells advertising results.

KKTV

From the heights of Cheyenne Mountain — nearly a mile above the market area channel 11 booms your sales message to 265,000 new potential customers in the fast growing Colorado market.

COLORADO SPRINGS second largest retail market in the state.

PUEBLO with the largest steel mill west of the Mississippi — market place for the rich Arkansas Valley.

POPULATION

265,000

FAMILIES

75,000

RETAIL SALES

$248,288,000

DRUG SALES

$9,564,000

HOME FURNISHINGS

$14,086,000

BLDG. MAT. HDWR.

$24,549,000

APPAREL

$11,469,000

Population

EL PASO 75,700

PUEBLO 91,300

ELBERT 4,400

CROWLEY 5,300

DOUGLAS 3,600

OTERO 26,800

LINCOLN 6,000

ARAPAHOE 5,700


TV COLORADO, INC.

115 East Mill St.
Colorado Springs, Colo.

JAMES D. RUSSELL

President General Manager

ROBERT D. ELLIS

V. P. National Sales Manager
North Carolina is the South's number one state

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

WPTF

50,000 WATTS  680 KC.

NBC Affiliate for Raleigh-Durham & Eastern North Carolina

Free & Peters, National Representative

R. H. Mason, General Manager  Gus Youngsteadt, Sales Manager
MOVES developing inside National Collegiate Athletic Assn. to break down the tight football TV monopoly gathered speed last week as behind-scenes talk of damage suits was heard at several points.

The chance that multi-million-dollar suits might be filed served to emphasize the wide public and industry resentment of NCAA’s tactics in enforcing its so-called monopoly by threats. Several major developments in the football area occurred last week with NCAA’s annual convention in Washington, D. C., just three weeks away.

Developments included:

- NCAA charged by Arch Ward, Chicago Tribune, with operating “unworkable, unmoral and un-American” monopoly based on use of “fear” tactics.
- Deceptive use of NORC data by NCAA charged by C. L. Jordan, N. W. Ayer & Son executive vice president, who claimed NCAA has never been able to show TV causes a decline in gate.
- High Notre Dame official charged NCAA controls “are not in public interest.”
- Survey by Chicago Herald-American showed five midwest colleges “don’t need” NCAA’s “protection.”
- Big 10 Conference urged NCAA to drop national control for regional telecasting of football.
- Top Southeastern Conference official, Dr. J. H. Miller, U. of Florida president, advocated regional TV schedules.

Grounds for Action

Thus far the talk about filing damage suits against NCAA, individual colleges, telecast facilities and sponsors has not reached the point of imminent action. It’s known, however, that interests affected by the NCAA monopoly feel they have grounds for damage suits because of what they consider a conspiracy to freeze them out of football telecasting.

More than one aggrieved college is understood to be seriously considering legal action.

At this stage none of the groups is willing to come out in the open. Legal angles of the situation have been explored, however, and a number of attorneys feel NCAA is highly vulnerable to damage suits.

The charge by Arch Ward that NCAA was using “fear” tactics in an “unworkable, unmoral and un-American” monopoly was made Thursday night in the DuMont TV Network program The Author Meets the Critics. Mr. Ward is author of an article in Sports magazine that gives NCAA a shaking-up because of its plan.

Suppose a college with a strong science school made threats to its smaller college neighbors to close down their football programs if they didn’t accept a new league plan. Mr. Ward suggested in describing the way NCAA’s plan operates to squeeze all but a handful of college teams out of TV coverage. He recalled how Notre Dame fared in its 10 frosoe radio and football three decades ago only to have the late Knute Rockne break up the ban by ordering Notre Dame football to radio.

Loss Less in TV Areas

Mr. Jordan claimed NCAA’s reports prepared by NORC actually show that games in TV areas drew 4% fewer persons whereas the loss in non-TV areas was 10%. He cited specific tables in the study.

Capt. Tom Hamilton, U. of Pittsburgh athletic director, said NCAA wants to save the game of football from TV and preserve athletic training programs for college students. Capt. Hamilton defended the NCAA policy against criticism by Mr. Ward and Mr. Jordan.

Theory that TV hurts gate attendance was ridiculed last week by Fr. Edmund P. Joyce, CSC, executive vice president of Notre Dame U. and secretary-consumer of Michiana Telecasting Corp., Notre Dame subsidiary and applicants for commercial uhf Ch 46.

He told 87 TV radio originally had been under criticism because of a belief it hurt the gate at sports events. When efforts to ban radio were made, he said, it was shown conclusively that broadcast coverage helped schools get increased stadium attendance. “Television may do the same,” he added.

Arguing against NCAA controls, Fr. Joyce said controls tend to be restrictive, and they are not in the public interest.” Referring to a projected scheme of NCAA to share a percentage of television receipts with all member schools, the Notre Dame official termed this suggestion “socialistic” and one which many lawyers think is “illegal” and in violation of federal anti-trust laws.

He said control of Notre Dame football telecasts has taken the emphasis off education, the school’s primary function. This angle is omitted completely in telecasts as they are now managed, he said, explaining that before the NCAA system went into effect Notre Dame made its own network agreements and arranged for educational material to be incorporated into the football telecasts. One season, he said, the school spent more than $50,000 for a single series of TV films showing the educational features of Notre Dame. He reported that this sum is all the school received last fall for the airing of the Oklahoma contest.

Dr. Miller, who is vice president of the Southeastern Conference as well as Florida U. president, said, “The NCAA has eight regions with good men in each region. I think it would be advisable to let each region handle its own TV program. The regions are more familiar with the particular problems involved in televising football games in their areas. It’s a ticklish matter that will require a lot of study but I don’t think a nationally controlled program by the NCAA is the best answer. Maybe the regional method wouldn’t be ideal either, but it

(Continued on page 89)

WDTV SALE

To Crosley for $1.5 Million

NEGOTIATIONS for the acquisition of WDTV (TV) Atlanta by the Crosley Broadcasting Corp. for a reported price of $1.5 million were completed last Friday. It was expected that the application for transfer from Broadcasting Inc. will be filed forthwith with FCC.

James D. Shouse, chairman of the board of Crosley, and executive vice president of its parent Avco Corp., was in Atlanta last Thursday and Friday for the closing of the contract whereby the capital stock of the station, held by 25 prominent Atlanta businessmen, will be acquired.

The station has been on the air since Oct. 1, 1951, and in its 13th month of operation began showing black ink [II**, Nov. 17]. A joint announcement Friday by Messrs. Shouse and Lane said: “The Crosley Broadcasting Corp. announced today that an agreement has been reached with the stockholders of Broadcasting Inc., owners and operators of television station WDTV, Atlanta, for the purchase of all the outstanding capital stock of that company subject to approval by the FCC.”

Crosley pointed out Avco already has a major investment in the South at Nashville, where it is heavily engaged in the manufacture of appliances, freezers, ranges etc.

Crosley now is the operator of three television stations and two broadcasting outlets, as well as several international shortwave stations functioning as part of the Voice of America operations. The TV stations are WTVT Cincin-

nati, WLWD Dayton and WLCW Columbus. The 50 kw WLV oper-
ates in Cincinnati, and Crosley also owns WINN, New York independ-
ent. Crosley also is an applicant for TV stations in Indianapolis and Toledo.

WDTV is an ABC outlet and operates on Ch. 8, with effective radiated power of 3 kw visual and 12.5 kw aural. It holds a con-
struction permit for the maximum Ch. 8 power of 316 kw, however, and is now awaiting FCC clearance of its new antenna site.

- Robert E. Dunville, Crosley president and general manager, was in Atlanta a fortnight ago to inspect the WDTV operations with William T. Lane, vice president and general manager, who placed the station on the air. Mr. Lane led the co-ownership and manager-
ship of WAGE Syracuse to be come operating head and minority stockholder of WDTV. In the transaction, he is slated to sell his

(Continued on page 86)
THROWER QITS
Hylan Succeeds at CBS-TV

FRED M. THROWER resigned as vice president in charge of network sales for CBS Television last week, effective today (Monday) and is succeeded by Eastern Sales Manager William H. Hylan.

Both the resignation and the appointment were announced by CBS-TV President J. L. Van Volkenburg. It was understood that policy differences led to Mr. Thrower's resignation.

Mr. Thrower said his future plans would be announced later and that, in the meantime, he would spend some of his time in helping Audio-Video Products Corp. launch its television into the TV package field. He is a substantial stockholder and a director of Audio-Video.

President Van Volkenburg said he accepted the Thrower resignation "with considerable regret." He asserted:

"The outstanding gains that CBS Television Network sales have enjoyed during the past year, and the fact that this network has led all others in increased gross billings is due to Mr. Thrower's efforts and leadership in no small measure. Naturally, we all wish him every success in his new endeavors."

Mr. Thrower joined CBS-TV in November 1951 after nine years as a vice president of E. B. Van Vechten & Co. That he was with NBC from 1929 to 1942 as an account executive.

Mr. Hylan
Mr. Thrower

Mr. Hylan, the new vice president in charge of network TV sales, has been with CBS since 1937 and in the eastern sales management for the past year. For the preceding six months he had been assistant sales manager, including service as head of color TV sales during the period CBS-TV engaged in commercial colorcasting. He was an account executive in CBS-TV sales during the 1948-51 period.

Servel Ad Budget

SERVEL INC., Evansville, Ind., has allotted $6 million for its over-all 1953 advertising budget to promote a new product line featuring the "Ice Maker" refrigeration. The budget will include a radio-television campaign totaling 5,000 spots in 80 markets. Starting date would be around mid-March. Hicks & Greist, New York, is the agency.

Toni Business

TONI CO., division of Gillette, split its $10 to $12 million yearly advertising budget among four Chicago agencies last week after the account was resigned by Foote, Cone & Belding, same city. [B&T, Dec. 8.]

Weiss & Geller, which formerly handled, gained the largest chunk of business, getting an estimated $4 million worth in Toni home permanent and Tonette, a companion home permanent designed for children.

Don Paul Nathanson, W & G vice president and former advertising manager of Toni, is account supervisor on all Toni products.

Other Account Executives

Account executive on the new products is Eugene Cooper, from home permanent, previously handled by Weiss & Geller, has moved to Leo Burnett, which now has Bobbi home permanent, a Toni. When the changeover is completed March 1, will go to Tatham-Laird. John Willem, a vice president of Leo Burnett, is account executive for Bobbi.

The executive on Toni products at Tatham-Laird is James McCarty. That agency continues White Rain shampoo and Toni Creme rinse, in addition to the new Bobbi business. Tatham-Laird, as well as Price, Robinson & Frank, has tested products in behalf of the client.

P R & F was named to handle Toni Creme shampoo, formerly billed through Foote, Cone & Belding. Guy Mercer is the P R & F account executive.

How They Rank


Leo Rosenberg, vice president of Foote, Cone & Belding, and Jerry Stoloff, F C & B account executive, will continue as Toni account supervisors until the switch is completed.

NEFF-ROGOW

Agency to Terminate Jan. 1

WILLIAM ROGOW, president of Neff-Rogow, New York, last week announced the termination of his agency effective Jan. 1.

Mr. Rogow explained that after 25 years of applying himself to radio and television he had decided to take a six-month trip to Europe for a rest. He will be accompanied by Mrs. Rogow.

Mr. Rogow told Broadcasting & Telecasting that he had notified his clients of his determination to disband the agency in September. He thought that new affiliations would be announced shortly.

The agency handled the spot radio and television activity of Bond Stores, Melville Shoes, and Martinson's Coffee.

Bond Stores, New York, it was learned, plans to appoint Biow Co., also New York, as its agency. Official announcement probably will be made within a fortnight.

The two other accounts, Thom McAn Shoes, a division of Melville Shoe Corp., and Joseph Martinson & Co., effective Jan. 1. I have named Anderson & Cairns, New York, to handle their radio and television advertising. Stewart Pierce Brown, who joins the agency at that time, will supervise both accounts. Mr. Brown has been with Neff-Rogow as vice president and timebuyer.

ARF ELECTIONS

Schachte Board Chairman

HENRY SCHACHTS, director of advertising of the Borden Co., was elected chairman of the board of the Advertising Research Foundation at its board meeting Thursday afternoon. He will serve for one year.

Re-elected for one-year terms were Frederic Gamble, president of the American Advertising Agencies, as ARP treasurer, and Paul West, president of the Ass'n. of National Advertisers, as ARP executive. Edgar Kobak continues to serve as ARP president, a board appointment not requiring annual election.

At an ARP membership meeting that preceded, R. H. Geyer, retiring board chairman, reported an increase from 89 subscribers a year ago to 165 at present, with ARP's subscription income concurrently rising from approximately $100,000 to $167,000.

Analyzing the increase by type of membership, Mr. Geyer noted that media subscribers had shown the largest increase, from 13 to 49. Advertiser members in the past year have increased from 35 to 52 and agency members from 39 to 50. The two founder members, AAA and ANA, complete the roster. Mr. Kobak reported that renewals have come from 90% of those whose subscription had expired. The number and from more than half of the Dec. expirations, with an almost 100% renewal record anticipated.

Directors for the coming year were elected as follows:

Agency members: John S. Ager Jr., Black & Decker Mfg. Co.; Lowery F. Draper, Mfg. Co.; Leland F. Brown, Eastman Kodak Co.; Schachte; Paul Smelser, Proctor & Gamble Co.; R. H. Warren, National Carbon Co.; Mr. Weiss; Crile, Smelser, Warren and West were appointed to AAA in accordance with ARP by-laws which provide for the election of the ANA president, on the ARP Board.

Agency members: Mr. Gamble; Maurice R. Harper, Jr., Foote, Cone & Belding; Arthur E. Klick, Edlt; Joe M. Mead, Bogen & Mead, Chicago; Thomas P. Butler, C T. & D. E.; Charles Forney, Procter & Gamble Co.; Mr. Geyer, Geyer Adv, as immediate past chairman, automatically remains on the board for another year.

Members: Ed W. Leonard and Manchee were AAAA appointees, and on provisions similar to those for AAA.

Media members: Paul Montgomery, McGraw-Hill Publishing Co.; Adrian Murphy, CBS Radio; Vernon C. Myers, Loew Mfg. Co., & Cottrell, Crowell-Collier Publishing Co.; John C. Stimpson, Chicago Daily News; Mr. Vin Lanse, NBC. One media directorship was held by the president, one for representation of another type of media on the board. All membership increased.

Anadist Signs CBS 'Plan'

ANADIST CO., Yonkers, N. Y., signed last week for participation in CBS Radio's "Power Plan" shows for three weeks. Shows: "Pace of America," "Meet Millie," Thurs., and "Mr. Keen, Tracer of Lost Persons," Fri., all at 8:30 p.m. First Anadist commercial under the new contract was aired on Dec. 13. Day after day a few hours after sponsorship was definitely set. Agency: Ted Bates & Co., N. Y.
MIAMI CH. 7 BID

Trammell Key Man in Consolidated Application

A NEW and unique approach to the problem of the consolidation of two AM stations applying for TV was put before the FCC last week. The WIOD-Miami Daily News group (Cox) and WQAM-Miami Herald principals joined forces—with Niles Trammell, resigned chairman of NBC board, holding the key to control [CLOSED CIRCUIT, Dec. 8].

Application is in the name of Biscayne Television Corp., applying for Miami's Ch. 7.

Mr. Trammell, who is president and general manager, is practically the controlling stockholder by virtue of his 15% stockholding. This carries the balance of power between the 42.5% held by the Cox group and the 42.5% held by the Knight stockholders.

Corporation is carefully drawn up with balanced stockholders in order to overcome any FCC objection to the "marriage" of the two AM broadcasters in the TV field.

The applicants hope the arrangements—which include a statement assuring the Commission of the continued "arms length" competition of WIOD and WQAM—will convince the FCC that there is no question of duopoly involved.

Two Previous Cases

In two previous cases, the FCC notified the applicants that doubt existed whether a grant of a TV channel could be made without a hearing and "McFarland letters" were sent. They went to Macon Television Co., applicant in Macon, Ga., for uhf Ch. 47, comprising WMBL and WNEX, and to El-Cor Television Inc., applicant in Elmira, N. Y., for uhf Ch. 18, composed of WELM Elmira and WCLI Corning, associated with the Corning (N. Y.) Leader, and WENY Elmira, owned by the Elmira (N. Y.) Star Gazette [B&T, Dec. 8].

Contract with Biscayne Television gives Mr. Trammell a salary of $25,000 a year, plus $10,000 annually for expenses. It also provides for one-year's sick leave with pay.

Mr. Trammell, whose retirement becomes effective Dec. 31 (see separate story this page), will continue as a consultant to the network and RCA. Now 68, he will continue to participate in the network's pension-retirement fund until the age of 70. Time will be devoted to Biscayne, except for his availability for general consultation.

The WIOD group consists of James M. Cox Jr., head of the Cox radio-TV and newspaper operations, who will be a vice president and 30.5% stockholder in the Miami applicant; J. Leonard Reinsch, executive director of the Cox radio-TV properties, secretary and 5% stockholder; James M. LeGate, general manager of WIOD, 3.5%; Milton C. Scott, chief engineer of WIOD, 3.5%, and John L. Fox, an executive of WIOD-Miami Daily News, as a director.

In addition to the Miami radio-newspaper properties, former Ohio Gov. Cox and Mr. Cox Jr., and family own WHIO-AM-FM-TV Dayton, Ohio; WSB-AM-FM-TV Atlanta, Ga., and the Dayton News and Journal Herald, Atlanta Journal and Constitution, and the Springfield (Ohio) News and Sun.

Publisher-broadcaster John S. Knight heads the WQAM group as a vice president and 17.5% stockholder in the Miami applicant. Associated with him is his brother, James L. Knight, treasurer and 10% stockholder; Owen F. Uridge, general manager of WQAM, 5%; Lee Hills, executive editor of the Detroit Free Press, 5%, and C. Blake McDowell, Akron, Ohio, attorney, 5%.

In addition to the WQAM-AM-FM and the Miami Herald, and the Detroit Free Press, Mr. Knight publishes the Akron (Ohio) Beacon Journal, which owns 45% of WAKR-AM-FM Akron, holder of a TV grant for Ch. 49 there, and the Chicago Daily News, which owns 49% of WIND Chicago.

The application asks for 318 kw with the antenna at the site of the WIOD two-element directional array in Biscayne Bay. The TV antenna will be 434 ft. above average terrain.

Station construction will be $1,249,951, the applicant estimated. First year's operating costs will be $792,000, and revenue is estimated at $876,000. Affiliation with NBC-TV and ABC-TV is contemplated, the application indicated. Grade A service was calculated at 33 miles from the transmitter site, and Grade B service 50 miles from that point, reaching south to beyond Key Largo and north almost to Lake Worth.

Total assets of the corporation are $250,000, all paid in by the 14 stockholders. The applicant has commitments from the Winters National Bank and the First National Bank, both of Akron, for a loan of $500,000 each.

In the event of a grant, Biscayne proposes to buy the land and buildings at the WIOD transmitter site. It plans also to construct a TV tower.

(Continued on page 60)

WITH THE RESIGNATION of NBC Board Chairman Niles Trammell, Brig. Gen. David Sarnoff will act as board chairman of the network in addition to his duties as chairman of the RCA Board, spokesmen said last week.

One of radio's best known figures, and generally acknowledged to be one of its top salesmen, Mr. Trammell resigned effective Dec. 31 to become president of Biscayne Television Corp., Miami TV applicant formed by two major newspaper publishers, James M. Cox Jr., and John S. Knight, and associates (story, this page).

Terminating almost 30 years of active service to RCA-NBC, Mr. Trammell's resignation also covered his position as member of the RCA Board, but he will continue as a consultant to both NBC and the parent corporation.

Whether Gen. Sarnoff will serve as NBC board chairman on a permanent basis, or only for an interim period, was not disclosed. He held the post prior to Mr. Trammell's elevation to it from the NBC presidency in October 1949.

Mr. Trammell's contract, covering a 10-year span extending to the retirement age of 65, had about seven years to run when he resigned.

Previous Earnings

The network board chairman was paid $155,000 last year—$100,000 in salary, and $55,000 as incentive compensation. This represented a gain of $25,000 over what he was paid the preceding year. In addition, on his behalf the company paid $6,128 into the RCA Retirement Plan, while he contributed a like amount.

Officials said Mr. Trammell, if he continues as a consultant to RCA-NBC until he reaches retirement age, will be eligible for benefits under the retirement plan. In his status as board chairman, he would have been eligible for approximately $33,650 a year starting at age 65, according to an RCA proxy statement issued last March.

Mr. Trammell's resignation was announced Tuesday morning, to coincide with the filing of the Miami TV application.

In a formal statement, Gen. Sarnoff said:

"It is with a deep sense of personal regret that I acceded to Mr. Trammell's request to relinquish the chairmanship of the NBC, a post he filled with great distinction as he had done with every other office he held in the RCA and the NBC."

Gen. Sarnoff described him as "a fine example of the opportunity America affords for self-development and personal advancement to the man who wants to work hard, to serve faithfully, and to make his

Sarnoff to Absorb Duties

TRAMMELL'S POST

December 15, 1952 • Page 25
Despite growth of television in the past three years, analysis of a true cross-section of radio stations throughout the country shows the majority have increased circulations since 1949, changes in power, frequency and programing, the influence of TV and other factors affecting station coverage.

_MBS Renewals_

**Billings Total** $11 Million

ELEVEN MBS programs totaling nearly $11 million in annual gross billings have been renewed on the Mutual network effective Jan. 1, Adolf N. Hult, MBS vice president in charge of sales, announced last week.

Representing 9 hours and 30 minutes of sponsored time on Mutual, the advertisers signed for 1953 include S. C. Johnson & Son Inc.; Johns Manville Corp.; P. Lorillard Co.; Sterling Drug Inc.; Kellogg Co.; Kraft Foods Corp.; American Federation of Labor, and State Farm Insurance Co.

Among programs renewed: "Ladies' Fair, Queen of a Day," Bill Henry and the News," and "Frank Edwardie News," all five days a week; "S.C. Johnson News Reports," six days weekly; "B.T. Dec., 8;" "Wild Bill Hickock," three days a week; Mr. Brown's two days; and Bobby Benson and Gabriel Haeter, both weekly programs.

**Radio Group Up Since '49**

These average figures varied widely among individual stations, Mr. Nielsen noted. The 11% average daytime increase ranged from —36% to +53%. The average 5% nighttime increase varied from —33% to +112%.

Increases were found among all types of stations, but were more prevalent among small- and medium-outlets, while decreases were more noticeable among large stations.

Influence of TV on radio circulation depends on saturation of TV in each area, NCS reported. Where more than 50% of area homes contain television sets the average radio station showed a sales loss since 1949 of 4% daytime and 30% night. Conversely, where TV ownership is below 10%, radio stations showed average increases of 21% daytime and 31% nighttime.

Other pertinent changes from 1949 to 1952 reported by Mr. Nielsen are: Increase of 11% in total U. S. radio homes; an average decrease of 11% daytime and 15% nighttime in number of radio stations listened to by the typical home; an increase of 5% in the average number of radio stations listened to by the typical family, and the number of radio stations dialled in 1949. (Once-a-week data were used for both years to compare the 1949 BMB figures and 1952 NCS findings.)

Mr. Nielsen said, "In the face of evidence that the over-all levels of national radio listening are down, these first NCS studies sharply emphasize the fact that generalities cannot be applied to a specific market or station. NCS reports show that the total number of different homes reached by a specific station in a specific market in the course of a week. They indicate the net result of the competition in radio homes since 1949, changes in power, frequency and programing, the influence of TV and other factors affecting station coverage."

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_Flexiclogs Agency_

FLEXICLOGS, New Holstein, Wis. (shoes), has named Phil Gordon Agency, Chicago, to handle its advertising. Phil Abrams is account executive. Broadcasting has been used. Media schedules will be completed in January.

**Network Costs Down, Magazines Rising**

**NIGHT RADIO**

Listening Up in TV Cities

EVENING radio listening in TV homes in the top 18 television cities went up 17% between October 1951 and October 1952, and the city with the greatest gain—37%—was the one that has "had the most television for the longest time," New York.

These findings, based on Telepuse set-ins-use figures, were pointed out by CBS Radio last week in a second edition of its "Radio in TV-land" presentation. Copies are available from the Presentations Div., CBS Radio.

The booklet notes that over a three-year period, starting October 1949, evening radio listening in TV homes in New York increased 107%.

For the 18 cities covered, the presentation shows October 1951 and October 1952 Telepuse average set-ins-use figures as follows for the 6-11 p.m. period, Sunday through Thursday:

<table>
<thead>
<tr>
<th>City</th>
<th>1951</th>
<th>1952</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>177</td>
<td>194</td>
<td>+17</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14.7</td>
<td>17.3</td>
<td>+18</td>
</tr>
<tr>
<td>Chicago</td>
<td>15.9</td>
<td>16.2</td>
<td>+3</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>15.9</td>
<td>16.2</td>
<td>+3</td>
</tr>
<tr>
<td>Boston</td>
<td>15.9</td>
<td>16.2</td>
<td>+3</td>
</tr>
<tr>
<td>Detroit</td>
<td>16.5</td>
<td>16.5</td>
<td>+1</td>
</tr>
<tr>
<td>Cleveland</td>
<td>12.8</td>
<td>17.4</td>
<td>+46</td>
</tr>
<tr>
<td>St. Louis</td>
<td>14.9</td>
<td>17.8</td>
<td>+26</td>
</tr>
<tr>
<td>Washington</td>
<td>14.0</td>
<td>15.2</td>
<td>+9</td>
</tr>
<tr>
<td>San Francisco</td>
<td>14.9</td>
<td>16.4</td>
<td>+15</td>
</tr>
<tr>
<td>Atlanta</td>
<td>17.1</td>
<td>17.1</td>
<td>+1</td>
</tr>
<tr>
<td>Birmingham</td>
<td>18.1</td>
<td>15.4</td>
<td>—15</td>
</tr>
<tr>
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<td>15.5</td>
<td>0</td>
</tr>
<tr>
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<td>+10</td>
</tr>
<tr>
<td>Dayton</td>
<td>15.3</td>
<td>15.5</td>
<td>+2</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>17.2</td>
<td>17.2</td>
<td>+1</td>
</tr>
<tr>
<td>New Orleans</td>
<td>21.1</td>
<td>21.4</td>
<td>+2</td>
</tr>
<tr>
<td>St. Louis</td>
<td>15.9</td>
<td>16.2</td>
<td>+3</td>
</tr>
<tr>
<td>WEIGHTED AVERAGE</td>
<td>14.4</td>
<td>16.8</td>
<td>+17%</td>
</tr>
</tbody>
</table>

All four radio networks show decreased cost-per-thousand while leading magazines show increases, according to data presented by Rudder C. Lawrence, NBC director of promotion, planning and development, and Herk Hoyle Jr., director of research and planning. NBC uses BMB figures for 1949 and NCS for 1952 for the weekly radio audience, and Audit Bureau of Circulation figures for magazines for the first six months of each year. The network compares net time cost of a weekly half-hour network program with net cost of a black-and-white magazine page run in each issue throughout a full year. The following

**Radio Networks (Evening)**

<table>
<thead>
<tr>
<th>Network</th>
<th>Per Cent Decrease</th>
</tr>
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<tbody>
<tr>
<td>NBC</td>
<td>17.3</td>
</tr>
<tr>
<td>CBS</td>
<td>18.7</td>
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<tr>
<td>ABC</td>
<td>9.3</td>
</tr>
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**Network Costs Down, Magazines Rising**

Radio Networks

<table>
<thead>
<tr>
<th>Network</th>
<th>Per Cent Decrease</th>
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</thead>
<tbody>
<tr>
<td>Ladies' Home</td>
<td>7.7</td>
</tr>
<tr>
<td>Good Housekeeping</td>
<td>8.4</td>
</tr>
<tr>
<td>Woman's Home</td>
<td>8.4</td>
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<tr>
<td>Reader's Digest</td>
<td>8.0</td>
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<tr>
<td>Harper's Bazaar</td>
<td>8.4</td>
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<tr>
<td>Life</td>
<td>8.4</td>
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<tr>
<td>FDR's Press Club</td>
<td>9.7</td>
</tr>
<tr>
<td>Saturday Evening</td>
<td>16.9</td>
</tr>
<tr>
<td>Callier's Look</td>
<td>25.6</td>
</tr>
</tbody>
</table>

Sale of 8,355,000 new radio sets so far this year offers further proof of radio's vitality, NBC pointed out.

**CANADA RATINGS**

Top 10 Programs Listed

MORE Canadian programs this season are among the top 10 evening network programs than ever before. According to November national program ratings of Elliott-Haynes Ltd., Toronto, 5 of the leading shows are Canadian. The same percentage applies for the 23 evening network programs covered in the survey.

Leading were American imports, with Edgar Bergen having rating of 30, followed by Amos 'n Andy 28.7; Our Miss Brooks 25.8; Radio Theatre 24.7; Your Hit Parade 16.6 (Canadian); Great Gildersleeve 15.4; NHL Hockey 18.1 (Canadian); Share the Wealth 17.8 (Canadian); Treasure Trail 13.3 (Canadian); and Ford Theatre 13.3 (Canadian).

Top 10 is daytime programs in November were Ma Perkins 16.2; Pepper Young's Family 15.3; Big Sister 15.3; Happy Gang 14.3 (Canadian), and Life Can Be Beautiful 13.6.

Leading evening French-language shows were Un Homme et Son Pech 38.2; Metropolit 28.3; Radio Carabin 26; Tambour Battant 24.3; Chanson de l'Echardoule 24.1.

Five high-rated French-language daytime shows were Rue Principale 31.8; Jeunesse Doree 30.9; Les Joyeux Troubadours 28.3. Je Vous ai Tant Aime 25.4 and Vies de Femmes 23.3.
TV'S SPREAD AND IMPACT

By J. FRANK BEATTY

TELEVISION broadcasters will start looking for a uniform plan to show station and network circulation—a search that has been going on the three decades in sound broadcasting.

Even as seven radio stations were planning a continuing research project to bring out the significance and help taken these developments: radio.

n the research and several developments:

radio's Broadcast last week was working out details of a study that will cover video's spread and impact.

Having decided to help TV find a way to discover its strength, the NARTB directors promptly took another step—a plan to cash in on research findings for the benefit of the entire television industry. This action looks toward industry sales promotion.

Day and Night Sessions

The NARTB Television Board met Sunday-Monday last week at Cat Cay, Florida, coastal island. Holding both night and day sessions, the board took several major steps in addition to the research and sales promotion projects. Besides, it reviewed from a TV standpoint some of the decisions reached at the Dec. 4 joint radio-TV board session [B *T*, Dec. 8].

The Florida meeting produced these developments:

• Decision to watch attempts to keep TV cameras out of public events and sports contests, with action to be taken where indicated.

• TV Code Board to hear religious groups on code.

• Set of ground rules adopted to help stations follow code provisions.

• Code seal redesigned and worded.

• Chair of Experts and Chief of Experts to comment on programs and advertising.

• Be-kind-to-animals clause added to code.

• Committee named to study substandard.

In deciding to throw open the whole problem of TV research, with emphasis on circulation, the NARTB TV directors turned down a proposal to contribute $10,000 toward a project started by the Advertising Research Foundation. This cooperative agency was set up at the instigation of Annn, of National Advertisers along with American Ann's of Advertising Agencies and media. It proposes to conduct cooperatively financed studies for the benefit of measuring advertising media, with much emphasis on television.

The NARTB TV directors, after rejecting the ARF proposal, decided that NARTB President Harold E. Fellows should conduct a study of TV research techniques and report to the board “as soon as feasible” on any plan the association staff might develop.

In essence the Fellows study is to explore the chance of finding a standard of circulation measurement — a standard that sound broadcasters have been groping for since the medium was born in 1920.

Robert D. Sweezey, WDSU-TV New Orleans, chairman of the TV board, explained the project this way:

“One of the most difficult problems facing television, the fastest growing public service medium, is the selection of a system which reduces to standardized form the measurement of the medium’s circulation.

Advertisers know of the medium’s selling power, a fact which is demonstrated by the tremendous support which they have offered. But as we grow, and before the nation is saturated with stations—which may be quite some time in the not-too-distant future—we feel it is necessary to establish basic policies which will meet the needs of the future when competition becomes more intense.

One of these policy problems, of course, is basic research in circulation. We are seeking a standard program to demonstrate the value of the medium to new advertisers; and of course we need it to properly evaluate our own business enterprises. In the search for such a single system of standardized measurement we have every intention of profiting fully from the experiments which have been made in the general field, both in radio and other media.

Study Immediate

President Fellows is getting his study underway at once. It appeared at the weekend that the field work would be conducted by an outside research firm.

The research action was taken on motion of Campbell Arnoux, WTAR-TV Norfolk, Va., and seconded by Herbert Akerber, Chicago.

Recognizing that the success of TV’s impact must be told to those who buy its facilities, the TV directors felt the time had come to work out a system of industrywide sales promotion. Apparently the need for a separate sales agency such as radio’s Broadcast Advertising Bureau is not planned—certainly not at this time. It was obvious, however, that with 117 U. S. stations on the air and the FCC turning out construction permits at a rapid rate there’s obviously a sales promotion problem in TV’s future.

The board requested President Fellows “to prepare and propose a long-range well-integrated plan for a continuing industrywide sales promotion of the medium.”

President Fellows then told the directors he would see that the study is carried out and submit a report to the next board meeting. This meeting is tentatively set around Feb. 1. It will be held jointly with the Radio Board. One site now considered is Bellevue, Fla., where the 1951 winter meeting was held.

The sales promotion study will involve consultation with all of the TV networks and many stations throughout the nation. Mr. Fellows said, adding that stations and networks alike have already made considerable progress in this field. He said the association’s effort will be directed toward coordinating these promotion plans and supplementing them with other proposals for all-industry selling. Network members of the board volunteered to help carry out the project.

Much of the board’s time was devoted to code consideration. The only change made in the code itself was minor, originating at the suggestion of the National Society for the Prevention of Cruelty to Animals. In essence this new language points out that humane treatment should be given animals in TV programming.

As chairman of the TV Code Board, John E. Fetzer, WKZO-TV Kalamazoo, Mich., reported to the board on enforcement problems. He was flanked by Edward H. Bronson, director of television code affairs.

In reporting on the religious language of the code, Mr. Fetzer told of the plan to hear the reactions of all religious groups to the code language recommending against TV time to religious organizations. He recalled that the National Council of Churches of Christ had been concerned lest NARTB’s Board of Directors drop the recommendation [B *T*, Dec. 1]. The council had felt such a step might mean that telecasters were going to stop giving free time to churches and try to sell more time to them.

Religious Situation

The religious situation pointed up the danger of misunderstanding in the practical operation of the code. The TV Board was then presented a set of ground rules drawn up by Chairman Fetzer and Mr. Bronson. These ground rules were described as follows:

That the Television Code Board should deal directly with top station and network management in the continuing effort to improve the character of television programming and advertising.

Decisions reached through full Code Board consideration constitute the Code Board’s policy on such matters and serve as a guide to everyone concerned.

The Code Board is not prepared to preview scripts or films in advance—but the director of code affairs may render informal and advisory opinions.

The director of code affairs is to handle complaints as rapidly as possible, but “simply as possible by correspondence or telephone.”

Every attempt should be made to give stations advisory help so they can more completely render code decisions.

Continuing contact with code subscribers—95 stations at this writing—is necessary, Mr. Fetzer said, so they themselves will become expert in interpreting the letter and spirit of the rules.

Mr. Fetzer conceded some critics of the standards are saying the document is not effective but he claimed the Code Board members, who have worked on the new design to thoroughly since it went into effect last March, feel much progress has been made in elevating industry standards and eliminating undesirable practices.

“Serious-minded and thoughtful people in legislative and judicial bodies and among the general public believe we are on the right track,” Mr. Fetzer said. “We don’t plan to be diverted from our course by unjust criticism—or do we plan to disregard it?”

Voluntary efforts made by the networks in code enforcement brought a tribute from Mr. Fetzer. He said Mr. Bronson, as director of TV code affairs, had personally called on all the networks as well as many individual stations as numerous stations on behalf of the code enforcement group.

The proposal to redesign the seal was approved by the full TV board. The new design is to

(Continued on page 106)
POSSIBILITY that the House Commerce subcommittee investigating pro-MTV programs for immoral and offensive materials might report its final report ready for release this week was indicated last week by Rep. Oren Harris (D-Ark.), chairman of the seven-man subcommittee. The subcommittee is drawing up a report on the basis of recommendations made two weeks ago, after the public hearings came to a close (B'T, Dec. 8). Rep. Harris said that a meeting of the subcommittee might be held today (Monday) at which time members would go over the report for final approval.

Strong belief exists among those who have followed the hearings that the subcommittee will not recommend legislation to censor broadcast programs. These same sources believe, however, that the subcommittee will stress licensees' responsibilities as to what goes out on the air from their stations. This has been a key consideration in the hearings which began early last June (B'T, June 9).

Because of the widespread publicity, within the industry as well as to the general public, the subcommittee may indicate that its probe had a salutary effect, it is believed. Call for the continuance of the committee, in some form or other, as a "watchdog" group is also looked for by those who have watched the proceedings.

'Dry' Witnesses
Great majority of witnesses were temperance and dry representatives, striving to have liquor and wine commercials prohibited from the air.
Next in numbers were industry-advertising appearances. Their recommendations all stressed one thing: That the subcommittee not recommend legislation which would give the FCC the right to censor programs. Observations from most of the members of the subcommittee indicated that they, too, were against censorship.

Although the probe was instituted following House passage of a resolution to investigate "immoral" and "offensive" radio-TV programs submitted by Rep. E. C. Gathings (D-Tex.), the discussions against performers and program material were least in number.

Effect of crime and horror shows on children was the basis for the majority of these pleas. Few specific accusations were leveled at indecent performances.

Rep. Gathings charged that he had witnessed a "hootchy-cootchy" dance on a TV program when he appeared as the lead-off witness last June. This was later determined to have been a film of a Haitian native dance. He was one of the very few who alleged indecency.

Subcommittee heard network officials as well as NABTI executives during the course of the hearings. All urged that the industry be given a chance to regulate itself and to refer the report to the TV and FCC.

In wind up sessions two weeks ago, FCC Chairman Paul A. Walker, who shied from any request for censorship powers, was asked whether he favored licensing of networks. He replied that he did. He also declared he was in favor of the prohibition of hard liquor advertising on the air, but not beer and light wines. He emphasized that these were personal opinions and not official FCC recommendations.

Klein's View
Subcommittee member Rep. Arthur G. Klein (D-N.Y.) early in the hearings expressed the view that if a listener or viewer did not like what he was hearing or seeing he could turn his receiver off. Later, the New York congressman reversed himself (B'T, Sept. 29).

It was Mr. Klein who suggested to Chairman Walker that all broadcast stations contribute free time for political candidates during a campaign. He also urged that stations be required to maintain a record of all that goes out over its transmitter.

In addition to Harris and Klein, the subcommittee is composed of Democratic Reps. F. Eitel Carlyle (N.C.) and Homer Thornberry (Tex.), and Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).
ZWORYKIN HONOR
AIEE Awards Edison Medal

AMERICAN Institute of Electrical Engineers last Friday announced award of its 1952 Edison Medal to Dr. V. K. Zworykin, pioneer researcher in electronics, who is vice president and technical consultant of RCA Labs. Dr. Zworykin at the opening session of AIEE's five-day winter General Meeting Jan. 19 at New York's Hotel Statler, for "outstanding contribution to the concept and design of electronic components and systems."

The award is the latest of many won by Dr. Zworykin, according to H. H. Henline, Institute secretary, who made the announcement. Dr. Zworykin has been associated with RCA since 1929.

A pioneer in electronic research since his pre-World War I undergraduate days at the Institute of Technology, Dr. Zworykin evolved basic principles of the iconoscope television pickup tube after coming to the U. S. in 1919, afterward helping develop the tube for practical picture transmission. He was also a leader in development of the kinescope video picture tube and did pioneer work on secondary emission multipliers, image tubes, electronic microscope and industrial TV systems.

Other honors which have gone to Dr. Zworykin include the Institute of Radio Engineers' Morris Liebmann Memorial Prize, Howard N. Potts Medal of the Franklin Institute and AIEE's Lamme Medal, all for TV work, and the Poor Richard Club Gold Medal for Achievement and Chevalier Cross of the French Legion of Honor.

He is a fellow of the National Academy of Sciences, American Academy of Arts and Sciences, American Philosophical Society, National Research Council and an officer of the French Academy of Science. He is a fellow of AIEE, IRE, American Physical Society and American Assn. for the Advancement of Science.

GOV. HERMAN TALMADGE of Georgia displays a pair of MBS' "Mr. Plus" red suspenders. Gift was presented by Victor Diehm, president, WAZL Hasleton, Pa., and vice president, WIDE Biddleford, Me., during the Mutual Affiliates Regional Meeting in Georgia. At the suspender ceremony (1 to r): William H. Finshember Jr., MBS executive vice president; J. Glen Taylor, MBS board member; Gov. Talmadge; Charles Godwin, director of station relations; Dr. Diehm, who also is a member of the Mutual Affiliates Advisory Committee; E. M. Johnson, MBS vice president for station relations and engineering; Robert Rounaville, WQXI Atlanta, and Robert A. Schmidt, MBS vice president for advertising, public relations and research.

SRA NAMES BLAIR

JOHN BLAIR, board chairman of John Blair & Co., radio station representation firm, and of Blair TV Inc., TV station representative, was elected president of Station Representatives Assn. at its annual meeting Dec. 10.

Also elected were John E. Pearson, John E. Pearson Co., vice president; Adam J. Young, Jr., Adam J. Young Co., manager; Jack Salter, secretary; Thomas F. Clark, treasurer, and other directors: Joseph J. Weed, Weed & Co., 1952 SRA president; Russell Woodward, Free & Peters; Joseph Timlin, Brannam Co.

SRA adopted an increased budget and dues schedule for the new year and voted for increased personnel at the association office, which Thomas F. Flanagan will continue to head as managing director.

Mr. Weed, in his annual report, recommended that the spot radio and TV clinics held by the association not only be continued but expanded on a regional or national scale. The directors authorized preparation of a new presentation, "How to Use Spot Radio," for use early in 1953. In addition to the annual SRA Spot Radio Estimator, the group also decided to publish a new directory of members and the stations they represent for the use of advertisers and agencies.

Other Standards

Success of the organization's efforts in developing a standard TV station identification formula has encouraged SRA to work on other standards, which will be announced shortly, Mr. Weed said.

Assuming office Mr. Blair said:

I am delighted at this new opportunity to be of service to our industry. The increasing vigor of those engaged in the national spot field is reflected, of course, in the increased volume of spot business which has continued constantly for many years. It is also reflected in the heightened activity of the group in this field, under the able direction of Tom Flanagan and Joe Weed, expressed itself in such projects as the formation of a new spot radio presentation, a new Spot Estimator, about to be released, standardization of ID [station identification] requirements for television stations—which has universally been accepted—and the Spot Clinics. It is gratifying to note that, while we are vigorously competitive with other media, a substantial number of association projects are in the nature of direct service to the industry, especially the agencies. We expect to continue this kind of activity.

Now that total national spot radio volume has passed total network revenue, it is obvious that more and more advertisers have become aware that radio is the only truly national medium—the only medium which reaches virtually the entire population. As the freeze slowly lifts, the same becomes true of the other broadcast medium, television, market by market. The use of spot radio and spot television is a challenge to the agencies—they require the utmost care and judgment in their use. But because the agencies have only the truly national media which can be tailored to the exact merchandising and distribution pattern of any advertiser, agencies which are fundamentally interested in getting results for their clients are making the investment in time and study which the media require.

New Panel Show

SERUTAN CO., Newark, will sponsor a new panel show, "Weber's War Against Network," Tues., 9:30-10 p.m. EST, starting Jan. 6 for 52 weeks. Agency is Ed Kletter Assoc., N. Y.

HOWE BUYS WIRA
After Service With AF

JAMES L. HOWE, who built WCTC New Brunswick, N. J., after his release from military service in World War II, got out last week after a second hitch and promptly expanded his radio operations again.

Major Howe, president and majority owner of WCTC, signed Monday for the acquisition of WIRA Fort Pierce, Fla., from, Messrs. Silver and O. L. Peacock for $26,450, subject to FCC approval. The application to the Commission is being prepared for filing within a fortnight by John H. H. Midlen, Washington radio attorney.

Purchase of WIRA, a 250 w outlet on 1400 kc, is being made in the name of Chanticlere Broadcast Co., licensee of WCTC. Mr. Howe owns 63% of the stock. The rest is held by a number of business men in the New Brunswick area.

Mr. Howe plans to supervise the WIRA operations under the new ownership, at least at the outset, but said he contemplated no changes in personnel.

Before he was called back into the Air Force in March 1951, Mr. Howe took an active role in New Jersey radio affairs. He helped to organize, and was the first president of, the New Jersey Broadcasters Assn. He also was instrumental in the formation of the original New Jersey Network, which became the Civil Defense Network of the state.

NABC-TV at Bowls

NABC-TV announced Thursday it will present the Pro Bowl football game from Los Angeles Jan. 10, 4:15-7 p.m. EST and the Pohnsettia Bowl (all-service championship) from San Diego next Saturday, 2:30-5:30 p.m. EST. NABC-TV also will cover the Rose Bowl and Orange Bowl games on New Year's Day.

BILL ROBINSON (l), vice president in charge of programming for WLW Cincinnati, and Norm Cash (r), WLW general sales manager, look at Krazy Kwilt recording held by Walter Phillips of Peacock. "Krazy Kwilt" is a new WLW show based on patter between Mr. Phillips and excerpts from recorded commercials.
EXPANSION during the past year at WKRC-AM-FM-TV Cincinnati led to several changes. Among those involved were (1 to r) Wilford H. Kennedy, promoted to chief engineer for WKRC-AM-FM; George Wilson, who becomes director of engineering with full technical supervision, and Hugh J. LaCrosse, promoted to WKRC-TV chief engineer.

on the air at 5:30 p.m. on Dec. 7. DuMont TV Network claimed a 45-minute beat on use of the pool films, which it put on the air at 4:45 p.m. Dec. 7.

NEW WBZ POSTS

Go to Hauser, Duffield

NEW administrative posts at WBZ-AM-TV Boston will be filled by two long-service Westinghouse Radio Stations men, W. C. Swartley, station manager, announced last week.

Named as WBZ-AM-TV assistant manager is Willard H. Hauser, formerly chief engineer of the stations, who will take over broad administrative responsibilities for both television and radio operations, including technical duties, Mr. Swartley said.

Robert G. Duffield, KDKA Pittsburgh, will be shifted to WBZ-TV next Monday as television film and traffic manager, heading a new department which consolidates all station film and TV traffic operations.

Mr. Hauser, who has been with Westinghouse 24 years and who has been WBZ chief engineer since October 1948, has been assigned additional duties from time to time since opening of the WBZ radio-TV center in June 1948, Mr. Swartley said.

Mr. Duffield's service with Westinghouse radio dates back to 1928. After serving in World War II as a Signal Corps lieutenant colonel, he was manager of WWHO Fort Wayne, Ind., until July 1951, when he was named KDKA manager.

IKE'S SECURITY

Radio-TV Helped Preserve

RADIO-TV and other media have been commended by Secretary of Defense Robert Lovett for "self-restraint and help in observing precautionary measures" imposed during President-elect Dwight Eisenhower's Korean trip.

In a statement Dec. 5, Secretary Lovett thanked radio, television, press and newspapers in the United States for their assistance in preserving the news blackout of the General's tour. "We feel that the public should be aware of the help rendered us in response to our Nov. 20 request for cooperation," he added.

The Defense Secretary referred to the Defense Dept. request which preceded selection of newsmen to accompany Gen. Eisenhower. Original pool excluded radio and television newsmen but was broadened to include them after a concerted industry protest [B+T, Dec. 1, Nov. 24].

MBS' Everett Holles represented radio, and NBC cameraman Julius Zenler, TV, on the trip, filing their reports after the blackout was removed. Pictorial report on the General's trip was aired on network programs, including CBS-TV's See It Now and NBC-TV's Today and Tomorrow.

Meanwhile, Korea pool media representatives accompanied Gen. Eisenhower to Guam and Pearl Harbor last week. Discussions and decisions on U. S. foreign policy took place, but the cover, said his advisers were blacked out at the source, however, with newsman unable to report any details.

CENSORSHIP

Services Give Korean Policy

FIELD censorship in Korea will be handled by joint information offices of the Army, Navy and Air Force rather than intelligence officers of the various services, it was announced last Thursday.

"The services said liberalized procedures for field censorship on news in combat zones will assure prompt release of information. News will be censored "for security only," not for propaganda," it was explained.

The new regulations were regarded as a victory for critical newspaper editors who sought more rapid handling of the news. What effect they would have on radio and TV correspondents in Korea or when they would become effective were not immediately known. It was believed the policy would benefit broadcast journalists, who emphasis speed in transmission.

The authority of field press censors, who will be trained in applying the new regulations during mandatory training next year, will not be used to prevent the transmission of news upon the ground of anticipated adverse reaction by the American public," it was said.

PRINCETON-WNBT JOINT STUDY

Educational TV Problems and Potential To Be Explored

JOINT project by Princeton U. and WNBT (TV) New York designed to explore the problems and potentials of educational television was announced for release today (Monday) by President Harold W. Dodds of Princeton and Ted Cott, NBC vice president and general manager of WNBC-WNBT.

The first step, according to Mr. Cott, will be a survey of the field by Princeton faculty members with WNBT placing its staff and facilities at the university's disposal. Appointed to the survey team, under a special WNBT grant, are Ass't Prof. Thomas Riggs Jr. of the Dept. of English and Assistant Prof. Richard Harshinger of the Dept. of Art Science. Assigned to work with the faculty men is Richard Pack, director of programs and operations for WNBC-WNBT.

Mr. Cott said the survey specifically seeks to learn how television can best serve the modern university, how Princeton can make the most effective use of TV, what the best TV formats and techniques for presentation of educational material are, and what the objectives of Princeton-WNBT cooperation should be.

Mr. Cott outlined the following phases of the project: (1) Mutual education of university and network representatives in the common problem; (2) research into what has been done on commercial and educational channels; (3) experimentation with actual programs and (4) provision for use of lessons learned, in whatever form seems feasible, from publication to program production.

Mutual Problem

President Dodds commented that the "problem of education and television is also one of the mutual education of both broadcasters and educators."

Remarking that experimentation is as much in place in a studio as in a scientific laboratory, Mr. Cott declared that the results of the Princeton project should be of interest and importance to the community and the nation.

Mr. Hauser Mr. Duffield

KOREAN BREAK

NBC Denies Violation

NBC news executives denied last week that they had violated an agreement among the various networks to delay the use of the pool report on Gen. Eisenhower's Korean trip in event the news broke at a time when regular networking facilities were not available.

NBC scored at least an hour's beat over its rivals on the 7 a.m. newbreak because it had ordered standby facilities from AT&T covering the period from 7 a.m. until normal network opening time an hour later. Other networks did not have network lines available until their regular opening hours.

CBS Radio news executives protested that the networks had agreed in advance to hold up the pool report, by Everett Holles of Mutual, in such cases [B+T, Dec. 8].

NBC authorities denied there had been any agreement to delay use of the pool broadcast. They cited a letter from Milton Burgh, MBS news director, saying agreements made at a meeting of representatives of the various networks to work out pooling arrangements on opening the pool.

"It is our endeavor to have report come on even one-half or one-quarter-hour periods. Preferred times are 10 a.m. EST or 4:30 p.m. EST."

The fact that 10 a.m. was a "preferred" time did not mean the report had to be held until then, NBC authorities maintained.

Even if the other networks should not put the Holles report on their networks until their normal opening times—and Mutual withheld use of the pool broadcast itself until 10 a.m., although Mr. Holles is an MBS newsman—stations individually flashed the news of Gen. Eisenhower's trip shortly after the 7 a.m. break, based on wire service reports.

Fact that films of the trip, made by a newsweel cameraman also assigned to represent TV, were not delivered until Dec. 7, two days after the story broke, prompted speculation among TV authorities that delivery had been deliberately delayed.

NBC-TV got its own films, made by its cameraman, Jules Zenler, and flown back by NBC President-Richard Frank Burgholtzer on a special round-trip mission.

Page 10 • December 15, 1952
Like brandy goes with cigars

More listeners-per-dollar and W-I-T-H go together just like brandy goes with cigars! It's a natural combination!

Baltimore retailers know all about this. That's why W-I-T-H carries the advertising of twice as many of them as any station in town!

These more listeners-per-dollar that W-I-T-H delivers mean low cost results! That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost!
Your Forjoe man will give you the whole story.
FCC WARNS

VEILED warning that FCC may be forced to take action unless the radio-TV industry puts its house in order and acts to suppress spurious radiations from transmitters and receivers, was implied by the Commission in a letter last week to the Joint Technical Advisory Committee.

The letter requested that JTAC study the problem of limiting spurious radiations from transmitters and receivers. It called attention to the newly-published JTAC report on radio spectrum conservation.

Fear of an uncorrected interference from transmitters and receivers might jeopardize the TV table of allocations of uhf channels also was expressed.

"Since the entire uhf plan was based upon the assumption that such standards [41-25 mc receiver intermediate frequency] would be adhered to, this apparent lack of standardization casts doubt on the continuing validity of the plan," the FCC wrote.

JTAC is scheduled to meet Dec. 18 at which time the subject of the FCC's request will be taken up. It is believed a subcommittee will be appointed on the radiation problem.

Problem of interference from spurious radiations from transmitters and receivers has become more acute in the recent years, the Commission said.

In TV, the problem has become critical, the Commission said, because the harmonics from transmitters fall in a portion of the spectrum used by aviation communications and navigational facilities.

Current TV transmitters, which use only a 30 db抑下 is "clearly not sufficient to achieve adequate harmonic suppression," the FCC said. It referred to its rule-making proceedings six weeks ago to require TV transmitters to have a 60 db suppression [B + T, Dec. 1].

FCC Not Satisfied

The Commission said it was not satisfied "that the rate of industry progress [referring to suppression of receiver emissions] is consistent with the seriousness and urgency of the problem." It referred to its letter last September to Radio-Television Mfrs. Assn. on the problem [B + T, Sept. 29].

The September letter to RTMA was answered by Glen McDaniell, then president of the manufacturers' trade association, who told the Commission that "RTMA Committee R-15 was working on the problem and hoped to submit findings to the Commission in the near future."

For the last few years the Commission has had outstanding a proposal that would require all devices that are not technically transmitters to curb radiations to 15 uV/m at 100 feet.

Specific request to JTAC was contained in the following list of topics recommended for study:

1. The limits which should be established for spurious radiations, which are inherent in the fundamental operation of equipment and which are difficult to control because of the frequency bands, to assure safe and reasonable protection from interference to radio, broadcasting, communication and navigation services.
2. Review the technical problem of reducing spurious radiation from various devices to determine the feasibility of the suppression measures necessary to accomplish the radiation limitations determined under item 1.
3. Review the problem of instrumentation necessary to effectuate a national program of the central of spurious radiations. The study should consider the practical problems of quality control measurements for the use of these simple tests which can be applied in the field to completed installations.
4. Establish a national navigational activity in this field to determine whether additional effort is required to coordinate interference reduction efforts.
5. Determine any needed action to coordinate the external performance of receivers with the engineering of services and station allocations.

-- William E. Esty

OBSERVANCE of the 27th anniversary of Grand Ole Opry at WSM Nashville, Tenn. drew agency and station executives, and more than 100 rural disc jockeys. Enjoying cocktail party festivities which preceded dinner, are (1 to r): Mrs. Bob Byerly, WJZM Clarksville, Tenn.; Eddie Bimbruster, William Esty. Special section of 100 seats was set off for visitors who mingled with show's personalities after anniversary program. WSM reports program was so successful it plans to hold an annual observance.

FREE ENTERPRISE TRAIN

"Would Exhibit Products of Industries"

Mr. Mr. Marion, formerly WBT general sales manager, was dramatized after the agency's first week. It was announced last week.

WBT SHIFTS

Mr. Mr. McKinnon from WBT local sales manager to Carolinas sales manager, and Paul B. Marion, formerly WBT sales representative, to WBTV Carolinas station manager. All three sales managers will work directly under J. R. Covington, assistant vice president in charge of sales and promotion. All appointments are effective Jan. 1. Shifts result from the resignation of Keith S. Byerly, WBT general sales manager, who accepted a position as manager of the Atlanta office of the Katz Agency.

Mr. Jorgenson, executive vice president and general manager, Jefferson Standard Broadcasting Co., licensee of the stations, commented:

"We have accepted Mr. Byerly's resignation with genuine regret. He has contributed substantially to the sales progress of our station for over six years. He carried with him to his new position our sincere thanks and best wishes."

WALLACE J. JORGENSON has been named national sales manager of WBT WBT (TV) Charlotte, N. C., it was announced last week.

Mr. Jorgenson formerly was WBT general sales manager.

Other changes announced were the elevation of Bennett K. Mc-Kinin to the higher position in WBTV sales manager to Carolinas sales manager, and Paul B.

Mr. Marion, formerly WBT sales representative, to WBTV Carolinas station manager.

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WSBT-TV

ANNOUNCES THE APPOINTMENT OF

Paul H. Raymer Company

AS THEIR NATIONAL REPRESENTATIVE

WSBT-TV THE SOUTH BEND TRIBUNE STATION
HERE'S

WLS OPERATION GROCER

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.
"OPERATION GROCER" creates sales...

NATIONAL
One of the most successful sales and prestige building promotions we've experienced this year, reports E. J. Chaplicki, Chicago Branch Manager, National Tea Co.

CENTRELLA
Sales of WLS advertised products showed increases of 20% to 167% during the sale ... and up to 50% increase since the sale, according to H. G. Jasker, Vice President, Central Grocers Cooperative, Inc.

MIDWEST
Although the general trend of retail sales, locally, was below normal, our sales rose nearly 8% due, largely, to this promotion, says Stanley M. Dunin, Merchandising Manager, Midwest Grocery Co.

PROGRESSIVE
It is with a great deal of pleasure that I am able to report an increase of 8 3/4% in the movement of WLS advertised products during our tie-in promotion, writes J. R. Hulbert, Merchandising Manager of Progressive Food Stores, Inc.

Step up the sales of your grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments ... many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply all the facts ... facts you should have if you're interested in increasing your sales in the nation's second largest market. Write, phone or wire today for complete information!

1230 W. WASHINGTON BLVD.
CHICAGO 7
WLTV Sold to Crosley for $1.5 Million
(Continued from page 28)

stock to Crosley, but may continue as general manager and operating head.

In his announcement, Mr. Shouse expressed hope that the present management and operating personnel of WLTV will stay with the station. The reputation of Crosley for operating outstanding TV and radio properties was praised by Mr. Lane, who said that under the new ownership WLTV would be a top-notch facility and perform maximum service in the public interest.

WLTV was Atlanta's third TV station. The others are WSB-TV, owned by the Atlanta Newspapers Inc., now on Ch. 2, and WAGA-TV, owned by Storer Broadcasting Co., assigned to Ch. 5.

WLTV was acquired by Broadcasting Inc., from the Atlanta Newspaper Inc., following consolidation of the Journal and the Constitution in 1951. The Journal had operated WSB and WSB-TV, while the Constitution had held the construction permit for WCON-TV. Because of the duopoly regulations, one of the AM stations and one of the TV permits had to be disposed of. WCON-AM was discontinued, while WSB-TV took over the Ch. 2 assignment of WCON-TV, and the equipment for the Ch. 8 assignment was sold to Broadcasting Inc. This transaction, closed in March, 1951, covered transmitter, building and land as well as FM equipment. It involved an initial $525,000 outlay but Broadcasting Inc. is now reported as having in excess of $1,250,000 in the property.

There have been periodic reports that WLTV was for sale. Last summer it was learned that Westinghouse Stations Inc., had tacitly agreed to purchase the property for approximately the same figure—$1,400,000. It was then estimated that another half-million to $600,000 would be entailed in bringing the station to maximum permissible power of 316 kw, which would involve a new transmitter location, new transmitter and tower. At that time, however, the station was losing money.

The Atlanta group in Broadcasting Inc. is headed by Walter C. Sturdivant, president, owner of the Montgomery Knitting Mills of Summerville, Ga. Other major stockholders, in addition to General Manager Lane, include Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery. The station was the 108th to go on the air and the last of the "pre-freeze" operations.

SUBSCRIPTION TV
Faught Sees in One Year

BELIEF subscription TV will receive FCC approval within a year and will be available to home viewers within three years was expressed last Monday by Dr. Millard C. Faught, head of his own New York firm of management consultants.

In a talk to the Electric Club of Los Angeles, Dr. Faught claimed the dollar signs in TV's economics will never stop chasing their tails until TV gets its own box office.

Dr. Faught said tremendous marketing potentials of video will not be realized until such time and "everybody who has anything to do with television, from sponsor to viewer," will be better off.

"It will make more video stations economically possible by giving all stations, big and small, an added source of revenue," he said. "Culture commodities—such as spectator sports, opera, Broadway plays and education—will be merchandisable via television, giving more people more reasons to buy and use TV sets."

Dr. Faught said the advertiser will not lose his audience under such a system, because family entertainment budget limitations "would still keep the average set available to the sponsor at least 90% of the time."

Shades of CBS-TV

THE COLOR in television—black- and white television, that is—is gray, CBS-TV has decided. The network reported last week that, for monochrome TV, gray has been found to be "such a handy, functional color" that sets for virtually all CBS-TV shows, particularly dramatic productions, will be done in different shades of gray. Other colors are "unpredictable" on TV, according to Carlton Winckler, production manager of CBS-TV's operations department.

DuMont's Tele-Centre

PROGRAM, engineering, telescription and film syndication departments of the DuMont Television Network will occupy new quarters at the network's new Tele-Centre at 225 East 67th St., New York, effective today (Monday). Transfer of office equipment from the main DuMont network offices at 515 Madison Ave. was to be completed over the weekend. Tele-Centre [B*TV, Nov. 24] eventually will become the main source of programming for the network, starting in January when the first of the building's five studios is expected to be ready for telecasting.

WORTH

the New York station where listeners listen
and sponsors sell...key
station of MUTUAL
Broadcasting System
The only worthwhile investment is one that pays off.

Advertising on WOR is really worthwhile! For years, WOR has paid off with more sales for more advertisers than any other station in the country.

WOR, the most sales-effective station in the U. S., serves 26,000,000 people in 14 states, and provides them with programs they listen to (WOR is first choice among listeners in both news and women's service programs). You'll find it worth your while to learn what WOR can do for you.
Sarnoff to Absorb Trammell Post

(Continued from page 23)

contribution to the industry and the public at large.

He said he was “proud to have brought him into our organization 30 years ago,” that “his success is due to his own fine accomplishment,” and that “I am certain he will succeed in the future as he has in the past.”

RCA and NBC, Gen. Sarnoff said, “are happy that Mr. Trammell has accepted this assignment, and that he will continue as a consultant and that they will have the benefit of his great experience and wise counsel.”

The details of the compensation agreement were not officially disclosed.

Mr. Trammell said that “I cannot fully express my feeling of regret at leaving the magnificent organization with which I have been associated for almost 30 years; nor can I adequately express my gratitude for the help and cooperation I have received from every associate in the company, my many friends among the advertisers and their agencies, the stations affiliated with NBC, and the radio and television industry.

“I am delighted to be associated with Mr. Knight and Mr. Cox in their effort to bring another television service to the important expanding market of Miami at an early date.”

McConnell Statement

His resignation brought this statement from NBC President Joseph H. McConnell:

“We here at NBC are going to sorely miss Mr. Trammell’s sound advice and guidance. No one broadcasting operator has contributed so much as he to the public’s enjoyment of radio and television. He commands the respect of every advertiser, every representative, and every artist with whom he has dealt. The people of Miami are fortunate indeed to have such a person as Mr. Trammell.

Mr. Trammell, in radio since he was hired by Gen. Sarnoff in 1928 as an RCA West Coast commercial representative, has won broad recognition both as a salesman and as a showman.

With NBC since March 1928, and its president from July 1940 until his advancement to board chairman in 1949, he has helped guide the radio industry through crucial years and contributed to the development of the television pattern. He is credited with bringing into broadcasting many of today’s top advertisers and many of the top programs and stars.

Outstanding Executive

Three decades in radio and communication comprise one of the most distinguished careers in broadcasting history, and Niles Trammell is held in high esteem by his friends point to him as one of the industry’s outstanding executives.

After executive jobs with RCA on the West Coast, starting in 1928, he moved into NBC in March 1928 as a salesman. There he found his proper niche in the business world and within two months was named manager of the NBC Central Division, headquartering in Chicago.

Many of NBC’s major accounts and programs were introduced to radio through Mr. Trammell’s sales efforts. For a decade he covered the Midwest, getting new accounts and keeping old ones contented. His success led to transfer to NBC New York in 1939 as executive vice president. He was soon elevated to the presidency in 1940 and elected chairman of the board on Oct. 7, 1949.

Niles Trammell was born July 6, 1894, in Marietta, Ga. He was educated at Sewanee Military Academy, Sewanee, Tenn., and U. of the South, Sewanee. During World War I he was a lieutenant in the infantry, serving until March 1923 as staff officer under Gen. Pershing, Presidio, San Francisco. From the Army he moved into a business career via RCA.

Resentment Toward NCAA TV

(Continued from page 23)

schedule can be blamed for this decline. In answer to the inroads of major football television on our crowds, I can report that we drew the second biggest crowd of the season on Nov. 8, the Saturday before the Oklahoma-Notre Dame game was covered by video. Only the homecoming game outranked that one.

“Lake Forest, however, isn’t dependent on attendance to support its athletic program. We feel this program is just as important as any course of study we offer, and we plan to support sports in the same manner do we any individual branch of study.

“I don’t see why we aren’t directly concerned about television. In fact, we like it and are happy to know it is bound to improve and get bigger.

“A year ago, we played Beloit at home and the same day Wisconsin and Illinois met in a nationally televised game, and since our fans, as well as Beloit’s, had a stake in the major contest, they by-passed our game. If I hadn’t decided to take up coaching and wasn’t involved in this one game, I might have had them thinking the same thing myself. After all, you can’t laugh off anything as big as television.”

“The people of Miami, Northern Illinois State College, at DeKalb—‘We can’t see any reason to get excited about television. The expense of our athletic program is defrayed by student support, and it costs them $2.00 each per term.’

Delph Stanley, athletic director, Beloit (Wis.) College—‘Our attendance was the best years. There were two reasons for this. First, we had an excellent team, and the fine weather all fall was another helpful factor. Frankly, I think it will take at least another year to tell about the inroads television will make in secondary intercollegiate football. In the meantime, I’m hoping our football in the future will be handled more in the own way like basketball does now.”

Milton (Bud) Hinge, Hope College, Holland, Mich.—‘We didn’t draw too well, but we know why. Our team lost its first five games before winning the final four. It is difficult to drum up interest during a slow start like that.’

WALKER SPEECHES

Spotlight Educational TV

FCC’s speech-making Chairman Paul A. Walker hit the educational television trail twice last week, once on Monday before the District of Columbia Federation of Women’s Clubs at a luncheon meeting at Washington’s Wardman Park Hotel, and again on Thursday in Atlanta before the Southern Regional Conference on Educational TV.

Comm. Frieda B. Henneock also addressed the D. C. women’s group on Monday.

The Atlanta conference was sponsored by the Southern Regional Education Board, Joint Committee on Educational Television and the American Council on Education at the Biltmore Hotel. Chairman Walker, warning educational reservations must not be taken lightly, pointed out commercial networks are being made faster than transmitter manufacturers can handle supplying them.

Respecting the end of the one-year FCC deadline, Jan. 2, 1955, when FCC will consider petitions to amend the table of channel assignments, Chairman Walker pointed out that reservation of channels will not automatically terminate on that date. Petitions to change the channels to commercial assignments must be filed in each case, he indicated.

PRICE ELECTED

Pres. of TV-Radio Editors

PAUL PRICE, Los Angeles Daily News, was elected president of Television-Radio Editors of Southern California at a reorganization meeting of the Southern California Society of Radio-TV Editors.

Other officers are Tom Danson, Universal Syndicate (TV news service); John Allan of ABN; Alla Rich, San Fernando Valley Times, treasurer; and Jane Pelgrum, TV-Radio Life, secretary.
With the largest volume of
National Spot business delivered by an independent representative
to any television station in the United States...

PAUL H. RAYMER COMPANY, INC.
Reports to
KTLA
PARAMOUNT TELEVISION PRODUCTIONS, INC.

December 1, 1952

Mr. Paul Raibourn, President
Paramount Television Productions, Inc.
1501 Broadway

Dear Paul:

Our sincere thanks to you and Klaus Landsberg for believing and acting on the showmanship principle that Los Angeles viewers prefer programs designed especially for them.

Every audience survey proves that KTLA has remained the most viewed station in Los Angeles for the past five years. We are proud to be associated with you and proud that as a result of Raymer sales effort, KTLA enjoys this peak volume of National Spot Business.

Sincerely,

[Signature]

Paul H. Raymer
President

New York • Chicago • Detroit • Boston • Memphis • San Francisco • Hollywood
Orders Elections at KSD-AM-TV; Looks at WWOL-NABET Tiff

THE NATIONAL Labor Relations Board has ordered elections be held at KSD-AM-TV St. Louis, the Pulitzer Publishing Co. outlets, to determine the bargaining representative for engineers, projectionists, camera-
men, soundmen and stagehands. Four AFL locals are affected.

Involved in the elections are Local 1217 of International Brother-
hood of Electrical Workers (AFL), and Locals 143 and 166 of the
International Alliance of Theatri-
cal Stage Employees & Moving Pic-
ture Operators of the U. S. (AFL).

Direction of elections was an-
nounced by the labor board last
Saturday. Chairman Paul M. Her-
zog and members Paul L. Styles
and Ivar H. Peterson signed the
order.

In another case, an NLRB trial exam-
iner issued an initial decision
requesting WWOL Buffalo, N. Y.,
to bargain with the National Assn.
of Broadcast Engineers & Techni-
cians as agent for certain station employees.

In the Pulitzer case, involving radio-TV properties of the St. Louis Post-Dispatch, IBEW seeks a bar-
gaining unit of all broadcast en-
gineers, projectionists, stagehands
and film cameramen. The IATSE
locals each request separate
groups for stagehands, projection-
ists and film-sound cameramen.

KSD-AM-TV has taken a neutral
stand save for its contention that
Camermen are not employees but
independent contractors. Only the
engineers (about 35) have been
covered under IBEW contracts,
dating back to 1941.

Elections Decreed

NLRB ordered elections in two
separate groups: (1) among engi-
neers and projectionists, and (2)
cameramen and soundmen. IATSE
Local 143's bid for a projectionists' unit was rejected. Stagehands
were bracketed in a separate group.

Thus, stagehands will vote be-
tween IBEW Local 1217 and
IATSE Local 6; engineers and pro-
jectionists between IBEW Local
1217 and IATSE Local 143; and
cameramen and soundmen between
IBEW Local 1117, IATSE Locals
143 and 666. The latter involves
IATSE's International Photog-
raphers branch.

According to preliminary find-
ings by W. Gerard Ryan, the
appropriate bargaining unit at
WWOL should comprise all engi-
neers, studio technicians and an-
nouncer-technicians. NABET has
been the employees' certified repre-
sentative since September 1951.

The CIO union filed a complaint
with NLRB last April charging
that Greater Erie Broadcasting Co.
(WWOL) had refused to bar-
gain with it. Leon Wyszatycki, WWOL
owner, admitted certain allegations
of the complaint but denied com-
misssion of any unfair labor prac-
tices, Mr. Ryan said.

The board examiner said he
found WWOL had refused to bar-
gain since Oct. 29, 1951. He based
his decision on a provision of the
Labor-Management Relations Act
which obligates both parties to
execute oral agreements already
reached.

"For an employer, or a union, to
renew agreements already
reached by the refusal of one, or
the other, to execute the contract
is in itself an unfair labor practice
and would result in complete re-
pudiation of the collective bar-
gaining process," Mr. Ryan an-
serted. He recommended the con-
tact be executed, effective last
April 9.

It was urged in line with usual
NLRB practice, that the board is-
issue an order requiring compliance
if the station refuses to accept re-
commendations within 20 days of
the date it receives the examiner's report.

BROADCAST MEDIA

Hill Unit to Discuss

THE SPECIAL House Campaign
Expenditures Committee will meet
early this week to discuss staff
recommendations for streamlining
federal election laws and crystal-
lizing the role played by the broad-
cast media.

First portions of the draft were
in preparation last week, but rec-
ommendations governing radio and
television had not yet been evolved.

The committee's report is expect-
ed to include specific suggestions
for resolving some of the problems
confronting broadcasters in polit-
cal campaigns. A host of these
questions was raised during the
recent hearings in which NARTB
and the FCC joined forces to ap-
peal for remedial legislation cover-
ing licensure, censorship and other
thorny issues [B&T, Dec. 8].

The committee, headed by Rep.
Hale Boggs (D-La.), will submit
its report within the next fortnight
—before the Jan. 3 deadline set by
the resolution (H Res 559) which
set the inquiry into motion. Com-
mittee members will review the staff
suggestions and incorporate their
own proposals dealing with radio-
TV—all from the vantage point of
streamlining overall campaign pro-
cedures, including broadcast ex-
penditures.

Herbert Peele

FUNERAL services for Herbert
Peele, 70, president and news di-
rector of WGAI Elizabeth City,
N. C., and who with his family
owned the station, were held Dec. 4
after his death two days earlier.
Mr. Peele formerly had operated
the Elizabeth City Daily Advance.
Survivors are his wife and a son,
who also are stockholders. C. Alden
Baker will continue as WGAI gen-
eral manager.
A Joyous Christmas
and
Prosperous New Year
To ALL...

We're glad again, in Yuletide verse,
to toast you guys and gals
who buy and sell and advertise...
believe us, you're our pals!

Ol' Santa's ridin' by our side...
It's been a grand ol' year;
top billing still for radio...
we're full of Christmas cheer

And in the bright New Year to come,
We know you'll all be buying
the best ad medium there is...
Who says radio's dying?

So here's to YOU and YOU
and YOU...
and here's to '53;
Accept our Yuletide sentiments...
We mean 'em—and they're free.

John Esau
Vice President
and General Manager

L. A. (Bud) Blust
General Sales Manager

KTUL
TULSA, OKLA.

KFPW
FORT SMITH, ARK.

CBS
Radio

Affiliated with KOMA, Oklahoma City

AVERY-KNODEL, Inc. National Representative
GRADY INSTITUTE
Jackson Named Chairman

EIGHTH annual Georgia Radio and Television Institute will be held Jan. 28-30 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. Glenn C. Jackson, manager, WAGA-AM-FM-TV Atlanta, will be chairman. Institute will be under joint sponsorship of the Georgia Assn. of Broadcasters and the Grady School.

Program possibilities for the Institute were discussed at a meeting last fortnight. Among those present at the meeting were S. J. Carsewell, WSFT Thomaston, GAB vice president; E. F. MacLeod, WBML Macon, GAB secretary; L. H. Christian, WRFC Athens, Institute chairman last year; Frank Crowther, WMAZ Macon, another former Institute chairman; A. D. Willard Jr., WGAC Augusta; Carter C. Peterson, WCCP Savannah, and John W. Watkins, WBBQ Augusta.

WANTED: EDUCATORS
To Bolster Truth Campaign

EDUCATORS should take an active part in the psychological offensive of the U. S. by aiding the Voice of American and other facets of the Campaign of Truth, a State Dept. official told school authorities. Reed Harris, acting administrator of the International Information Administration, under which VOA operates, called on school officials to aid in an "educational crusade." He addressed the Conference of State School Officials, meeting in Washington, D. C., under sponsorship of the U. S. Office of Education last Tuesday.

Mr. Harris said the Voice reaches a daily potential of 300 million people in 48 languages. Russians and their satellites are using more than 1,000 stations in "just trying to smoother our radio messages," he stated.

Mr. Dana

WSPD SHIFTS
Dana, Kimble Promoted

SHIFTS of three members of the WSPD-AM-TV Toledo executive staffs were announced last week by Allen L. Haid, vice president and general manager of the stations.

Lester A. Dana, WSPD program director and chief announcer during the past year, has been named WSPD-TV program director. Formerly with WOTL Toledo, he has more than 10 years experience in broadcasting and before becoming radio program director was assistant program director of combined operations.

Succeeding Mr. Dana as WSPD program director is Emerson Kimble, sports and radio announcer, who has been with the station four years. Mr. Kimble previously had served on the staffs of WLW Cin.

Mr. Kimble

WWCA SCOOP
Newsmen Tape Confession

WWCA Gary, Ind., newsmen tape-recorded admissions of a confessed killer minutes after his arrest and then aired the tape less than a half-hour later.

The WWCA newsmen Dec. 6, received a police radio report that a man was running amok with a rifle and already had killed one victim. Todd Branson, program director, Ted Thorne, news editor, and Tom March, newsmen, rushed to the scene with a tape recorder.

The gunman had fired three bullets into a neighbor, killing him instantly. He then reloaded his rifle, went into the street and fired three bullets into the rear of a moving automobile. None of these bullets injured anyone.

Arrested shortly thereafter, the killer immediately confessed to police. By that time, the WWCA trio had their tape-recorder in action, preserving such statements as: "I got the gun and shot him. He owed me money. I killed him."

The Lake County prosecutor heard the broadcast and asked WWCA to save the recording for use as trial evidence.

Mr. Dana

WDAY
(FARGO, N. D.)
IS ONE OF THE NATION'S MOST POPULAR STATIONS!

IN 1950... WDAY was the top Hooperated station in the entire country!
IN 1951... WDAY was the top Hooperated station on NBC!
IN 1952... FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!

NOC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

Page 42 • December 15, 1952
JUST A MINUTE!

Yes! Just a minute spot can sell your product in America's richest market — KEYSTONE's Hometown and Rural America. In fact, thousands of these one minute spots are used every day by many of the nation's leading blue chip advertisers.

Build your-own network with these one minute spots over all or any part of KEYSTONE's 631 sales-producing stations to meet your distribution and marketing requirements.

KEYSTONE BROADCASTING SYSTEM, INC.
- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1330 Wilshire Blvd.
NPA CONTROLS

No Relief Sighted for Major Projects

NO IMMEDIATE relief is in sight for radio and television broadcasters who contemplate major station construction after Jan. 1, although the government relaxed building curbs last week.

This is the consensus of allocation authorities who handle broadcast restrictions on large projects (radio, television, centers, cities, etc.), some broadcasters have leased or purchased theatre properties in recent years to accommodate studio audiences for their productions.

The ban on these and related projects will be lifted Jan. 1, instead of May 1 as scheduled originally. Rapid recovery of the steel industry was said to be the major factor. The steel layoff also was the reason behind NPA's "no new start" policy last August.

But any hope controls on steel and other vital materials—used in station construction and radio-TV receivers—may be lifted after next April 1 have been dashed tentatively by Defense Mobilizer Henry Fowler, who plans to resign after Jan. 1.

Mr. Fowler said he felt it would not be "practicable or desirable to abandon the controlled materials plan before July 1." He added it would be a "grave mistake" to scrap any controls now.

Mr. Fowler thus rejected a steel industry advisory committee proposal that controls on steel for consumer goods be eased Jan. 1 and suspended April 1. The decision should rest with the new administration, he said.

In other developments last week:

- Manufacturers of selenium rectifiers predicted their business volume would jump 25% in 1953 because of military orders and consumer needs, and asked NPA to retain allocation controls.

- Mr. Fowler reported no more nickel (used in television) will be given civilian users than the amount allocated during the fourth quarter. It also said the high point of military electronic equipment output may be reached after next April 1.

- The Defense Production Administration proposed to issue 1953 second-quarter steel allocations, and allocated copper and aluminum. Mr. Fowler said 1954 allocations will be limited to essential supplies, with the steel industry taking the entire quantities as in the first quarter. DPA also announced an expansion program for cobalt (used in atomic loudspeakers). This would relieve a "current shortage because of a heavy military demand for jet plane engines and electronic devices.

Capt. Chas. Duffy

CAPT. CHARLES G. DUFFY, 58, former director of public information for the Navy Dept., died of a heart attack in Naples, Italy, last Wednesday. Capt. Duffy was chief of the public information division of Allied Headquarters in Southern Europe at the time of his death. He was in charge of Navy public relations early in the Korean war. Capt. Duffy is survived by his wife, two sons and a sister.

WGAS New York is conducting its 10th annual drive in cooperation with United Hospital Fund of New York to collect books for distribution at Christmas to patients in New York metropolitan hospitals.
YOU MIGHT FLY NON-STOP AROUND THE WORLD*

BUT...

YOU NEED THE FETZER STATIONS FOR "AIR SUPREMACY" OF WESTERN MICHIGAN!

If you want to see your sales soar in Western Michigan, "climb aboard" the Fezer stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids, do an outstanding radio job in their home cities. Together they deliver 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! Rural coverage is equally spectacular. 1949 BMB figures credited WKZO-WJEF with big increases over 1946 in unduplicated rural audiences—up 46.7% in the daytime, 52.9% at night! And there is good reason to believe that similar increases have occurred since 1949.

TELEVISION
WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves more than a quarter million TV homes in America's 18th television market. This 28-county area embraces 58.1% of Michigan's non-Detroit population and 60.1% of the non-Detroit retail dollar. The October 1952 Videodex Report credits WKZO-TV with 106.1% more afternoon viewers than Station "B"—213.4% more evening viewers!

Get all the Fezer facts today. Write direct or ask Avery-Knodel.

*The United States Air Force did, in 1949.
## WOODLANDIAM!

Sold - 384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

### OBJECTIVES
1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level—in large volume and at reasonable advertising costs.

### USED RADIO AND TV EQUALLY...

We budgeted $400 a week for radio and TV advertising over the 24-week period. This break down follows:

- **Daytime TV** (announcements only) — first and third six-week periods
- **Daytime and Nighttime Radio (announcements and programs)** second and fourth six-week periods

Each medium received an equal share of the budget. No other promotion was used.

(Copy continued in ad at right)

---

**COUNTIES**

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>WOOD</th>
<th>WOOD-TV</th>
<th>Number of Stations</th>
<th>Number of TV's</th>
<th>Per Cent</th>
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<td>6,000</td>
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</table>
BROADCASTING

WOODLAND TV

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company

NABC—Basic, CBS, ABC, DuMont—Supplementary
National Representatives: Katz Agency

Associated With

Write for your copy today, direct to us or your nearest Katz Agency.

RESULTS! PLENTY!

WE SOLD 384,320 COOK BOOKS...

More than twice the total population of Grand Rapids! Moreover, our well-heeled Woodlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT...

(Continued from previous ad)
Radio Homes Census
(Continued from page 47)
No. Carolina—[Cont’d]

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>With Radio</th>
<th>With TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
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ACB ADDS THREE
Affiliates Now Total 353

ADDITION of three radio affiliates to ABC, bringing total to 353, was announced Dec. 5 by Alfred R. Beckman, national director of ABC’s radio and television station relations departments.

Stations include two outlets in North Dakota whose affiliation takes effect on Jan. 1. They are: KGCU Bismarck-Mandan, N. D. (1 kw day and 250 w night on 1270 kc) owned by Mandan Radio Assn. Inc. with Paul C. Gusman, general manager, and KLPM Minot, N. D. (5 kw day and 1 kw night on 1390 kc), licensed by Minot Broadcasting Co., with John B. Cooley as manager.

The third new affiliate is WMAM Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAM joined Nov. 15.

TCA Point IV Aids
MATERIALS are being made available by the Technical Cooperation Administration (TCA) for the development of radio-TV programs in connection with the Point IV program overseas. TCA’s Office of Information & Reports announced it has three semi-documentary radio scripts, a Point IV Radio-TV Fact Sheet, and general discussion tapes for use by broadcast stations. Currently in process are tape-recorded interviews and statements from specialists. Photographic and visual material for television productions also are available. Tape recorders may be used at TCA Washington headquarters for use by visiting broadcasters. Requests for material should be addressed to the Office of Information & Reports, Technical Cooperation Administration, McShain Bldg., Washington, D. C. (Attention: Radio-TV information office).

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The third new affiliate is WMAM Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAM joined Nov. 15.

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The third new affiliate is WMAM Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAM joined Nov. 15.

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The third new affiliate is WMAM Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAM joined Nov. 15.

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— and perhaps rightly so, in a sense. H-R Representatives has no desk-bound brass hats. Every one of the owners is pounding the pavement every working day in the interest of their member stations.

Yessir, it's revolutionary because EVEN THE BOSSES ARE WORKERS.

The owner-salesmen of H-R constitute one of the most unusual combinations of experience and sales background in the electronic industry. Each is a mature, seasoned sales executive with diversified years of successful background in radio station ownership, radio station management, sales management, agency account executive work as well as years and years in top rank representation.

You can't get business just sitting behind a desk. Because every man on the H-R payroll is a pavement pounder, this representative organization has established enviable records for its family stations. Ask any of these stations — AM or TV — about the firm that always sends a Man to Do a Man's Work.
WGST delivers a satchel full of sales the year-round because we’re loaded with C.P.M. C—assures coverage of the 36 counties in Atlanta’s retail trade zone. P—means the best in locally produced and net programs from ABC. M—guarantees top-drawer merchandising support to jobber, chain and retail outlets. Let WGST go to work on your account—by contacting us or our national reps today.

Radio Homes Census (Continued from page 48)

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Total TV Households</th>
<th>Total TV Bases</th>
<th>Percentage Of 1950</th>
<th>Percentage of 1950</th>
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<td>Vance</td>
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*Not available.*

Radio and Television—1950 U. S. Census of Housing—District of Columbia

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<tr>
<th>Area</th>
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<th>Total TV Households</th>
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</thead>
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<td>S.M.A.</td>
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<td>219,065</td>
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<tr>
<td>Washington</td>
<td>1,466,889</td>
<td>465,111</td>
<td>386,515</td>
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<tr>
<td>D. C.</td>
<td>1,466,889</td>
<td>465,111</td>
<td>386,515</td>
</tr>
<tr>
<td>Montgomery</td>
<td>164,041</td>
<td>45,264</td>
<td>44,935</td>
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<td>Md.</td>
<td>164,041</td>
<td>45,264</td>
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<td>Prince George</td>
<td>194,182</td>
<td>50,799</td>
<td>50,246</td>
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<td>City, Md.</td>
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<td>50,799</td>
<td>50,246</td>
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*Not available.*

Radio and Television—1950 U. S. Census of Housing—Washington

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(COUNTIES)

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<th>Area</th>
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<td>4,095</td>
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(Continued on page 52)

Page 50 • December 15, 1952

BROADCASTING • Telecasting
Wherever you are — Gates is your house of service.
— Twelve competent direct factory sales engineers
serve all America plus factory branches in
Washington, New York, and Houston. — The
Gates line is complete! — Yes, your one
source supply for all broadcasting equipment needs
is Gates — your house of service.

A NOTE ON YOUR LETTERHEAD WILL
BRING ANY OR ALL OF THESE GATES
CATALOGS TO YOU SPEEDILY.

GATES RADIO COMPANY
QUINCY, ILL., U.S.A.
Radio Homes Census (Continued from page 50)

<table>
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<tr>
<th>Area</th>
<th>Total Population</th>
<th>Total Homes</th>
<th>Number of Radio Homes</th>
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(Electronics Changes Seen)

REALIGNMENT of the Electronics Div. of the National Production Authority, and perhaps consolidation of certain sections, are slated to hit the emergency agency early next year because of personnel cutbacks.

Evidence of wholesale changes is reflected in layoff notices. These will affect the future of key personnel in various electronic sections throughout NPA. Indication is that the structure of the Electronics Div. will remain in a confused state until at least next Feb. 1.

The effect of the economic movement is particularly sweeping because senior management will play a major part in "bumping" key personnel throughout the Commerce Dept., under which operations are carried out. Involved is the U. S. Census Bureau, the National Bureau of Standards and others—all part of Commerce.

The Electronics Div. is now functioning under a new boss—C. W. Potter, Inland Bell Telephone Co. executive. He was named acting assistant administrator of the NPA Textile, Leather & Specialty Equipment Bureau, under which Electronics and nine other divisions function. A communications expert, Mr. Potter replaces Richard W. Murphy, National Cash Register Co.

Other Changes Anticipated

Envisioned in the Electronics realignment—the claimant agency which determines military needs before allotting materials to radio-TV set-makers—are changes in section heads and probably merger of some groups. Electronics is staffed by Richard W. Potter, director, and Donald S. Parris, deputy aide. No changes are seen at this level.

One major vacancy is that posed by the imminent resignation of Lee G. Johnson, head of the Radio-TV Section. He is slated to leave the next fortnight. Replacement will depend, again, on seniority rights. Mr. Johnson was associated formerly with General Instrument Co. and Magnavox, has been closely identified with NPA’s deliberations over color TV equipment restrictions.

A second move, involving J. Bernhard Joseph, is being deferred. Mr. Joseph, head of the Broadcaster Equipment Section, is being permitted to return home where there has been speculation that the Radio-TV and Broadcast Equipment sections may be combined next year, depending on who is "bumped." There are at least seven Electronics units, including foreign TV.

Other alterations are in the works. A sizable number of NPA’s Public Information Division personnel has been diverted to similar activities in the policy parent agency, the Defense Production Administration.

Radio and Television—1950 U. S. Census of Housing—Minnesota

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<th>Total Homes</th>
<th>Number of Radio Homes</th>
<th>Number of TV Homes</th>
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(Continued on page 60)

BROADCASTING • TELECASTING

Page 52 • December 15, 1952
Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need
New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.
Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

- **NEW** 7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.
- **NEW** plug-in high-stability video amplifier—frequency response uniform to 8.5 Mc!
- **NEW** fixed-position alignment, coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!
- **NEW** plug-in blower for cooling the deflection coil and the Image Orthicon!
- **NEW** electronic protection system guards your Image Orthicon against deflection failure, or loss of driving signals.
- **NEW** "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

**RCA TV CAMERA**

**TYPE TK-11A**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT**

**CAMDEN, N.J.**
Dollar Politics

THE HOUSE Campaign Expenditures Committee, which set out to investigate the high costs of campaign advertising and wound up getting a basic education in the perplexities of political broadcasting, will soon be submitting a report that could have a profound effect—for good or bad—on radio and TV.

There is virtue in the very fact that a House committee is dealing with this subject, which in the past has been repeatedly shoved aside. The danger inherent in the situation, however, is that the separate problems of high campaign costs and political broadcasting will become associated as one.

Though it cannot be questioned that the rival parties in the 1962 campaigns spent more on radio and television than ever before, it is no less true that radio and TV were only partly responsible for the huge increase in total campaign spending.

The reliable New York Times estimates some $32 million was spent in all during the 1962 campaigns. Of that amount, perhaps $5 million was for radio advertising. Considering the tremendous impact that political broadcasting exerts, in comparison to the effects of other types of campaigning, the money spent on it was disproportionately small.

We cannot help suggesting that some of the $32 million which was not spent on broadcasting was not spent as well as that which went into radio and television.

Indeed there is abundant evidence that TV, if properly used, could largely replace the whistle-stop, a time-consuming and money-consuming, not to mention rather old-fashioned, way of introducing the candidate around.

At best only a fraction of the electorate is able to see the candidate, no matter how many whistle-stops he makes. On a cost-per-thousand basis the whistle-stop can’t compare with TV in reaching voters.

It seems to us that the problem is not only one of rewriting the law on political expenditures but also one of educating political candidates to modern techniques of advertising.

To Marry & Win

IN THE nine months since the lifting of the TV freeze, the FCC has been groping for a way to speed licensing of stations in the larger markets having inadequate service. The rub is that the number of applicants almost invariably exceeds the assignments available.

The most plausible approach to solution of this dilemma has been the “marriage” of competitive applicants for the purpose of applying for a single channel, thus eliminating a competitive hearing that could run for months and become embroiled in lengthy litigation. The hearings thus far are the most gaveling we’ve ever witnessed. An applicant must bare his soul. He must spend weeks on end and thousands of dollars to get his chance before the hearing examiner. And then he has a gamble at best.

To date the FCC has been adamant about “mergers.” Some Commissioners fear that when two or more AM station licensees get together in a separate corporation to run TV, they will cease to be competitive in radio. They are fearful of “monopoly” in the moulding of public opinion if a newspaper is involved. They’re wary of a precedent.

The FCC should realize media are competitive, whatever the ownership. Newspapers are competitive with radio; AM is competitive with TV; magazines are competitors of all the others. They have to be exist.

But maybe the FCC has a point in moving cautiously. Perhaps it should not set a clear precedent by treating each case on its merits.

In the two cases it has tackled thus far involving mergers, the FCC turned thumbs down unanimously on one—El-Cox Television Inc., of up-state New York, and divided just about 3½ to 3½ on Macon Television Inc. In the El-Cox case, wherein the only newspaper in Corsing, N. Y., which owns an AM station, there, proposed to apply for ufh with the only newspaper in Elmira which also owns an AM station, the FCC may have had an extreme case. We still think it is wrong, however, in its appraisal of competition among the media.

But in the Macon case, there would be other radio competition and TV competition, too. More than likely this merger will be approved, but the FCC propriates its own exact future guarantee on maintenance of competition in radio.

Now on file is a new and unique project to make it easy for the FCC to approve “marriages.” It is the application of a new company, the Television Corporation—for a station in Miami, now with a single TV outlet. The Miami Daily News, which owns WIOD, and the Miami Herald, which owns WQAM, would be stockholders, but neither would control the new combined station. Miami-Dade, who as NBC board chairman after 30 years in communications, would become president and general manager and holder of 15% interest, under a long-term contract. He would hold the balance of positions.

The joining of hands by Gov. James M. Cox News and John S. Knight’s Herald is practically the millennium. The former is reliably Democratic—Mr. Cox himself was 1920 nominee of his party. Mr. Knight is an original Eisenhower Republican. The papers have opposite philosophies. Their radio stations are vigorously competitive. There are nine other AM stations in the Miami area.

Here, we think, is a pattern that well could be emulated. It could mean the swift authorization of dozens of stations in markets in which the public is clamoring for service. There aren’t many Niles Tramells around to bridge the gaps in setting up such companies. But there is presented here a formula that, in our judgment, would allay the FCC’s fear of suppression of competition and at the same time greatly increase the number of stations swiftly in underserved markets.

Home, Sweet Home

(Reprinted, by request, from B & T, Dec. 18, 1949)

HAVE YOU ever tried to carry a crate of grapefruit piggy-back from a skyscraper office to a cab; thence to the station to catch the 5:15? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigs from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jubilant jaunts from the North Pole, TV admen are asking advertisers, network and station offices, the beleaguered but none-the-less grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding rate sheets. They can’t say so openly without looking a gift horse in the mouth, but they much prefer that you ask their secretaries about that Home, Sweet Home address.

(Continued on page 95)
The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It’s a proven formula that keeps WREC the top Hooper station in Memphis—and brings advertising costs down to 10% LESS per thousand listeners than in 1946.
A. C. Dowden, city sales manager, KARK Little Rock, Ark., promoted to commercial manager there.

Norman H. Chester, WNBC New York account executive, to similar post in radio sales department of WJZ New York.

Lewis H. Avery, president, Avery-Knodel Inc., station representative firm, J. W. Knodel, vice president, B. P. Timothy, secretary, Arthur H. McCoy, treasurer, and David H. Sandberg, director, re-elected to respective offices.


Melba Dean Wells, former manager and operator, KULP El Campo, Tex., to sales staff, KTBC-TV Austin, Tex. Prof. E. Robert Norris, U. of Texas, to latter station as consultant.

Robert E. Newsham Jr. to sales department, WFIL Philadelphia.

Jerry Dunphy, former news director, KSST Davenport, Iowa, returns to station as general manager.

John North, former Chicago manager of Radio Reps., to WOR New York's Chicago sales staff.

George Drase, sales staff, WCFL Chicago, to local sales department, WBPM same city.

Michael Horn to WICC-TV Bridgeport, Conn., as account executive.

Arthur M. Ford, manager of Sapulpa, Okla., studios of KOME Tulsa, to sales staff, KVOO Tulsa.

David R. Allen, salesman, WSYR-TV Syracuse, to Sports Car Club of America, as public relations and publications director.

Personal . . .


Fred Weber, president of WFGP Atlantic City, N. J., cited by state defense officials for his "hard work" on behalf of civil defense. . . .

Joseph A. Len, vice president in charge of sales of WHLI Hempstead, L. L, cited by United Cerebral Assn. of Nassau County for "... outstanding accomplishment in the fight for the betterment of the cerebral palsied of Nassau County." . . . Frederic B. Vanderhurst, account executive, KRIS Bakersfield, Calif., and Marilyn Christine Johnson were married Nov. 22.


Bob Pratt, manager, KGGB Coffeyville, Kan., father of boy, William.

Weissman Plans Talk

J. G. Weissman, applications engineer, physics laboratories, Sylvania Electric Products, will discuss "Transistor Circuit Considerations" at the meeting of Radio Club of America at 8 p.m. Thursday in the General Electric auditorium, New York. Annual business session for members from 7:30-8 p.m. will precede the open session.

Percy S. Anderson

Percy S. Anderson, 65, head of public relations at KMOX St. Louis, CBS o & o station, died last Monday in that city after being stricken with a heart ailment. Formerly sales manager of KMOX, he joined the station in 1946 as account executive. Previously he was with McGuire Industries, Palley-Vadell Co. and War Production Board. His wife, Julia, survives.

Page 58 • December 15, 1952
SALES UP MORE THAN 40%

With bulk of advertising budget going to radio, Deerwood Foods sales soar!

Three years ago the Bluffton Grocery Company began sponsoring the “Deerwood News & Sports Review” on WOWO. Now sales are up more than 40%, and the company is moving to new and far larger quarters in Fort Wayne.

With radio receiving more than 85 per cent of the advertising budget, both the advertiser and its agency, Gemmer Associates, Inc., share with WOWO credit for the booming trade.

Proof in abundance is on hand pointing up the fact that to reach the rich tri-state, 49 county area centering in Fort Wayne, WOWO is a “must.” For more evidence get in touch with WOWO or Free & Peters.

An expenditure of thousands of dollars on WOWO has brought returns of millions of dollars to our client.
Duane Zimmerman, Gemmer Associates, Inc.
Because of our radio program, we have been able to place our line in a rapidly expanding list of outlets.
P. E. Painter, President, The Bluffton Grocery Company
Miami Ch. 7 Bid With Trammell  
(Continued from page 22)  

additional buildings to house TV studios, transmitting gear, etc. Price for the present land and buildings was given as $180,000; other construction will amount to $350,000, the application stated.

Although the transmitter site is free, the towers and other buildings will be purchased from WIOD, the towers will remain owned by WIOD. Biscayne Television proposes to lease the south tower for its TV antenna.

Present applications for Miami's Ch. 7 by WIOD and WQAM were dismissed last week. Other Miami TV applicants are Storer-owned WGBS, a CBS affiliate and WATF, owned by A. Frank Kentz, an MBS affiliate, for Ch. 10, and WMFL, independent, owned by E. D. Rivers Sr., for Ch. 27.

Applicant for non-commercial, educational, reserved Ch. 2 is Lindsay-Sayhoyas Vocational School of Dade County Board of Public Instruction.

WINZ Application  
A pre-freeze application from Miami-Hollywood Television Corp. for Ch. 7 is still being carried on the FCC's books as pending. However, principal owner Jonas Weiland (WINZ) was killed in an airplane crash in August 1981 and the application has never amended in line with the Sixth Report and Order. Under FCC procedures such applications are dismissed when the city is reached in the processing line. Miami's priority is Group B-3, No. 173 in last week's grants, which would indicate that there were only 20 more cities to be considered before Miami is reached.

Biscayne's Statement  
In the statement associated with the application, the Biscayne principals state that their holdings in Biscayne will not affect their AM stations or their newspapers. They declare that they are agreed not to combine "in any manner, shape or form" to diminish competition between WIOD and WQAM.

They also agreed that: (1) the operation of WIOD and WQAM would continue "distinct and separate"; (2) there would be no combinations of staff, salesmen, rates, program sources or talent; (3) there would be no tie-ins regarding the purchase of time; (4) the TV station will compete "vigorously" with WIOD and WQAM for advertisers and programs.

The application was prepared by the Washington law firms of Dow, Lohme & Albertson (for Cox) and Loucks, Zias, Young & Jansky (for Knight). Consulting engineer was Millard Garrison, Washington.

Judge Backs Newsman  
STATE law protecting newspaper reporters in Alabama from disclosing confidential news sources was supported last week by Federal District Judge Seybourn H. Lynne, who refused to rule the law unconstitutional. Acting on a petition by former Gov. James V. Maddox and three aides, who filed $4 million libel actions against several magazines, Judge Lynne supported the 1938 Alabama law protecting newspaper reporters. He said he will hand down a written decision.

DIVIDEND of 40 cents per share, paid Dec. 12, was voted by directors of WJR Detroit to share-holders of record Dec. 6, according to President John F. Pott.

CIVIL SUIT  
Filed Against Soap Firms  
THE CIVIL suit filed last Thursday in Federal Court, Newark, N. J., against the nation's two major soap companies involves network advertisers with substantial annual radio-TV billings.

Filed by the Justice Dept., the suit accuses Procter & Gamble Co. of Cincinnati, Lever Bros. of New York City andColgate-Palmolive-Co. of Jersey City of monopolizing the household soap industry. The suit asked that the three firms be broken up into smaller organizations.

In a statement President E. H. Little said Colgate-Palmolive-Co. emphatically denied the charges against C-P-P. Mr. Little noted the Dept. of Justice had previously submitted facts to a federal grand jury in Newark which only last month completed an investigation of the soap industry lasting 18 months. The grand jury failed to take any action.

Jervis J. Babb, Lever president, issued a statement that his company had violated the anti-trust laws in letter or spirit.

Radio Homes Census  
(Continued from page 38)  

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Households</th>
<th>Number reporting</th>
<th>Number of reporting</th>
<th>Per Cent</th>
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<td></td>
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<td>1951</td>
<td>1950</td>
<td>1951</td>
<td></td>
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<tr>
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<td>1,233,456</td>
<td>1,234,567</td>
<td>1,233,456</td>
<td>99.9</td>
</tr>
</tbody>
</table>

RADIO TELEVISION  
(Continued from page 58)
Vic PROF Diehm Says:

Elves, Pixies, Gnomes or Leprechauns,

Call us what you like...

but we the "SMALL PEOPLE"

Deliver the "BIG SALES!"

There's nothing "big shot" about any of us. We don't try to give you a lot of statistical mumbo jumbo and big talk about our abilities to sell your client's products on our stations. We're the so-called "small people"... the workers... the producers of sales. We're the people who work day and night to make it possible that your client's messages are properly directed to the millions of people we serve and who depend upon us for news, sports, mystery, drama, music, children's programs... yes, for information and entertainment for every age.

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates)

WHOL
ALLENTOWN, PA. CBS

WHLM
BLOOMSBURG, PA.
(Owned and Operated by Harry L. Magee)

WIDE
BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Edward Devney)
H. HOWARD BROWN appointed chief announcer, WTVJ (TV) Miami.

DAN RUSSELL, program director, KPWB Hollywood, to program department, Hollywood headquarters, KKIB Avalon.

WILLIAM McCUSKEY, sales service director, Crosley Broadcast, Corp., Cincinnati, elected to board of governors, Cincinnati Grocery Mrs. Representatives.

HARRY VOELKER to sales and promotion staff, KBTC-TV Austin, Tex. BOB PERRY and ELMO BROWN to station as director-announcer and cameraman, respectively. WYNN EVANS and CAROLYN BUSH added to station's continuity staff.

BILL LAMAR to KCOR San Antonio, Tex., to handle sales promotion and merchandising activities.

JOHN HANLEY, WNAV Annapolis, Md., to WCBM Baltimore, as m.c. of Morning Glove show. WILL TAYLOR and JOHN MCLEAN to latter station as night announcer and sportscaster, respectively.

ALAN GANS, sports director, KTQW Philadelphia, elected president of city's Basketball Writers Assn.

DR. MASON ROSE, head of National Foundation for Psychological Research and author, to KLAC-TV Hollywood as consultant psychologist on children's programs.

LEROY LAND returns to KCBD Lubbock, Tex., as promotion manager, after discharge from U. S. Air Force. HAL MOON added to station's announcing staff.

JAY JASIN to WHEC Columbus, Ohio, as disc jockey.

RICHARD T. HICKOX, chief announcer, WLAW Boston, promoted to production manager there.

BELA KOVACS, company manager and former ABC-AM-TV Space Patrol, assigned role in 25th Century-Pix feature film, "Desert Rat."

LLOYD HOWE, WENT Gloverville, N. Y., to WVOX Amsterdam, N. Y., as staff announcer-producer.

BILL HYDEN, KRMG Tulsa, Okla., to KVOO same city, on announcing staff.

TOM WILLETTE to WDIT Jackson, Tenn., after tour of duty with U. S. Army.

DON BELL, disc jockey, KRNT Des Moines, Iowa, appointed public information officer, AFNS, for Iowa wing of Civilian Air Patrol.

CHIP CIPOLLA, sports director of WONF New Rochelle, to announcing staff, WHLI Hempstead, L. I.,

JACK KRUSCHEN, Hollywood radio-actor, assigned role in MGM feature film, "The Great Diamond Robbery"

JERE SILVERN, New York radio-TV actress-singer, and HY HOLLINGER, staff member of Variety, will be married Jan. 4 in Hollywood.

JOHN EGAN, announcer, WONS Hartford, Conn., father of girl, Mary Ann Therese.

LEWIS KLEIN, WFIL-TV Philadelphia staff director, father of boy, Stephen, Nov. 20.

Alois Havrilla
Was Veteran Announcer

FUNERAL SERVICES for Alois Havrilla, 61, veteran WNJR Newark radio announcer and commentator and winner of the American Academy of Arts and Letters medal for fiction in 1950, were held at Tuesday at St. Paul's Episcopal Church, Englewood, N. J. Mr. Havrilla died Dec. 7 after a long illness.

Mr. Havrilla's death came two days before the anniversary of his wedding to the former Margaret Tietjen in 1941.

Mr. Havrilla's parents were Mr. and Mrs. John Havrilla of New York City, and his wife's parents were Mr. and Mrs. William Tietjen of New York City.

Surviving are his wife, Mrs. Marion Munson Havrilla, and a daughter, Constance Havrilla, who is a student at the University of California at Berkeley.

PLANS SERIES
On Queen's Coronation

Canadian Broadcasting Corp. plans an elaborate program series before and during Queen Elizabeth II's coronation June 2. All Canadian stations are being offered full coverage of the period. CBC reporters W. E. S. Briggs, Andrew Cowan and Matthew Cowan and the British Broadcasting Corp.

CBC's April-May program will include six half-hour broadcasts by English authorities on British sovereigns and a series on persons with major roles in coronation ceremonies. CBC's Trans-Canada network will present special choral and orchestral programs during May and its Dominion network will air a weekly one-hour musical series starting April 21.

The week before coronation CBC will carry BBC's coronation coverage, including the coronation route and Westminster Abbey, plus talks on the event's religious significance. Special music commissioned by CBC will be aired May 31.
IDEALLY SUITED TO DIRECTIONAL ANTENNA OPERATION

The Continental Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The Continental Type 315-C
CONTROL CONSOLE

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.
CBS REPLACES
Dropped P&G Segments

CBS Radio last week completed its program plans for the two quarter-hour strips in the 7-7:30 p.m. period being dropped by Procter & Gamble on Dec. 26.

The Benson series, using transcribed repeats, will be continued in the Mon-Fri. 7-7:15 segment on a sustaining basis until a new sponsor is signed, while Junior Miss, now a Thursday night half-hour series, will be changed into a quarter-hour strip and moved, also sustaining, into the Mon.-Fri. 7:30-8 p.m. segment now occupied by P&G's Tide Show. Plans for replacing an adjacent quarter-hour series—Club 15, in the Mon-Wed-Fri. 7:30-8 p.m. slot, which Campbell Soup Co. is dropping Jan. 16—have not been completed, although a musical program is contemplated.

AP Holiday Scripts

AP RADIO members will receive 10 special Christmas and year-end scripts which can be sponsored. Packages, delivered Dec. 14-28, will include a 10-minute Christmas Day script; review of 1952's general, sports and business news, plus features on the man and woman of the year who are selected by AP member stations and newspapers.

WBUI (FM) PETITION

540 kc Amendment Dismissed

PETITION by WBUZ (FM) Bradbury Heights, Md., seeking permission to amend its application for a new AM station on 1540 kc by specifying 540 kc instead, was dismissed by Comm. Eugene H. Merrill last week because an initial decision looking toward denial of the 1540 kc application was issued last April.

The Bradbury Heights station, located in a suburb of Washington, D.C., is principally owned by Leslie L. Altman. He also is principal owner of a suburban transit company, in whose buses WBUZ (FM) transit radio is heard. To date there has been only one other application for the newly-opened 540 kc channel, that of Everett M. Dillard, who seeks a new AM station in Wheaton, Md., another Washington, D. C. suburb [E*T, Nov. 17].

On All Accounts

(Continued from page 11)

South East Chicago Commission (devoted to better law enforcement and a better community), and a delegate to the Hyde Park-Kenwood Community Council, in which he represents the South Side area where he lives.

He “pitched” civic improvement as diligently as Realamon, with a persistence and aptitude no doubt acquired on the World’s Fair midway where he had once worked as a pitchman.

Speculative about the television cost, he sees the medium eventually pricing itself out of business if current trends continue, and reiterates his position of some years back when he was “the only bird out on the limb” on subscription television. Video, despite its eminent qualifications as a fine medium for advertisers today, puts buyers under more and more economic stress as costs go up, he explains. Some form of boxoffice TV could be sustained along with commercial TV as it is now, he believes, citing the duality of motion picture houses which charge admission and also run film "commercials."

Says Mr. Knapp: “As far ahead as I can see," radio will be “useful and listened to.” He doesn’t know if all radio stations will survive, but the medium is more effective now than the "trend of thought seems to indicate."

New Business

(Continued from page 10)

THE SETHNESS Co., Chicago (Twang root beer and Diet-Aide sugar-free beverages), names Tim Morrow Adv., same city. Broadcast media may be used cooperatively at option of local bottlers. Account executive is A. E. FORK.

HOLLYWOOD LIQUEFIER Co. (kitchen appliance) and CHIC LIN-GERIE Co., both Hollywood (Pandora line), appoint Smith & Bull Adv., that city. ROBERT L. LTEHE is account executive. Radio-TV will be used.

DIAMOND T MOTOR CAR Co., Chicago, appoints Griswold-Ehleman Co., Cleveland.

R. H. DAVIS TAILORING Co., Cincinnati, and its affiliate, WILLIAM WARREN TAILORING Co, appoint Bozell & Jacobs, Chicago. Account executive is HENRY FLARSHIE.

Adpeople . . .

HENRY L. BUCCELLO, assistant to L. E. TOWNSEND, recently retired vice president in charge of advertising, Bank of America, S. F., named advertising manager.

CHARLES F. MOORE, assistant general manager of General Foods Corp.'s Diamond Crystal-Colonial Salt Div., St. Clair, Mich., named general manager, succeeding J. J. Le CLARE, retired.

ALLAN E. ROSS, Goodyear Tire & Rubber Co. of Canada Ltd., appointed advertising manager.

HOMER LAUGHLIN, advertising department, Southern Counties Gas Co., L. A., promoted to advertising manager of newly created separate department.

WALTER SALA named national advertising manager of Dad's Root Beer Co., Chicago.

October-November Boxscore

STATUS of broadcast station authorizations at the FCC:

<table>
<thead>
<tr>
<th></th>
<th>As of October 31</th>
<th></th>
<th>As of November 30</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>AM</td>
<td>FM</td>
<td>TV</td>
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<tr>
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<tr>
<td>Total on the air</td>
<td>2,348</td>
<td>624</td>
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<tr>
<td>Licensed (all on air)</td>
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<tr>
<td>Construction permits</td>
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<td>40</td>
<td>13</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>903</td>
<td>193</td>
<td>963</td>
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<tr>
<td>Total applications in hearing</td>
<td>172</td>
<td>87</td>
<td>57</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>255</td>
<td>8</td>
<td>840</td>
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<tr>
<td>Requests to change existing facilities</td>
<td>199</td>
<td>36</td>
<td>7</td>
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<tr>
<td>Deletion of licensed stations</td>
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</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Must reading for Radio and TV executives

Profile of the Advertising Market

a new study of today’s market for national advertising—its dimensions, characteristics and potential!

Printers’ Ink

205 East 42nd Street, New York 17, New York

How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers’ Ink.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers’ Ink can help you sell more advertising to national advertisers. If you do not now have a copy of Profile of the Advertising Market, ask your Printers’ Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.

Page 64 * December 15, 1952
AP NEWS—a “Natural” for New Stations

“In our 2 years of operation, AP news has produced 20-25% of our gross revenue.”

Wendell H. Siler
Manager
WRAD
Radford, Va.

“Our first sponsor requested AP news... never any renewal problems.”

Thomas A. Rogers
General Manager
WCLT
Newark, Ohio

“Approximately 11% of our air time is devoted to AP news programs. They’re our most salable product. And they stay sold because they produce results for sponsors. Here’s what sponsors say: Our AP news appeals to all classes of potential customers... Maintains good will with present customers... Gives us added prestige... Our most effective advertising... Brings in the traffic... Exceeds all expectations.”

“Since we went on the air five years ago, we’ve had a waiting list of sponsors for AP news. Our 48 weekly AP newscasts are completely sold out. A typical AP spot has a rating of 19.2 compared to the nearest competitor’s 2.2. In addition to spot news, AP’s various feature programs sell readily—much as ‘Sports Memory,’ sponsored five days a week by a brewery.”

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

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write:

Hundreds of the country’s finest stations announce with pride

“THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS.”
AMATEUR RADIO

Sterling Recounts Growth

GROWTH of amateur radio since World War II has been healthy, FCC Comr. George E. Sterling told the New York Club meeting Dec. 8.

"There are today 117,069 licensed radio amateur stations, an increase of approximately 375 per cent over the number at the end of World War II," Comr. Sterling said. He also paid tribute to radio amateurs for their services in time of disaster.

Advisory Group Named

LEWIS M. CLEMENT, Crosley Div., Avco Mfg. Corp., Cincinnati, has been named chairman of an Advisory Group on Reliability of Electronic Equipment. Appointment of Mr. Clement, technical adviser to the vice president and general manager of Avco, was announced by Walter G. Whitman, chairman of the Defense Dept.'s Research & Development Board. Also named to the group were Stuart L. Bailey, Jansky & Bailey, Washington, D. C., consulting radio engineer, and Frederick J. Given, Sandia Corp., Albuquerque. Among consultants are Albert F. Murray, consulting radio engineer, and Joseph A. Chambers, Phoenix Motorola Research Lab. Group was set up to seek methods of improving reliability of military electronic devices.

RADIO

RAYMOND L. KELLEY, assistant controller, Shure Bros., Chicago, elected controller and vice president in charge of finance.


GLENN E. WEBSTER to General Electric Co., Chicago, as district sales manager for broadcast equipment in North and South Dakota, Minnesota, Iowa, Wisconsin and parts of Illinois and Indiana.

KAYE - HALEBRET DISTRIBUTORS Inc., Culver City, Calif., appointed Electronic Associates Inc., Honolulu, as distributor.

WILLIAM H. BOEDEKER JR., named assistant to LOUIS J. COLLINS, sales director for Capehart-Parnsworth, Fort Wayne, Ind.

EDWARD TRUDEAU appointed merchandising manager for popular and folk records department of Columbia Records, N. Y.

MAX R. SHORET, director of radio-television section, Office of Rent Stabilization, appointed chairman of national public relations committee, American Public Relations Asn.

NEWARK ELECTRIC Co., Chicago, has published new parts catalog titled "The Complete Electronics Reference Book."

WARREN GIEFFER, appointed assistant works engineer of civilian operations, Consumer Goods Div., Motorola Inc., Chicago. RANS SCHIFF named to similar post in military operations.

HAR SHRIEBER, WBAV-TV Huntington, W. Va., to Ferris Organization Inc., N. Y., radio-TV program publicity firm.

ADORP L. GROSS Assoc., N. Y., appointed sales representative in New York area by General Hi-Fi Speaker Co., N. Y.

DICK LUKIN, TV director, WOR-TV New York Broadway TV Theatre show, resigns and will form own package-production firm.

Equipment

PICKERING & Co., Oceanside, N. Y., announces production of new Model 280 turn-over pickup with output of 30 millivolts at 10 cm per second.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces manufacture of new series of diffused junction germanium rectifiers or use in computers, magnetic amplifiers, and TV receivers. Included are Models 4JA1A1, 4JA1A2, 4JA1A3, and 4JA2A.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of line of precision wirewound resistors which are hermetically sealed in ceramic for stable performance under wide temperature variations and high humidity. Resistors are designated RB10A, RB10B, RB10C, and RB10D.

RCA VICTOR, Camden, N. J., announces production of Forbes Model 2X9F1, new combination static-free AM/FM table radio. Separate dials are employed for AM and FM tuning.

Technical

JAMES W. ROBERTSON named chief engineer, WROV Roanoke, Va.

EARL HUFF, WBAP-TV Ft. Worth, Tex., to KTBC-TV Austin, as assistant chief engineer.

J. P. GILMORE, assistant coordinator of engineering projects and services at CBC Montreal, named assistant coordinator of TV for CBC, succeeded by J. E. M. MEULL, supervising engineer of CBC at Montreal.

AMPLITEL Inc., New York, has announced availability of new master amplified TV antenna system for owners of apartment buildings, hotels, institutions and TV service organizations. Equipment also is available to local TV servicing organizations and electrical contractors to whom Amplitel extends engineering and installation counsel.

ROUND HONORED

Awarded Armstrong Medal

CAPT. J. HENRY ROUND, British officer whose radio work enabled the English Fleet to intercept the Germans, leading to the battle of Jutland in World War I, was awarded the Radio Club of America's prized Armstrong Medal Friday at the club's annual banquet in New York.

One of the few surviving pioneers who assisted Marconi in his early work, Capt. Round is well-known to radio lovers in this country for his service, 1905-7, as an operator at the first U. S. commercial radio telegraph station at Babylon, N. Y. He came to New York from England to accept the award in person.

JOSEPH PROPOSAL

Protests Uphold WNYC

RECOMMENDATION that New York City's owned and operated station, WNYC, be abolished has been protested in virtually all of some 9,000 letters received by the station, Seymour N. Siegel, the station's director, reported last week.

City Controller Lazarus Joseph, who made the recommendation several weeks ago to save the city the station's annual operating budget of $315,000, said a majority of the 9,000 letters he received urged that the station be retained. But he added he has not modified his position.

WNYC broadcast 12,947 hours in 1951 at a cost of $22 per hour, a lower cost than in 1950, Mr. Siegel said in an earlier letter accompanying the annual report of the Municipal Broadcasting System.

The reduction in cost-per-hour was attributed to "an improvement in operating efficiency, WNYC operating officer, Mr. Siegel said.

Mr. Siegel said the city's broadcasting unit was "largely instrumental in the design and establishment of the civil defense communications systems of the city" in 1951; that WNYC-FM maintained third place in popularity among the city's 19 FM stations in the area; and that the Television Film Unit produced several films "which have enjoyed an expanded demand on commercial television stations . . . ."

He also noted that the city is applying for a television station.

You Can't Get Results in the RURAL MIDWEST with a "Two Legged Stool" Schedule

KMA offers impact in 140 RURAL counties in Iowa, Nebraska, Missouri and Kansas. . . . 2 1/2 million farm and small town listeners who are NOT reached by Omaha-Des Moines schedules.

They live in 1705 cities, towns, and hamlets and on hundreds of thousands of farms. They prefer the KMA type of Midwest programming.

PULSE PROVES IT!

In 23 rural Iowa, Nebraska and Kansas counties, KMA was the MOST LISTENED-TO station during 234 quarter-hours each week—more than all other stations heard in this area combined.

THE No. 1 FARM STATION in THE No. 1 FARM MARKET

MAY BROADCASTING COMPANY

Page 66 • December 15, 1952

BROADCASTING • Telemarketing
Mr. Sponsor...

IF YOU CAN AFFORD RADIO—NOW YOU CAN AFFORD TELEVISION!

Startling? New?

Yes, but it's no gimmick. No miracle. It's another big step by DuMont to bring television to a wider circle of advertisers—to many advertisers who should be in television but just thought they couldn't scale the wall of high prices.

It's proof again that in television—as in any business—plain horse-sense plus creative thinking are the best, the only ways to beat down costs.

The proof this time is in DuMont's revolutionary new daytime drama series "ONE WOMAN'S EXPERIENCE" (11:30-11:45 AM) and "ONE MAN'S EXPERIENCE" (11:45-noon). These exciting, across-the-board shows are now captivating WABD viewing audiences in the New York area. These are two selling packages that are available to you, each at

ONLY $2,500 A WEEK INCLUDING TIME CHARGES!

Sound like radio? The price may. But not the show. Not the results. That's why this offering is the most important contribution DuMont has made to television advertisers since DuMont first pioneered the use of daytime TV. Your inquiries will be welcome.

Dollars Do More On DuMont.

WABD Channel 5

Key Station of the DuMont Television Network

515 Madison Avenue, New York 22, N. Y. MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.
Here in the San Francisco Bay Area
(ONE OF "FIRST 10" MARKETS IN TV SETS)

TV

is a major advertising medium...and the major TV station in the market is

KRON-tv

which operates on Channel 4 and puts more eyes on SPOTS

Most Advertisers! Rorabaugh reports that KRON-TV serves the largest number of advertisers in this 3-station market

Biggest Audience! Pulse shows that KRON-TV offers the greatest percentage of audience, day and night, and all week

Best Shows! Pulse counts more top-rated shows on KRON-TV than on the other two San Francisco stations combined

Clearest Coverage! The market's highest antenna sends KRON-TV's signal throughout the Bay Area market, deep into Northern and Central California

ASK FREE & PETERS for availabilities... in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco. An NBC Affiliate, KRON-TV is owned and operated by the San Francisco Chronicle. It has pioneered in San Francisco TV (Channel 4) since November 15, 1949.

Air view of Coit Tower atop Telegraph Hill. From "The Hill" early-day San Franciscans watched for ships entering the Golden Gate
CLEAR and unconditional grants to the Crosley Broadcasting Corp. TV stations to change to new frequencies and higher power were made by the FCC last week. The Commission raised the question of overlap among the three Crosley TV outlets—WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus—last September [B*T, Sept. 22].

This is considered the first major case in which the intent of the McFarland Act changes to the Communication Act was carried out successfully. The McFarland Act provides that the Commission notify an applicant when it cannot grant a request without a hearing. Purpose is to give the applicant the opportunity to answer the objections, or make changes in the application, in order to obviate the need for a hearing.

Free-Lift Involved

The three Crosley-owned Ohio stations were required to change wavelengths in accordance with reschedules in the light of the new allocation table and new separation criteria formulated by the FCC last April in its Sixth Report and Order [B*T, April 14]. The changes applied also to 27 other TV stations.

Success of Crosley in convincing the Commission that a hearing on overlap was not necessary is presumed to be a forerunner of possible similar action in the WGYAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., case. These Steinman-owned stations also were informed by the FCC that due to the question of overlap between them on their new frequencies (they were among the 30 TV stations required to change channels) and with higher power a hearing was necessary [B*T, Sept. 22].

Following that action, WDEL-TV withdrew its application for higher power, thus eliminating the overlap situation with its sister WGYAL-TV station.

At the time the question of overlap among the Crosley stations arose, the Commission conditionally granted them changes in frequency as required by the Sixth Report and Order. WLWT was changed from Ch. 4 to Ch. 6; WLWD, from Ch. 2 to Ch. 5, and WLWC, from Ch. 8 to Ch. 4.

Also at the time, WGYAL-TV was granted conditional authority to change from Ch. 4 to Ch. 8. At the moment, this switch is in litigation, based on appeals to the Federal courts by WLNY Lancaster, applicant for Ch. 8.

In the Crosley cases, the FCC contended that there would be overlap of the Grade A service between the Cincinnati and Dayton stations, and overlap of Grade B service between all three stations.

In its response to the Commission’s “McFarland letter,” Crosley stressed that this particular question had been investigated by the FCC in 1947 at the time of the WLWD and WLWC grants and that the overlap had been found to be insignificant [B*T, Oct. 27].

Commissioning action in sending Crosley and Steinman notification of a need for a hearing last September brought objections from Comm. George E. Sterling. He argued any overlap conditions were caused by the FCC’s new engineering regulations and not by the applicants.

In the Crosley grants last week, FCC Chairman Paul A. Walker and Comr. Frieda B. Hennoch dissented.

Chairman Walker issued the dissent, in which Comm. Hennoch concurred, stating:

The authorizations that have been granted to Crosley today confine a far greater amount of overlap than has ever been previously authorized by this Commission. Operation of the three Crosley stations with overlap in proximity with maximum power is a rejection of the underlying principles of the Commission’s multiple ownership rules . . .

ABC-UPT FUSION

The FCC ordered oral argument on the significant ABC-United Paramount Pictures merger last week. A five-hour hearing was scheduled for Jan. 5.

The week also saw DuMont file reply to the Broadcast Bureau’s exceptions to Hearing Examiner Leo Hennock’s initial decision last month which approved the merger, as well as license and transfer approvals of other parties in the case [B*T, Nov. 17].

The Broadcast Bureau filed oppositions to the initial decision in virtually all its aspects.

One of the issues in the case was the question of whether Paramount Pictures controlled DuMont in the light of FCC regulations by virtue of its 25.5% stock ownership in the manufacturing-television firm. The examiner found that it did not.

Although strong hope had been held by most of the parties to the case that oral argument would not be necessary, protests to oral argument by Sen. Charles W. Tobey (R-N.H.), scheduled to be chairman of the radio-TV powerful Senate Interstate & Foreign Commerce Committee, and by Sen. William Langer (R-N.D.), due to head the important Senate Judiciary Committee [B*T, Dec. 8], were believed to have swayed the Commission otherwise.

Only exceptions to the initial decision were filed by the Broadcast Bureau [B*T, Dec. 1]. DuMont filed exceptions to the merger and other findings, but understandably did not object to the control findings [B*T, Dec. 8].

Argument before the Commission on banc on Jan. 5 was scheduled to give each of the parties one hour.

Paramount Pictures Set

First scheduled is Paramount Pictures. Next on the list is DuMont, followed by UPT, ABC and finally the Broadcast Bureau.

Twenty minutes is reserved for WSBM New Orleans if it desires to participate.

CBS, which is buying UPT’s WBKB (TV) Chicago, for $6 million, notified the Commission that it was filing no papers and did not care to participate in oral argument.

The involved Paramount case, which ran for 90 days [B*T, Jan. 21 et seq.], included the following issues:

1. License renewals of KTLLA (TV) Los Angeles. WBKB (TV) Chicago and WBNF (TV) New York.

2. Approval of the transfer of control of the Los Angeles station from the old Paramount Pictures Inc. to the new Paramount Pictures Corp., and of WBKB and a half interest in WSBM New Orleans from old Paramount Pictures to United Paramount Theatres Inc., subject to the condition that the company after the 1949 Supreme Court decision ordering motion picture producers to divest themselves of their exhibition holdings.


4. Question whether Paramount Pictures’ 25% interest in DuMont constituted control of the latter company.

5. Approval of the merger of ABC with UPT, to form a new American Broadcasting-Paramount Theatres Inc.

6. Approval of the sale of WBKB to CBS for $6 million upon approval of the merger of ABC and UPT, which would make CBS in a position to own two stations in Chicago. ABC also owns WNFR-TV there.

Mr. Hennock approved all the requests in a 140-page document.

The merger contract between ABC and UPT terminates if not approved by the FCC by next June 23.

Although CBS would seem to have clear sailing for the acquisition of WBKB if the merger is approved, it has an additional hurdle. In December the Commission is application for Chicago’s Ch. 2 by Zenith Radio Corp., which has an experimental station occupying that frequency. WBKB, which was recently moved to Ch. 2 under the FCC’s Sixth Report and Order which required 30 operating TV stations to change wavelengths.

In October, CBS asked the Commission to approve the merger.
KGMB-TV DEBUT

Regular Programming Begins

KGMB-TV Honolulu has begun regular program service.

A CBS-TV affiliate on Ch. 9, KGMB-TV covers an area in which some 86,000 families live. KGMB-TV officials predicted that 8,000 sets would be in use in Honolulu in mid-December.

While KGMB-TV is a primary CBS-TV affiliate, it also holds affiliation agreements with NBC-TV and ABC-TV.

The outlet is owned and operated by the Hawaiian Broadcasting System which has operated KGMB in Honolulu since 1930 and KHBC in Hilo.

Among station officials are J. Howard Worrall, president; C. Richard Evans, vice president; general manager; Wayne Kehr, sales and promotion manager; Melvin R. Wright, network directing director; Robert Costa, program director, and Ernest Lindeman, chief engineer.

The station operates on an STA with a 50,000-watt RCA transmitter. Networked with CBS-TV, it plans to provide a powerful operation at a 3,200-foot Mt. Konahuanui. Official debut date was Dec. 1.

POWELL REPLIES

Hits WIBG Protest

LOY POWELL, competing with WIBG for uhf Ch. 29 at Philadelphia, filed a reply with the FCC Dec. 2 asking denial of the latter applicant’s Nov. 19 petition [B* T, Nov. 24] requesting the FCC to refuse to accept the Powell application.

Mr. Powell, through Philip M. Baker, his Washington attorney, argues that a hearing will provide "ample opportunity" for examining Mr. Powell's station, which WIBG questioned in its petition. To WIBG's questions concerning an oral agreement by which Jules Yellin was to loan Mr. Powell $400,000 at 5% interest plus a 20% share in the station, Mr. Powell replied that Mr. Yellin is only one source for financing the proposed Powell station, and that it is not at all uncommon for one man with money to join forces with another having proven ability.

Mr. Powell defended his agreement with WIBG Philadelphia, whereby WIBG would share its antenna site for its Ch. 29 station. With chs. 11 and 29 so close together, the FCC granted permission.

He dismissed WIBG's statement describing its attempt to obtain a grant since 1945, saying, "The fact" that WIBG "failed to vigorously prosecute the application it filed in 1945 puts it in no better position than any other applicant for TV facilities."
L.A. UHF GRANT

LOS ANGELES, the nation’s fourth largest city and already with seven operating UHF stations, has won its first commercial UHF outlet by FCC last week. Permittee is John Poole, UHF experimenter and owner-managing partner of KBIG Avalon, Catalina Island, Calif.

Mr. Poole’s purchase of KBIV Sanger, Calif., pending FCC approval.

In all, seven new station construction permits were announced last Wednesday.

In making the Los Angeles grant, FCC skipped its Group B-2 processing line from No. 100 (Philadelphia, where WIP got UHF Ch. 29) to No. 107 — the end of the Group B-2 line. The FCC has considered over applications from Detroit, Baltimore, Cleveland, Cincinnati, Columbus, Atlanta, Chicago, Washington and New York, where competitive bids have been held since there are competitive applications for all available channels.

Two grants were made last week to Tacoma, Wash., which is in Group B-3, No. 173. Tacoma is about 20 miles from Seattle, where KING-TV is located.

TV grants last Wednesday bestowed total construction permits issued since July 11 to 144. Of these, 10 are non-commercial educational grants.

Here are last Wednesday’s new grantees:

Zanesville, Ohio (City priority Group A-2, No. 107) — Southeastern Ohio Television System (WHIZ), granted UHF Ch. 50, effective radiated power 91 kw visual and 52 kw aural, antenna height above average terrain 530 ft.

Monroe, La. (City priority Group A-2, No. 115) — Northwestern Publishing Co. (WBN), granted UHF Ch. 32, effective radiated power 57 kw visual, 44 kw aural, antenna height above average terrain 520 ft.

Danville, Ill. (City priority Group A-2, No. 115) — Northwestern Publishing Co. (WBN), granted UHF Ch. 43, effective radiated power 77 kw visual, 44 kw aural, antenna height above average terrain 520 ft.

Birmingham, Ala. (City priority Group B-2, No. 157) — John Broadcasting Co. (WJLM), granted UHF Ch. 48, effective radiated power 220 kw visual, 120 kw aural, antenna height above average terrain 650 ft.

Los Angeles, Calif. (City priority Group B-2, No. 170) — John Poole Broadcasting Co. (KBIG Avalon), granted UHF Ch. 23, effective radiated power 540 kw visual, 320 kw aural, antenna height above average terrain 350 ft.

Tacoma, Wash. (City priority Group B-3, No. 178) — Tribune Publishing Co. (KTNT), granted UHF Ch. 11, effective radiated power 22 kw visual, 16 kw aural, antenna height above average terrain 450 ft.

Tulsa, Okla. (City priority Group B-3, No. 172) — KMO Inc. (KMO), granted UHF Ch. 15, effective radiated power 115 kw visual, 55 kw aural, antenna height above average terrain 560 ft.

In other actions last week, the Commission:

- Granted construction permits to the three Century stations to change channels and increase power, pursuant to show cause orders in the TV proceedings (see story, page 69).
- Denied a request by WOR-TV New York that its pending application for power increase be removed from the Group D processing line and be acted upon promptly. However, the FCC granted in part its request for special temporary authorization to operate with effective radiated power of 88 kw visual, 44 kw aural, between midnight and 6 a.m., for six months. WOR-TV sought same effective radiated power full time.
- Proposed to assign vhf Ch. 13 deleted from Macon, Ga., because it did not meet the 190-mile minimum assignment spacing — to Warner-Robins, Ga., slightly more than 15 miles.
- Adopted an order finalizing proposed rule making so as to add UHF Ch. 52 to Princeton, Ind. Assignment is effective 30 days after publication in Federal Register.

Comm. Eugene H. Merrill dissenting in the grant to Delta Television, Monroe, La., because he felt the Commission should delay action on the application one week in order to examine additional information.

Earlier in the week, Mr. Poole, the Los Angeles uhf Ch. 22 grantee, dismissed his applications for uhf outlets in Bakernfeld, Salinas and Stockton, Calif. He still has applications pending for Sacramento and Fresno, Calif.

Mr. Poole has been conducting uhf propagation tests with KMXAZ, experimental TV station atop Mt. Wilson in Los Angeles. In New York last Thursday he said that uhf experimentation will now be transferred from the purely technical aspect to the economic and promotional.

Mr. Poole said that immediate efforts will be made to induce the public to convert its vhf sets with uhf tuner strips. Perhaps when 100,000 sets are capable of tuning uhf in the Los Angeles area, the station will go on full-time operation, he added.

“Our immediate desire,” Mr. Poole declared, “is not to sell time, but to convert the technical experimentation in uhf which we have conducted for five years, to this bigger experiment in ascertaining whether a commercial uhf station can be operated with uhf in a saturation market.”

No target date has been set for the new commercial uhf permittee, which is to have call letters of KPIK, according to Mr. Poole. A General Electric 60 kw transmitter has been ordered, he said, but delivery may first be made on a 12 kw unit using the Klystron tube. In this event, interim operation will be undertaken, he said.

Although the grant to Mr. Poole was the first commercial uhf authorization in Los Angeles, it is the second uhf construction permit to be given the West Coast city. The first grant was awarded to the Allan Tanfcoke Foundation, U. of Southern California, for uhf Ch. 98.

Vernon A. Nolte, WHIZ Zanesville, Ohio, general manager, said Southeastern Ohio Television System expects to be operating on its uhf Ch. 50 by April 1. The station will use RCA equipment; representive and network have not been selected yet, Mr. Nolte said.

Howard E. Griffith, president of

(Continued on page 81)

FILM FIRMS UNITE

THREE organizations joined together last week to form an all-purpose firm which will distribute and produce television films on a national, regional and local level, with Willison M. Tuttle as president.

United Television Programs Inc. announced its plan for such an association with Gross-Krasne Productions Inc. and Studio Films Inc. The affiliation, described as “biggest news in TV in ‘53,” will bring distribution, production, and financial interests of the three companies all under the United Television Programs banner.

The recent purchase by Gross-Krasne of California studios makes this combination the only television company that has its own lot, the announcement said.

New film properties for national and syndicate sponsorship will be announced soon. They will augment UTP’s present distribution catalogue, which, spokesmen said, represents a total investment of more than $10 million in TV film products.

In addition to Gross-Krasne’s Big Town series and studio telecasts the present UTP offerings include Bing Crosby’s Royal Playhouse, Parrson’s Hollywood Of Broadway, and many others.

The new board of directors of the combined companies is to include Gerald King, Willison M. Tuttle, Milton Blink, Ben Frye, Sam A. Costello, Philip N. Krasne and Jack J. Gross.

Mr. Tuttle, president of UTP Films, is vice president in charge of radio and television and as member of the board of directors of Ruthrauff & Ryan, New York, in order to take the new post.

Mr. King, president and co-founder of UTP in 1950, is being named chairman of the new organization’s board of directors. He was associated with Warner Brothers until 1933 when he organized

VOICES

L. to r: Messers. Blink, Tuttle and Frye in conference last week.

Among Seven New CPs Issued

Three Under UTP

Standard Transmission Services with Mr. Blink.

Mr. Blink, executive vice president and co-founder of UTP, will continue in the same capacity and as the company’s treasurer. He has been in radio since 1926.

Mr. Frye, general manager for Studio Films, will be vice president in charge of sales for the new organization.

Mr. Costello, president and founder of Studio Films in 1950, recently purchased the Studio Television Educational Library of more than 800 short subjects, which, combined with the company’s original library, will be described as dominating the TV musical film field.

Mr. Gross, former producer and executive producer for Universal Pictures and RKO, has a number of motion picture credits, among which are “The Enchanted Cottage,” “I Married a Communist,” “The Big Steal,” and others.

Mr. Krasne has been engaged in independent film production from 1938 to 1950, and produced the “Charlie Chan” and “Cisco Kid” series of Feature Films. In 1950 he launched one of the first TV films series based upon “Cisco Kid” and in 1962 formed Gross-Krasne Inc. with Mr. Gross.

Film production for UTP will be supervised by Messrs. Gross and Krasne.

December 15, 1952 — Page 7
NEW STATION GRANTS

LISTED BY STATES


DANVILLE, III.-Northwestern Publishing Co. (KDOS). Granted uhf ch. 53 (330-335 mc); ERP 19 kw visual, 9.5 kw audio; antenna height above average terrain 420 ft., above ground 445 ft. Engineering conditions. Estimated construction cost $235,000, first year operating cost $60,000. Studio and transmitter location 1500 W. Lindsey, Danville, Ill. Geographic coordinates 40° 06' 58" N. Lat., 87° 31' 37" W. Long. Transmitter and antenna location Danville, Ill. Legal counsel Dow, Lohmeier & Alberson, Rochester, N. Y. Applicant is licensee of WDNV Danville, Ill., also authorized to operate an AM station at that location. For application, see TV Applications. B.-J. Sept. 12, 1952. City priority status: Gr. B-3, No. 170.

ZANESVILLE, Ohio—Southern Electric Television System (WTVK). Granted uhf ch. 35 (587-592 mc); ERP 2 kw visual, 2 kw audio; antenna height above average terrain 240 ft., above ground 252 ft. Engineering conditions. Estimated construction cost $296,994.50, first year operating cost $200,000, revenue not estimated. Post office address 492-492 W. Fifth St., Zanesville, Ohio. Studio and transmitter location Downing Ave. and Downer Rd., Zanesville, Geographic coordinates 39° 44' 14" N. Lat. 81° 14' 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohmeier & Alberson, Washington. Consulting engineer Craven, Lohmeier & Culver, Washington. Principals include Manager Joseph A. Housley, general partner; Craven Lohmeier, engineering manager; Charles P. Eras, secretary-treasurer and 48% owner of Zanesville Co. Co. which owns 60% of Southeastern Ohio Bestco. Co. (Cincinnati), 60% of OGDEN Co., 60% of ALA. Co. (Albany, N. Y.), 60% of KFHR Stockton, Calif., 40% of KOJY Yuma, Ariz., and 40% of KMO-Zanesville, Ohio, listenership area is 30% of Zanesville and 22.5% of New Philadelphia. Applicant is Maurice Glazer (25%), a composite group of varied interests in radio, television and communications. For application, see TV Applications. B.-J. June 2, 1952. City priority status: Gr. A-2, No. 117.


TACOMA, Wash.—KOMO Inc. (KMO). Granted uhf ch. 3 (210-215 mc); ERP 250 kw visual, 220 kw audio; antenna height above average terrain 560 ft., above ground 580 ft. Engineering conditions. Estimated construction cost $314,000, first year operating cost $240,000, revenue $250,000. Studio location First and Bain Sts., Tacoma, Wash. Geographic coordinates 47° 12' 47" N. Lat., 122° 15' 52" W. Long. Transmitter location Tacoma. Legal council Dow, Lohmeier & Alberson, Washington. Consulting engineer Milton Miller, Jr. (33 1/3%), President; Charles H. Haymond (33 1/3%), Secretary; Maxine Gruen (12.5%), Vice President; Robert H. Baker (12.5%), Vice President; Earl Raymond (12.5%), Treasurer; W. S. Kiser (12.5%), Vice President; Edward R. Welch; Alton Pine (12.5%), Vice President. Applicant is Charles H. Haymond (33 1/3%), 33 1/3% owner, and KOMO Inc., 66 2/3% owner. For application, see TV Applications. B.-J. June 2, 1952. City priority status: Gr. B-3, No. 115.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

WALA-TV, Mobile, Ala.—Pope Broadcasting Co. (WAL). Granted special temporary authorization on ch. 51 (553.75 mc) within Birmingham, Ala. Owner and transmitter power output of 2 kw visual, 1 kw audio, antenna height above average terrain 100 ft. Effective from Dec. 20 to Feb. 20.

WSRA-TV, York, Pa.—Susquehanna Broadcast Co., ch. 49. Granted special temporary authorization to operate with 1 kw visual, 2 kw audio, antenna height above average terrain 220 ft., 5 kw visual, 2 kw audio, and waiver of second tier rules (2 kw visual) from 22 kw visual) from midnight to 6 a.m. for period of six months. Post office address 1403 West Market St., York, Pa. See TV Applications. B.-J. June 2, 1952. City priority status: Gr. A-2, No. 115.

WARD (TV) NEW YORK CITY—Allen B. DuMont Labs, Inc. Granted special temporary authorization to operate with 1 kw visual, 1 kw audio, antenna height above average terrain 300 ft. Estimated construction cost $246,495, first year operating cost $60,000. Post office address 1860 South Boulevard, Philadelphia, Pa. City priority status: Gr. B-3, No. 115.

NEW APPLICATIONS

PINE BLUFF, Ark.—Central-South Sales Co., ch. 7 (174-175 mc); ERP 24 kw visual, 12.5 kw audio; antenna height above average terrain 510 ft., antenna construction cost $240,000, first year operating cost $17,000. Post office address 1520 North Second St., Fort Smith, Ark. City priority status: Gr. B-3, No. 115.

STOCKTON, Calif.—San Joaquin Tele- casters (KSTU), ch. 1 (693-698 mc); ERP 3 kw visual, 1 kw audio; antenna height above average terrain 350 ft., above ground 360 ft. Estimated construction cost $240,000, first year operating cost $90,000. Transmitter location 1730 S. Ninth St., Stockton, Calif. Studio and transmitter location 460 W. Sixth Ave., Pine Bluff, Geo. Applicant is San Joaquin Telecasters, Inc., KSTU, Inc., and Chalmer J. Heine, Washington. For application, see TV Applications. B.-J. June 2, 1952. City priority status: Gr. B-3, No. 115.

WASHINGTON, D.C.—Brown Industries Inc., president Warner Brown Jr., vice president Alfred B. Quint, secretary Edgar S. Reddick, treasurer Fred G. Robinson, vice president and associate publisher of Richardson Independent; owner and manager Warner Brown Jr.; Manager General Manager Louis La Rue (85%), president of Group Broadcasting & Advertising Co., owner of KYNO Fresno, secretary-treasurer and 75% owner of KQNO Visalia, Calif., 50% owner of KFTS Visalia, Calif., 50% owner of KWST Clovis, Calif., 50% owner of KTOP Tulare, Calif., 50% owner of KQNO Visalia, Calif., 50% owner of KFTS Visalia, Calif., 50% owner of KWST Clovis, Calif., 50% owner of KTOP Tulare, Calif., 50% owner of KWST Clovis, Calif., and 5% owner of KFTS Visalia, Calif. Applicant is Warner Brown Jr., 100% owner of Don's Drive-In (Fresno, Calif.) and Hearns San Francisco. Consulting en- gineer Paul Godley Co., Upper Montclair, N. J. City priority status: Gr. B-3, No. 115.
DAYTIME LIGHTING

WFAA-TV Dallas may have found a solution to the "light tower problem" respecting tall television towers—daytime lighting to warn aircraft— if its current test of a 10-million candlepower light proves successful.

The light is one of several which would be installed on the station's proposed new million-dollar, 1,747 ft. tower which may also support antennas for KRLD-TV Dallas and WBAP-TV Fort Worth.

Key To Authorization

Should the lighting experiment prove practical, some observers feel the aviation industry and the Civil Aeronautics Administration will be amenable to the authorization of much higher TV and radio towers...where such height would be completely out of the question at the present.

Others point out that further modification of Part 17 of FCC rules on towers may be in order to require daytime lighting of all towers above 750 ft. Part 17 already is in the process of modification following months of meetings among FAA, CAA, aviation and broadcast representatives to solve the tall tower problem [B+T, Nov. 17]. Deadline for comments is today (Monday).

Sec. 17.54 of the new proposed rules, pertaining to lighting of antenna structures over 1,500 ft. in height, gives no details other than the indication that such towers "shall be lighted in accordance with specifications to be determined by the Commission after aeronautical study which will include lighting recommendations."

All of the proposed rule changes were published in the Nov. 29 Federal Register.

The fear of air hazard came to a climax following issuance of FCC's Sixth Report and Order last April which finalized the TV reallocation and provided for the construction of taller towers in many instances. WFAA-TV, however, is the first station to have requested FCC's consent to construct a tower approaching that height. Several others reportedly have similar towers under consideration but are awaiting outcome of WFAA-TV's application.

Besides consent to build the tower, nearly 300 ft. higher than the Empire State Bldg., WFAA-TV also seeks boost in effective radiated power from 27.1 kw visual to full 316 kw. Station operates on vhf Ch. 8.

A. Earl Cullum Jr., Dallas radio-TV consulting engineer who pressed the case for high TV towers before FCC during the reallocation proceeding and who warned of impending applications for such towers when participating in the government-industry tall tower meetings, was retained by WFAA-TV for its proposed new structure.

Mr. Cullum reported that the 10-million candlepower daytime warning light is an experimental model developed by Westinghouse Electric Corp. at Cleveland and originally was contemplated for use on the Empire State Bldg. as well as for daytime ground marking of aircraft landing strips to over-come fog and other visibility hazards.

Mr. Cullum related the light was placed atop WFAA-AM's 660-ft. 570 kc tower on Nov. 10 but one of the light's transformers burned out the following day and it had to be removed. The transformer was replaced a fortnight ago, he said, but rainy weather, the first for many months, delayed replacement of the unit until Dec. 4. It began to function at that time.

Just an hour before completion of the installation, however, WFAA-TV received word from CAA in Washington that a proposed top-level inspection group would not arrive Dec. 8 to watch the lighting demonstration as planned. The junket, to include CAA and FCC officials as well as representatives from both the broadcast and aviation industry, probably will be delayed until after the New Year, it is understood.

Meanwhile, Mr. Cullum said, the light is being operated from 8:30 a.m. until 8:30 p.m. for various tests. Specimens would be used on the proposed WFAA-TV tower to cover all approaches.

The light can be regulated to flash from a few times a minute up to about 300 times and presently is flashing 40 times each minute.

The light costs about $1,500, he indicated.

Mr. Cullum pointed out that the aviation industry's greatest concern however, is the pilot's ability to see them on a clear day, particularly when flying into the sun in late afternoon. The problem arises over such a tower's spindle-like construction and its surrounding background.

"What aviation desires is a warning light brighter than the sun," he explained.

Other warning aids which have been suggested for high towers include a smoke generating signal device, he said.

WFAA-TV's application before FCC reveals the proposed tower will be 1,714 ft. above average terrain and 1,747 ft. above ground. It will be located southwest of Dallas and will be seen from the first on Arlington Route 3, 1.8 miles northeast of Webb, Tarrant County.

The tower itself, an Ideco guyed structure, would be 1,173 ft. in height, topped by a 74-ft. RCA 12 bay antenna. An elevator would...

HELPING launch a beacon in first tests for WFAA-TV Dallas' proposed power increase are left to right) Ralph Nimmons, station manager; W. C. Ellis, chief engineer, and Paul Barnes, plant superintendent, radio transmitting services of WFAA and WBAP Fort Worth. Beacon, capable of producing 10 million candle power, was designed by Westinghouse for air traffic.

WFAA-TV May Have Air Hazard Solution

CT$ OUTLOOK

$1 Million Sales Mark Seen

PROSPECTS for a $1 million sales mark in its first year of operation were "bright" by officials of Consolidated Television Sales, New York and Los Angeles, last Monday. First quarter year sales in excess of $250,000 were listed.

The sales and distribution firm for filmed programs based this healthy outlook on company charts showing that each month's sales topped those of the preceding month. At the time of its formation last August, Consolidated acquired distribution rights to most of the Jerry Fairbanks productions and subsequently signed contracts with some studios.

According to Peter M. Rebeck, general manager, who is currently in New York for sales conferences with Eastern sales manager Hal- sey Barrett, Consolidated salesmen have completed 29 individual sales in the past two weeks. These are Front Page Detective, seven markets; Hollywood Half Hour, five markets; Ringside with the Rass- lers, seven markets; Public Prosecu- tor, four markets; Tender Rabbit, five markets, and Jackson and Jill, one market.

COMPLETE "South Jersey" edition of TV Digest published in Philadelphia, will be introduced Dec. 20, publishers Arthur and Irvin Borowisky have announced. Magazine now has weekly circulation of 17,000. Initial "South Jersey" issue will have printing of 31,000.

BROADCASTING • Telecasting

ABC- TV AFFILIATES

KHQ-TV, WAFB-TV to Join

TWO new television stations will become affiliates of ABC-TV within the next two months, bringing its total to 73 stations, Alfred R. Beckman, ABC national director of radio and television station relations, announced last week.

Effective today (Monday), KHQ- TV Spokane, WEEK-TV Peoria, Ill., and WAFB-TV Baton Rouge.

KHQ-TV is owned by KHQ Inc., which also operates the NBC radio station in Spokane. The TV station is scheduled to go on the air today (Monday), operating on Ch. 6.

WEEK-TV is expected to begin operations on uhf Ch. 43 on or about Jan. 1. Owned by West Central Broadcasting Co., the station will be under the supervision of Fred C. Mueller.

WAFB-TV, owned by Modern Broadcasting Co. of Baton Rouge Inc., will operate on uhf Ch. 28, starting on or about Jan. 1.

(Continued on page 108)
HEARINGS

IN WHAT is considered by many to be a precedent ruling, a majority of the FCC last Tuesday overruled a hearing examiner and approved amendment of the vhf Ch. 6 application of KOIN Portland, Ore., in hearing with the competitive bid of KGW there.

In the 4-2-to-ruling, Chairman Paul A. Walker and Comr. Frieda E. Hembd voted to uphold Examiner Elizabeth C. Smith who had refused to accept the amendment on the ground the changes were substantial and insufficient good cause was not shown [B*T, Nov. 24]. Comr. Robert T. Bartley did not participate in the action.

The subject of extensive controversy between KOIN and KGW before the examiner and the Commission, the amendment of the KOIN application by withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Conrigh, together 43.5% stockholders, and the approval of this stock and certain obligations by the stockholders was discussed in great detail.

The FCC ruled on the eve of the Ch. 6 hearing, which was to get underway Wednesday before Examiner Smith but later was postponed to Dec. 17, in order to clarify the status of the parties to the proceeding. The reasons supporting the ruling were not disclosed, but the Commission indicated a memorandum opinion and order would be issued this week.

Late last week several FCC sources reported the opinions supporting the major's position were still being written and were not in final form. It was noted this unusual procedure had been taken to accommodate the two Ch. 6 contestants.

KOIN earlier had stated that if the amendment were not approved, it may have to withdraw from the hearing. KOIN contended that if this occurred the public would not benefit from a comparative proceeding in which the better applicant would be chosen. KGW, which would be in position for grant without hearing, opposed this view.

KGW's Washington counsel last Thursday said the station expected to petition for reconsideration of the FCC ruling and indicated the fight may be taken to court if necessary. However, any action depends first upon receiving the Commission's memorandum opinion in the case.

KOIN previously had stated it would go to court if the amendment were not approved.

FCC's Broadcast Bureau also is awaiting the memorandum opinion so that it may be informed as to the Commission's present policy with respect to amendment of applications designated for or in hearing, according to one source.

Examiner Smith is presiding over hearings for all of the available Portland assignments, uhf Ch. 21 and vhf Chs. 12, 8 and 6. Records of all four proceedings were officially opened Oct. 1 and then continued to future dates for full presentation. The Ch. 21 and Ch. 12 hearings are over except for presentation of several minor exhibits and the Ch. 8 hearing is to get underway in February.

The Harrisburg, Pa., uhf Ch. 27 hearing is scheduled Jan. 5 before Examiner William G. Butts.

Examiner Basil P. Cooper hopes to complete the Tampa-St. Petersburg, Fla., vhf Ch. 8 hearing by this Friday. The hearing on Ch. 13 applicants from those cities is to begin Jan. 7.

Examiner James D. Cunningham several weeks ago closed the record in the Denver vhf Ch. 7 hearing and proposed findings have been filed by the contestants (B*T, Dec. 1), but last week request was filed to reopen the case (see story this page). Examiner Cunningham is to start the vhf Ch. 4 hearing Tuesday. He also is to hear a non-TV case beginning Jan. 21 involving KOB Albuquerque.

Examiner Thomas H. Donahue has concluded the engineering portion of the Flint, Mich., vhf Ch. 12 hearing and non-technical testimony will commence Jan. 7. Examiner Donahue presently is vacationing in Florida.

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BASIC CBS-TV

announces the appointment of

THE O. L. TAYLOR COMPANY

as exclusive national representatives
effective immediately

Why El Paso is one of the
Major Markets of the nation.

- Retail Sales: $249,448,000
- Food Sales: 58,470,000
- Drug Sales: 9,343,000

WITH KROD-TV you will be serving a quarter-billion dollar market

that gets no TV reception from any remote city.

DORRANCE RODERICK
President

VAL LAWRENCE
General Manager

KROD-TV
CHANNEL 4 - EL PASO, TEXAS

EL PASO, TEXAS
LABOR STRIFE

The American Federation of Television & Radio Artists appealed to its members to"settle their disputes" as a new radio and television network was launched. "We urge all of our members to reject the proposals of their respective local management," the union said in its appeal. "We want to settle our disputes now, at the bargaining table, not on the picket lines."

AFTRA was reported to have reached an agreement with the networks in New York and Los Angeles, except for a few technicalities in contract phraseology. Bargaining sessions continued in San Francisco and Chicago, where network programs also originate. Actual signing of the new contracts will hold in abeyance until regional negotiations are completed.

In the national SAG dispute, although some producers signed into a new contract, some unions and the whole industry were left in a state of uncertainty. It was said that the moves did not necessarily presage a "break" in the two-week-old strike.

The proposed AFTRA contract would run for two years. Under the terms, the new contract would be granted a 12½% increase in minimum pay retroactive to Dec. 1, and radio performers, a 10% raise, dating back to Nov. 1. Radio and television announcers would be given a base pay of $135 a week, an increase of $20 per week. Negotiators effected a compromise on the issue of bringing certain categories of newsmen into the union. They agreed that newscasters and newspaper reporters will be included in the contracts but new analysts and news commentators exempt. They defined a newscaster as reading a newspaper report on the air; a reporter, as gathering information at the source but expressing no opinion; an analyst, as choosing and editing his copy, and a commentator, as expressing his personal opinion.

The networks agreed to AFTRA's demand that discharge of staff announcers be subject to arbitration but rejected a request that dismissal of employees be made in direct line of seniority.

The proposed pact would cover NBC, ABC, CBS, Radio, CBS-TV, MBS and DuMont network.

In Chicago, where AFTRA was negotiating with six radio and TV stations, "substantial" agreement was reported on new contract terms by four of the outlets. Union officials were to meet last Friday with NBC, ABC, CBS, and WBBB (TV) executives to settle terminology and contractual clauses. WGN and WLS, which withdrew earlier from talks, also were about to meet.

In essence, major points in disagreement were resolved, management agreed to a general increase in base pay for staff radio announcers from $185 to $190 weekly.

The hotly-contested unit system point, by which announcers were not paid extra for the first 12 commercials, was not abolished, as desired by the union. Unions remain in local radio contracts, but will not be extended into TV. (Two of the AM stations, WENR and WMAQ, have TV affiliates, WEN-TV and WNBQ (TV).)

New terms provide that AM stations with TV affiliates can use a staff announcer for six video commercials (half of the 15 units), if the announcer is assigned, works off camera and is paid 50% of the local radio rate. Any amount above six requires full radio rate payment.

Prices for performers, working under the local television code, were increased a flat 10%. Performers in continuing roles must be given two weeks advance notice on employment for the sponsor to get the benefit of a multiple rate.

Local commercial radio rates for announcers and announcers were hiked 10%. Local radio contracts expired Oct. 31 and were extended until Nov. 30 for further negotiations. Television contracts expired Nov. 90 and the WBKB (TV) staff announcing contract on Dec. 1. Therefore, new contracts will provide some retroactive pay.

In the SAG picture John K. Wheeler, council to the film producers, negotiated with the union over a two-month period seeking a basic formula for a TV filmed commercial pact, said some producers were "frankly on the spot." He explained some were half-way through shooting commercials when the strike started and others were committed to advertisers and agencies.

Mr. Wheeler insisted his group of producers is still determined to resist SAG's demands for payment on re-issue of film. He said his group was not concerned over the interim agreement reached because he has been notified that Hollywood producers should be signed in New York where an estimated 70% of the commercials are filmed.

Mrs. Florence Marston, eastern representative of SAG, similarly did not attach strong significance to the settlements. She would not specify which or how many producers signed but said "there have been several."

It was reported that at least two Hollywood producers and three other companies in New York and Chicago had signed interim agreements. One is Roland Reid Productions, a leading producer of TV filmed commercials in Hollywood, which is shooting commercials for network Mills, sponsor of The Lone Ranger.

Under the contract with Reed and other firms, actors are paid a minimum fee of $70 per commercial minute. An additional fee of $50 is paid while running time. If the film is used a second time as a program commercial, the actor must be paid the full amount of his original salary. The stipulation was put into the contract that the film must be shown within six months after production is completed. It cannot be telecast beyond one year of its making. In the case of Wild Space, the minimum fee is $45 per commercial, which can be used for four straight weeks.

AFTRA PACT

Signed in L. A.

CLOSELY averting a strike, a two-year contract has been worked out between seven Los Angeles network and independent TV stations and the American Federation of Television & Radio Artists (AFTRA). The pact, effective to Oct. 31, 1954, also covers Los Angeles network AM outlets.

Though AFTRA originally had sought a 20% wage increase for its members, the new contract gives a 10% raise in local TV. It applies also to freelance announcers, singers and actors on network radio stations on a local and regional basis.

New rate for staff announcers at all TV and network AM stations also worked out, at the rates of $120 per week for first year employment, then $135.

Regional TV pay scale was increased from the present rate of local TV minimum of $20 per week. AFTRA withdrew demands for elimination of the daytime preference rate. Discount rates for long weekly shows were eliminated. Discount rates on long-term participation programs on radio, announcers fee is increased from 10% to 33½%.

They also receive 50% of the commercial fee on five and 10-minute shows, with 33½% on 15-minute or longer programs.

OFF-CAMERA at the United Cerebral Palsy telethon (story, page 94) are (l to r) Leonard H. Goldstein, UCP president and head of United Paramount Theatres; Robert M. Weitman, UPT vice president; Jane Pickens (only lady showing), singing star; Dennis Day, video personality, who stayed on the job for 15 hours as m. c., and Charles Holden, assistant national director, ABC-TV Program Dept. Girls in background are volunteer Conover models.

W H U M - T V S T R I K E

Technicians Picket Station

GROUP of technical employees started picketing WHUM TV on March 2, last Monday morning, claiming the station's labor practices are unfair. Station officials have been negotiating with IBEW. The station is in New Haven.

Station officials said picketing affects only the TV operation at the transmitter outside the city. WHUM-TV is not on the air pending delinquent license renewal. The transmitter house is described as nearly complete. Last week's picketing did not cause any loss of WHUM radio time, it was stated.

BROADCASTING • Telecasting

Page 76 • December 15, 1952
THE 1952 NARND AWARD
THE OUTSTANDING TELEVISION NEWS OPERATION IN THE UNITED STATES

In a continuing tradition of public service, the WTVJ News Department has become an integral part of South Florida—serving the area’s 825,000 year-round residents with complete news coverage of community life as it happens — when it happens.

Recipient of the NARND Distinguished Achievement Award for 1951, the News Department has kept pace with the phenomenal growth of WTVJ. Today, a substantial portion of WTVJ’s local programming is in the public service tradition of NEWS.

WTVJ is mindful of its public trust and the high honor bestowed by the NARND . . . and pledges itself to continued community service.

CHANNEL 4 • MIAMI
Here are post-thaw TV grantees and the dates on which they expect to commence operations. Channels authorized, network affiliation and national representative, where signed, are given.

### LISTED BY CITY ALPHABET

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Ch. Granted</th>
<th>Commencement</th>
<th>Network</th>
<th>Rep.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WARK-TV</td>
<td>Akron, Ohio</td>
<td>49</td>
<td>Sept. 4</td>
<td>Spring 1953</td>
<td>Weed</td>
</tr>
<tr>
<td>WTVT (TV)</td>
<td>Detroit, Mich.</td>
<td>74</td>
<td>Oct. 16</td>
<td>March 1953</td>
<td>Taylor</td>
</tr>
<tr>
<td>WMS-BX</td>
<td>Chicago, Ill.</td>
<td>35</td>
<td>Oct. 10</td>
<td>March 1953</td>
<td>Taylor</td>
</tr>
<tr>
<td>WNBW (TV)</td>
<td>New Orleans, La.</td>
<td>31</td>
<td>Nov. 15</td>
<td>April 1954</td>
<td>Taylor</td>
</tr>
<tr>
<td>WBTX (TV)</td>
<td>Austin, Tex.</td>
<td>42</td>
<td>Dec. 20</td>
<td>Dec. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WGLY (TV)</td>
<td>Galveston, Tex.</td>
<td>43</td>
<td>Nov. 20</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTVT (TV)</td>
<td>Dayton, Ohio</td>
<td>22</td>
<td>Oct. 31</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WKNX-TV</td>
<td>Milwaukee, Wis.</td>
<td>27</td>
<td>Nov. 15</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WBOI (TV)</td>
<td>Fort Wayne, Ind.</td>
<td>19</td>
<td>Oct. 20</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WHTM (TV)</td>
<td>Palm Beach, Fla.</td>
<td>24</td>
<td>Dec. 20</td>
<td>Dec. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WMTV (TV)</td>
<td>Youngstown, Ohio</td>
<td>13</td>
<td>Dec. 25</td>
<td>Dec. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WNBK (TV)</td>
<td>Cleveland, Ohio</td>
<td>30</td>
<td>Nov. 20</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
<tr>
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<td>New Orleans, La.</td>
<td>31</td>
<td>Nov. 15</td>
<td>April 1954</td>
<td>Taylor</td>
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<tr>
<td>WYNX (TV)</td>
<td>Youngstown, Ohio</td>
<td>13</td>
<td>Dec. 25</td>
<td>Dec. 1953</td>
<td>CBS, DuMont</td>
</tr>
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</table>

**NEW OFFICERS were elected during radio news directors’ meeting in Cleveland.** Holding down key posts in newly-named Radio-Television News Directors Assn. are (1 to r): Tom Eaton, WBTIC Hartford, Conn.; president; Jim Byen, WBAP-AM-TV Fort Worth, vice president, and Sheldon Paterson, KDKA-TV, treasurer. Mr. Eaton succeeded Jim Beeman, WCCO-AM-TV Minneapolis-St. Paul. Aside from name change (from National Assn. of Radio-Television Directors), organization also promised to continue a continuing fight for radio-TV access to news sources and freedom of information [B&T, Dec. B].

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<th>Network</th>
<th>Rep.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLBW-TV</td>
<td>Muncie, Ind.</td>
<td>49</td>
<td>Oct. 30</td>
<td>March 1953</td>
<td>WBNW-BY</td>
</tr>
<tr>
<td>WNBK-TV</td>
<td>New Bedford, Mass.</td>
<td>38</td>
<td>July 1</td>
<td>Unknown</td>
<td>CBS</td>
</tr>
<tr>
<td>WNBK-TV</td>
<td>New Britain, Conn.</td>
<td>30</td>
<td>July 11</td>
<td>Jan. 1954</td>
<td>Bolling</td>
</tr>
<tr>
<td>KSFJ (TV)</td>
<td>New York City, N.Y.</td>
<td>38</td>
<td>Apr. 1</td>
<td>April 1953</td>
<td>DuMont</td>
</tr>
<tr>
<td>KWSN (TV)</td>
<td>Kansas City, Mo.</td>
<td>23</td>
<td>July 11</td>
<td>April 1953</td>
<td>DuMont</td>
</tr>
<tr>
<td>WSYX (TV)</td>
<td>Youngstown, Ohio</td>
<td>30</td>
<td>Nov. 20</td>
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<td>30</td>
<td>Nov. 20</td>
<td>Oct. 1953</td>
<td>CBS, DuMont</td>
</tr>
</tbody>
</table>

* Educational permits.
Sylvania Awards

ASCRIBING to television "a sense of responsibility" in its desire to improve programs, the Sylvania Television Awards Committee conferred its 1952 Grand Award upon NBC-TV's Victory at Sea series. Award announcement dinner was held Thursday night in New York.

In listing 13 other winners of awards for "outstanding contributions to creative television technique," the committee singled out Victory at Sea for highest distinction, citing "the conception, the self-imposed standards and the honest impact of this program." 

Receiving the awards for this unsponsored program were NBC, Henry Salomon Jr., writer and producer; Richard Rodgers, composer of the original score; Robert W. Barnoff, vice president and director of NBC's television production units, and Sylvester L. Weaver Jr., NBC vice president in charge of radio and TV networks.

Established in 1951 by Sylvania Electric Products Inc., the awards are given in 13 categories outside of the Grand Award for programs on the air between Jan. 1 and Oct. 31. Classifications and winners follow:

For the finest special events telecasts: To ABC, CBS-TV, DuMont TV Network, NBC, Admiral Corp., Philco Corp., and Westinghouse Electric Corp., for the Republican and Democratic Conventions.

For the best and most original children's program: To WCAU-TV Philadelphia, for the Summer School programs.

For public service in giving the country's youth its own program: To Theodore Granik and NBC for the Youth Wants to Know series.

For most noteworthy contributions to variety shows: To Ed Sullivan, Marlo Lewis, CBS-TV, and Ford Motor Co., Lincoln-Mercury Div., for Toast of the Town.

For the best documentary melodrama: To NBC and Borden Co., for Treasury Men in Action.

For the best in commercials: To Standard Oil Co. of New Jersey for institutional messages "done with taste and with a merciful and enlightened consideration for the viewing public."

For pioneering and developing daytime TV: To DuMont and Mr. Weaver of NBC for "acts of creative efforts [that] call for recognition."

For the best program of current news: To Edward R. Murrow, Fred W. Friendly, CBS-TV and Alumunin Co. of America for See It Now.

For a definite contribution to creative television techniques: To WOR-TV New York for Broadway TV Theatre.

For best local programs of public service: To WOI-TV Ames, Iowa, for The Whole Town's Talking and Its Our Care, both educational programs.

For the year's outstanding sports telecasts: To The Gillette Co. and NBC for coverage of the World Series.

For the best dramatic series: To Robert Montgomery, NBC, American Tobacco Co., and B. C. Johnson & Son, for Robert Montgomery Presents.

For the top comedy program: To Lucille Ball, star; Deal Arnez, star and executive producer; Jess Oppenheimer, producer and chief writer; CBS-TV and Philip Morris & Co. Ltd. for I Love Lucy.

The Committee also issued certificates of merit to advertising agencies and personnel associated with programs winning awards.

In a summary evaluating the standards of television programs during the past year, the committee voiced the belief that programming had "improved substantially" but noted that there was "a noteworthy few programs which are truly distinguished in concept and execution."

Presiding at the dinner was Don G. Mitchell, president of Sylvania Electric Products. Deems Taylor, chairman of this year's Awards Committee, read the citations.

Other committee members included:

Mrs. Oscar A. Abigren, president, General Federation of Women's Clubs; Joseph P. Anderson, executive secretary, American Assn. of Social Workers; Dean Kenneth Bartlett, director, Radio and Television Center, Syracuse U.; Madeleine Carroll, star of stage and screen; Cecil B. De Mille; Dorothy Draper, decorator and designer; James A. Farley; Ford Prick, Commissioner of Baseball; Mrs. John E. Hayes, past president, National Congress of Parents and Teachers; Frieda B. Hennon, FCC.

Victory at Sea First Front Line Film

EDWARD R. MURROW and a crew of six CBS-TV news men and 12 cameramen were scheduled to fly over the weekend to the U.N. front lines in Korea to produce a full-hour See It Now program on the "Korea G. I. on Christmas Day." Normally a half-hour show, this program will be broadcast on Sunday, Dec. 28, 6-7 p.m. EST. The team will record the story on Christmas Day and the film will be flown back to New York for editing and processing.

The early morning hours gained these audiences: 12:30 a.m., 7,688,000; 1 a.m., 6,030,000; 1:30 a.m., 5,005,000; 2 a.m., 4,799,000; 2:30 a.m., 1,967,000.

Meanwhile, Nielsen reported ratings of top TV programs for two weeks ending Nov. 8. They were:

### Number of TV Homes Reached

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy</td>
<td>12,576</td>
</tr>
<tr>
<td>2</td>
<td>Swansons' Star Theatre</td>
<td>10,990</td>
</tr>
<tr>
<td>3</td>
<td>Colgate Comedy Hour</td>
<td>9,502</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>9,050</td>
</tr>
<tr>
<td>5</td>
<td>Transatlantic Sea</td>
<td>7,878</td>
</tr>
<tr>
<td>6</td>
<td>Your Set Life</td>
<td>8,433</td>
</tr>
<tr>
<td>7</td>
<td>77 Sunset Strip</td>
<td>8,254</td>
</tr>
<tr>
<td>8</td>
<td>Philco Playhouse</td>
<td>8,002</td>
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<tr>
<td>9</td>
<td>Colgate TV Playhouse</td>
<td>7,790</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>7,329</td>
</tr>
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</table>

### PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes %</th>
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<tbody>
<tr>
<td>1</td>
<td>I Love Lucy</td>
<td>67.7</td>
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<tr>
<td>2</td>
<td>Swansons' Star Theatre</td>
<td>66.0</td>
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<tr>
<td>3</td>
<td>Colgate Comedy Hour</td>
<td>64.7</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>61.4</td>
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<tr>
<td>5</td>
<td>Transatlantic Sea</td>
<td>56.8</td>
</tr>
<tr>
<td>6</td>
<td>Dragnet</td>
<td>55.4</td>
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<td>7</td>
<td>Gunsmoke</td>
<td>49.7</td>
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<td>8</td>
<td>Philco Playhouse</td>
<td>42.2</td>
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<td>9</td>
<td>Colgate TV Playhouse</td>
<td>40.4</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>38.3</td>
</tr>
</tbody>
</table>

‘Lucy’ Tops ARB List

**November Ratings**

AMERICAN Research Bureau ratings listed CBS-TV's 'I Love Lucy' as the nation's top TV show for the sixth month, excluding its summer hiatus, with its October rating going up 4.7 points to 90.6 for November. 'Lucy' was viewed in 13,810,000 homes by 41,480,000 people in November. ARB figures showed, an increase of seven million.

The second spot was taken by Godfrey's 'Talent Scouts on CBS-TV with a rating of 88.8 and Milton Berle's NBC-TV Texaco Star Theatre, measured by ARB for the first time this fall, moved into third place with 82.2. NBC-TV's Comedy Hour starring Bob Hope took fourth place with 61.5.

Second place in total audience was by Godfrey's 'Talent Scouts on CBS-TV with a rating of 88.8 and Milton Berle's NBC-TV Texaco Star Theatre, measured by ARB for the first time this fall, moved into third place with 82.2. NBC-TV's Comedy Hour starring Bob Hope took fourth place with 61.5.

Situations-Comedy Shows Are Favorite Fare

MORE than 94% of all TV homes view situation comedy shows, with an average of more than four different programs viewed per home, according to an Adverst (Continued on page 88)
EACH dominates BOTH saturate
—and a Rich Market’s Yours for the scheduling!

WHIO-TV coverage
1st in Dayton

Twelve out of the top fifteen once-a-week shows in the WHIO-TV service area—all of the first seven shows—are seen on WHIO-TV. (September Pulse)

WHIO coverage
1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (Hooper average for the past year)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,824. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of the highest in the country. Dayton has been designated a “Preferred City” by Sales Management for the past 20 months.

YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER
WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER,
YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION
TV Grants and Applications

(Continued from page 72)

kw; antenna height above average terrain 40 ft.; ground 35 ft. Estimated construction cost $303,560, first year operating cost $169,000, revenue $173,000. First office address 200 E. W. Washington, Legal counsel Dempsey & Kaplovitz, Wash- ington. Principals include equal (50%) general partners W. G. Matta and G. C. Matta, engaged in real estate development, coal stripping and operating of picnic groups, and each 1/2 owner of WLOA, Braddock, and applicant for new TV station (ufh Ch. 32) in Atlantic City, N.J. (see below). City priority status: Gr. B-2, No. 192.

AKRON, Ohio—Matta Enterprises, ufh Ch. 61 (792-796 mc); ERP 163 kw visual, 63.6 kwaural; antenna height above average terrain 740 ft.; ground 730 ft. Estimated construction cost $260,000, first operating cost $220,000, revenue $200,000. First office address 1223 Braddock Ave., Akron, Ohio. Transmitter location to be determined. Transmitter location route 43 at intersection with Noble Pike, Railroad (about 10 mi. SE from center of Akron) (see below). Geographic coordinates 40° 31' N. Lat., 81° 20' W. Long. Transmitter and antenna through counsel Scharf, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners William G. Matta and G. C. Matta, engaged in real estate development, coal stripping and operating of picnic groups, and each 1/2 owner of WLOA, Braddock, and applicant for new TV stations in Atlantic City, N. J. (uhf Ch. 52) and Akron. First office address P.O. Box 384. City priority status: Gr. B-2, No. 193. 

AKRON, Ohio—W proton, ufh Ch. 61 (792-796 mc); Max 100 kw visual, 15 kw visual, antenna height above average terrain 760 ft.; ground 750 ft. First operating cost $240,000, revenue $230,000. First office address 1223 Braddock Ave., Akron, Ohio. Transmitter location to be determined. Transmitter location route 43 at intersection with Noble Pike, Railroad (about 10 mi. SE from center of Akron) (see below). Geographic coordinates 40° 31' N. Lat., 81° 20' W. Long. Transmitter and antenna through counsel Scharf, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners William G. Matta and G. C. Matta, engaged in real estate development, coal stripping and operating of picnic groups, and each 1/2 owner of WLOA, Braddock, and applicant for new TV stations in Atlantic City, N. J. (uhf Ch. 52) and Akron. First office address P.O. Box 384. City priority status: Gr. B-2, No. 193.

FORT WORTH, Tex.—W proton, ufh Ch. 10 (192-196 mc); ERP 107 kw visual, 56.5 kw auditory; antenna height above average terrain 140 ft.; ground 135 ft. First operating cost $450,000, revenue $450,000. First office address 121 East First Ave. Transmitter location on Whitney Road. 1/4 mi. south of intersection with I-10 and I-30. Geographic coordinates 32° 40' N. Lat., 97° 35' W. Long. Transmitter and antenna through MRFW and WFSB; operating under- er and operator of Idle Hour Farm, in Township 2 S.W. 1/4 Sec. 22; raising thoroughbreds. City priority status: Gr. B-1, No. 109.

SALEM, Ore.—Lawrence A. Harvey, ufh Ch. 6 (560-568 mc); ERP 107 kw visual, 56.5 kw auditory; antenna height above average terrain 140 ft.; ground 135 ft. First operating cost $450,000, revenue $450,000. First office address 121 East First Ave. Transmitter location on Whitney Road. 1/4 mi. south of intersection with I-10 and I-30. Geographic coordinates 32° 40' N. Lat., 97° 35' W. Long. Transmitter and antenna through MRFW and WFSB; operating under- er and operator of Idle Hour Farm, in Township 2 S.W. 1/4 Sec. 22; raising thoroughbreds. City priority status: Gr. B-1, No. 109.

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### Transmission Line for VHF-TV

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<th>Type</th>
<th>Impedance</th>
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<th>Material</th>
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<td>51.5 ohms</td>
<td>steatite</td>
<td>Teflon</td>
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<tr>
<td>551-4</td>
<td>51.5 ohms</td>
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<tr>
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<td>51.5 ohms</td>
<td>steatite</td>
<td>Teflon</td>
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<td>552-1</td>
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<td>steatite</td>
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<tr>
<td>T-453</td>
<td>51.5 ohms</td>
<td>steatite</td>
<td>Teflon</td>
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### Transmission Line for UHF-TV

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<th>Impedance</th>
<th>Insulator</th>
<th>Material</th>
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</thead>
<tbody>
<tr>
<td>561</td>
<td>50.0 ohms</td>
<td>Teflon</td>
<td>Teflon</td>
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<tr>
<td>562</td>
<td>50.0 ohms</td>
<td>Teflon</td>
<td>Teflon</td>
</tr>
<tr>
<td>563</td>
<td>75.0 ohms</td>
<td>Teflon</td>
<td>Teflon</td>
</tr>
</tbody>
</table>

### Waveguide for UHF-TV

- M-14710: Aluminum 7/8 x 15' rectangular, RTMA designation WR-1500, 12 foot section.

The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry’s finest research, Andrew’s vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.
TV Grants and Applications

(Continued from page 82)

Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include general partners Raymond O. Shafer (26%), chairman of the board and president of Wesol, Inc., Fort Worth, and 5% owner of Fortas & Porter Mfg. Co. (oil well drilling); Sterling C. Holloway (20%), Fort Worth attorney and president, director and largest stockholder (although not majority) of Continental Life Insurance Co. and director and 6.6% stockholder of Denver Television Co. (applicant for new TV station in Denver, Colo.), and A. J. Neely (20%), president, and owner of majority of stock of Dobie Mfg. Co. (mfr. of various types of trailers), Fort Worth, and 2.7% president and vice chairman of the board, 6.8% common stockholder and 15% preferred stockholder of Rowan Drilling Co. (oil well drilling). Fort Worth, and president and 13% owner of Rowan Oil Co. (oil producers). Fort Worth; F. Kirk Johnsen (16%), oil producer (buying oil and gas leases) and royalties for purposes of producing oil and gas, and 19.5% stockholder in Denver Television Co. (applicant for new TV station in Denver, Colo.), and O. P. Newberry (16%), vice president of Fort Worth National Bank, Fort Worth, Texas. City priority status: Gr. B-3, No. 265.

ODOMA, Tex.—Color County Realty Co., Brick B. ORR (174-180 Busy Ave., Fort Worth, Tex.), owner (with partner) of 49.5 kw visual, 24.8 kw visual; antenna height above average terrain 412 ft., visual above ground 445 ft. Estimated construction cost $125,000, first year operating cost $125,000, revenue $150,000, profit $25,000. Program is 1953 National League, NBA Western Conference 1954 North Oakland Ave., Shorewood, Wis. and studio and transmitter on the same site. Milwaukee, Wis. Geographic coordinates: 40° 49' 56" N., Lat. 87° 35' 59" W. License and Transmitter: Milwaukee. Instantaneous height above terrain 570 ft., above ground 602 ft., visual 50 kw visual, antenna height above average terrain 675 ft., visual 600 ft., visual 200 kw visual, antenna height above average terrain 700 ft., above ground 900 ft., visual 500 kw visual, antenna height above average terrain 700 ft. City priority status; Gr. A-2, No. 172.

MILWAUKEE, Wis. — North Shore Realty Co., u/P Ch. 31 (972-278 mc), ERP 53,054 kw visual, 10,389 kw visual; antenna height above average terrain 412 ft., visual above ground 445 ft. Estimated construction cost $125,000, first year operating cost $125,000, revenue $150,000, profit $25,000. Program is 1953 National League, NBA Western Conference 1954 North Oakland Ave., Shorewood, Wis. and studio and transmitter on the same site. Milwaukee, Wis. Geographic coordinates: 40° 49' 56" N., Lat. 87° 35' 59" W. License and Transmitter: Milwaukee. Instantaneous height above terrain 570 ft., above ground 602 ft., visual 50 kw visual, antenna height above average terrain 675 ft., visual 600 ft., visual 200 kw visual, antenna height above average terrain 700 ft., above ground 900 ft., visual 500 kw visual, antenna height above average terrain 700 ft., visual 1,000 kw visual. City priority status: Gr. B-4, No. 182.

Feature Film Series

SUCCESS STORY

by WOC-TV

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lagg, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late-night film series on WOC-TV. Program titled “Airflyte Theater” debuted Jan. 10.

By the end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 6 new Nash dealers with sales worth a worry. People urged to “try if they wanted one of these.” With sale of these 3 cars by 11 o’clock next morning, Piggott had arranged 37 new Nash dealers as “droppers.”... ALL WITH-IN MONTH OF FIRST TELECAST.

In January 1953, “Airflyte Theater” completes 52-weeks on the air—32 weeks in which it has built sales not only for Piggott’s but also for its other sponsors—Davenport Nash Sales Inc., and Blue Sales, Inc., Moline, Illinois. Proof that WOC-TV Sells for further proof, get the facts from your nearest F & P plan.

FREE & PETERS, INC.

Exclusive National Representatives

L. A. Uhf Grant

(Continued from page 71)

Delta Television Inc., u/h Ch. 43 grantee in Monroe, La., hopes that station may begin operation by April 1. Mr. Griffith, who owns Griffith Electric Co. (industrial and communication equipment), has reportedly made no decision made on equipment, representation or network.

Robert J. Buro, general manager of WAFL-TV Danville, Ill., reported the TV station will use RCA equipment, but he does not know how soon it will be on the air. Repairs to an existing tower, said to be already underway, will be handled by Everett-McKinnon, WDBN, Baltimore, Md., and the first station owned by the Gannett Co. (newspaper chain) to get a TV grant.

To Use AM-FM Tower

WJLD - TV Birmingham, Ala., will use General Electric equipment. The AM-FM tower was built by George Johnston Jr., president of Johnston Broadcasting Co., said. The station will utilize its existing AM-FM tower for the TV tower, but the three existing AM-FM representatives are not yet selected.

Eber H. Baker, vice president of the Tacoma (Wash.) News-Tribune, Ch. 11 grantee, said the FCC’s action at this time came as something of a “surprise” since they did not expect it at this early date. He said the whole situation would be appraised promptly and plans made for inauguration of station on a target day in mind. The TV station, he declared, should serve about half of the Seattle area and about as far south as Chehalis, Wash. (about a 50-mile day by Seattle and Portland).

Carl Hayden, owner of KMO Tacoma, v/h Ch. 13, granted, said BROADCASTING & TELECASTING that he hoped to be on the air by May 1 with a station that should effectively cover the Seattle - Tacoma market, as well as a considerable fringe area. National representation in the Seattle area, he said, equipment has been ordered, with much of it already on hand. Transmission delivery is expected in between 90 and 120 days, Mr. Hayden said.

In other TV developments, U. S. Court of Appeals for District of Columbia has continued until Thursday its hearing of argument against the grant of WGL-WL Lancaster, Pa., for injunction to prevent WGL-WL Lancaster from switching from v/h Ch. 4 to pursuant an unconditional grant from FCC. WL-WL has presented a review and also an appeal of FCC’s conditional grant to WGL-WL pending before the court [B*TV, Dec. 8].

Storm Trouble

WSLS-TV Roanoke, Va., new v/h Ch. 10 grantee which had hoped for commencement Dec. 1 but ran into technical difficulties with the tower of WLAN Lancaster, Pa., for injunction to prevent WGAL-TV Lancaster from switching from v/h Ch. 4 to pursuant an unconditional grant from FCC. WL-WL has presented a review and also an appeal of FCC’s conditional grant to WGL-WL pending before the court [B*TV, Dec. 8].

Milkathon on KHJ-TV

SECONd annual "Milkathon" to raise milk funds for underprivi-

led children will be sponsored by the local Saints and Sinners charity organization on KHJ-TV Hollywood for 24 hours. Show will last 24 hours and 20 with station time being donated by Dr. Ross Dog & Cat Food, through its agency, Rockett - Laruriuice, both Los Angeles, with the show built around 50 professional acts and 100 amateurs.

The Quint Cities

COL. B. J. PALMER, President

ERNST C. SANDERS, Resident Manager

Davenport, Iowa

Page 84 • December 15, 1952

BROADCASTING • TELECASTING

SECONd annual "Milkathon" to raise milk funds for underprivi-

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20TH CENT.-FOX

To Promote Movie on ABC-TV

TWENTIETH Century-Fox Film Corp. signed with ABC last week for TV coverage of the world premiere of its motion picture, "Stars and Stripes Forever," plus a spot campaign on network-owned WIZ-TV New York which ABC called the most extensive ever launched on behalf of a movie.

The film company also is planning heavy radio and TV spot campaigns in other cities where the picture is booked for an early run.

ABC-TV will cover the opening at New York's RKO Theatre next Monday night in an 8:30-9 p.m. telecast for affiliates in cities where the movie is opening during Christmas week. Other affiliates will carry the telecast following Wednesday night. The company is placing more than 80 radio and TV spots on the ABC station in an eight-day period starting today.

WIZ-TV contract was negotiated by WIZ-TV General Manager Trevor Adams; WIZ-TV Account Executive Edward Ehrler; and Allen Fielden, 20th Century vice-president in charge of advertising, publicity and exploitation, and Martin Michel, radio-TV director for the film firm. Charles A. Z, ABC-TV eastern sales manager, negotiated coverage. Charles Schrader & Co., New York, is agency.

Sales . . .

Contracts with duPont, General Electric and Hamilton Watch Co. for half-hour TV films have been signed by Sovereign Productions, Hollywood, according to Stuart Reynolds, president and head of the new distribution firm.

The company is in production on untitled half-hour series for GE, which starts on CBS-TV Feb. 1, replacing the Fred Waring Show. Now being completed are "Three-and-a-Half Musketeers," directed by Sheldon Leonard from his original story and starring Dave Willock; and "Rocking Horse," starring Gladys George. The agency is Young & Rubicam Inc.

In preparation are 10 half-hour TV films for NBC-TV Cavalcade of America series for duPont. These will be telecast starting April 1.

Four Jeweler's Showcase, now on alternate weekly sponsorship basis by Hamilton Watch Co. and International Silver Co. in 20 markets [B & T, Oct. 1], will be sponsored by Hamilton starting Jan. 7. The firm will film an additional 13 half-hours. The current series was filmed by Screen Televideo Productions, Culver City. The agency is Young & Rubicam Inc.

Associated with Mr. Reynolds are Gil Halsten as executive vice-president in charge of production and Arthur Ripley as executive director.

Twentieth Century Fox Film Corp., New York, has sold its 15-minute TV film for children, News Adventures For Young America, to Peter's Shoes Division of the international Shoe Co., St. Louis, for showing on a 52-week basis, starting last week in the following markets: New Orleans, Houston, San Francisco, Seattle, Detroit, Kansas City, Minneapolis, Buffalo, Charlotte and Cleveland.

(Continued on page 97)

**from Station Break to Feature . . . the NEW "BALANCED" TV Tripod is doing a whale of a job every day!**

**"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible daily illustrated.**

**We throw the book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result - a revelation in effortless operation, super-smooth tilt and 360° panning action.**

**PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks in desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.**

**WE CALIBRATE LENSES ... Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.**

**WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLYS . . . Complete line of 35mm and 16mm equipment available for rental.**

**MITCHELL: Standard, Hi-Speed, BNC, 16mm, Bell & HOWELL: Standard, Shiflette, Eyemo, 16mm, 1600-2300. CAMERAS. ARRIFLEX. MOVIOLA: Editing machines, Synchroizers.**

**WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm - 35mm and TV cameras.**

**CAMERA EQUIPMENT CO.**

**1600 BROADWAY  NEW YORK CITY.**

**IF YOU WORK WITH FILM . . .**

It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.
A NATIONAL citizens' group—beaming with the mutual blessings of the Ford Foundation and FCC Chairman Paul A. Walker—was off Wednesday on its initial flight into educational television.

Plans were being mapped for a prodigious new effort—an Educational Television and Radio Center in Chicago which would serve as a national clearinghouse for the distribution of program materials to all educational outlets. The motivating force: the National Citizens Committee for Educational Television.

Construction of the new center will commence as soon as possible, it was learned, with Dr. George Stoddard, president of the U. of Illinois, as its chairman.

“This center will facilitate the distribution of films for educational stations and will thus answer one of their most pressing programming needs, especially in the early stages,” FCC Chairman Walker told the Southern Regional Conference on Educational Television in Atlanta, Ga., last Thursday.

While the center is expected to service both radio and TV outlets, plans make plain that video material will be the chief consideration of the new organization.

Construction will be launched with the aid of an approximate $1,350,000 grant from the Ford Foundation's Fund for Adult Education, which is subsidized at an annual center budget of $150,000.

But the "officers expect to

Never put a ceiling on what WLW-Television can do for YOU

WLW is radio's most famous merchandising and promotion organization. Now, to WLW-Television, comes this same know-how ... experience ... vigor ... But Expanded! It's the WLW-Television Client Service Department ... with 20 ... yes, 20 complete and distinct services ... all at work for you!

The Client Service Department is your creative assault unit in the WLW-Television coverage area ... doing for your product every thing ... from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Please your advertising dollar ... many ways!

WLW-T WLW-D WLW-C CINCINNATI DAYTON COLUMBUS
Wlws Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood

ON HAND to throw switch inaugurating TV service to Palm Springs, Calif., are (1 to r): Charles Farrell, city's mayor, motion picture actor; and star of CBS-TV's My Little Maggie; Hal B. Thompson, southern California sales manager of Ray Thomas Co., distributor of CBS-Columbia sets; and Carl Leserman, vice president, International Telemeter Inc. To provide this service, nine miles of desert were crossed with special coaxial cable.

SET SHIPMENTS
RTMA Reports 10-Month Rise

TELEVISION set shipments to dealers totaled 4,451,759 in the first 10 months of 1952, according to Radio-Television Mfrs. Assn. This compares with 44,006,741 TV sets shipped in the same 1951 period.

October set shipments were estimated at 913,779 receivers compared to 654,117 the year before. Following are TV set shipments to dealers by states for the first 10 months of 1952:

<table>
<thead>
<tr>
<th>State</th>
<th>Total Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>Total</td>
</tr>
<tr>
<td>Texas</td>
<td>1,041,164</td>
</tr>
<tr>
<td>Arkansas</td>
<td>623,183</td>
</tr>
<tr>
<td>California</td>
<td>583,844</td>
</tr>
<tr>
<td>Colorado</td>
<td>57,388</td>
</tr>
<tr>
<td>Connecticut</td>
<td>96,709</td>
</tr>
<tr>
<td>Delaware</td>
<td>15,480</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>46,229</td>
</tr>
<tr>
<td>Florida</td>
<td>74,367</td>
</tr>
<tr>
<td>Georgia</td>
<td>84,699</td>
</tr>
<tr>
<td>Idaho</td>
<td>77,974</td>
</tr>
<tr>
<td>Illinois</td>
<td>255,270</td>
</tr>
<tr>
<td>Indiana</td>
<td>163,278</td>
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<tr>
<td>Iowa</td>
<td>78,251</td>
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<tr>
<td>Kansas</td>
<td>38,846</td>
</tr>
<tr>
<td>Kentucky</td>
<td>60,487</td>
</tr>
<tr>
<td>Louisiana</td>
<td>47,000</td>
</tr>
<tr>
<td>Maine</td>
<td>8,117</td>
</tr>
<tr>
<td>Maryland</td>
<td>80,826</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>162,579</td>
</tr>
<tr>
<td>Michigan</td>
<td>191,090</td>
</tr>
<tr>
<td>Minnesota</td>
<td>64,133</td>
</tr>
<tr>
<td>Mississippi</td>
<td>13,711</td>
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<tr>
<td>Missouri</td>
<td>117,962</td>
</tr>
<tr>
<td>Montana</td>
<td>29,286</td>
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<tr>
<td>Nebraska</td>
<td>39,286</td>
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<tr>
<td>Nevada</td>
<td>58</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>16,402</td>
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<tr>
<td>New Jersey</td>
<td>175,357</td>
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<tr>
<td>New York</td>
<td>69,604</td>
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<tr>
<td>North Carolina</td>
<td>87,734</td>
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<td>North Dakota</td>
<td>263</td>
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<td>Ohio</td>
<td>336,478</td>
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<tr>
<td>Oklahoma</td>
<td>77,624</td>
</tr>
<tr>
<td>Oregon</td>
<td>8,337</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>370,761</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>28,081</td>
</tr>
</tbody>
</table>

ABC- UPT Fusion
(Continued from page 69)

mission to deny the Zenith application and petitions so that the question of WKBK's license might be resolved before its transfer to CBS following the ABC-UPT merger, if and when granted [BT, Oct. 27].

The Commission has not yet acted on that request.

In its reply to the Broadcast Bureau's exceptions, as they apply to the Paramount-DuMont control issue, DuMont stated that the Broadcast Bureau was in error, that it placed undue emphasis on certain portions of the examiner's initial decision, distorted other sections, etc.

"The Broadcast Bureau bases its challenge to the Initial Decision almost wholly on future, remote circumstances that may or may not be a Paramount relations," DuMont said. "However, this Commission will not be impelled to resolve the problem if such changes ever occur.

Necissity for DuMont to be able to own and operate the maximum number of TV stations permitted, five, was pointed out in the following conclusions of the DuMont reply:

The finding that Paramount does not compete with DuMont is essential and must be viously compatible with the interest of free competition. The competitive position of the Paramount-DuMont network depends in large measure on its ability to own five television stations. The record, even developed by witnesses on behalf of DuMont's competitors, clearly demonstrates the tremendous burdens which the DuMont network has had to overcome, owing solely to its lack of five stations. The deprivation of the right to own these stations would subject DuMont to irreparable injury. It would establish an obstacle which could not conceivably be overcome by expenditures or programming. It would impose an artificial and unnecessary higher price for the DuMont network and thus incentive to improve network programming. It would aid the suppression competition and diversification in the television broadcasting industry. This industry presents a large scale of future of three gigantic television networks with which the network necessity must compete. The public interest demands that the competitive endeavors of DuMont should not be frustrated but enhanced. It is therefore imperative that the Commission affirm the Initial Decision that DuMont is free to own a full quota of five television stations.

In answer to some reports that the DuMont exceptions were pro forma and not to be taken seriously, William A. Roberts of Roberts & McFarland for DuMont, told the Commission last week that the pleadings filed in behalf of DuMont were filed "in the firmest good faith" and that it was his belief that oral argument was required.
23,698 HOURS of SERVICE

...and still no change in Performance Quality!

That's what Earl F. Lucas, Chief Engineer

WPAT
Paterson, N.J.

says about

Federal's

F-5680

2.5 KW POWER TRIODE

Here's another record of the long life and operating stability of Federal Tubes!

Still on the job after 23,698 broadcast-hours! That's the record Federal's F-5680 has scored to date for WPAT, popular 5,000-watt station of the North Jersey Broadcasting Company, Inc.

Moreover, says Chief Engineer Lucas, "periodic comparison with our spare tubes shows no performance differences, so I anticipate many more hours of use."

Based on amazing service records of other Federal broadcast tubes, WPAT's F-5680 should be on the job for years to come!

Here's proof of the solid-rock ruggedness and dependable performance built into all Federal tubes by Federal craftsmen—drawing on tube design and production experience dating from the very birth of the industry...on experience with hundreds of broadcasters!

Get the facts of longer-life Federal tubes...write to Dept. K-89.

"Federal always has made better tubes"

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY


Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.
SALE-EXCHANGE
Involves WRBC, WJDX

FCC again has approved the sale-exchange of WRBC and WJDX Jackson, Miss.

WRBC is granted assignment of license from Rebel Broadcasting Inc. to T. E. Write, et al., as the Rebel Broadcasting Co.

Simultaneously, WRBC is granted assignment of license from the new Rebel Broadcasting Co. to the Lamar Life Insurance Co., which is licensee of WJDX. This phase of the assignment cannot be completed until the life insurance company divests itself of interest in WJDX.

And at the same time, the assignment of license of WJDX from the Lamar Life Insurance Co. to Mr. Wright, et al., composing the new Rebel Broadcasting Co., with the usual proviso that this assignment not be consummated until Rebel divests itself of interest in WRBC, was granted by the Commission Dec. 4.

The WRBC transfer involves consideration of $250,000, while that of WJDX is $300,000, or a difference of $150,000 paid by the Wright group.

Negotiators were unable to consummate a previous transfer authorized last July [FCC Round-up, B*7, July 14], which necessitated their re-filing assignment applications providing a somewhat different procedure.

The licensees expect to change call letters at a later date.

FIRM DISSOLVED
Lovett Sets Up Own Practice

HANSON, Lovett & Dale, Washington law firm, is being dissolved, effective Jan. 1, it was announced last week. Elliot C. Lovett, who has handled the firm's communications work for many years, will continue to practice law under his name at the same location, 729 15th St. N. W., but with a new telephone number: Sterling 3-5168.

Mr. Lovett, charter member and a past president of the Federal Communications Bar Assn. and a member of the Radio Pioneers, began the practice of radio law in the first hearings held by the Federal Radio Commission in 1927.

R. E. Johnson Named

ROBERT E. JOHNSON, WHOB Gardner, Mass., announcer, last week was elected 1953 chairman of the Friendly Town Radio-TV Committee which plans the New York Herald Tribune Fresh Air Fund program for 176 cooperating radio and TV stations. Other committee members are: Paul Alger, WSNJ Bridgeton, N. J., vice president and general manager; Alfred E. Spokes, WJOY Burlington, Vt., station manager; Elton Hall, WYPO Stroudsburg, Pa., station manager; Charles J. Truitt, WBOC Salisbury, Md., commercial manager, and Howard Wheelock, WKNE Keene, N. H., production manager.
Everything Electrical
To Keep You On The Air

Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

Graybar's wide network of more than 100 offices and warehouse houses assures you of convenient service wherever you are.

Graybar Broadcast Equipment Representatives located in the following 21 cities will assist you with any problem.

ATLANTA E. W. Stone, Cypress 1751

BOSTON J. P. Lynch, Kenmore 6-4557

CHICAGO R. H. Taylor, Canal 6-4100

CINCINNATI W. H. Hansher, Main 0600

CLEVELAND A. C. Schweger, Cherry 1-3340

DALLAS C. C. Ross, Randolph 6454

DETROIT C. A. Gundy, Temple 1-5500

HOUSTON R. T. Ashby, Atwood 4571

JACKSONVILLE W. A. Bland, Jacksonville 6-7611

KANSAS CITY, MO. B. B. Uhl, Baltimore 1644

LITTLE ROCK W. T. Nelskyl, Little Rock 7-1246

LOS ANGELES B. R. Thompson, Angelus 3-7283

MINNEAPOLIS C. W. Greer, Geneva 1621

NEW YORK R. W. Griffiths, Exeter 2-1000

OMAHA F. J. O'Connell, Atlantic 5740

PHILADELPHIA J. W. Crockett, Walnut 2-5405

PITTSBURGH J. F. Grossett, Allegheny 1-4100

RICHMOND E. C. Toms, Richmond 7-3491

SAN FRANCISCO C. G. Morrison, Market 1-1311

SEATTLE - D. I. Craig, Mutual 0123

ST. LOUIS J. P. Lenkerd, Newsfeed 4700

A Few of Our Leading Supplier-Manu
facturers: Allen Kensing - Ampex - Berndt-Back - Blaw-Knox - Cahnan
- Western Electric - Zinbar

Everything Electrical For Broadcasting-

via © Graybar

Broadcasting  Telecasting

INAUGURAL
All Events May Be Broadcast

HOPE that festivities for the inauguration of President - elect Dwight D. Eisenhower Jan. 20 in Washington "may be viewed and heard by all the people of the United States," was expressed by Joseph C. McGarraghy, chairman of the Inaugural Committee, at a news conference last week.

Mr. McGarraghy also said that the question of sponsorship was being discussed and that the Committee undoubtedly would agree to permit sponsorship of some of the events.

Scheduled events include a concert by the National Symphony Orchestra at Constitution Hall Jan. 19, a festival in Uline Arena Jan. 10 and the Inaugural Ball at the District of Columbia Armory Jan. 20.

There are in addition to the swearing-in ceremonies on Capitol Hill, the parade down Pennsylvania Ave. past the White House where the 34th President will take the review.

At a meeting Dec. 9, radio-TV representatives worked out arrangements for credentials and submitted requirements for the parade and special events coverage.

A future meeting was scheduled to draw positions at the various booths set up for radio-TV along the parade route and in front of the White House reviewing stand.

Positions on Capitol Hill for all networks and independent stations were submitted to the Joint Senate-House Inaugural Committee two weeks ago [Dec. 18].

No decision has yet been made regarding coverage of the Inaugural Ball. Some sentiment in the committee regards it as a private affair.

However, in the radio-TV meeting last week, facilities were requested inside the armory for a pickup.

It was said that because facilities for TV were lacking in Constitution Hall, there would not be any telecast from inside the auditorium during the concert.

Screen actor George Murphy was named chairman of the entertainment committee of the Inaugural Committee.

R. I. P. comes after WILK-Kiwanis auction. L. to r: Mr. Morgan (standing), local Shrine Potentate Harry Ohlman who was a partici-

ATION CHARGES
All-Out Attack on Edwards

CHARGE that two business or-
genations have begun an all-out attack on radio commentator Frank Edwards was leveled last week by a member union of the AFL, which sponsors Mr. Edwards nightly on MBS.

The International Assn. of Machinists laid the attack at the door-
step of the National Assn. of Manufacturers and the Committee for Constitutional Government. IAM, in its Machinist organ, said they were "incensed by the large following (Mr. Edwards) has built up with his hard-hitting broad-
casts."

The Machinist cited a Nielsen survey putting his weekly audience at 7½ million—"about the same as Fulton Lewis jr." —though Mr. Edwards had been on the air less than three years.

The AFL, the organ noted, an-
swered the NAM and CCG "attacks" only indirectly — by an-
ouncing it had renewed the Edwards broadcasts for a fourth year.

'\"Catholic Hour\" on TV

VIDEO version of The Catholic Hour, 23-year-old radio program presented by the National Council of Catholic Men, will make its debut at 1:30 EST Sunday, Jan. 24. NBC-TV in a half-hour program immediately preceding the regular program's half-hour on NBC radio at 2 p.m. Narrator will be the Rev. Vincent Holden, C.P., according to Archbishop Richard J. Chushing of Boston, episcopal chairman of the Dept. of Lay Organizations, National Cath-
olic Welfare Conference.

CBS Signs WGBI-TV

WGBI-TV Scranton, Pa., will join CBS-TV about April 1 as a pri-
mary supplementary non-intercon-

ated affiliate, Herbert V. Aker-
berg, network's vice president in charge of station relations, an-
nounced last week. Owned by
Scanton Broadcasting Inc., li-
censee of WGBI, station will oper-
ate on Ch. 22. George D. Coleman
is general manager.

TV-AREA Cooperating Service has added three subscribers: WMAR-TV and WAAM (TV) both Baltimore, and WMCV (TV) Memphis.

'Radio Auction' WILK-Kiwanians Net $5,000

NINE-HOUR marathon "Radio Auction" aired on WILK Wilkes-
Barre, Pa., and sponsored by that city's Kiwanis Club, netted nearly $5,000. All the proceeds were used toward remodeling the children's ward at Mercy Hospital in that city, according to Roy E. Morgan, WILK executive vice president and first vice presi-
dent of the Kiwanis Club.

The annual charity event, third of its kind, was termed a com-

lete success by Mr. Morgan. The radio auction began at 5 p.m. Nov. 20 and ended at 2 o'clock the fol-

owing morning, with more than 400 items — washers, dryers, TV sets, tires, typewriters, etc.—ac-

tioned off to bidders telephoning in their offers to a special crew of 15 operators.

The third annual auction climax-
ed four months of work by Mr. Morgan; his chairman of the Kiwanis Auction Committee, Ki-
wanian George Magee; WILK Pro-
ducer Bill Halberg and an-

nouncements Bill Williams, John Willis and Johnny Sobol. "Chief auction-
er" was Bill Ring, star of his own General Mills show on ABC, who flew in from Wilkes-Barre for the event.

Mr. Morgan said he and fellow

Kiwanians already are planning to repeat the event in 1958, when they hope to stage the auction before the city's recently-granted WILK-TV.

Retailer Meet

Stress on Media Technique

BROADCAST executives specializing in retail accounts will chair-
man discussion seminars at the first Retail Advertising Conference in Chicago Jan. 24 and 25 at the Conrad Hilton Hotel. The meeting expected to attract a minimum of 100 retailers, will stress usage and techniques in all media, including radio and TV.

Bushman, former advertising manager of Marshall Field & Co., Chicago, and co-director of the conference with Ralph Heineman, for-

mer account executive at Ruttha-

and Ryan, has asked Broadcast Ad-
vertising Bureau to cooperate with the meeting in presenting an all-

radio sales story. The Bureau of Advertising will sponsor a lunch-

eon.

CBS Sales Anniversary

CBS Radio Spot Sales, the network's station representation de-
partment and a pioneer in research and sales techniques in this field, observed its 20th anniversary Dec. 8. The unit, headed by General Sales Manager W. B. Campbell, now has a staff of 81 and represents 13 radio stations, in-
cluding those owned by CBS, and the Columbia Pacific Network and Bonneville Radio Network.
WEWS (TV)'s Five Years of Service

WEWS (TV) Cleveland, Ohio's first commercial TV station, observes its fifth birthday Wednesday with pride in its long list of accomplishments since going on the air in 1947.

The Scripps-Howard Radio Corp. Ch. 5 outlet has grown from a staff of 55 to 87 members, of which 21 are "charter members" and 18 have more than four years service. Circulation has risen from 300 sets to 689,000, the station claims, with 82.6% of Cleveland telephone homes TV-equipped, according to a McCan-Erickson survey.

Live Class A time rates have gone from $480 to $950 and WEWS weekly programming from 11% to 108 hours during a seven-day week, of which 66 hours are commercial and 42 sustaining. A typical week includes 62 hours of network programs and 56 local, with 32% hours of the latter live and 23% on film.

Station's Facilities

WEWS occupies 40,000 sq. ft. in its own two-story building at 1816 E. 13th St. in downtown Cleveland, and has added a third ground-floor studio to the two with which it began operations. Main studio is 55 by 75 ft. WEWS equipment includes nine image-Orthicon cameras, two iconoscope projection chains, two GE Strobe-lite projectors, Gray Telopicon, two Eastman 2A slide projectors and Luxor rear projection equipment.

Its present application to the FCC contemplates a $264,000 development program, increasing tower height from 437 to 538 ft. above ground and from 640 to 1,000 ft. above average terrain, which would raise power from 16 to 100 kw visual and from 8 to 50 kw aural, improving Grade A coverage from 20 to 37 miles and Grade B from 49 to 70 miles.

WEWS general manager is James C. Hanrahan, who quit as acting managing editor of the Des Moines Register and Tribune in 1935 to become the first employee of the then-new Scripps-Howard Radio Corp., of which he is a vice president. Station director is Harrison Hartley, broadcast veteran of 25 years, who left NBC-TV as news and special features director to join WEWS. Chief engineer of Scripps-Howard radio since 1933 is Joseph B. Expert. At Dad joined the corporation at WNOX Knoxville, Tenn. Floyd E. Weidman, former Ohio newspaperman, is WEWS sales manager. General executive is David M. Baylor, longtime WGAR Cleveland program director, who recently joined WEWS from WJMO Cleveland.

WEWS claims to have been first to televise: (1) baseball in Cleveland; (2) over a midwest network (Indians-Tigers Detroit baseball game Sept. 20, 1948); (3) a George Bernard Shaw play (Western Reserve U.'s "Devil's Discipline"); (4) Menotti's "The Medium"; (5) college courses for credit (WEWS estimates it now gives $3,000 in time to educational programs weekly and spends $10,000 annually to help produce them).

WEWS programs have predominated the "firsts" in local TV polls by the Cleveland Press and the Cleveland Plain Dealer. It has won the first award for television of the Institute for Education by Radio-Television and its programs hold the AFRA award for local TV public service and variety programs. WEWS recently was cited by Ohio State Safety Council for outstanding service.

Among WEWS personalities are Dorothy Fuldheim, news analyst; Bob Dale, named Cleveland's top TV personality in several polls; Paige Palmer, expert on female fashions, the figure and beauty; Gene Carroll, children's favorite as "Uncle Jake," and conductor of Giant Tiger Amateur Hour.

The station has achieved an enviable program in covering news events and its public service features include public and parochial school telets, polio fund campaigns and blood bank promotion, featuring GIO and AFL unions.

ABC-CBS SAN DIEGO SWITCH

Network Affiliate Exchange Effective Last Friday

SWITCH of ABC and CBS Radio station affiliations in San Diego was accomplished Friday, with KFMB becoming the CBS Radio outlet and KBQZ affiliating with ABC.

The change-about [DEADLINE, Dec. 8, CLOSED CIRCUIT, Aug. 25] took place amid much promotion, according to Lisle Shoemaker, KBQZ-AM-TV promotion manager.

Under direction of John A. Kennedy, board chairman, and Howard L. Chernoff, general manager, KFMB went all out to promote its new network programming. Activities included:

Teaser cards on 50 taxicabs and 100 buses; teaser ads in morning and afternoon newspapers; billboard posters at choice locations, with 16 lighted for night traffic; red-on-white printed gummed discs pasted on 5,000 pennies which were distributed. KFMB also bought a radio spot schedule on four other San Diego stations (KFSD, KGB, KEVH and KSDK).

Hobby Myers, station manager, and Jerry Lee Pecht, program director, worked out a series of on-air teaser promotions; CBS Hollywood and New York had radio stars record messages of welcome and congratulations; many stars and shows, last Friday, saluted KFMB nationally; KFMB-TV ran slides; KFMB decorated its window with a large postcard from CBS Radio to KFMB, and also last Friday, 30 county newspapers ran ads and news stories.

With the switch, KFMB joins KFMB-TV in CBS-CBS Radio on KFMB-TV is a basic affiliate but since it is the only TV station in San Diego, it also carries ABC-TV, NBC-TV and DuMont programs.

ATAS AWARDS
Categories Are Announced

NEW award structure for the Academy of Television Arts & Sciences will encompass both national and local programs. Presentation will be at the annual banquet to be held next February in Los Angeles, according to Hal Hudson, CBS-TV Hollywood program manager and ATAS award committee chairman.

National awards will be given in the following categories: Dramatic program, situation comedy, variety program, public affairs show (including news, sports, documentary and public service), mystery, action and adventure program (including westerns), audience participation (including panel and quiz programs), children's show, actor, actress, comedian, comedienne and outstanding TV personality.

Actors and actresses must have made a minimum of six appearances on a dramatic program during 1952 to be eligible.

Hollywood achievement awards will be presented in these classifications: Lifetime Achievement Program (including dramatic, variety, musical, comedy, quiz or panel), public affairs, children's show, special events coverage, and outstanding male and female performers.

The awards are in form of "Emmys," gold statuettes.
TELECASTING YEARBOOK 1953

HIGHLIGHTS

Analysis of 1952 Advertising
Audience Analysis
Complete TV Station Directory
Station Representatives
Local and Regional Advertisers
Agencies
Network Billings
Directory of TV Suppliers
Directory of Film Distributors
Directory of TV Program Producers
IARTB Television Code
Television Reference Books

1953 TELECASTING Yearbook Number

CONTENTS COPYRIGHTED 1952 BY BROADCASTING PUBLICATIONS, INC.

Have you reserved your space?

The 2nd TELECASTING YEARBOOK

... the encyclopedia of television and television advertising will be...

OUT MID-FEBRUARY

Here is the television fact source—and the only one in the business—that reaches every decision-level time buying executive. Circulation is 16,000 paid, covering every national and regional television agency and advertiser of importance.

The TELECASTING YEARBOOK stretches your promotional dollar—your ad stays alive and salesworthy for a full year.

For the television suppliers, the TELECASTING YEARBOOK saturates owners and applicants, management, programming and engineering executives—the whole wingspread of those who buy.

Advertising deadline: January 5 (for proof); final deadline, January 12. Regular rates.

Write, wire or call Metropolitan 8-1022 (collect) now!

Reserve your space today.
End of Neff-Rogow

EDITOR:

For several months I have been quietly at work to bring about the termination of Neff-Rogow Inc. by Jan. 1. Frankly, after 25 years of applying one's nose to the excelling grindstone that is radio and TV, I'm hankering for a good long rest, and will be taking Mrs. Rogow to Europe in February for a stay of two to three months. When I return next spring, I'll take a fresh look around and determine my future plans at that time. . .

To Broadcasting & Telecasting

Open Mike

Editorial Comment:

I am just catching up on my reading and noted the wonderful editorial on behalf of BAB which you carried in your Nov. 24 issue. Thanks from the chairman of the board, the board, the staff, and everyone concerned, for your fine editorial support.

Charles C. Caley
Pres. & Gen. Mgr.
WMBD Peoria

Across the River

EDITOR:

I presume that others have by this time called your attention to the fact that Reid Ray Television Production Inc. and Reid H. Ray Film Industries are both Saint Paul companies and are not located in Minneapolis, as was indicated in your publication recently. . .

We hope you will correct this in your next issue and trust that in the future you will be more accurate and locate our good Saint Paul companies in Saint Paul rather than in our sister city of Minneapolis.

W. L. Boss
Vice President
First National Bank
of Saint Paul
Saint Paul

Block Programming

EDITOR:

We hear at WLW are indeed happy for your wonderful cooperation in doing the article in your Dec. 1 issue on "Block Programming at WLW." It is going to be of immeasurable help in getting our ideas in this connection across. Please accept my sincere personal thanks.

R. E. Denville
President
WLW Cincinnati

Repatriated

EDITOR:

May I correct the announcement of my move from Meriden as reported in your Dec. 8 issue?

On Dec. 15 I will be manager of WCCC Hartford instead of WICC Bridgeport.

This correction will keep me from being a "displaced person" since my friends in the Midwest and elsewhere always bank on what they see in Broadcasting & Telecasting.

Alex Buchan
Manager
WCCC Hartford

Love Me, Love McCarthy

EDITOR:

Your editorial, "McCarthy on the Prowl," [Dec. 8] would seem possibly to be just one more in the long series of "McCarthy Smears." . .

I would like to know your news source that led you to publish this derogatory editorial, with the resulting inference that McCarthy would make the FCC No. 1 on his "Hit Parade." Of course the inference here is to belittle his Communist exposure efforts. It surprises me to find Broadcasting & Telecasting even close to those so thoroughly and beautifully exposed by McCarthy.

Richard F. Lewis Jr.
WINC Winchester, Va.

Flight of Fancy

EDITOR:

. . . The following is a direct quotation from page 68 of the current edition of [Fantasy and Science Fiction]:

"They don't use the newspapers except for things like public announcements. Stuff you can't copy down from the television. It's funny about newspapers. You'd think you'd miss them. But you don't. What you miss are the voices talking to you and pictures moving." Perhaps this might be construed as wishful thinking, but the handwriting on the wall seems slightly ominous.

Jay Hoffer
Sales Promotion Dir.
WICC Bridgeport, Conn.
Truscon Engineers have the answer...

Get the advice of men who know... men who have practicable working knowledge in tower design... when planning your new or expanded tower needs.

Truscon engineers have designed and built radio towers for all types of duty throughout the world. They have a background of information and skill that is unexcelled in the industry.

Truscon Engineers can design towers to meet every kind of topographical and meteorological conditions. They can assure tower strength for every contingency.

Delivery schedules are set to meet your needs (dependent, of course, upon governmental regulations).

Guyed or self-supporting towers... tapered or uniform in cross-section... for Microwave, AM, FM, or TV transmissions.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.

Call or write today. Truscon® Steel Division, Republic Steel Corporation, 1074 Albert Street, Youngstown 1, Ohio.
'DRUG ISSUE'  
FTC to Appeal L & M Case  
ARE cigarettes and other smoking tobacco drugs?  
The Federal Trade Commission has threatened tobacco to be a drug under the Federal Trade Commission Act and is prepared to carry its definition up to the Circuit Court of Appeals. The decision is expected to have far-reaching implications in broadcast and printed advertising copy of the major cigarette firms.

FTC announced last Wednesday it will ask the dismissal of injunction proceedings against advertising representations by Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

The commission had sought the injunction to enjoin the dissemination of allegedly false and misleading advertising. A U. S. District Court judge dismissed the suit on grounds that Congress would never have considered a cigarette to be a drug. The ruling was handed down by Judge Irving B. Kaufman.

While only Liggett & Myers Tobacco Co. is directly concerned in this instance, an appellate ruling would have the effect of guiding other firms in their advertising presentations. Virtually all of the major tobacco companies have been involved in FTC proceedings in recent years.

FTC's Contention  
Tobacco is a drug, the commission says, inasmuch as (1) it is recognized in the official Homeopathic Pharmacopoea of the U. S., and (2) the defendant in its advertising has represented directly and by implication that Chesterfield cigarettes are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers.

FTC sought the injunction pending issuance of its complaint charging L & M with dissemination of false advertising in violation of Secs. 5 and 12 of the FTC Act.

The appeal will be filed with the Circuit Court of Appeals in the New York circuit. Judge Kaufman is on the U. S. District Court, Southern District of New York. Nub of his decision centered around the drug aspect.

The injunctive device is not without precedent in recent commission annals. Within the past year, FTC has served notice it will make greater use of this judicial weapon to forestall certain ad claims where possibility of false advertising arises. Reasoning is that some companies continue to make representations long after the original complaint is filed and while the commission deliberates each case.

This policy has been most clearly enunciated in cases involving ad claims made by medicinal, tobacco and other firms. The commission has been beset with a substantial backlog of cases in recent years.

POLSY TELETHON  
Huge Fund-Raiser on WJZ-TV  
UNITED Cerebral Palsy officials last week reported the $553,527 in cash and pledges from the 15-hour benefit program on ABC's WJZ-TV New York, 8 p.m. Dec. 6 to 2 p.m. Dec. 7, set a new telethon high in the organization's history.

Project was a fund-raiser to benefit cerebral-palsied children and adults in the greater New York metropolitan area.

Opening with a filmed appearance of President-elect Eisenhower, the telethon presented some 200 entertainers from stage, radio, television, night clubs and sports. More than 2,000 volunteers, including 900 telephone operators, worked the five boroughs of New York and Long Island, Connecticut, Westchester and other New York counties.

Executive producer was Robert M. Weltsman, vice president, United Paramount Theatres, and stage of many benefit shows. ABC producers were Charles Holden, assistant national director of the network's television program department, and Paul Mowrey, WJZ-TV New York program manager. Ray Abel was television director.

CHARITY GROUP  
'Encroaches'—Film Council  
Hollywood APL Film Council has charged "encroachment" by Radio-Television-Recording-Advertising Charities Inc. (RTRAC) upon activities of the motion picture industry's Permanent Charities Committee in RTRAC's solicitation of funds from TV film producers, a group it considers under FCC's province.

Charging RTRAC with "insinuating itself into the motion picture industry," the Film Council has asked Los Angeles Social Service Commission to consider the situation and has requested TV producers to prohibit further RTRAC solicitation. A spokesman for RTRAC said his group had solicited only those TV film producers and distributors of films to TV who were unaffiliated with FCC.

FTC ACTIONS  
Involves NHA and Dolcin  
CERTAIN makers of medicinal and vitamin preparations, charged with advertising "misrepresentations," were involved in Federal Trade Commission actions last week.

Firms were National Health Aids, Baltimore, and the Dolcin Corp., New York. Both NHA and Dolcin are substantial radio-TV users.

The commission denied Dolcin's appeal from a hearing examiner's initial decision calling upon the firm to cease certain advertising claims. Company is asked to halt representations that its preparation, Dolcin, is a cure and effective treatment for any arthritic or rheumatic condition.

FTC said "the greater weight of the evidence supports the decision of Hearing Examiner Abner Lipscomb that Dolcin cannot be depended upon to have any effect whatever upon the symptoms" accompanying such a condition. The only value in the product, FTC alleged, lies in the temporary relief afforded by the aspirin ingredient.

The case has been pending before the commission for some years, with broadcast continuities involved.

NHA Case  
In the other case, FTC announced that a consent agreement has been signed by National Health Aids and Television Advertising Assn. They agreed to discontinue certain advertising claims made on Washington, D. C., Baltimore and New York radio-TV stations [BT, Nov. 24].

Complaint was filed by the commission last June citing misleading statements for NHA Compound, a vitamin-mineral preparation. The U. S. District Court for Maryland granted a preliminary injunction Nov. 14 restraining ad claims.

Under terms of the agreement, the respondents will cease and desist from disseminating radio-TV and other advertisements containing seven types of claims.
Our Respects To
(Continued from page 58)
ager on calls to prospects. Since so many of the programs then were musical, Mr. Keese could help with production data.

He attended night school, studying merchandising, marketing and business law. His step into the regional sales managership at WFAA soon followed.

Mr. Keese acknowledges a great debt to Martin B. Campbell, now supervisor of radio and television (WFAA-TV) properties of The Dallas News, of which WFAA is the radio arm.

In the spring of 1952, Mr. Campbell went to WFAA as manager from WHAS Louisville, Ky. Mr. Keese recalls that working with Mr. Campbell gave him his first real radio training.

The two spent 7-day work weeks and 18-hour days planning sales approaches. This was during darkest depression. It was a time when progress, even survival, demanded a man's best. The lessons learned then are the foundation of Mr. Keese's know-how today.

A particularly vivid recollection of Mr. Keese's is the formation of the Texas Quality Network at WFAA headquarters.

In 1944, Mr. Keese left WFAA to join the Taylor-Howe-Snowden group of radio stations and established radio sales departments for the organization in principal cities of the country. This was the forerunner of the present O. L. Taylor Co.

Mr. Keese rejoined WFAA in 1948 and was placed in charge of regional sales. So efficiently did he fill his assignment that in January 1952 he was appointed manager of the station.

Outside radio, Mr. Keese takes an active part in community life. He is a member of the Variety, Rotary, Salesmanship and the Dallas Sales Executives Clubs. His favorite form of relaxation is fishing.

About the only time he plays the fiddle now is at Christmas—and then only when he's in the midst of "a definitely convivial" group.

There are three sons, Philip Mac-
donald Keese, Thomas Rowell Keese and Alexander Courtland Keese Jr., and a daughter, Phyllis, who just recently married.

When his three sons and daughter were attending high school, Mr. Keese was a member of the "Dad's Club." He now has 10 grandchildren.

To fellow-staffers at WFAA, Mr. Keese is a showman's showman and a contradiction that a musician cannot be a businessman.

WPAT Reports Gain

GAIN of 17% in business volume during the first 11 months of this year, compared to the same period last year, was reported last week by WPAT Paterson, N. J. D. J. Wright, executive vice president and business manager, also reported the signing of more than a score of new accounts during the past few weeks.

BOARD of directors of Admiral Corp., Chicago, declared a quarterly dividend of 25 cents per share on stock outstanding, payable Dec. 1, to stockholders of record Dec. 17.

AMONG guests at the fifth anniversary party Dec. 3 of WTMJ-TV Milwaukee were (l to r) Harry Hoffman, Hoffman & York Adv., Milwaukee; Walter J. Damm, vice president-general manager of radio-TV, The Journal Co., licensees of WTMJ-AM-TV; Ted Rosenak, ad manager for Blatz Brewing Co., Milwaukee, and Leo Archer, Klaw-Van Petersen-Dunlap Assoc., agency, Milwaukee.

SETS BY JAN. 1

Beverly Sees 21 Million

THERE will be about 21 million TV receiver sets installed in homes by next Jan. 1, representing nearly 47% of all U. S. homes, Hugh M. Beville Jr., NBC director of research and planning, predicted last week.

The estimated total of 19,751,200 as of Nov. 1 represented a gain of 626,300 television sets during October. According to Mr. Beville, this was the largest monthly increase since December 1949, when 752,300 receivers were sold. Mr. Beville's new estimates also show that the four metropolitan areas which lead in the number of TV sets-in-use are New York, 3,180,000; Chicago, 1,290,000; Los Angeles, 1,270,000 and Philadelphia, 1,125,000.

NEW BOOM ERA

Is Halligan's Prediction

TELEVISION is entering another boom era, William J. Halligan, president of Hallicrafters Co., Chicago, told stockholders Monday. He estimated 7.2 million sets will be produced by the industry next year. He noted peak production in 1950 was 7½ million.

Mr. Halligan reported Hallicrafters' net income for the quarter ending Nov. 30 to be $375,097 or 46 cents per share, compared with $86,384 or 10 cents per share for the same 1951 period. Sales went to $13 million from $10,958,000 in 1951.


Go ahead! I have my TELECASTING Yearbook

. . . you'll be the winninh in any quiz on television with your TELECASTING Yearbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook; and 52 weekly issues.

* Publication dates: BROADCASTING Yearbook mid-January, TELECASTING Yearbook mid-Feburary.

BROADCASTING TELECASTING
National Press Building Washington 4, D. C.

Here's my order for both 1953 Yearbooks and for a subscription to BROADCASTING * TELECASTING.

[ ] $11.00 enclosed [ ] Bill me

Name

Firm

Street

City Zone

State

1953 TELECASTING Yearbook

December 15, 1952 * Page 95
WJW Detroit has come up with what seems to be a mathematical equation to tell its sales story. YP (or8) + WWJ (SEASALL) = MSAU, a line appearing in a recent program schedule release by the station, can be translated in terms of sales: “Your Product (or Service) plus WWJ (Service, Economy, Sales Appeal, Listener Loyalty) equals More Sales for You.”

PUMPKIN CONTEST
COLOR brochure on an annual pumpkin contest is being mailed to the trade by WPEO Peoria, Ill., showing results from 58 announcements on the station. WPEO offered $85 prizes to winners guessing “How many pounds of pumpkin will Dick Herm grow on his six-acre pumpkin patch this year?” Farm service program mentions from Sept. 25 to Oct. 11 brought in a total of 9,155 entries from 59 Illinois counties and six neighboring states. Mr. Herm is the station’s farm service director.

ART AWARDS
REPRODUCTIONS of masterpieces from the collection of the Toledo Museum of Art are being presented to winners in the “Picture of the Week” contest on WSPD-TV in that city. The museum sponsors Gallery 39, a weekly show, on WSPD. At one point in the program the picture is flashed on the screen, a question concerning it is asked of the audience and those who telephone or write the correct answers receive a reproduction. Station relations that from 150 to 200 calls are received after each show.

POST CARD PROMOTION
JUMBO post cards depicting familiar scenes of Washington, D. C., on the face of the card are being mailed to advertising executives and clients throughout the country by WRC Washington. Reverse side of the card is a scene showing the business activity in the city. Theme of the promotion is that “Everyone knows Washington as a sight-seeing city but it is also a huge consumer market.”

INSTANT WIN PROGRAM
IN an attempt to test the pulling power of WSM-TV Nashville, Tenn., the makers of Hermitage coffee offered WSM viewers a coffee maker for $2.98 and two empty Hermitage coffee bags. Station reports that just five announcements did it. Firm had to withdraw the offer because its supply of 2,000 coffee makers had been exhausted.

INAUGURAL TRIPS
TWO prizes of an expense-free trip to Washington, D. C., to see the Presidential Inauguration on Jan. 20 highlight a contest being conducted by KFMB San Diego, Calif. One student from the city schools and one from the county schools will be the ultimate winners. Contest is based on an essay of not more than 1,000 words on “Significant Presidential Inaugurations in U. S. History.”

‘HOOPER IN REVERSE’
PERSONAL angle in promotion is being utilized by KRMG Tulsa, Okla. Random phone calls are being made to stimulate interest in Tulsa Sunflowers. KRMG describes the idea as a “Hooper in reverse.” A housewife makes the calls during the 2:35-5:35 p.m. show each day, and suggests the listener “enjoy an afternoon of music at the 740 spot on the dial.”

JOINT PROMOTION
WIP Philadelphia and Newsweek magazine have inaugurated a year-long city-wide campaign to promote the station and magazine with the distribution of “aprons” to the city’s corner newsstand dealers. Printed on the middle of the apron is the phrase “Listen to WIP.” Magazine’s name is inscribed on the top of the apron and on the pockets.

WISL TRAINING PROGRAM
NEW training program has been put into effect by WISL Shameskin, owner, through an arrangement with the city’s three local high schools. Members of the senior classes are interviewed by the vocational director of each school. If the student shows an interest in radio, arrangements are made with WISL for an audition. While promising students finish school, they work at the station part-time and additionally receive a full course of instruction in announcing, production, copy-writing and control board operation.

‘PATSY’S PARTY’
GEARED for children’s tastes is KAL Pasadena Patsy’s Party, half-hour Saturday morning program sponsored by Crawford’s Good Food Stores, Alhambra. Hostess Pat Bader features five-minute children’s news round-up, original stories, interviews with different youngsters engaged on Christmas projects and young guest stars.

WOR CHRISTMAS TREE
WOR-AM-TV New York placed a 35-foot Christmas tree on Times Square last Monday to call attention to the station’s eighth annual Christmas Fund to benefit some 10,000 children in metropolitan New York hospitals. A highlight of the promotion is to be the playing of Christmas carols and hymns specially-piped from WOR studios.

STUDENTS PRODUCE SHOWS
PROGRAM dealing with on-the-scene activities in local schools and classrooms, titled Schools in Action, is being presented three times weekly on WJEL Springfield, Ohio._Show is produced and tape recorded by the radio class at the city’s public high school. Broadcasts take place in various classrooms in schools in the Springfield area.

FAMILY CHRISTMAS SPIRIT
GIFTS worth more than $10,000 will be given to an American family typifying the spirit of Christmas on WJCL Atlanta radio, CBS Network via NBC. The annual search for such a family is being conducted now, with winners scheduled to be notified on Christmas Day by the station. They will be chosen from letters of nomination, expected to total 100,000. Both nominees and letter writers will receive prizes.

CO-OP GROCERY PLAN
WINS New York is cooperating with five grocery chains — Dan’s Supermarket, Brooks and Long, Fairfairt, Brooklyn; D’Agostino Bros., Manhattan; Moises, The Bronx, and Diamond K & Food Town, Westchester county — in a new merchandising plan. Stores will display point-of-sales material for WINS advertisers and station will devote especially for You program Monday, through Friday, 1:00-1:30 p.m. EST to chains’ specials, recipes, music and chatter.

DANCE CONTEST ENDS
DANCING contest on WEWS (TV) Cleveland was successfully concluded short time ago with four finalists awarded a two-year scholarship to the Harris-Hardy Studio of Stage Arts. Series of Saturday shows, presenting amateur talent, was sponsored by Cleveland Whole- sellers, distributors of Calculator, and station claims that more than 60,000 pieces of mail containing votes for writers’ favorite contestant were received before the competition ended.

RAdio AuctIOn
Auction-of-the-air program has been launched at KRTN Des Moines, Iowa. Show is aired for two hours every Saturday afternoon. Each quarter-hour, an item is put on the block. Bids are placed by telephone. On the first show of the series, seven sponsors put up and sold products ranging from a pen and pencil set to a Chevrolet automobile.

AMATEURS GET A CHANCE
AMATEUR singers and musicians who feel an urge to get into TV without channeling their participation to do so by Bill Silbert on his daily telecast on WABD (TV) New York. Letter to Mr. Silbert will start the process of arranging an audition. One performer will be presented on each show. A recording will be made and sent to record company executives for consideration.
Film Report
(Continued from page 65)

Ping areas, General Sales Manager Arthur Sachson has announced. The total net sales to Arrow amounted to $181,000.

The stations and markets are: KTTV (TV) Los Angeles; WFLD - TV Chicago; WENR-TV Chicago; WXYZ-TV Detroit; WFAA-TX Dallas-Fort Worth; WFBM-TV Indianapolis; WNCV-TV New Haven - Hartford; WLWP - TV Springfield, Mass.; WXYZ (TV) Detroit; WCAU - TV Philadelphia; WBN-S-TV Columbus, Ohio. * * *

Kling Studios' Old American Barn Dance, film series syndicated in 34 markets, has been sold to WLS-LV, Roanoke, Va., and the CBS-TV Lubbock, Tex. * * *

Telemount-Mutual, Hollywood, has completed 14 one-hour TV films for Purity Bakers Corp., Kansas City; and the film company's television division plans to produce and sell other new and second-run TV series and films.

Official contracts with Gene Lester for his 15-minute Hollywood Close-Ups series; Tel-Ra Productions for Ideas on Parade, and with Jerry Coury for a new short series of three-dimensional television films, The Magic Lady and Boko, have been signed by Telemount Pictures Inc., Hollywood.

Paramount Pictures, Hollywood, has completed seven TV trailer films for national exploitation on NBC-TV and CBS-TV of "Road to Bali," a new film co-starring Bob Hope and Bing Crosby. Titled Great Moments in History with Bing Crosby and Bob Hope, the trailers do not contain scenes from the feature, but are seven individual, miniature short subjects.

Telepix Corp., Hollywood, has completed seven TV film commercials for the following firms:

Gaffers & Satler Stoves, Los Angeles

geles (gas ranges), three one-minute action spots and one 90-minute action spot; Flo-Ball Pen Co., Los Angeles, one minute and one 90-second action spot, both firms through BBD, Los Angeles; Fuji Film America; Burbank, one 90-second action spot, through Hisson & Jorgensen Inc., Los Angeles; L. A. Federal Saving & Loan, one 30-second animated spot, through C. B. Juneau, Beverly Hills; and May Diamond Co., Los Angeles, one ninety-second action spot through Al Car mona Adv., Hollywood.

Distribution

Official Films Inc., New York, has arranged with three independent television producers for distribution of their products. The firm said these films will be added to its syndicated catalog which now numbers over 1,000 musical films, several hundred short subjects and several feature films.

Director


Production

Pilot film in CBS-TV Alan Young Show is being completed by Nascour Productions at KTTV (TV) studios, Hollywood. A CBS-TV package, the new half-hour series has a situation comedy format, featuring Alan Young as a bank clerk.

Family Theatre Inc., Hollywood, is completing special half-hour Christmas TV film, A Star Shall Rise produced by Roland Reed Productions, Culver City. Starring Raymond Burr, the film is directed by John Brahms who recently directed Warner Bros. feature film, "Miracle of Fatima."

Educational

The U. of Wisconsin and Marquette U. are co-operating with WTMJ-TV Milwaukee in presenting Campus Newsreel which started Dec. 6. This will be the first venture by the schools to film campus activities for television.

The programs will be shown Saturdays, 1:30 to 1:45 p.m. CST. Wisconsin and Marquette will alternate in presenting the programs. Wisconsin is setting up TV and filming facilities in Madison, while Marquette is making similar arrangements in Milwaukee.

All filming and writing of scripts will be handled by the schools. WTMJ-TV will supply an announcer as narrator for portions that are not sound on film.

Random Shots

Backdrops Inc. has moved New York offices to 250 Park Ave., and has opened a Los Angeles office at 510 Sanites St. The firm produces television backdrops made from art work or photographs on specially prepared cloth and claims that its backdrops have the dimensional quality, are flame-proof and mildew-proof, will not fade, can be cleaned easily and are completely light-absorbing. Backdrops can be folded to small size when not in use, the company reports. According to Steve Joseph, Backdrops' sales manager, network users of the new drops include NBC-TV and CBS-TV; programs include Lamp Unto My Feet, The Web, Red Buttons, Garry Moore Show, Danger and The Fred Waring Show. Agencies which have purchased the backdrops include BBD, Young & Rubicam, McCann-Erickson and Kudner Agency. Film production firms include Tel-Rad Research and Proctor Productions. F. J. Rotondo for Camel Caravan is among the studios using the drops.

Association Films Inc., New York, is offering a folder which describes 39 free-loan industrial films cleared for television programming use. The folder may be obtained from the firm's television department, 347 Madison Ave., New York 17, N. Y.

Film People

Sheldon Reynolds, producer-writer-director on NBC-TV Foreign Intrigue, has completed the pilot film in second half-hour TV film series to be produced abroad by Theatre International, which will probably be filmed in Rome, will be a serial of light comedies with a European background. The pilot film, produced in Paris, stars Claude Dauphin, French actor who recently completed roles for Warner Bros.

Steve Joseph has been appointed sales manager for Backdrops Inc. (photographic backdrops for TV). He formerly was with J. Walter Thompson Co. and McCann-Erickson.

Lee R. Bobker, formerly production manager and administrative executive with Campus Film Productions, has joined Dynamic Films, New York, as executive producer.

Miriam Gieger, literary and talent agent with William Morris Agency, Beverly Hills, joins Filmcraft Production Co., Beverly Hills. He will represent the company in its search for screenplayers and screenplays.

Esko Miettinen, head of foreign distribution for Sol Lesser Productions, Culver City, joins Helen Ainsworth Corp., Beverly Hills, in same capacity and in addition will supervise the firm's television production abroad.

Tito Guizar, singing star on his own KTTV (TV) television weekly half-hour program, has been signed by Calderon Productions, Mexico City, for several TV films to be made early in January.

Will Lane, production coordinator for Guild Films Inc., Hollywood, and a lieutenant colonel in the Air Force Reserve, has been appointed production co-ordinator for U.S. Army's 20th AF (Aging) Squadron, AFR Training Unit. He will work on a special civilian defense TV film.


STORECAST Corp. of America, N. Y., which feeds music to supermarkets, has announced signing of 29 new sponsors, including five non-food advertisers.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST! Ask
JOS. WOOD & CO.,
350 Madison Ave., New York
About the Maritimes Busiest Station
5000 WATTS - NOW!

broadcasting • Telecasting


DECEMBER 5 THROUGH DECEMBER 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
aur.-aural trans.-transmitter
syst.-ampl. synchronous amplifier via-
vision un-limited hours
STA-special temporary authorization
CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new stations and transfers, applications begin on page 108.

December 5 Applications...

ACCEPTED FOR FILING
Change Antenna System
WYQK Birmingham, Ala.—CP to make changes in ant. system. ED to make changes in ant. system.

License for CP
WHIIL Hammond, La.—License for CP, which authorized installation of new transmitter and antenna accompanied by change in name of applicant to Nicholas Cefalu and Anthony Cefalu d/b/a Cefalu Radio.

Modification of License
WTRG Sturgis, Mich.—Mod. license to increase power from 500 w-e-d to 1 kw-D. AMENDED to change frequency from 1460 to 1250 kc, power from 1 kw to 250 w, hours of operation from D to U, and change name of applicant to WSTR Inc.

Renewal of License
Following stations request renewal of license:
EKEK Grovel, Calif.—WJBE Atlanta, Ga.; KSWI Council Bluffs, Iowa; WMUN Montgomery, W. Va.; WMBR-TV Jacksonville, Fla.; WT13 (TV) Miami, Fla.; WOL-TV Ames, Iowa; WOC-TV Davenport, Iowa; WDAF-TV Kansas City, Mo.; KSDK-TV St. Louis, Mo.; KING-TV Seattle.

APPLICATIONS RETURNED

to KSWI Council Bluffs, Iowa; KGIL-AM Lombard, Ill.; WKBW Rochester, N. Y.; WJAI-Denver, Colo.

September 12 Application... CHANGE OF NAME

KRSN San Diego, Calif.—Mod. license to change name to C. Fredric Rabe and Johnlesson Rabe d/b/a KRSN Board.

License Granted
KXWJ West Plains, Mo.—CP to erect new ant. and mount TV ant. on top (continued on grant of TV application.)

December 9 Decisions... BY BROADCAST BUREAU

License Granted
KJNO Juneau, Alaska—Granted license for AM; 330 kc. 1 kw.

licensed for AM; 1480 kc, 500 w, DA-2 unil. condition.

KRFM Davenport, Iowa—Granted license for AM; 1580 kc. 250 w-D.

KGEZ Kallispell, Mont.—Granted license covering change in frequency, increase in power, installation of new trans. and DA-ON.

WTOP Washington, D. C.—Granted license for AM; 1500 kc. 5 kw.

KOLN Lincoln, Neb.—Granted CP to increase height of antenna and add TV transmitter and at top and specify correct site coordinates; condition.

WEUW-AM Reading, Pa.—Granted CP to make changes in antenna and change antenna and overall height above ground to 400 ft.

Request Granted
WGCQ Greenwich, Conn.—Granted request to cancel license and dismiss pending application for renewal of license and delete FM.

KFOR-FM Lincoln, Neb.—Granted request to cancel license and dismiss pending application for renewal of license and delete FM.

KHIT Lampasas, Tex.—Granted request for waiver of Sec. 3.71 to operate from 6:30 a.m. to 7:15 p.m. daily for period of 30 days.

KABC-FM Des Moines, Iowa.—Granted request to cancel license and delete FM.

KFDX-FM Amarillo, Tex.—Granted request to cancel license and delete FM.

License for CP
KWMF West Plains, Mo.—Granted license for CP (which authorized replacement of expired CP for new FM; Ch. 24, 1 kw, unil.

Modification of CP
KBLO-FM Springfield, Ark.—Granted mod. CP for approval of ant. trans. location, specialist studio location and change type trans. to FM.

WHPM-FM Harrisburg, Pa.—Granted mod. CP for approval of ant. trans. location, specialist studio location and change type trans. to FM.

KJEA Livingston, N. M.—Granted mod. CP for approval of ant. trans. and studio location for new trans.

WTTV (TV) Bloomington, Ind.—Granted mod. CP to change TV station from Ch. 4 to Ch. 6. Transmitter 9.2 kw, elevation 16.4 kw to visual 100 kw. change type trans. and ant. system.

WCCO-TV Minneapolis, Minn.—Granted mod. CP for approval of extension of completion date to May 1, 1953.

 Granted STA
KOPO-TV Twin Falls, Idaho.—Granted STA to operate on commercial basc on Ch. 10 for period Dec. 3, 1952, to June 3, 1953.

WFMJ-TV Youngstown, Ohio—Granted STA to operate on commercial basc on Ch. 15 for period Dec. 2, 1953, to March 30, 1953.

APPLICATIONS RETURNED

KONA Honolulu, T. H.—Granted mod. STA to operate on commercial basc on Ch. 7 for period Dec. 3, 1952, to June 23, 1953.

Change Studio Location
WPAG-TV Ann Arbor, Mich.—Granted CP to change studio location for period April 16, 1953, to June 23, 1953.

KITE-FM San Antonio, Texas—Granted mod. CP for extension of completion date to 7-1-53.

December 9 Applications... ACCEPTED FOR FILING

License Renewals
Following stations request renewal of license:
KCMJ Palm Springs, Calif.; KMVR DENVER, Colo.; KCCN Cedar Rapids, Iowa; KWIOL Joliet, Ill.; KXMAS Burlington, Iowa; KAI-AM Iowa City, Iowa; KWJ-AM Clayton, Mo.; KBOA Kennett, Mo.; KNEM Nevada, Mo.; KSYM Laconia, N. H.; WFMN Oklahoma City, Okla.; KSBF El Paso, Texas; WBNW Lincoln, Neb.; WREX Minneola, Wis.

APPLICATIONS RETURNED

RETURNED following stations' request for permit to erect new anten.


December 10 Decisions... 

APPLICATIONS ACCEPTED

FOR MOTIONS

By EXAMINER

Garden State Bst. Co., Atlantic City, N. J. Colorado petition for extension of time from Nov. 28 to Dec. 15, 1952, to file proposed findings of fact and conclusions of law in proceeding re application.


By Examiner W. G. Butts of St. Petersburg, Fla.—Granted motion to amend application for CP on TV station to correct typographical errors respecting geographical coordinates for new stations for CP's for new TV stations.

By Examiner W. H. Hutchinson of Westport, Conn.—Grant petition to amend application for CP for new TV station for purpose of showing changes in estimated revenue and cost of operation of proposed station and in number of spot announcements proposed to be broadcast.

By COMMISSION EN BANC

WIIL Hammond, La.—Granted CP to change frequency from 1460 to 1600 kc and hours of operation from D to unil. inclusion to make provision that change not be made until after the local government has an opportunity to express its views.

KOB Grand Forks, N. D.—Being advised that application for CP to change frequency from 1460 to 1600 kc and increase power from 500 w-n-w to 1 kw-LAS is supported by the FCC with interference from KXYW Philadelphia which indicates necessity of hearing.

December 10 Applications... ACCEPTED FOR FILING

Modification of License
WNPT Northport, Ala.—Mod. license to designate station as TV-amo. licensee. Ala. instead of Northport. Ala.

Modification of CP
KBBA Burien, Ark.—Mod. CP, which authorized new AM, for approval of ant. trans. and change type trans.

KZCH Menasha, Wis.—Mod. CP, which authorized new AM, for approval of antenna, tower, and transmit.

Extension of Completion Date
KTHS Little Rock, Ark.—Mod. CP, as more fully set forth in changes in existing AM, for extension of completion date.

AM—1060 kc
KXQO Chico, Calif.—CP to change frequency from 1510 to 1515 kc, 10 kw to 5 kw-D. AMENDED to change power from 10 kw to 5 kw-D.

Extension of Authority
MBS, New York—Extension of au-

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.

Lincoln 3-2795

TOWERS

AM * FM

Complete Installations
TOWER SALES & ERECTING CO.
610 N. Columbia Blvd.
Portland 11, Oreg.

BROADCASTING 

Teletacinc

COMMERCIAL RADIO MONITORING COMPANY
PRESION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7637
Kansas City, Mo.

DAVIS & BERREAU

P. O. Box 994
Syracuse, N. Y.

TELEVISION PROJECT CONSULTANTS

P. O. BOX 162

STATION PLANNING & OPERATIONAL GUIDANCE
HELP WANTED

Managerial

Managerial—assistant manager. Pro- \n\nContinuity writer—must be able to \n\nHelp Wanted

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Television

Announcers

Announcers

Situations Wanted

Managerial

Manager available immediately. Will invest in station or purchase entire inter- \n
Help Wanted

Situations Wanted

Manager available immediately. Will invest in station or purchase entire inter- \n
Help Wanted

Situations Wanted

Manager available immediately. Will invest in station or purchase entire inter-
Situation Wanted—(Cont'd)

Transmitter operator. License plus broadcast experience. Qualified technician available immediately because various factors. Please specify requirements. Lewis Sherlock, Box 805, Denver 1, Colorado.

Production-Programming, Others

Need girl, staff-writer? Script writing, continuity, promotion, and general secretary equipment. Excellent radio and TV. Available January 1. Box 155S, CASTING TELECASTING.

News directors, 50 kw station, aims at market over 150,000, with TV or TV. Requires station with energetic news attitudes, especially toward local coverage. Box 188S, BROADCASTING TELECASTING.

Available woman! I want to help you produce better women programs. 8 years experience writing continuity, producing and airing women's sport shows, talked interviews, fashion programs and more. Send confidential. Box 295S, BROADCASTING TELECASTING.

Baseball play-by-play. Experienced radio TV sports announcer-producer-director available for major or high profile assignments. Good picture and picture on request. Box 328S, BROADCASTING TELECASTING.

Attention! Spot pro director, 5 years experience all phases sports. Available immediately. Send full picture and letter. Draft exempt. Box 265S, BROADCASTING TELECASTING.

Need a sales-minded PD? An expert ad-public, professional musician, piano or guitar, production man, good PD. I’m available. Box 280S, BROADCASTING TELECASTING.

Baseball play-by-play. Experienced radio TV sports announcer-producer-director available for major or high profile assignments. Good picture and picture on request. Box 328S, BROADCASTING TELECASTING.

Top local newswoman, 30, proven moneymaker, eight years experience includes TV news, column, veteran reporter, new metropolitan editor looking for change. Send confidential. Box 295S, BROADCASTING TELECASTING.

Modernization program lists following as surplus: 200 ft. guyed tower, extra heavy, complete TV tower and TV. Available immediately. Send full picture and letter. Box 402S, BROADCASTING TELECASTING.

Picture material. A special selected film of interest. Not available for sale. Box 384S, BROADCASTING TELECASTING.

Wanted to Buy

Wanted to Buy—By reliable party, 500 or 1,000 watt station, daytime or full time, in North or South Carolina. All replies held strictly confidential. Send full details to Box 246S, BROADCASTING TELECASTING.

Equipment, etc.

Two 945 Marcon dish antennas, STL transmitter and receiver. Interested in any condition. Box 355S, BROADCASTING TELECASTING.

Any or all equipment including 500 tower and transmitter for 1 kw station, W. A. Wynne, Rocky Mount, North Carolina.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.  CHICAGO  SAN FRANCISCO
James W. Blackburn  Ray V. Hamilton  Leslie M. Smith
Washington Bldg.  Tribune Tower  235 Montgomery St.
Delaware 7-2785  Exeter 2-3481-2  5-2785

Strictly Business

(Continued from page 18)

RCA Victor to sell television sets, using the slogan, "More people buy RCA Victor than any other television."

The current RCA Victor network radio and TV schedule, all on NBC, includes two Sunday shows, the Phil Harris-Alice Faye Show on radio, 8-8:30 p.m. promoting the sale of radios, records and TV sets, and The Kukla, Fran & Ollie show on TV, 4-4:30 p.m. for the sale of radios, records and Vorticon phonographs. The new Dennis Day Show is televised on Friday, 8:30 p.m. promoting the TV sets, RCA Service and tubes.

Unlike most advertising directors, Mr. Coffin is in a consultative capacity rather than operating a campaign, media and merchandising. He supervises the division's radio and TV programs, handling the allocation of commercial time to the various company products. Expenditures by distributors and dealers on radio and TV are comparable percentage - wise to that spent by the factory.

Mr. Coffin was born in Green-wich, Conn. He attended St. Paul's School in New Hampshire and in 1929 entered Yale U., majoring in chemistry. He left college to get married and take his first position, which was in the warehouse of A & P in New York. He advanced to advertising manager of products manufactured by the company. After four years, he left to enter the agency field as an account executive for Sherman R. Ellis Inc. In 1940, he became advertising manager of Carlandt Distilling Co., and later returned to Ellis (now C. J. LaRoche) to handle liquor and food accounts.

In 1942, Mr. Coffin took a government post as a general chief of a materials section of the War Production Board. Two years he was back in the advertising business associated with McCann-Erickson Inc. agency in New York, in 1944 in his advertising and merchandising know-how took him to RCA Victor and into his current position.

Mr. Coffin resides in Haverford, a main line suburb of Philadelphia. He is married to the former Barbara Bersbach. They have four children.

SALES MANAGERS

Top new market with HOUSEHOLD BUILDINGS, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, top interviewers featured. 500 watt network affiliated station, growing up with the property. For the past nine years He has operated a major independent in one of the country's biggest and most competitive markets. The station is No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 2165, BROADCASTING • TELECASTING.

SALES MANAGERS

FOR SALE

J. C. RIDDY
109 N. W., 35th St., Oklahoma City, Oklahoma. Telephone Jackson 5-5877

For Sale

Equipment, etc.

Miscellaneous

How about featuring, Altering, Scraping your Tower-Antenna-Lights? We're ready.
J. M. HAMILTON & CO.
731 3rd Ave., New York, N.Y.

EXECUTIVE PLACEMENT SERVICE

We have selected General, Com-
mercial and Program Personnel, Chief Engineers, Disc Jockeys and other specialists. For details, or to place your man, write to the above.

Howard B. Fralix
TV & Radio Management Consultants

QUEBEC TV CENSORS

Federal-Provence Fight Brews

LEGISLATION for control of television films and programs by the Quebec provincial cinema censors board was passed by the upper house of the Quebec provincial legislative council on December 4. Government leader Edouard Asselin said the province was not ready to yield without a fight what it believes to be its rights in TV. The Quebec provincial government feels that all TV films, as well as live shows, should be censored by its moving picture board.

The federal government has announced that should the Quebec government pass legislation giving it power to censor TV programs, it will appeal the law to the Supreme Court of Canada, which has ruled, along with the Privy Council in England, that radio is a federal matter, and Ottawa feels that television comes under the term of radio.

RESEARCH SURVEY

On NCAA Plan by 'Inquirer'

TO LEARN the opinion of its readers on the question of televising of college football games, the Phil-
delphia Inquirer invited them to write a letter supporting either the one-game-a-week policy of the NCAA TV Committee or an unlimited telecast system.

The newspaper reported that it would publish the outstanding letters—of 50 words or less—on its sports pages. To provide readers with background of the controvers-
y, the Inquirer published in its Dec. 1 issue comments by A. B. Bashnell, director of the 1953 NCAA TV Committee, and the Rev. Edmund P. Joyce, CSC, exec-
tive vice president of Notre Dame U. and a critic of the NCAA TV college football program [BT, Nov. 17, et seq].

SPORTS EVENTS

TV Stimulates—Barber

TELEVISION in the long run will stimulate rather than hurt attend-
ance at sports events, Walter (Red) Barber, sports counselor on sports, told an audience at Town Hall, New York, fortnight ago.

Mr. Barber’s views on the effect of television on sports attendance were presented at the end of his hour-long lecture on “My Philosophy of Sports Broadcast.” He voiced the opinion that television will slow in the steps of radio and ultimately serve as a magnet that would draw spec-
tators to the stadia.

Explaining that television, like radio, will make new fans for sports, the sports counselor declared they will not be satisfied with limitations that TV necessarily im-
poses on sports coverage. He cited the example that some fans might be interested in watching activity in a certain part of the field, or of a particular player, that the camera might miss.

In his lecture, Mr. Barber said his philosophy of sports broadcast-
ing is based on the proposition that he is a reporter and not a fan, a principleathlete or other official.

He stressed that his job is to re-
port facts and said he accomplishes this task by losing himself so com-
pletely in the game that he is not interested in who wins.

A recording of his lecture is to be made available to the Armed Forces Radio Network stations overseas.

Sets in Canada Down

FACTORY shipments of radio receivers in Canada for the first eight months of 1952 totaled 297,800 sets valued at $27,311,000, ac-
cording to the Dominion Bureau of Statistics. During the same period productivity of the heavy-duty sets was 294,500 sets. During the same 1951 period production totaled 440,000 sets and shipments amounted to 304,000 sets valued at $34,504,000.
Daytime Lighting
(Continued from page 78)
run up most of the tower to accommodate servicing. Power from the TV transmitter would be run up the structure via 1,800 ft. of 6% inch RCA coaxial cable.

The tower and guy wire rigging will require a plot of 100 acres, the application indicates.

The proposed operation would provide TV service to an area of 10,067 sq. mi. and population of 1,263,047 persons in the Grade A contour and an area of 10,651 sq. mi. and population of 1,422,773 persons in the Grade B contour. Minimum field strength over Dallas would be given.

Cost of the antenna system is given in the application as $855,000. RCA transmitter will cost $212,000. Buildings will cost $50,000 and other items, including $2,435 for frequency and modulation monitors, total about $115,000. Total cost of the project is given as in excess of $12.5 million.

Among the expenses are included:

- ed items of $8,000 for an H type marker and $35,000 for dual studio-transmitter links. The H type marker is an aviation radio warning device which would operate non-directionally in the 200-400 kc band.
- The application pointed out WPFA-TV is willing to accept a grant of its bid subject to the condition that it will provide whatever daytime lighting requirement that may be adopted by the Commission and CAA for towers of that height.
- The proposed site is acceptable to the regional airspace subcommittee, WPFA-TV's application said, except for the problem of daytime lighting. The proposal was considered in early September. At that time, Mr. Cullum explained, the height requested is the "absolute minimum required to afford the desired TV coverage in both Dallas and Fort Worth for the four commercial channels allocated in the uhf band."

The site is the result of two years' intensive study of the local area to find a suitable location. An earlier proposed site two miles south of Grand Prairie was opposed before the airspace subcommittee last February on grounds of being too close to the Navy air station there.

At present, the tallest self-supported TV antenna in the world is that of WSB-TV Atlanta, 1,082 ft. in height. The Empire State Bldg. and TV antennas hit the 1,470 ft. mark.

The Air Force has a 1,212 ft. tower for Ioran studies at Rome, N. Y.

MUTUAL headquarters of these Massachusetts and Connecticut uhf TV grantee representatives, who expect to have their stations on the air by early 1953, are discussed on separate TV set deals sponsored by Stern & Co., Zenith distributors, in Hartford. They are (to l to r): Edward Waller, WATR-TV Waterbury, Conn.; Allen C. Tindal, WWLP (TV) Springfield, Mass.; Peter Kenny, WKNB-TV New Britain, Conn., and Patrick Montague, WHYN-TV Holyoke, Mass.

ABC ASKS
KOB Case Clarification
REQUEST for clarification, change and enlargement of the issues in the scheduled hearing regarding the renewal of the special service authorization for KOB to continue its 11-year "temporary" operation on clear channel 770 kc. [B&T, Nov. 10] was made by ABC last week. ABC's WJZ New York is assigned to 770 kc.

At the same time, the Dec. 10 hearing date was postponed to Jan. 21 by the hearing Examiner James D. Cunningham.

ABC asked that the issues set forth by the FCC be changed in these respects:

1. Instead of day and nighttime coverage, nighttime coverage only should be at issue. Daytime coverage is not significant, ABC said.
2. That return of KOB to 1030 kc should be considered not only with 10 kw power, but also 10 kw, nighttime directional. KOB's official license is for 1030 kc with 10 kw. It has never operated on that wavelength.
3. Objectional interference to WBBZ Buffalo from KOB's proposed operation at 1030kc, be limited only to interference from KOB with 50 kw, not just that occurring from 10 kw operation.
4. That skywave overlap of Westinghouse stations KYYA Philadelphia, KDRA Pittsburgh and WOFW Fort Wayne as well as WBBZ Boston be made an issue. Factor would permit ABC to show that any losses suffered by WBBZ through operation of KOB on 1030 kc would be compensated by coverage from other Westinghouse stations, brief stated.
5. Add another issue concerning possible other frequencies KOB might be assigned to in addition to 1030 kc and 770 kc.

ABC also answered a Westinghouse petition two weeks ago seeking reconsideration of the FCC's decision to hold a hearing on the KOB case [B&T, Dec. 8]. Westinghouse urged the Commission to confine the hearing to an extension of KOB's license on 1030 kc. If the Commission is determined to include the 1030 kc issue, Westinghouse asked that a permanent solution be found to the KOB problem.

ABC opposed Westinghouse's request that the Commission reconsider its decision to call a hearing, but did concur that one of the issues in the hearing be the consideration of other frequencies to which KOB might permanently be assigned.

Non-Docket Actions...

TRANSFER GRANTS
Listed by States
WFPF Fort Wayne, Ind., James L. Killian, Granted assignment of license to George A. Ensley, a general manager of WPFG for $15,000. From 1940 to 1952 Mr. Goldsmith was freelance dmc for WJMO WSBS WEBS Cleveland, and owned Radio TV Workshops Talent School (new discontinued). Filed Oct. 6, 1952; amended Oct. 18; granted Dec. 10.
KGLN Glenwood Springs, Colo.—Rexf G. D. Power, Granted Assignment of license to Inigence to KGLN Inc., new corporation comprised of Rex G. Howell (95% owner as individual), who will own 25% James J. Frew. Retail will own 40% of stock in corporation. Mr. Frew will pay $5,000 for 50% of interest in the new corporation; he is resident manager of KGLN. Filed Nov. 18, 1952; granted Dec. 10.

FCC Actions
(Continued from page 98)

average terrain from 610 to 655 ft.

WRC-FM Washington, D. C.—CP to change license to Collins 37M-8, 6 kw., ant. height above average terrain to 410 ft.

WSTP-FM Salisbury, N. C., CP to change license to Andrews 1384, 6 kw., ERP to 2,880 kw; output power of trans. to 1 kw.

Change ERP
KFTO-FM Clayton, Mo. — CP to change ERP from 6.7 kw to 7.1 kw, ant. height above average terrain from 295 to 325 ft.

License for CP
WFUM (FM) Flint, Mich. — License for CP, which authorized new FM.

WFOB-FM Postoria, Ohio — License for CP, which authorized changes in licensed station.

CB's Most Powerful
WHEN Canadian Broadcasting Corp. builds its $1 million TV station at Winnipeg next year, it will be the most powerful in Canada, according to J. F. Hayes, CBC's assistant director of engineering in charge of TV. He said the station will have an effective power of 50 kw and a range of 75 miles. Present CBC TV stations at Toronto and Montreal have effective power of 17 kw.
SNADER SUIT

Hearing Set for Today

HEARING is set in Los Angeles Superior Court for today (Monday) on an amended complaint by Louis D. Snader charging his fellow part-owners in Snader Telecasts Sales Inc. Alexander Bino and Samuel Markovitch, with conspiracy and fraud.

Judge Frank Swain in late November had instructed Mr. Snader to return an amended complaint on grounds the original one was too vague. Mr. Snader in the original complaint had sued to prevent Messrs. Bino and Markovitch from selling to Ben Frye of Studio Films Inc., Cleveland, and asked for dissolution of the corporation.

The amended complaint adds as defendants United Television Programs, which distributes the Snader films; UTP President Gerald King, Mr. Frye and 108 partners, and asks for treble damages and an accounting of funds.

STS Treasurer Bino, director Markovitch, and Mr. Snader, himself, among others, are defendants in a separate set for hearing Oct. 30. It was filed last Tuesday in Los Angeles Federal Court by Reuben R. Kaufman, former STS president.

Charging a conspiracy between Messrs. Bino and Markovitch to defraud, Mr. Kaufman claims Mr. Bino spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of corporate funds for himself and kept company money in his personal account.

Time of Alleged Fraud

Now president of Guild Films Inc., New York TV film distributors, Mr. Kaufman claims the fraud took place while he was president of the firm from August 1954.

He charges STS received $2.4 million income up to last May, while spending $1.8 million, and demands an accounting of the $300,000 difference. STS also had distribution rights to 800 TV musical shorts, a Dick Tracy half-hour film series and several Korda pictures.

Asking for removal of Messrs. Bino and Markovitch from the STS board of directors, Mr. Kaufman’s suit also seeks an injunction from further use of the firm’s funds, an accounting of “secret profits,” damages, and appointment of a receiver for the firm.

Other defendants in Mr. Kaufman’s suit are STS, BSM Telecasts, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Bino Telefilm Sales, Henry Bino, Nathan Dicker and Sidney Dorfman.

WDOG Cleveland, at an informal ceremony last month, had the pleasure of burning an $88,000 mortgage on its broadcasting equipment. Present were (seated, 1 to 7) Walberg L. Brown, vice-president-general manager, and R. Morris Pierce, president; standing (1 to 7) are Carl V. Bradford, manager, RCA Cleveland office; Fred Wolf, WDOG treasurer, and James Keachie, area RCA sales representative. Mr. Brown resigned from WDOG last Monday and was succeeded by Harry Camp [B+T, Dec. 1].

Hearings on TV Applications

(Continued from page 74)

Amusement Co. to enter the hearing. Jefferson Amusement Co. is controlled 50% by United Paramount Theatres but this interest is being dissolved. The other Ch 4 applicants are Smith Radio Co. and Port Arthur College. They are in dispute presently over Smith Radio’s plan to take depositions of individuals connected with the college and its commercial station, KPAC Port Arthur. The school contends Smith Radio seeks to adduce evidence that is negative against the school rather than affirmative evidence in support of the Smith Radio bid.

The Fort Wayne, Ind. uhf Ch. 33 case was completed by Examiner Fanny N. Litvin last week except for certain exhibits. On Jan. 12 she is to begin the Canton, Ohio, uhf Ch. 29 proceeding. The Duluth, Minn.-Superior, Wis., uhf Ch. 6 hearing resumes Tuesday before Examiner Herbert Shafman with presentation of non-technical evidence. The Duluth-Superior Ch. 3 case has been continued to Feb. 17. The Wichita uhf Ch. 3 hearing continues before Examiner Hugh B. Hutchinson while the uhf Ch. 10 proceeding for that city has been recessed until Feb. 10.

Examiner J. D. Bond has not been assigned any TV cases while newly appointed Examiner Gifford Irion has been designated to preside at a common carrier case beginning Tuesday. Examiner Leo Resnick, who recently recommended approval of the proposed ABC-United Paramount Theatres merger and contingent cases, has not been assigned another case.

CANADA POLICY

One TV Station per Area

TO SPREAD TV as widely as possible, the Canadian government has announced only one CBC or privately-owned station will be licensed in any one area at present, with the latter required to carry national programs, but free to carry other programs and advertising.

Legislation is to be introduced soon to grant CBC another $5 million loan to build TV stations at Halifax, Winnipeg and Vancouver. A TV repeater station now is being built by CBC at Ottawa. Opposition speakers in the House of Commons said government policy should have been the opposite, with CBC putting stations in areas not economically able to support TV under private enterprise, but also stated that there should be competition with existing Canadian stations.

CLOSSED CIRCUIT

Armstrong Uses Colocart

COLOR equipment was used last Wednesday by the Armstrong Cork Co., Lancaster, Pa., in a closed circuit demonstration for more than 500 wholesale distributors of its commercial products.

The color telecast was piped to the 31st annual convention of the firm’s floor division product distributors two miles away. They watched demonstrations of the company’s 1958 linoleum patterns on some 16 large-screen color receivers. Colorcast equipment was supplied by Smith, Kline & French Labs. direct from the American Medical Assn. convention in Denver.

The telecast originated in the “Armstrong Idea House” on the edge of Lancaster and was carried by coaxial cable and microwave signal to the convention auditorium.

THEATRE TV

Has Busy Week in Showings

CLOSED circuit theatre circuit television gained momentum last week with coast-to-coast telecasts of a sales conference by Junius United Paramount Co., Bridgeport, Pa., on Monday and of the entire Metropolitan Opera Co., performance of “Carmen” on Thursday evening.

The telecasts were carried by the facilities of Theatre Network Television. A TNT spokesman pointed out that “Carmen” was seen in 27 theatres in 27 cities and that 20 additional theatres could not be accommodated because of the unavailability of AT&L Lines.

The opera was viewed in theatres in the following cities: New York; Fort Lee, N. J.; Lynn, Mass.; Boston; Ashbury Park, N. J.; Richmond; Pittsburgh; Toledo; Cleveland; Chicago; Minneapolis; Milwaukee; San Antonio; Dallas; Salt Lake City; San Francisco; Los Angeles; Hollywood; Buffalo; Kansas City; Philadelphia; Detroit; Baltimore; Albany; Cincinnati, and Sacramento.

TNT said the performance marked the first time that an opera telecast into motion picture theatres. The telecasts featured such opera stars as Rise Stevens, Richard Tucker, Robert Merrill, and Nadine Conner.

Benefits of Telecast

Net proceeds from the telecast will benefit the Metropolitan Opera Assn., TNT said. Admission prices ranged from $1 to $4, depending on the size and capacity.

Henry Sourwine, a producer and Clark Jones the director of the production. DuMont cameras and technical crews were used.

The conference was telecast to 18 motion picture theatres in 17 cities from 12 noon to 1 p.m. last Monday. The program included talks by companies officials on 1958 programs, methods of merchandising and promotion plans, plus a statement of company policy by J. L. Eastwick, president of Lees.

Opening the program was Kate Smith, who greeted top management, buyers and retail sales personnel of the Lees company. Later that day, Lees began sponsorship of the pre-concert television segment of the Kate Smith Hour (NBC-TV, Mon.-Fri., 4-5 p.m. EST).

The conference originated in NBC-TV’s studio 6G in New York. Herbert Susan was producer-director.

Some criticism was voiced on the demonstration. One source stated: “Our reactions was nothing but that the means left a lot to be desired, the eyestan was ter- rific and the quality of reproduction was bad.”

KAL, EHRICH & MERRICK Inc. has commissioned Phil Davis Musical Entertainment to originate a musical trademark for Heurich Brewing Co’s Old Georgetown Beer.
TV's Spread and Impact to Be Studied

(Continued from page 27)

bring wider expression from the public [8*2, Dec. 1.] As revised the code now reads:

NARTB
Television Code Board
Box 1711
Washington 4, D. C.

Seal of Good Practice
Entertainment
Information
Education

The seal is displayed frequently by all commercial television stations, to be issued soon, will look much the same as the present design and will be based on the wreath-shield motif.

Thad H. Brown Jr., NARTB television director, submitted a series of detailed reports on topics in which NARTB is active. These included legislation, congressional hearings, noncommercial educational stations, all-industry TV program committee, tax matters, access to events, insurance matters, the 1953 NARTB convention in Los Angeles, and the 1952 convention in Springfield, Mass.

Mr. Brown said a recent plan he had proposed for demonstration of TV's use in covering public hearings had interested a number of legislators in Congress. He said the demonstration would show that TV cameras would be better for confusion and bright lights at hearings when they actually were not responsive, as widely supposed. He said the plan could be demonstrated if one or more committees agree to the experiment.

President Fellows named the following to serve on a committee to study subscription television: Paul Raibourn, KTLA (TV) Los Angeles, chairman; Mr. Collough; Henry W. WERT (TV) Memphis, all TV directors.

Reporting on membership, C. E. Arney Jr., NARTB secretary-treasurer, said the rolls now include 106 TV stations and four TV networks. One-hundredth station was KOB-TV Albuquerque, N. M., operated by ex-PCC Chairman Wayne Coy.

Other new members received were WLSL-TV Roanoke, Va.; WKAR-TV Mobile, Ala.; KGUID-TV Lubbock, Tex.; KFJT-TV Denver; KFOR-TV Lincoln, Neb.; KONA Honolulu; KRON-TV San Francisco, Calif.; WEIU-TV Reading, Pa.; WOOD-TV Grand Rapids, Mich.; WLPF-TV Springfield, Mass.

Code subscription applications approved by the board were those of KDUB; KDYL-TV Salt Lake City; KMTV Omaha; KOTV Tulsa; WHEN-TV Utica.

Text of the amendment added to the Television Code follows:

Treatment of Animals—The use of animals, both in the production of television programs and as a part of television program content, should, at all times, be in conformity with accepted standards of humane treatment.

The TV directors approved a proposal submitted by the NARTB Membership Committee that associate memberships be limited to companies substantially engaged in selling programs or other materials to the broadcasting industry. An ad hoc committee to clear associate membership applications would be appointed by Mr. Fellows. It will clear applications in just prior to the Los Angeles convention.

Members are Mr. McCollough, chairman; H. Quentin Cox, KGW Portland, Ore. (chairman of the Membership Committee); E. K. Hartenbower, KCMO Kansas City (member of the Radio Board).

Attending the TV Board meeting were Mr. Mr. McCollough; Mr. Arnold; Mr. Aksenberg; Mr. K. Reardon; Mr. Fay, WHAM-TV Rochester; Mr. White, DuMont TV Network; Mr. Frank Russell; NBC; Kenneth Carter, WAAM (TV) Baltimore.

Excused were Mr. Slavick; Alexander Cronach; ABC; Harold Hough, WBAP-TF Fort Worth.

Representing NARTB were Messrs. Fellows, Arney, Brown, Fetzer and Bronson; Judge Justin Miller, chairman of the Robert K. Richards, assistant to the president and public affairs director.

ENGINEERING MEET

NARTB Names Plans Group

GENERAL guidance committee to direct program for Ninth Seventh Annual Engineering Conference was named last week, according to Neal McNaughten, NARTB engineering director. The conference will be held simultaneously with the NARTB convention in Los Angeles April 29-30-May 1.

Named to the committee were: Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Earl M. Johnson, MBS; A. James Ebel, WBMP Peoria, Ill.; Cass Nagger, WMAR (TV) Baltimore. Later a West Coast convention committee will be named to handle arrangements.

KEYL (TV) Antenna

KEYL (TV) San Antonio has begun the first stage of changing its present three-bay antenna atop the city's Transit Bldg. Station is installing a six-bay high power General Electric antenna, Type TY724. Temporary one-bay GE Type TVY13A antenna was leased from GE and mounted atop the building's observation platform.

Storer Hospitality

MEMBERS of the NARTB Television Board adopted a resolution presented by B. Storer, head of the Storer Stations, for his hospitality at the board meeting held Sunday evening last week. Board members and their wives were guests of Mr. and Mrs. Storer at the Florida meeting. They were taken to the Carlsbad island meeting site Saturday on Mr. Storer's yacht, Ver- laine. Business sessions of the board started Sunday evening. After meetings had concluded Tuesday the directors and their wives were taken on a brief cruise.

NARTH CODES

Religious Time Viewed

ORGANIZED religious groups want NARTB to amend its broadcasting Standards of Practice to include provision for free religious time just as the Television Code provides, according to Frank S. Ketcham, general counsel, Broadcasting & Film Commission, National Conference of the Churches of Christ in the U.S. The writing to NARTB President Harold E. Fellows, Mr. Ketcham said, "I wish to express to you our utmost sympathy" toward the many difficult problems confronting your association and the Television Code Review Board.

Mr. Ketcham's group has registered a strong public protest against suggestions that NARTB amend its TV Code by dropping a paragraph recommending against sale of TV time to religious organizations. He had conferred Nov. 25 with Mr. Fellows and Ed Bronson, NARTB director of TV code affairs.

Voicing gratitude for NARTB's statement that it had no intention to abolish free TV time for religious groups, Mr. Ketcham said that if any TV Code change is made, this change should strengthen the recommendation of free religious time.

National Religious Broadcasters Inc., whose broadcast activity is handled by a Radio-TV Commission of which Dr. Theodore E. Ellen- berg is chairman, has advocated abandonment of the NARTB TV Code paragraph in which sale of time to religious groups is not recommended. He said the organization "stands ready to protect and preserve the Constitutional rights of religious broadcasters."

NARTB's TV Board did not take any action on the religious paragraph in the TV Code at its Florida meeting last week (see story page 27) but the association promised it will hear all parties before any change is undertaken. The NARTB's Standards of Practice Committee is working on proposals to amend the broadcast code.

MEDIA BUDGETS

Van Volkenburg Cites Needs


He cautioned advertisers against "robbing Peter to pay Paul," meaning they should regard the expense of all other media. But Mr. Van Volkenburg asserted that American business should not be faced with this alternative.

He said the ad position was based on two points: The country's small investment in advertising as a whole and the "peculiar and unique nature of television itself."

He observed:

Today, the country's capacity to produce is 87% over its pre-war figure, but a much smaller portion of this is now being spent. While we cannot move all this production has increased only 28%. And advertising, which supports and supplements the salesman, is down 17%. It's dropped in ratio to the national income—from a pre-war 1940 average of 6.5% to just 5.2% in the end of last year. National advertisers, in fact, today are spending $1.7 billion less for advertising than they would be if they were holding to the pre-war percentage.

He referred to the growth of television during a period when a definite decrease in advertising was predicted. He maintained that business will face the prospect of disposing of a vastly increased national product "with an advertising budget geared to another age."

"It seems to me," Mr. Van Volkenburg concluded, "that an increase in total advertising budget—for all media—is not only justified, but is going to be necessary, if we are to maintain our present high level of production and income."

In another talk, at a meeting of 2,500 Willys-Overland dealers in Toledo Tuesday, Mr. Van Volkenburg paid tribute to television's effectiveness in helping to sell automobiles. He said that 73% of all new cars bought in a period of six months in the New York-New Jersey area were by TV set owners. Willys-Overland sponsors Omnibus (Sun., 4:30-6 p.m. EST) on CBS-TV, and the New York Philharmonic Symphony program Sunday morning.

Also at the Toledo meeting was John Karol, vice president in charge of sales for CBS Radio, who discussed the part that Philharmonic broadcasts are playing in the company's campaign.

Coronation TV Ban Off

PREVIOUSLY announced ban on telecasting the actual crowning ceremonies of Queen Elizabeth II of England will be rescinded last Monday by the coronation committee. Only the most religious part of the ceremonies will be barred.

December 15, 1952

Page 105
GROUP D GRANTS

FIRST Group D applications requesting improved facilities for existing television stations were approved by FCC Broadcast Bureau Friday.

EXISTING STATIONS

CHANGES GRANTED

WMBR-TV Jacksonville, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural; antenna height above average terrain 440 ft., above ground 475 ft.

WTYJ (TV) Miami, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 100 kw aural, antenna height above average terrain 600 ft. (Aural ERP may be 150% of visual ERP under Sec. 3.882 [10] [b] of Rules.)

WDSU-TV New Orleans, La., vhf Ch. 6. Granted ERP 100 kw visual, 60 kw aural; antenna height above average terrain 700 ft.

WDAF-TV Kansas City, Mo., vhf Ch. 4. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 750 ft.

KSD-TV St. Louis, Mo., vhf Ch. 5. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 510 ft.

WKTV (TV) Rome, N. Y., vhf Ch. 13. Granted ERP 220 kw visual, 120 kw aural, antenna height above average terrain 790 ft.

WKY-TV Oklahoma City, Okla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 950 ft.

WTVR (TV) Richmond, Va., vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 840 ft.

GRANTED SPECIAL AUTHORIZATION

WSBT-TV South Bend, Ind., uhf Ch. 34. Granted special temporary authorization to operate with transmitter output power of 1 kw visual, 0.6 kw transmitter with waiver of Sec. 3.887 of Rules (transmitters and associated equipment), from Dec. 15 to April 28, 1953.

WBZ-TV Boston, Mass., vhf Ch. 4 [pre-freeze station.] Granted special temporary authorization to operate with transmitter output power of 5 kw visual, 2.5 kw aural.

WFPG-TV Atlantic City, N. J., uhf Ch. 46. Granted special temporary authorization to operate on commercial basis in accordance with construction permit from Dec. 19 to May 15, 1953.

KROD-TV El Paso, Tex., uhf Ch. 4. Granted modification of special temporary authorization [TV Grants, B*TV, Dec. 8] to operate on commercial basis with transmitter output power of 50 kw visual, 250 w aural; antenna 20 ft. above ground.

GRANTED MODIFICATIONS

WTVO (TV) Rockford, Ill., uhf Ch. 39. Granted modification of construction permit to change ERP to 10 kw visual, 8.5 kw aural; antenna height above average terrain 660 ft. and slight change in transmitter location.

WJTV (TV) Jackson, Miss., uhf Ch. 25. Granted modification of construction permit to change ERP to 150 kw visual, 98 kw aural, antenna height above average terrain 720 ft.

WBKN-TV Buffalo, N. Y., vhf Ch. 4 [pre-freeze station.] Granted modification of construction permit to change ERP to 54 kw visual, 27 kw aural (from 0.8 kw visual, 0.44 kw aural).

FCC Applications

(Continued from page 6)

engineer, San Francisco, Calif., and Honolulu. City priority status not applicable to Hawaiian Islands.

SEeks MODIFICATION OF CONSTRUCTION PERMIT

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters, uhf Ch. 17 (488-494 mc); ERP 22.15 kw visual, 10.43 kw aural; change antenna height above average terrain to 400 ft., antenna height above average terrain 50 ft., from 10 kw visual, 7 kw aural, antenna height above average terrain 280 ft.

SEEKS MODIFICATION OF LICENSE

WNHC-TV New Haven, Conn.—The Eim City Bestg. Corp. Change to vhf Ch. 8 (1380-1386 mc); ERP 316.2 kw visual, 156.48 kw aural; antenna height above average terrain 712 ft., antenna height above average terrain 330 ft. Estimated cost of change $663,536, first year operating cost $1,330,000, revenue $2,000,000. Studio location 1100 Chapel St., New Haven, Conn. Transmitter location atop Graylord St., New Haven. Geographical coordinates 41° 26' 06" N., Lat., 72° 56' 42" W. [Seeks change from vhf Ch. 6 (82-88 mc), from ERP 1.8 kw visual.]

KOLN-TV WANTED

KOLN-TV Lincoln, Neb., slated to go on air Feb. 1, names Weed Television as its national representative. Assignd Ch. 12, station is being built by Cornhusker Radio & Television Corp., licensee of KOLN, and will be affiliated with DuMont TV Network. Harold E. (Hap) Anderson is vice president and general manager.

"EVERYTHING BUT . . . . . ."

CHICAGO'S citizens should help pick up tab on proposed educational television station there, making community project of it, Robert Ahrens, director of alumni relations, Peabody (New) College, told Illinois Council of Motion Picture Radio, TV and Publications. He said it would be "sheer impossibility" for colleges to pay full costs of construction and operation. Eleven cultural groups backing proposed uhf station could handle "everything but the money," he said.

PEOPLE...

JOHN E. NORTH, former vice president of Radio Representatives Inc., Chicago, joining Chicago sales staff of General Teleradio's WOR-TV New York and KKH-TV Los Angeles as account executive. He previously was commercial manager of KANS Wichita and was with Taylor-Howe-Snowden (now O. L. Taylor Co.) representation firm.

GEORGE P. HARDGROVE, retired investment banker, elected chairman of board of Queen City Broadcasting Co., licensee of KIRO-AM-FM Seattle, SAUL HAAS, company president, announced.

APPLICATIONS PASSED

DUE to mutually exclusive applications, FCC had to pass over 32 applicants in TV processing last week, most of them in major markets. In list issued Friday, FCC named following as having been skipped in its "speed up" procedures:

Applicant Channel Location


GROUP B

Booth Radio & Television 7001 Michigan Ave. Detroit, Mich. 50

Woodward Bestg. Co. 65 Royal Oak Bestg. Co. 62

Knight Newspapers, Inc. 64 Chasapeake Television Bestg. Inc. Baltimore, Md. 18

Baltimore Radio Show, Inc. 19 United Stations, Inc. Cleveland, Ohio. 19

JWJ, Inc. 19 Cleo, Inc. 19

WMQ, Inc. 65 WQAR Bestg. Co. 65 Robert W. Roundfield 65

WEAS, Inc. 38 Washington's Metropolitan Television Corp. 38

Television Corp. 38

Combination Broadcasting 38 Afflotion-Fairfax Bestg. Co. 20

City of New York 20

WNEW, Inc. 31 New York, N.Y. 31

Lawrence Anthony 13 Spanish International Television Corp. 13 Washington, D.C. 34

Bestg. Inc. 13

Co. 13

Des Moines, Iowa 13

Murphy Bestg. Co. 13

Independent Bestg. Co. 13

Central Bestg. Co. 13

The Turner's Bestg. Corp. Service Corp. Hartford, Conn. 18

Camo, Bastc. Co. 13

Hartford Telecasting Inc. 18

General Teleradio, Inc. 18

Hartford Times, Inc. 18

THEATRE-TELEVISION APPEARANCES

NINETEEN appearances have been filed with FCC for theatre-television allocation hearings due to close early in January. FCC announced Friday in putting out list of attorneys to whom exhibits should be served. Exhibits, and list of witnesses and synopses of their testimony, required to be filed by Dec. 22, FCC reminded.

Among parties to hearing are Central Committee on Radio Facilities of American Petroleum Institute, Aeronautical Radio Inc., American Trucking Assn., National Bus Communications Inc., Assn. of American Railroads, and American Civil Liberties Union. These are in addition to theatre-television groups, networks and common carrier companies.

Engineering and accounting phases of theatre-television hearing took place in October [B' TV, Nov. 3, Oct. 27].

SAG-FPA TALKS

POSSIBILITY of early resumption of talks between Screen Actors Guild and Film Producers Assn. of New York to settle TV film commercials dispute was reported Friday by association counsel John Wheeler (see early story, page 76). He said union is considering re-opening of negotiations as result of unofficial conferences last week between Ralph Cohn, FPA member, and SAG officers.
For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor — in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow — saw her through good times and bad — served her with the greatest in radio — was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" — large and small — begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

*This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or your nearest Free & Peters Colonel for the Kansas City Market Story. BE WISE—REALIZE...to sell the Whole Heart of America Wholeheartedly it's...
KFMB Radio Station, San Diego, is proud to announce that as of Dec. 12 it is the outlet for the Columbia Broadcasting System Radio Network. First on the dial at 550.

John A. Kennedy, Board Chairman
Howard L. Chernoff, General Manager

Represented by THE BRANHAM CO.