Radio listening is far and away the most dominant activity in the average Iowa home. Time spent “Working in the Home” is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from “In-Home Activities Diaries” kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. Radio penetrates and reflects Iowa life!
In 1951, more than 30,000 workers were added by Kentucky industries. Annual payrolls grew approximately $84,000,000 through new industries and plant expansions. More than one billion dollars were invested in Kentucky's industrial development. All over Kentucky there are farm gains, too! The 1951 wool crop brought Kentucky farmers an income of $3,864,000, which was 188% more than the 1950 crop — and $1,567,000 above the latest ten-year average!

Go where there's GROWTH...

Go WHAS!

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)
THE RESIDENTS OF MOBILE (AND VACINITY)

NATIONAL ADVERTISERS EVERYWHERE

WALA-TV
MOBILE'S FIRST VHF TELEVISION STATION
CHANNEL 10

With the best in programming from the

...NBC
...CBS
...ABC
NETWORKS

The new TV affiliate of WALA Radio in Mobile, Alabama since 1930.
OWNED AND OPERATED BY
PAPE BROADCASTING CO, INC.

Nationally Represented by Headley-Reed TV

NEW YORK  HOLLYWOOD
CHICAGO  PHILADELPHIA
ATLANTA  SAN FRANCISCO
CLOSED CIRCUIT

WITH LESS than month remaining before Harry S. becomes former President Truman, we'll hazard guess that upon his retirement he will establish offices in New York to handle his new book. Oval Office. These will include his "writing" (maybe syndicated newspaper column) and probably broadcast work (maybe "loyal opposition" critique on both radio and TV over one of networks).

FCC DIDN'T have long to wait to hear from Senator McCarthy, militant Wisconsin Republican, on his plan to investigate FCC on purported grounds of favoritism and other transgressions. It's learned Senator McCarthy last week asked for copies of all sales received, when asked upon and pertinent information. While in its present form, requests would not disrupt FCC's handling of TV it's obvious that any wholesale requisitioning of records would put serious crimp in staff work. FCC under mandate of last Congress to speed up TV action was given special appropriation to do job.

LONG-STANDING proposal for erection of large-scale TV center in New York has been revived, with numerous conferences completed past few weeks by representatives of networks, film producers, advertising agencies, federal government agencies, educational institutions, and financing groups. Pushing project is New York City's Dept. of Commerce, which reports "considerable enthusiasm" among all groups.

ADVERTISERS and agencies identified with Advertising Research Foundation reported chargers over recent action of NABT TV Board in setting up machinery for research plan for TV. So is Edgar Kobak, ARF president and also member of NABT Radio Board. TV Board had been asked to advance $10,000 towards ARF current project (Broadcast Advertising Bureau has put in $15,000) but this was rejected at Cat Cay meeting. Board members contend they did exclude ARF, simply withholding decision until exploratory study is made.

WHAT WILL Paul A. Walker do after he winds up as FCC Chairman with Jan. 20 change in administration? Best guess is that he will be in educational TV, either with some university system or with one of national groups espousing non-commercial educational TV, like newly-formed National Citizens Committee for Educational Television chairmanship by Dr. Melvin Oliphant, late brother of President-elect. Mr. Walker has made more speeches on educational-TV than any other living person, with possible exception of sister-Comm. Frieda B. Hennenchock.

UNDAUNTED by Eisenhower victory, Democratic candidates already preparing to fire away at new GOP opposition. It's learned Democratic Committee is set to loose attack against Stanley R. Pratt, minority stockholder of WSOO Sault Ste. Marie, Mich., top advisor to GOP National Chairman Arthur Summerfield. It has dossier, obviously from FCC files, alleging failure of WSOO to apply for license (Continued on page 6)

BROADCASTING • Telecasting

DAWSON SALES MANAGER CBS-TV NETWORK

THOMAS H. DAWSON, general sales manager of CBS Television Spot Sales, appointed sales manager for CBS-TV network, effective today (Monday), assuming some of duties formerly handled by William H. Ryan before his promotion to CBS-TV vice president in charge of network sales (B•T, Dec. 15). Formerly on Pillsbury Mills advertising staff, Mr. Dawson has been with CBS since 1938 except for period in 1950-51 as TV director for Edward Petry & Co., station representation firm.

Sam Cook Diggles was advanced from eastern sales manager of CBS-TV Spot Sales to general manager of spot sales department, succeeding Mr. Dawson, and Clark George, account executive, was promoted to succeed Mr. Diggles as TV spot sales eastern manager. These appointments also effective today.

AGENCY MEN RECEIVE HEART FUND AWARDS

AMERICAN Heart Assn. presented awards of merit to agencies in charge of radio-Television for BBD; Rodney Erickson, manager of TV department of Young & Rubicam, and Thomas M. McDonnell, radio director of Foote, Cone & Belding, at organizational meeting of CBS-TV vice president and Television Committees of 1953 Heart Fund in New York Friday.

Mr. Pryor served as chairman of combined radio and TV committees of 1951 Heart Fund; Mr. Erickson as TV chairman of 1952 drive, and Mr. McDonnell as radio chairman of 1952 campaign.

Meeting was conducted by Roger Pryor, vice president in charge of radio and TV of Foote, Cone & Belding, who is television chairman of 1953 Heart Fund, and J. James Neale, vice president of Dance-Fitzgerald-Sample, chairman of 1953 radio committee. Serving with Messrs. Neale and Pryor are:

Radio committee—Tom Caron, Benton & Bowles; Frank Couller Jr., Young & Rubicam; William H. Fineshriber Jr., MBB; Ernest Lee Jahncke Jr., ABC; Hal James, Ellington & Co.; Nicholas K. Keestly, Lennen & Neuwell; Stanley J. Keyes Jr., W. Georges & Keyes; Adrian Murphy, CBS Radio; Keith B. Shafer, Erwin, Wasey & Co.; Frank Silverman, BBD.

Television committee—Grant V. Flynn, Rutherford & Ryan; Sig Mickelson, CBS-TV; Hubbell Robison Jr., ABC-TV; Alexander Stonach Jr., ABC-TV; William B. Templeton, Sherman & Marquette; J. J. Van Volkenburg, CBS-TV; Sylvester L. Weaver Jr., NBC.

ABC INAUGURAL PLANS

ABC's coverage of Presidential inauguration Jan. 20 will begin on radio and TV at 11:30 a.m. and continue through 4:30 p.m., network reported Friday. Under sponsorship of Willys-Overland Motors, Toledo, coverage will be supervised by Thomas Velotta, vice president in charge of radio news and special events. Network will assign more than 150 persons to event and will utilize 12 TV cameras, plus mobile unit. John Daly will serve as anchor man of program of 32 commentators, including Elmer Davis, Erwin Canham, Walter Kiernan, Martin Agronsky, and Ted Malone (earlier story, page 25).

BUSINESS BRIEFLY

LEVER SPOT • Lever Brothers Co., New York (Chlorodent), placing radio spot campaign in number of scattered markets effective Jan. 4 for 52 weeks. J. Walter Thompson Co., New York, is agency.

KREISLER RENIEWS • Jacques Kreisler Mfg. Corp., North Bergen, N. J., renewing Tales of Tomorrow on radio network, alternate weeks (Fri., 9:30-10 p.m. EST), for 11 weeks, starting Jan. 23. Agency: Hirshon-Garfield, N. Y.

SLOANE'S PLANS DRIVE • Sloane's Balm, through Reisewetter Assoc. Inc., New York, planning radio spot campaign from Jan. 6 through March 13 in several markets. R-R NAMED • Glomore Inc., N. Y., manufacturers of home rug cleaner and rug brushes, names Rutherford & Ryan, N. Y., to handle (Continued on page 98)

ANDERSON THIRD RADIO MAN AS NAVY SECRETARY

APPOINTMENT of Robert B. Anderson, attorney-counsel and stockholder in KWWC Vernon, Tex., as Secretary of Navy announced Friday by President-elect Eisenhower. He would become third Navy Secretary in recent time identified with TV-radio interests.

Mr. Anderson is vice president-director of Northwestern Broadcasting Co. (KWWC) and holds 60 of 180 shares. Former member of Texas legislature, he is chairman of State board of Education, director of Dallas Federal Reserve Bank, numerous other firms. He formerly was president of Texas Mid-Continent Oil and Gas Assn., assistant attorney general in state and has served on rating and unemployment commissions. He was an "Eisenhower Democrat" in campaign.

Mr. Anderson would succeed (upon Senate confirmation), Dan Kimball, who before he took office was vice president of General Tire & Rubber Co. (principal owner of MBS-WOR New York.) Third Navy Secretary was late Francis F. Matthews, who assumed post in 1948. He was former president of Frank Inc. and held stock in WOW-AM-TV Omaha and KODY North Platte, Nebo.

THIRD BID FILED FOR MIAMI CH. 7

THIRD application for Miami's Ch. 7 was filed late Friday by Florida appliance distributor Jack C. Stein. Mr. Stein asked for 100 kw and indicated that he intended to form corporation including other local business men. Mr. Stein also has interests in trucking, real estate and printing.

Earlier last week second Ch. 7 application for Miami was filed by two Davenport, Iowa, business men (see earlier story, page 62). Both these applications compete with consolidated application of Biztv Television Corp., which comprises WIOD-Miami Daily News and WQAM-Miami Herald including Niles Trammell (B•T, Dec. 15).

for more AT DEADLINE turn page

December 22, 1952 • Page 5
SPURIOUS RADIATION STUDY IS PROMISED

COMPLYING with request of FCC for study of means of limiting spurious radiations of radio-TV transmitters and receivers, causing serious problems in TV particularly [B+T, Dec. 15], Joint Technical Advisory Committee has agreed to undertake such study.

Meeting in New York Thursday, JTAC authorized its chairman, Ralph Bown, vice president of Bell Telephone Labs, to inform FCC Chairman Walker that JTAC will divide its attack on problem into five parts. Pending receipt of Mr. Bown’s letter, to be written early this week, by FCC Chairman, JTAC officials declined to discuss details of plans but presumably they will correspond with five topics recommended for study by FCC.

These were: (1) to establish limits for spurious radiations which would protect broadcasting, communication and navigation services from interference (2) to study technical problems involved in achieving suppression needed to restrict radiations to those limits; (3) to review problem of instrumentation necessary to effectuate national program for control of spurious radiations; (4) to determine what steps are required to coordinate interference reduction efforts of various segments of industry; (5) to determine what action is needed to coordinate external performance of receivers with engineering of service and station allocations.

BALTIN JOINS NEW FIRM

WILL BALTIN, formerly executive secretary-treasurer of Television Broadcasters Assn., has resigned as producer and manager of station and public relations for Screen Gems Inc., effective today (Monday). He will join group of businessmen in formation of new corporation to manufacture, distribute and service TV stations with “an important electronic product.”

Mr. Baltin was first manager of DuMont’s pioneer TV station, W2XWV, in 1939 and inaugurated regular program service over DuMont’s New York outlet, WABD (TV), in 1942. With TBA’s formation in 1944, he was appointed executive secretary-treasurer and held post until two years ago when he joined Screen Gems, coincident with TBA dissolution.

OPPOSE NYC TV

PLANS by New York City’s owned station, WNYC, to build and operate television station drew opposition of Commerce & Industry Assn. of New York which charged annual cost would be closer to $2 million than $300,000 allocated for project in city’s 1965 budget. Seymour N. Siegel, director of WNYC, later told newsmen that station’s figures were “based on careful study” and included $200,617 for TV transmitter atop Municipal Bldg., $87,335 for purchase of studio equipment and $54,000 for mobile unit.

DICHTER MOVES

ERNEST DICHTER Inc., institute for research in Mass Motivations Inc., has moved research center and offices to Montrose, N. Y. Executive offices remain at 501 Madison Ave., N. Y.

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In this Issue—

If his supporters have their way (and there seems to be little opposition), FCC Comm. Hyde will be appointed FCC Chairman—perhaps within the next fortnight. Some candidates who have been urged for the two appointments the GOP can make have dropped out, but quite a few remain. It’s still an open race, but Mr. Hyde is a good bet for Chairman. Page 28.

Auto makers are going for special events broadcasts in a big way. General Motors and Willys-Overland will sponsor coverage of Queen Elizabeth’s coronation. Page 85.

Formula by which NBC-TV pays its affiliates is revised. It’s a compromise by network and affiliates, but both sides seem reasonably pleased. Page 26.

Washington Post buys WMBR-AM-FM-TV Jacksonville for $2,470,000, all cash. UHF transmitters are beginning to move out of the factory and into the field. RCA ships its first four production jobs. Page 58.

House subcommittee that investigated radio-TV program standards issues report recommending self-regulation by the industry rather than regulation by the government. But the subcommittee believes the government has the right to regulate if it wants to. Page 58.

Kinging & Co., Indianapolis meat packing house, is sold on local radio. Here’s how the company became a king-sized client for WIRE. Page 86.

It’s up to a special three-judge federal court to decide whether the FCC can regulate giveaway programs. Network lawyers, in final arguments, say the FCC can’t, and the FCC’s general counsel says it can. Page 87.

Half-dozen advertisers plan extensive radio activity for early next year. Page 87.

Standard Audit Measurement Services’ nationwide radio-TV coverage survey will provide figures comparable to BMB studies, according to Kenneth Baker, SAMS president. The Nielsen Coverage Survey figures can’t be matched with BMB. Page 88.

Today, NBC-TV’s early morning program, has become a laboratory for experiments in TV news presentation. Here’s a first-hand report. Page 80.

Upcoming

Dec. 27-29: American Marketing Ass’n conferences, Palmer House, Chicago.

Jan. 3: 83d Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Ass’n annual meeting, Mayflower Hotel, Washington, D. C.

(Other Upcomings, page 38)

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Closed Circ. (Continued from page 5)

reductions and to report stock transfer results... from estate settlement, but both of these apparently already have been explained to satisfaction of FCC majority months ago. Question raised is whether New Deal-Fair Deal staffers aren’t trying to embarrass Fratt.

AT LEAST one major industry unit unwilling to take court action against NCAA football monopoly because colleges fighting syndicate control of games fear report not only will lose sports boycott but also in cultural and business relations. Participation of one college in damage suit would provide basis for strong case, it’s believed.

GOOD chance first post-freeze TV initial decision (Denver’s Ch. 7) may be issued by mid-January. Competing applicants, KLZ and Denver Television Co. (primarily Wolfberg theatre interests), took 14 days to submit cases, cross motions completed testimony last October, filed proposed finding last month [B+T, Dec. 1, Oct. 20]. Pending is request of Denver Television to reopen record in order to correct testimony that was not observed or the erst feel proposed decision will be out by mid-January is that Examiner James D. Cunningham is scheduled to start important KOB Albuquerque 770 kc case Jan. 21.

UNHEARD and unpublicized was private “family dinner” at White House last Thursday wherein President Truman broke bread with 40 of his close advisors during his seven years as Chief Executive. In group were Paul A. Porter, former FCC Chairman; J. Leonard Reines, managing director of Cox Radio and TV stations and former radio advisor to president; George Allen, Aves-Crosley director and erstwhile confidant of President, Jonathan Daniels, former secretary and editor of Raleigh News & Observer, and Clark Clifford, former counsel to President, who in private practice has served as Washington special counsel for RCA.

NEW TYPE of forum program, film or live, has been developed by William B. Dolph, and will be announced prior to year’s end. Mr. Dolph, executive vice president of WMT Cedar Rapids, is originator of Double or Nothing, and is associated in management capacity with Fulton Lewis jr., and Ray Henle, chief editor of Three-Star-Extra on NBC.

SPECIAL INAUGURAL HOOKUP

INAUGURATION Day network serving independent radio stations being lined up by WOL Washington can be previewed between 11 a.m. and 3 p.m. Jan. 20, with five pickup points, according to Ben E. Wilbur, WOL general manager. Provision made for local cut-in co-op spots. Mrs. Wilbur and stations already have indicated they will take service.

SAMPLE EXPANDED

SAMPLE used for TelePulse ratings in Philadelphia and Washington has been expanded 25%, from 200 to 260 families for rating once-weekly nighttime TV programs in those cities Dr. Sydney Rosow, director of Pulse, announced. Increase was effected in November

for more AT DEADLINE see page 98

BROADCASTING • Telecasting
Make YOUR Bid for the
MEMPHIS MARKET - NOW!

Showmanship in selling begins with a receptive audience. High quality programming holds the interest of alert listeners in every town and hamlet throughout this $2 Billion Market. The growing Memphis Market, comprising 76 rich counties, keeps abreast by keeping tuned to WREC. In addition, you get the PLUS value of station prestige to help gain consumer acceptance. Sell MORE—at LESS COST through WREC—First in Coverage—First in listeners!  

1. Last BMB  
2. Latest Hooper

Night and day—Far and near, WREC Power and engineering perfection give you a greater audience at 10% LESS cost per thousand listeners than in 1946.

WREC
MEMPHIS NO 1 STATION

Affiliated with CBS Radio

REPRESENTED BY THE KATZ AGENCY 600 KC 5000 Watts
Classification: Automotive

Advertiser: Nobody

Target: Nobody

Ammunition: None

Duration: None

Objectives: None

Results: The ad man at Rapids Chevrolet told our salesman he didn’t have the nerve to advertise a service special on WMT. Reason: The last time they tried it they got more calls than could be handled.

Admission: WMT doesn’t do quite so well by its other advertisers. Good thing, too... Otherwise we’d be out of business.

Suppose, some week, everyone in Corpus Christi, Texas wrote to you? Or, in less than three months you heard from every man, woman and child in Jacksonville, Florida? A total of 214,609 responses were received during the eleven-week high school football season. That's the way listeners respond to the KXOK "Prep-Player of the Year" promotion. This outstanding feature selects, by listener mail, the top high school athlete each week. The "Player-of-the-Year" is selected from the weekly winners by a committee of high school athletic officials at a banquet in honor of the 'elected' players. But that's all detail... THE IMPORTANT FACT IS POSITIVE PROOF OF THE COLOSSAL LISTENER RESPONSE TO KXOK FROM MISSOURI AND ILLINOIS. RESPONSE YOU CAN EASILY CONVERT INTO INCREASED SALES IN THE GREAT ST. LOUIS AREA. WRITE, WIRE, PHONE YOUR KXOK, OR JOHN BLAIR REPRESENTATIVE TODAY!

630 kc • 5000 watts • ABC Network

KXOK Building St. Louis 1, Missouri

CHEstnut 6000

Represented by John Blair & Company
MENNEN
Nov.
and
for
KDB
spots
NORTHERN
Spot
NtttGt&
1
Firm
campaign
IDY
52
weeks
started saturation
16.
Santa Barbara,
in
weeks
24
HOUSE.
Agency: Abbott Kimball
renews spot announcement campaign
Co.,
markets
from
Broadcaster
PAPER
for
Newark (men's
PRODUCTS
Dec. 21; 52
-Thomas
starting
52
on
KFOX Long Beach,
-Adv.,
Jan.
beginning Jan.
KFOX
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Omaha.
Agency: Young
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Agency: Rubicam,
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MIKE
BAKER
PLASTITE
firm), appoint
SONNEL RESEARCH CENTER,
HENRY F. MICHELL
Columbia Pacific Radio
&
ROLLEY
Belding
account executive.
Columbia Pacific Radio
Y.
BANK OF AMERICA,
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BULLETIN,
for
52
same city.
CANDIES and
SCREEN
GOLD is
appointed
52
Chicago
W.
radio
account executive.
radio
account executive.
COTTAGE CANDIES and
FRESNO GUARANTEE
BLDG. &
LOAN Co.,
both Fresno, appoint Long Adv. Service, that city.
DUANE ZAMZOW
is account executive.
ROLLEY Inc., S. F. (Sea & Ski Tanning Cream), appoints Foote, Cone
& Belding Inc., that city.

ASEPTIC- THERMO INDICATOR
Co., L. A. (ATI Steam-Clox tags for measuring Autoclave sterilization
and ATI Cook-Chek for food processing quality control), appoints Vick Knight Inc., Hollywood.
ROBERT B. JARVIS is account executive.
JOYCE Inc., Pasadena (casual shoes), appoints West-Marquis Inc.,
L. A. CHARLES B. SMITH is account executive.
STAUFFER SYSTEM, L. A. (national chain of health and reducing
salons), appoints Walter McCreery Inc., Beverly Hills.
DAVE E. LARSEN is account executive. Radio is
being used.
C. A. DURR PACKING Co., Utica,
N. Y.,
and SAN-EQUIP Corp., Syracuse, appoint Barlow Adv.,
Syracuse. Former firm will use radio-TV.

Edward R. Burns, advertising
production manager, Hoffman Ra-
dio Corp., L. A., has resigned and
will leave shortly for Switzerland.

Richard Eisiminger, advertis-
ing-promotion manager, KNBH
(TV) Hollywood, to Pierce Bros.
Mortuaries, L. A., as director of
advertising and public relations.

Palmer Field, assistant advertis-
ing manager, W. P. Fuller & Co.,
S. F. (paint), promoted to advertis-
ing manager. He succeeds Lee
Harter Markwood, transferred to newly established con-
sumer sales division as manager.

Paul Anderson, public rela-
tions director, named assistant ad-
vertising manager.

Spot

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, planning radio-TV
campaign for 52-weeks beginning Jan. 5 in Philadelphia market.

NORTHERN PAPER MILLS, Green Bay, Wis., will use one-minute TV

REGAL AMBER BREWING Co., S. F., renews thrice weekly quarter-
hour Outdoor Broadcaster on KFOX Long Beach, for 26 weeks from Jan.
7. Firm renews spot announcement campaign on KVEN Ventura and
KDB Santa Barbara, for 52 weeks from Jan. 1; KNXT (TV) Hollywood
for 52 weeks from Dec. 21; KFI-TV that city, for 26 weeks from Dec. 15;
and started saturation schedule on KFMB San Diego for 52 weeks from

Network

MENNEN Co., Newark (men's toiletries), renews Frank Goss News on
19 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 7:30-7:45
a.m., PST, for 52 weeks from Dec. 29. Agency: Kenyon & Eckhardt Inc.,
N. Y.

BANK OF AMERICA, S. F., sponsors Christmas in California on 11
Columbia Pacific Radio Network stations, Wed., Dec. 24, 7-8 p.m. PST.
Agency: Charles R. Stuart Adv., S. F.
Six Square Blocks

adjacent to downtown Tulsa are now being purchased for a $39,000,000 Civic Center as the result of a $1,500,000 land buying bond issue approved by Tulsa voters on February 26, 1952. This means that the Oil Capital of the World will continue to maintain and improve its enviable position as one of America’s most beautiful cities. First on the Civic Center project is a new $4,250,000 County Courthouse which will be under construction early in 1953. Other probable buildings including an auditorium, city hall, library, auto hotel and many others will follow.

If you have advertising dollars to invest in a market where people are progressive, eager for the better things of life and have the money to gratify their desires, here is the market for you!

And, if you want to reach most of these people all of the time and at lowest per customer cost . . . PLUS additional hundreds of thousands of prosperous listeners within KVOO’s 50-100% BMB coverage area . . . KVOO, operating 24 hours each day, is the station for you as it has been for informed advertisers for more than a quarter of a century!

Call, wire or write KVOO or your nearest Edward Petry & Co. office for availabilities.
Here is the truth about nighttime radio

For the first time in three years, circulation figures and up-to-date circulation values of radio have been measured. The A. C. Nielsen Co. has just released the results of the most comprehensive radio survey ever undertaken, covering every county in the U. S. In this advertisement NBC makes the first published report on the Nielsen Coverage Study.
Right now, the value of nighttime radio is greater than ever before

Nighttime radio delivers a multi-million radio audience:*  
...at the lowest cost-per-thousand circulation in radio’s history.  
...at only a fraction of the cost-per-thousand circulation of any of the nation’s top magazines.

While the cost-per-thousand circulation of printed media has been steadily increasing since 1949, the cost of nighttime radio has been decreasing. And NBC Radio’s nighttime costs have shown the greatest decrease.

<table>
<thead>
<tr>
<th>1949-1952 Trend of Media Cost/1000</th>
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<tr>
<td>Radio Networks (Evening)</td>
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<tr>
<td>Percent Decrease</td>
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<tr>
<td>NBC</td>
<td>7.5</td>
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<tr>
<td>CBS</td>
<td>14.3</td>
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<td>MBS</td>
<td>6.3</td>
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<tr>
<td>ABC</td>
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<tr>
<td>Magazines</td>
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<tr>
<td>Percent Increase</td>
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<tr>
<td>LADIES’ HOME JOURNAL</td>
<td>7.7</td>
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<tr>
<td>GOOD HOUSEKEEPING</td>
<td>8.4</td>
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<tr>
<td>WOMAN’S HOME COMPANION</td>
<td>8.9</td>
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<tr>
<td>BETTER HOMES &amp; GARDENS</td>
<td>11.8</td>
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<tr>
<td>LIFE</td>
<td>14.5</td>
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<tr>
<td>McCALL’S</td>
<td>16.0</td>
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<tr>
<td>SATURDAY EVENING POST</td>
<td>16.9</td>
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<tr>
<td>COLLIER’S</td>
<td>24.6</td>
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<tr>
<td>LOOK</td>
<td>25.4</td>
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</tbody>
</table>

Sources:
Magazines: ABC first six months each year

Costs:
Radio: Net time cost 1/2 hour, weekly frequency.  
Magazines: Net cost Black and White full page based on use of every issue in a year.

*NBC’s cost per thousand is now lower than any of the networks... only 33 cents.

NBC nighttime radio reaches more homes per dollar than magazines, newspaper supplements or network television.

And NBC nighttime radio does more for your advertising dollar than any other radio network.

Circulation — The new Nielsen Coverage Survey is the largest personal interview study ever made (a sample of 100,000 homes). It shows an NBC Radio audience of more than 16,000,000 homes on the average night. 25,466,870 different homes at the end of the week... and NBC reaches additional millions of homes with the passing of successive weeks.

NBC Radio’s nighttime audience exceeds the next network by 1,375,000 homes each week.

Sales Effectiveness — NBC Radio is the only network which has tested and proven its ability to sell advertisers’ products today—even in television markets. NBC-advertised products sell 20% to 111% better among NBC’s listeners than among people who are exposed to all other advertising. Here is documented proof of NBC Radio’s outstanding impact on the buying habits of millions.

Merchandising — Today, NBC Radio is the only network fully equipped to merchandise products successfully at the point-of-sale. Under the leadership of NBC’s twelve district supervisors throughout the nation, NBC’s affiliated stations actively work to sell their advertisers’ products.

Facilities — The farthest reaching voice in the nation is the NBC Radio Network. Through NBC’s superior facilities, advertisers have the opportunity to reach millions of homes virtually untouched by other national media.

Here, then, is the truth about nighttime radio. Never before has nighttime radio offered better values. As Radio continues to offer even greater values to advertisers, so NBC continues to offer the greatest values in Network Radio.

Sources for all statements available on request.

National Broadcasting Company
a service of Radio Corporation of America
90% Response

EDITOR:
There is no doubt in my mind that your Broadcasting Yearbook is referred to by almost everyone in the advertising business. The reason I know? My secretary, in sending in the information for your Yearbook, spelled my name Hackney instead of Hackney. Therefore, all year long 90% of my mail has been addressed to Leo Hackney. Please have someone change this for the 1953 Yearbook.

Leo Hackney
General Manager
WROV-TV, Greenville, Texas

Source Work
EDITOR:
The NIAA Industrial Advertising Research Institute is actively in operation with a staff of three and more than 300 subscribers.

One of the important goals in meeting the needs of our subscribers is the building of a strong research collection of materials on industrial advertising and merchandising. . . . Please consider this letter an order for one subscription to Broadcasting * Telecasting. . .

Helen B. McCormick
Research Librarian
Industrial Advertising Research Institute
Cleveland

BMB Nighttime Audience Families
214,960

A Stable Market
Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market.

All 20 of the industrial classifications listed in the U.S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is the distribution center of New York State—the center of a rich agricultural area.

Central New Yorkers are worth your best selling efforts, directed through their radio station—WSYR.

ARMY FILMS
Available for TV Use
SERIES of public information 16mm sound films are being distributed by the Dept. of Army for television exhibition on a free loan basis.

Certain conditions are laid down for use of the films, among them a proviso that some must not be used for sponsored programs. Only such film in the catalog is "Japan Logistical Command," which runs 14 minutes.

In ordering from the film catalog should supply call letters and address, title and number of film, statement that station will pay shipping charges to and from Central Film Lab. In the particular Army area, tentative telecast date and method of shipment. Requests should be addressed to the commanding general of the Army area in which station is located, marked for the attention of the local signal officer.

Certain Army training films, other than those listed, have been released to the U.S. Office of Education. Catalog may be obtained through that office or United World Films, 1443 Park Ave., New York 29, N. Y.

'Dr. Christian' Scripts

TWELFTH annual Dr. Christian script-writing contest, sponsored by Chesebrough Mfg. Co. (Vaseline products) and offering a first price of $2,000 and some 50 others ranging from $500 to $250, will be held Jan. 7 to March 4. It was announced last week. It is open to both amateurs and professionals. Winners will be announced May 20, and the $2,000 prize play will be presented on the May 27 program of Chesebrough's Dr. Christian series on CBS Radio.
holiday greetings from all of us to all of you

Earl Abrams
Frank Beatty
Dave Berlyn
Eva Boor
Fay Brandschtein
Eleanor Brumbaugh
Sheila Byrne
Larry Christopher
Frank Cob
John Coogran
Joanne Cowan
Ken Cowan
Rufe Crater
George Dant
Betty Devol
Bruce Edwards
Rocco Famighetti
Joe Fazio
Kathy Fisher
Fred Fitzgerald
Dave Glickman
Gladys Hall

Shirley Harb
Sid Hiz
Harold Hopkins
Betty Jacobs
Ed James
Mary Jeafries
Jack Kearney
Doris Kelly
Pat Kiely
Art King
Julie King
Milti Kornets
Anna Lambert
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Duane McKenna
Irv Miller
James Montagnes

Dorothy Munster
Terrance O'Flaherty
John Osborn
Sol Paul
Jane Pinkerton
Bruce Robertson
Eleanor Schad
Blanche Seward
Bill Shew
Joan Sheehan
Mac Slon
Harry Stevens
Jimmy Stober
Florence Small
Betty Taishoff
Larry Taishoff
Hy Tash
Liz Thackston
Marjorie Thomas
Keith Trentow
Eunice Weston
Sol Taishoff

Broadcasting Telecasting
HAS anybody here seen Kelly? The chances are a lot of people have—or at least heard one or more of the celebrated Kelly family on WRFW Eau Claire, Wis. They present "America's real-life breakfast program" each morning, from 7:35 to 7:50.

The family is that of Jack Kelly, WRFW manager, and includes wife Elly, and sons John Patrick (6) and Colonel Tom (4).

The program is Kelly's Kupboard, but actually this is only the beginning of their broadcast day. Operating from a home converted into a remote studio, Mr. and Mrs. Kelly each have other programs through noon.

On the first program the Kellys usually have a friend visiting from local civic or church groups. They also salute and promote community and business projects, cheer up shut-ins and encourage their radio friends to write sick people.

At 8 a.m, Mr. Kelly airs his Butternut News (Butternut Coffee) right from the kitchen table. Two hours later, Mrs. Kelly conducts her Homemakers Visit and Club Calendar program under sponsorship by Consumers Co-op Shopping Center. And at 10:15 manager Kelly gives the Mid-Morning News. Visitors at the Kelly home, 1710 Valmont Ave., Eau Claire, are

numerous and celebrated (viz., Sen. Estes Kefauver, others), as attested by the family's guest book. John Patrick leads the morning prayer ceremonies for world peace. Aside from being housewife, Elly Kelly also finds time to answer her own mail (between 400 and 600 letters per week).

The kids? Well... "Our boys love the broadcasting business and look forward to our special programs each morning," Mr. Kelly says.

strictly business

Mr. SANDEBERG . . . sees no TV spectres

DAVID H. SANDEBERG, President of San-Sanda Broadcasting Corp., and manager of Avery-Knodel Inc., is not one of those who views with alarm the future of AM radio because of the mushrooming growth of television. "With rare exceptions, no one medium is a panacea for all sales problems and every medium which renders a service has a place. "Some marginal media may be affected and the service character of others changed, but history shows that constructive competition has always served to build business. Just as radio did not replace newspapers and magazines, but created its own position; so will TV. When TV comes of age it will unquestionably modify editorial and programming format of magazines, newspapers and AM radio."

Mr. Sandeberg already sees signs of this modification in radio, but makes haste to add that TV is opening new channels for advertising "as a result of the distinctive contribution which TV makes."

Mr. Sandeberg is a stand-out at broadcasting gatherings both because he is well liked and due to wave TV."
Make Friends With Gil

Newscaster, philosopher, friendly voice of a famous station, WBT's Gil Stamper makes friends of folks and friends for sponsors. Sincere, affable, convincing Gil has the native know-how which distinguishes WBT as a powerful local voice for national advertisers. Let Gil and WBT make 3,000,000 Carolina friends for you.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
FOR THE THIRD STRAIGHT YEAR

BMI LICENSED SONGS

VOTED NO.1 IN ALL CATEGORIES

VOTING IN THE CASH BOX POPULARITY POLLS FOR 1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS

1952 — CRY [Mellow Music] ... Johnny Ray (Col.)

1951 — TENNESSEE WALTZ [Acuff-Rose] ... Patti Page (Mar.)

1950 — GOODNIGHT IRENE [Spencer] ... The Weavers (Dec.)

1952 — WILD SIDE OF LIFE [Commodore] ... Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY [Folkways] ... The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT [Acuff-Rose] ... Pee Wee King (Vic.)

1952 — HALF AS MUCH [Acuff-Rose] ... Hank Williams (MGM)

1951 — COLD, COLD HEART [Acuff-Rose] ... Hank Williams (MGM)

1950 — CHATANOOGIE SHOE SHINE BOY [Acuff-Rose] ... Red Foley (Dec.)

1952 — LAWDY, MISS CLAWDY [Venice] ... Lloyd Price (Specialty)

1951 — 60 MINUTE MAN [Lois] ... The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND [Hill & Range] ... Ivory Joe Hunter (MGM)
OF THE TOTAL VOTES REGISTERED
BY OPERATORS IN THE 1952 CASH BOX POPULARITY POLL,
81.8% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

BEST POP — 16 out of 24 — 68.2% of total votes

CRY (Mellow) Johnny Ray (Col.)
ANYTIME (Hill & Range) Eddie Fisher (Vic.)
KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)
TELL ME WHY (Signet) Four Aces (Dec.)
I'M YOURS (Algonquin) Don Cornell (Coral)
HERE IN MY HEART (Nelson) Al Martino (RCA)
AUF WIEDERSEHN' SWEETHEART (Hill & Range)
Vera Lynn (Lon.)
HALF AS MUCH (Acuff-Rose) Rosemary Clooney (Col.)
YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
I'M YOURS (Algonquin) Eddie Fisher (Vic.)
BLACKSMITH BLUES (Hill & Range) Eileen Moe Morse (Cap.)
I WENT TO YOUR WEDDING (Hill & Range)
Patti Page (Mer.)
TELL ME WHY (Signet) Eddie Fisher (Vic.)
VANESSA (Meridian) Hugo Winterhalter (Vic.)
BOTCH-A-ME (Hollis) Rosemary Clooney (Col.)

BEST WESTERN — 7 out of 9 — 83.3% of total votes

WILD SIDE OF LIFE (Commodore) Hank Thompson (Cap.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
ALMOST (Acuff-Rose) George Morgan (Col.)
SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)
I DON'T WANT TO BE FREE (Watkins) Jimmy Wakely (Cap.)
WAITING IN THE LOBBY OF YOUR HEART (Brenner)
Hank Thompson (Cap.)
DON'T LEAVE MY POOR HEART BREAKING (Lois)
Cowboy Copas (King)

BEST FOLK — 16 out of 18 — 92.5% of total votes

HALF AS MUCH (Acuff-Rose) Hank Williams (MGM)
LET OLD MOTHER NATURE HAVE HER WAY (Peer)
Carl Smith (Col.)
DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)
GIVE ME MORE, MORE, MORE (Hill & Range)
Lefty Frizzell (Col.)
THE OLD GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)
WONDERING (Hill & Range) Webb Pierce (Dec.)
ARE YOU TEASING ME (Acuff-Rose) Carl Smith (Col.)
IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer)
Kitty Wells (Dec.)
JAMALAYA (Acuff-Rose) Hank Williams (MGM)
HONKY TONK BLUES (Acuff-Rose) Hank Williams (MGM)
DON'T STAY AWAY (Hill & Range) Lefty Frizzell (Col.)
I WENT TO YOUR WEDDING (Hill & Range)
Hank Snow (Vic.)
A FULL TIME JOB (Acuff-Rose) Eddy Arnold (Vic.)
BABY WE'RE REALLY IN LOVE (Acuff-Rose)
Hank Williams (MGM)
BACKSTREET AFFAIR (Forest) Webb Pierce (Dec.)
BLACKBERRY BOOGIE (Central) Tennessee Ernie Ford (Cap.)

BEST RHYTHM & BLUES — 23 out of 28 — 87.2% of total votes

LAWDY, MISS CLAYDY (Venice) Lloyd Price (Specialty)
MY SONG (Lion) Johnny Ace (Duke)
HAVE MERCY, BABY (Meridian) Dominoes (Federal)
GOIN' HOME (Commodore) Fats Domino (Imperial)
MARY JO (Drake) Four Blazers (United)
JUKE (John Henry Burton) Little Walter (Checker)
NIGHT TRAIN (Pamlee) Jimmy Forest (United)
THREE O'CLOCK BLUES (Modern) B. B. King
NO MORE DOGGIN' (Modern) Roscoe Gordon (RPM)
CRY (Mellow) Johnnie Ray (Columbia)
HEAVENLY FATHER (Blazer) Edna McGriff (Jubilee)
S-10-15 HOURS (Progressive) Ruth Brown (Atlantic)
YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)
ONE MINT JULEP (Progressive) The Clovers (Atlantic)
FIVE LONG YEARS (Frederick) Eddie Boyd (Job)
BOOTED (Modern) Roscoe Gordon (Chess)
BESIDE YOU (Lois) Swallows (King)
I'M GONNA PLAY THE HONKY TONKS (Lion)
Marie Adams (Peacock)
GOT YOU ON MY MIND (Raleigh) John Greer (Vic.)
MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
Etiquette books frown on the tactics that George the Giraffe is using here. He wants to eat something that is some distance removed from his own bailiwick. There's nobody around to pass the chow in to George so with his exceptional faculty for "boarding-house reach", he is helping himself to the rich pickings on the other side of the fence!

Most advertisers don't have the "neck" for reaching out and getting the rich plums of business that are waiting outside their neighborhood sphere of influence. Radio can be to those advertisers what the neck is to George the Giraffe.

Radio gives the advertiser "boarding-house reach"; it enables him to reach out and get the business that will always be on the other side of the fence for non-radio users.

The longer the reach, the better the radio buy. In Oklahoma City, of course, your longest reach is KOMA . . . the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter million-dollar studio.

QUADRUPLE threat man at Guenther-Bradford agency, Chicago, is Charles Zeller, a vice president who is also radio and television director. Mr. Zeller's primary activity is shepherding to success in video the world's largest Nash dealer, Hauser-Nash Motor Sales. In addition, he solicits new business, develops small clients into big ones, writes copy, directs production and even acts in some of his own commercials.

Mr. Zeller, working with Bud Hauser of the car sales company, originated that firm's first TV commercial three years ago. Incorporated into a feature film, the first commercial sold 50 cars the following day, setting the pattern for an outstanding local success story. Mr. Hauser has used better-quality feature films consistently, in one instance spending $5,100 each for a series of 26 Edward Small productions. He now buys about eight hours weekly in Chicago.

The agency executive has worked with many accounts in some 30 years of advertising and related work, and is especially pleased with the kind of fast results shown to another video client. One spot for the Rhunke Industrial Blowers System resulted in a $125,000 sale of equipment to a Chicago laundry. The laundry installation was filmed, and used in subsequent commercials.

Charlie Zeller has been conversant with radio since 1922, when as commander of a disabled war veterans' post he toured Chicago's stations seeking support for veterans' legislation. He appeared in front of a Mike for the first time professionally in 1926, after establishing two community newspapers on the south side, as newscaster-commentator in order to promote the papers. He sold participation spots to more than 200 clients who still call upon him throughout the year when they want to use radio or television.

He entered commercial television in 1948 on the city's pioneer station, WBKB, but his first experience with the medium took place in 1939 when he worked with Commonwealth Edison Co. in tests with a stationary camera and a roped-off gangplank arrangement which guided guests into camera range.

Mr. Zeller has been with Guenther-Bradford eight years, joining (Continued on page 47)
ALFRED LURIE, staff director, WBAP-TV Ft. Worth, to Stanley Campbell Adv., Dallas, as TV producer-director.

JOHN A. GIBBS to Lewis & Gilman, Phila., as associate art director.

RICHARD S. ARMSTRONG, W. Wallace Orr Inc., Phila., appointed director of copy and plans there.

W. R. MASON, former vice president and group director of Geyer Adv., N. Y., and HERBERT S. LENZ, senior account executive and member of executive committee, J. D. Tarcher Co., to Ralph H. Jones Co., N. Y., as manager of marketing and manager of client services, respectively.

MILDRED RIOREDEN BLAKE, Young & Rubicam, N. Y., to Doherty, Clifford, Steners, & Shenfield, same city, in copy department.


RAYMOND G. HUSTED, assistant advertising manager, Pacific Car & Foundry Co., Renton, Wash., to Foote, Cone & Belding Inc., Portland, as assistant account executive.

GORDON & ENGELMAN Adv., S. F., has changed name to GORDON Adv. YVONNE ENGELMAN, partner, has resigned.

GEORGE E. LICHTY, account executive, Ruthrauff & Ryan Inc., S. F., to Brisacher, Wheeler & Staff, that city, as member of creative department.

HARVEY H. STROBUSCH, manager, Knox Reeves Adv. Inc., S. F., has opened his own agency at 593 Market St., that city. ROBERT E. HUTH, sales promotion manager, W. J. Lancaster Co., S. F., joins new agency as associate.

EDWARD R. MCNEILLY, producer-writer, Television Productions Co., L. A., to Caples Inc., that city, as radio-TV director. PETER STACEY and RALPH NELSON, production department members, promoted to production manager and assistant production manager, respectively. Mr. Stacey succeeds MARION WELBORN, named account executive.

FRANCIS E. GIANATTASIO, radio-TV time estimator, Kenyon & Eckhardt, N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, in same capacity.

KEN BURT named radio-TV director of Walsh Adv. Co., Toronto, replacing EVERETT PALMER who becomes radio-TV director of new Toronto office of McCann-Erickson Inc.

EDGAR A. HATCHER, director of merchandising and research, Deutsch & Shea, N. Y., to G. M. Basford Co., same city, as assistant account executive. ROY A. DUFFUS Jr. to agency as account executive in publicity department.

CLYDE McDANALD, Foote, Cone & Belding, N. Y., to Harry B. Cohen Adv., that city, as member of account service department. HENRY SLAMIN Jr., traffic manager of Cohen agency, promoted to account service work.

TED P. WALLOWER, timebuyer for Birmingham, Castleman & Pierce, N. Y., to Morey, Humm & Johnstone, same city, in the same capacity.


BYER & BOWMAN Adv., Columbus, Ohio, relocates at 66 S. Sixth St.

LANGHAMMER & Assoc., Omaha, relocates at 225 Park Ave., same city.

Obviously OUTSTANDING

They measure their encores in years!

Florence Luedeko 20 yrs. Milton Budd 20 yrs.
"Farmer" Bill 17 yrs. Wayne West 10 yrs.
Brooks Watson 17 yrs. Phil Gibson 8 yrs.

WHEN you've visited in someone’s home every day for ten or twenty years it’s just natural that you’ll be considered a “long-time friend.” That’s just what these WMBD personalities are to all the folks in the Peoriarea. When you have a sales message for the Peoriarea... let a "long-time Friend" present it for you... you'll get better results.

See Free & Peters...

December 22, 1952
More Leading Jobbers
in Louisiana, Arkansas, Texas

Praise KWKH

The comments at the left are from letters written us by three leading jobbers in the KWKH area—men who know this region as well as you know your own front yard.

None of these men would qualify generally as a “Time Buyer” or “Media Director”. Some of them may never have seen Madison or Michigan Avenue. But all of them are experts on their own business, and on the direct, obvious impact on sales produced by KWKH!

We’re naturally proud of our successful advertising record in behalf of so many wholesalers, jobbers and distributors in the KWKH area. We’d like to do the same kind of job for yours. What facts would you like?
IKE URGED TO NAME HYDE NOW

ROSEL H. HYDE may be named chairman-designate of the FCC by President-elect Eisenhower within the next fortnight—well in advance of the change in Administration.

Supporters of the Idaho Republican were urging this course last week in the absence of any known opposition to Mr. Hyde as the new Administration's choice for the chairmanship. Whereas some of those seeking appointment to the two upcoming vacancies heretofore had designs on the chairmanship, that talk evaporated last week. Mr. Hyde's supporters emphasized the desirability of an orderly transition from 20 years of Democratic control to Republican policy direction. This would mean a minimum of upsetting of normal Commission functioning.

Meanwhile, the name of Lewis Allen Weiss, former president of Don Lee and one-time chairman of Mutual, loomed larger as a nominee to one of the two Commission vacancies. He reportedly has the unqualified endorsement of such important Republicans as Vice President-elect Richard Nixon, California Senator William F. Knowland, and Republican National Committee Chairman and Postmaster General-designate Arthur Summerfield.

Many Supporters

Many broadcasters had signified their support, and while others had expressed opposition, notably to his appointment to the chairmanship, it was evident the political scales are balanced in his favor. Among others actively supporting his candidacy are Fulton Lewis Jr., Washington commentator, and William B. Dolph, executive vice president of WMT Cedar Rapids, who is associated with Mr. Lewis and with other rush venture.

Originally, Mr. Weiss was among those boonled for the chairmanship but he said last Friday that he recognizes the logic of elevating Mr. Hyde to that post because of his background as a career official of the FCC and his intimate knowledge of its administration and operation. Mr. Hyde, now vice chairman, rose from the ranks of law clerk through the law department. He served successively as an attorney, hearing examiner, assistant general counsel, general counsel, and—in April 1946—became a Commissioner. He is 52.

Some names previously mentioned for the FCC vacancies have dropped out. But there were new ones, too. In informed quarters it is felt there is a strong likelihood that one of the appointees will be a member of Congress who failed to be re-elected last November.

SALE OF WMBR-AM-TV

Jacksonville, Fla., by Ed Norton and his associates, to the Washington Post Co. (majority owners of WTOP Inc., Washington) for $2,470,000, was announced last Saturday, subject to usual FCC approval.

The all-cash transaction is the second to be reached during the past fortnight involving more than $1 million, the other being the acquisition by Crosley Broadcasting Corp. of WLTV (TV) Atlanta, for $1,500,000, subject to FCC clearance [13*5T, Dec. 16].

Philip L. Graham, president and publisher of the Post, was in Jacksonville last Friday to announce the projected ownership change to the staffs of the three stations, licensed to the Florida Broadcasting Co. All of the capital stock of Florida was purchased. The transaction had been in negotiation for several weeks, with Mr. Graham and John S. Hayes, president of WTOP Inc., representing the Post Co., and Mr. Norton, Glenn Marshall Jr. (31% stockholder), and Frank King (18%) participating for Florida Broadcasting.

To Be Filed Soon

Applications for the transfer will be filed this week with the FCC. The transaction is entirely divorced from WTOP Inc., in which CBS holds a 45% interest. It is understood that the net price will be approximately $100,000 less than the $2,470,000 figure, this representing net quick assets on the books of Florida Broadcasting.

Mr. Marshall

Mr. Norton

Dec. 22, 1952 • Page 23
KOOP ELECTED

By National Press Club

WASHINGTON's National Press Club got its first radio newsman as president last Friday with the election of Theodore F. Koop, CBS Radio news and public affairs director, to that office without opposition.

The new president, who served as vice president this year, assumes office in mid-January, with formal inauguration set Jan. 31. Mr. Koop has been a newsmen since he was 13, when he wrote "personals" for his hometown paper, Monticello (Iowa) Express. Mr. Koop joined CBS Radio news in Washington in January 1948. He supervises a news and public affairs staff of nearly 20 people and also directs preparations for Washington originations over CBS of forums and speeches by government officials.

A 1929 graduate, with Phi Beta Kappa honors, of the U. of Iowa, where he edited the student newspaper, Daily Iowan, Mr. Koop served from 1928 to 1941 on the news staff of the AP, serving successively with the Des Moines and New Haven bureaus, as Washington staff reporter, as city editor and later general editor in New York, and finally as one of three news editors in the Washington bureau.

He joined the National Geographic magazine editorial staff in 1941 and in December that year became special assistant to Byron Price, director of the government Office of Censorship. In March 1946 he was named assistant director of censorship, heading voluntary press-radio censorship, and after V-J Day became deputy director to liquidate the Office of Censorship.

He rejoined National Geographic in January 1946 as news bureau service chief. In 1949 he contributed a chapter on radio news to the National Press Club's book, Dateline Washington. He is a past president of the Washington Sigma Delta Chi chapter and a board member of Radio-Television News Directors Assn.

Mr. Koop is a member of a history of censorship in World War II, Weapon of Silence. He was one of 99 U. of Iowa alumni honored in 1947 with "certificates of achievement" at the university's centennial celebration.

Pinex Spots

PINEX Co., Fort Wayne, Ind., for its cough syrup, adds 15 southern markets to its radio spot campaign through Russel M. Seeds agency, Chicago. Series begins Jan. 5 for 9 and 11 weeks, with five spots weekly per market.

STABLE ELECTED

To ABC-TV Program Post

JAMES A. STABLEE was elected last week to the post of administrative manager of the ABC-TV network program department, effective immediately.

Reporting to Charles M. Underhill, national director of the TV program department, he will be responsible for negotiations for TV program talent, administration of television program budgets, and departmental general affairs. He will also be a member of the department's planning board.

Mr. Stablee joined ABC in December 1951 as an attorney, after previous legal service with the William Morris agency and the Authors League of America, and private practice.

B&B Elevates Neuman

RALPH NEUMAN, assistant treasurer of Benton & Bowles, New York, has been namedtreasurer, it was announced last week. Prior to Mr. Neuman's promotion, Robert E. Luk, agency president, served as treasurer. Mr. Neuman has been with Benton & Bowles since 1936.

Dodge Elected V. P.

BRUCE M. DODGE, radio-television production supervisor at Weiss & Geller agency, New York, has been elected vice president. Mr. Dodge has been with the agency since August, and was formerly manager of broadcast production at Kenyon & Eckhardt, New York.

TOASTING a winner during the first week of Do You Want to Be A Star?, new WOR-TV New York show under sponsorship of Coca-Cola Bottling Co. of New York, are (1 to 1): Fred Robbins, program m. c.; Paul Louis, vice president in charge of radio and television for D'Arcy Agency; Robert Kasser, assistant advertising manager for the Coca-Cola Co., and James T. Murray, president of the New York bottling company. Firm presents the high school talent show thrice weekly from 7-7:30 p.m. EST and has joined WOR-TV in extensive promotion for the program.

McCANN-ERICKSON, New York, elected five executives last week.

Emerson Foote was elected executive vice president of the agency and a member of the executive committee. President Marion Harper Jr. announced.

Other changes announced by Mr. Harper:

Robert E. Healy, vice president and treasurer, was named to the executive committee. Elected senior vice presidents were Chester A. Posey, chairman of the advisory committee on plans, John H. Tinker Jr., creative director, and Henry Q. Hawes, Pacific Coast manager.

Mr. Foote has been with the agency since October 1951. Previously, he had been head of Foote, Cone & Belding, New York.

Mr. Healy has been associated with the agency since May 1932. Mr. Posey since April 1925, and Mr. Tinker since February 1939.

Swift Buys MBS Slot

SWIFT & Co., Chicago, for All-sweet margarine, has bought the 12:26 to 12:30 p.m. (CST) slot five days weekly on 644 Mutual stations for its Music Box recorded show, placed on spot basis last spring. Schedule starts Feb. 2 or 9 for minimum of 13 weeks. This is fourth Mutual show placed through J. Walter Thompson Co., Chicago. Others are Nick Carter for Libby, McNell & Libby's canned meat; Gabriel Heatter for the Credit Union National Assn., and Bobby Benson for Kraft Foods Co.'s Carnes.

RATE CARDS

McGrath Hits Shady Deals

STRESSING that his station's net profits for this year will be an estimated 10% over 1951, William B. McGrath, managing director of WHDH Boston, urged radio broadcasters last week to stick to their official rates to assure continued healthy growth of the industry.

Mr. McGrath noted that though operating costs for labor and services were on the upgrade, his station flourished because he stood behind the premise that his facilities were "worth at least what is printed on the rate cards." But he warned that "this present state of well-being can easily dissipate if certain segments of the industry continue so-called "unofficial" reduction of rates."

"Unethical rate practices have occurred in varying degrees for many years," Mr. McGrath asserted. "But of late, the procedure has reached ridiculous proportions."

He conceded that the competitive inroads of television and the increasing number of radio stations have made necessary some "official" reductions. But he blamed certain broadcasters who effected "unofficial" reductions for contributing to devaluation of the medium.

"There is probably no overall cure for under-the-counter deals," Mr. McGrath confessed. "Unfortunately the victim of such practice seldom realizes he is laying the ground work for his eventual retirement — from the frequency spectrum, that is."

He declared that those stations who have faith in the value of their facilities are winning the confidence and respect of advertising agencies and clients and added: "At least this philosophy has worked for WHDH in 1952."

MBS BILLINGS

$19 Million for 11 Months

MBS gross billings for the 11 months of this year ended Nov. 30 amounted to $19,011,402 as against $16,203,341 for the same period in 1951, officials reported last week. This year's figure was described as 17.3% higher than last year's.

MBS said gross billings for November alone reached $2,172,485 this year, compared with $1,583,288 in 1951.

Meyer to New Firm

ROBERT MEYER has resigned as director of press information for CBS-TV Hollywood to accept a position on the creative board and writing staff of a new Hollywood production company, David J. Jacobson, director of public relations for CBS-TV, announced last week.
AUTO FIRMS HOT FOR SPECIALS

Sponsor Top Events

R&R NAMES SLATER To Head Radio-TV Deps.

APPOINTMENT of Tom G. Slater, vice president of Ruthrauff & Ryan, New York, as director of R&R's radio and television departments was announced by the agency last week. He succeeds William M. Tuttle, who resigned to become president of United Television Programs Inc., also New York.

Mr. Slater joined Ruthrauff & Ryan in September 1946 as an account executive. In 1949 he became business manager of the radio and television departments as well as an agency vice president, becoming associate director of both departments in 1951.

The compromise agreed upon in Chicago follows a similar pattern, but substitutes a new scale governing the reduction in the number of free hours.

In general terms, the new rate of reduction will average slightly less than 5 minutes of free time recaptured by the station for each hour of network commercial time carried in excess of 174 hours a month. Thus, if a station carries 270 hours of network time—which represents all network option time—the station would recapture slightly less than 8 of the 24 free hours.

Leaders among the stations said a survey last March, made in preparation for the negotiations, indicated that the average affiliate was carrying around 140 hours of network.
LOCAL radio in the heart of Hoosierland, where TV has challenged its authority for the past three years, is responsible for the growth of a midget account into a giant sponsor in a short five-year span.

That sponsor, Kingan & Co., Indianapolis, packers of quality meat products in the state since 1862, bought spots on WIRE Indianapolis in 1948 for $59. Now it spends more than $40,000 annually on the same station.

The "KING-size" client, for whom the station is doing the same kind of a selling and promotion job, has gained the maximum benefits from local radio because of careful, long-range program and commercial planning tailored to its specific needs.

This is the philosophy of Kingan officials and of Daniel C. Park, general manager of the station, who has worked step-by-step with the meat packing concern in its development of local radio as a selling, promotion and merchandising tool.

Kinger's current around-the-clock schedule includes three daily strips and seasonal sponsorship of top local sports events. It sponsored nine top games of Indiana U. and Purdue U. this season.

A promotional tie-in for their sponsorship of the 1962 college football broadcasts, WIRE and Kingan officials instituted a weekly "Beat Carnegie" football contest, in which listeners pitted the skill of their own "beat" with that of sportscaster Tom Carnegie.

Two persons each week, one male, the other female, having the closest total point difference of the four games in each of the ten weekly contests received an Admiral table model radio. The grocer of the winners also received a radio.

In all, 40 radios valued at more than $1,200 were given away. In addition, a grand prize of an Admiral Dual Temp refrigerator valued at more than $600 was awarded to the person who had the closest point difference for the entire ten-week contest.

During the contest, almost 12,000 entries were received. Entry blanks were obtained in more than 1,500 food stores in the Indianapolis area.

In addition to the 40 radios and the refrigerator, Kingan also gave away more than 2,000 pounds of bacon to the contestants who "Beat Carnegie." However, sportscaster Carnegie was able to maintain a solid 80.5% in beating the total number of entries received.

Kinger also annually sponsors the "finals" of the Indiana High School Assn. basketball tournament, an event dear to every Hoosier.

The company, traditionally a buyer in national magazines, local newspapers and billboards, decided to test radio for the first time in March 1948.

A series of spots on WIRE totaling $59 led four months later to sponsorship of Dinner Winner, purchased to promote a new product, Seafoam shortening. The show was planned "as a strong merchandising-advertising tool" to build volume and distribution.

During the first eight weeks of marketing and promoting the new Seafoam shortening, Dinner Winner contributed heavily to a 300% hike in distribution and to a like increase in sales volume. Seafoam was listed second among the top eight brands of non-vegetable shortening in the 1949 edition of the Consumer Analyst for the Indianapolis metropolitan market.

The following year, Kingan officials decided to make their broadcast usage more flexible in order to use the medium to full advantage in local sales campaigns and dealer and consumer promotions.

Tom Carnegie, station sportscaster and m.c. on Dinner Winner, began a series of personal appearance broadcasts from retail groceries, church and civic gatherings and at dealer meetings, combining the functions of a salesman and a public relations agent for the sponsor as well as the station.

In the fall of 1950, more than 5,000 persons were enrolled as members of the "Dinner Winner Club" with a membership card as the only inducement. The program, during its three years on the air, gained the highest rating of any locally-produced show, according to station officials. The dinner giveaway in those same three years featured telephone calls to 6,500 listeners, of which 1,032 Dinner Winners received $18,000 worth of free meals.

MEMBERSHIP in the club provided Kingan with a quality mailing list of loyal listeners which was used in various coupon distributions. Each couponing, of course, raised the volume for the grocer immediately, and the products showed a lasting increase, as sales figures report.

In the spring of 1951, Kingan appropriated an additional $3,500 to WIRE when it signed for the first time for the ever-popular Indiana High School Athletic Assn. basketball championship tourney. As a tie-in promotion during the first season of sponsorship (Kingan also bought the games in 1952), the meat packing concern used radio commercials and in-store merchandising for Reliable Wners. Broadcast spots were supplemented with store materials and retailers' black-and-white ads.

Dinner Winner was dropped more than a year ago, when Kingan and station officials believed the feature had reached a saturation point in its audience. To attract an audience broader in composition, the company bought three free week shows in the following year.

A wide appeal to men, women

(Continued on page 31)
LONG-AWAITED legal test of FCC's giveaway rules was put into the hands of the courts last week for decision—after three years. A special three-judge federal court in New York, hearing attorneys for ABC, CBS and NBC argue that FCC has no power to regulate the content of the programs and that, additionally, the order embodying the giveaway rules is void because it erroneously interprets the law on lotteries (Sec. 1304 of the Criminal Code).

To the contrary, the court was told by FCC General Counsel Benedict P. Cotton, the Commission has authority to act under its general licensing powers in behalf of the public interest, and, in acting, correctly defines violations of the Code's lottery section. He noted that the rules are directed against "telephone giveaways" rather than those using contestants from the studio audience.

The three judges, who reserved decision pending further study of the briefs and arguments, were Circuit Judge Charles E. Clark and District Judges Vincent L. Leibell and Edward Weinfeld [B* T, Dec. 8].

The argument was based on action initiated by ABC, CBS and NBC in 1949 against FCC's then-new rules banning giveaways. The networks won a temporary restraining order at that time, and the FCC, which had set Oct. 1, 1951 as the original effective date of the rules, postponed them pending final outcome of the case. Regardless of the three-judge court's decision, an appeal is anticipated.

Lottery Defined

In the argument, held Monday afternoon, ABC was represented by George B. Turner of the law firm of Cravath, Swaine & Moore; CBS by Max Freund of Rosenman, Goldmark, Colvin & Kaye and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reinell, all of New York.

Explaining that a lottery usually is defined as involving "prize, chance and consideration," Mr. Turner limited his argument to the "consideration" factor. Heammered at the point that FCCbased its test of consideration on "consideration furnished by winner or winners instead of by participants in the alleged lottery."

Mr. Turner insisted that lottery statutes are not concerned merely with the few who win but with the many who lose—"who hazard their money or property in the hope of winning."

"This is one of the examples of how the Commission has rewritten the lottery statute to catch the cases that it is interested in catching," Mr. Turner asserted. It has rewritten the statute in disregard of the case law under the statute and comparable state statutes."

Mr. Turner cited another point in which he said the Commission had departed from court decisions in its concept of consideration, referring to a case in which the court had held there was no lottery, if the winner pays no price. He argued that "almost universally, the courts in this country have held that the requirement of consideration means the payment or delivery of something of value...not such things as listening to the radio or writing a letter."

Mr. Freund, speaking on behalf of CBS, challenged FCC's interpretation of "chance." He recited cases upholding the principle that the test of a lottery is whether skill or chance predominates. But FCC's Rules, Mr. Freund continued, "slate, in so many words, that the Commission will 'in any event' consider that a program comes under the proscription of Sec. 1304 if, in addition to prize and consideration, the award is made 'to any person whose selection is dependent in whole or in part upon lot or chance.'"

"The rules," Mr. Freund argued, "thus improperly make the chance in the selection of contestants conclusively determinative of the presence of chance, and not merely a factor which must be taken into account in ascertaining whether chance is present."

Government Brief

Touching upon the factor of consideration, Mr. Freund referred to the government's brief contending views or listeners are induced by advertisements to purchase products or services. Insisting that no one is told he must purchase the sponsor's product in order to compete on a giveaway program, Mr. Freund declared: "Indeed, defendant's contentions breaks down completely in connection with sustaining programs. No one is informed that the giveaway sustaining programs is induced to purchase anything because sustaining programs are not sponsored and because no product or service is advertised and the rules do distinguish between sustaining and sponsored programs."

Mr. Williams, representing NBC, attacked FCC's Rules on "purely Constitutional grounds." He branded the rules as an attempt to censor program content and to enforce criminal statutes, maintaining that these functions are outside the province of the Commission.

He singled out Sec. 326 of the Communications Act to bolster his contention that the Commission is forbidden to interfere with "the right of free speech by means of radio communication." Mr. Williams noted that if Congress intended the Commission to prohibit certain types of programs it would have granted the FCC this power in this section of the Communications Act.

"Maintaining that Sec. 1304 of the Criminal Code forms no basis for the Commission's assertion of jurisdiction, Mr. Williams explained:

"If the proposed [FCC] order becomes effective, there will be no necessity for a conviction before punishment is imposed. There will be neither an indictment nor a jury trial for the accused broadcaster. All will be done without an administrative finding of fact of one program which has contained..."
RADIO station and network audience figures compiled by Standard-Audit Measurement Services as a result of its nationwide survey of stations listened to once or more a week will not be as large as those reported by the Nielsen Coverage Survey in 1946 and 1949 and may not even be called the third BMB study. Therefore, the 1952 SAMS audience data will be comparable with those collected by BMB.

But, Dr. Baker declared, NCS adjusted its interview figures to correspond with the presumably exact listening data recorded on the Nielsen Audimeters, generally increasing the weekly audience. People reported to compensate for their forgetting some of their dial turnings. Therefore, he said, any comparison between data collected by BMB mail ballots and those reported by NCS in 1952 will show larger increases than will be shown in comparing the BMB and SAMS figures.

Expressing fears that the NCS data may give “false impression of an increased radio audience that really is not there,” Dr. Baker noted that the NCS data shows some station audience increases of more than 100%, without changes in power or frequency. There might be one or two such cases, explainable by other exceptional conditions, he said, but declared, “I will give $100 for all radio stations whose audiences have doubled, if I can get $1 for all whose audience change is within 10%.”

Another Factor
Another factor which will make NCS figures larger than SAMS, he said, is the fact that the 1952 estimate of radio homes in the nation, showing them to equal 98.0% of all homes [BVT, Sept. 8] while SAMS relied on the 1950 census figures, showing radios in 96.5% of the country’s dwellings.

While he refused to generalize from SAMS reports, which were to be mailed to the 400 subscribing stations each weekend and which he said he had not yet had the opportunity to analyze for trends or overall conclusions, Dr. Baker reported a strong impression that those radio stations who have maintained aggressive program policies have fared better, and otherwise, that those which have allowed — and sometimes caused—their most popular radio programs to move over into television, creating their own competition.

Dr. Baker also advanced the opinion that, by and large, the 1952 data will show a decline in the number of families who report listening to a station six or seven times a week, with the number who tune in once a week for some special program or several times a week for a week-end show or drama.

But he insisted that until the figures have been carefully gone over “any generalization is dangerous.” When the reports first started coming in, he said, results from a couple of TV markets had made him believe that radio stations with music-and-news program formats were making the best showing against television. More complete returns from many cities, however, showed this not to be true generally, he said, but only for some stations in some markets.

Reports of subscriber stations will be sent to advertisers and agencies on request and without charge, Dr. Baker said, with full information about all stations for which advertisers buy space in the whole country or proportionate charges for selected areas or markets.

Asked whether there would be further SAMS nationwide audience surveys in the future, continuing the BMB sequence, Dr. Baker said that would depend on a number of factors. He expressed doubt whether the radio broadcasters could or should pay for double coverage surveys, pointing out that the combined cost of the SAMS and NCS surveys was approximately $1.5 million, which is much more than printed media will spend to secure their circulation data.

BANKER TO ABC-TV
APPOINTMENT of Robert M. Banker as assistant eastern television program director for ABC was announced last week by Charles M. Underhill, national director of the ABC-TV program department. Mr. Banker will be responsible for “the development of intra-network programming and administration of the network’s TV program schedule.” He has been associated with CBS since 1949 in various capacities.
In Review...

"Lill Palmer Show," at NBC-TV Film property, produced under the auspices of local sponsorship, 13-minute weekly program.

Cast: Lill Palmer and guests.

Producer: Alex Leftwich.

Director: Charles Kebbe.

Photography: G. Stiel.

IF you're interested in learning the less well known angles and anecdotes about the great and near-great figures of the theatre, art and letters, entertainingly told by an attractive woman with a fascinating foreign accent, then the Lill Palmer Show is your dish.

Produced by NBC's TV Film Div., this quarter-hour program is syndicated for use by various advertisers on various stations. In New York, by one of those curious happenstances that make advertising and television the paradoxical industries they are, Miss Palmer, starting on Jan. 4, will appear on WCBS-TV, key station of the TV network of NBC's bitterest rival, in competition to NBC's own TV key, WNBT.

In the two episodes of the series previewed by this reviewer, Lill Palmer discussed, learnedly but amusingly, such disparate subjects as the colorful, not to say flamboyant, Lillian Russell, and the painfully shy mathematics professor, Charles Dodgson, better known to the world as Lewis Carroll, author of Alice in Wonderland.

Each program opens with Miss Palmer in the fall of Lillie, a conjunction between a guitar accompaniment. Followed her announcement of her topic of the day and her guest. Then time for the opening commercial, and then into her lecture, delivered with all of the feminine gestures and intimate glances of a guest speaker at a women's culture society of the kind so perfectly portrayed by the late Helen Hokinson. The Hokinson dames are not seen, but one is sure that they are in the audience albeit before their TV sets at home instead of in the auditorium of their suburban clubhouse.

After her chatty, anecdotal discussion of the Jersey Lily, "favorite American star of her day," Miss Palmer introduced a "favorite star of the American stage of today," who somewhat discordantly turned out to be Beatrice Lillie, a conjunction not particularly flattering to either artist. The Lewis Carroll program, to this reviewer a more satisfying quarter-hour, made the transition from topic to guest more aptly. Concluding her talk on the author, Miss Palmer began to read her "favorite scene" from Alice and, when one of the wonderland characters spoke, a man's voice was heard reading the role. In a moment the camera dollied back to reveal Miss Palmer's husband, Rex Harrison, who read with her until the scene was ended.

Properly spotted in a station's program schedule, the Lill Palmer Show should provide a quietly pleasant interlude for many at home viewers. But, if they have not seen Miss Palmer on stage or screen, these viewers may spend at least some of their viewing time wondering what is wrong with her legs and feet, that the camera should never show them. A few shots are half-length, but most of the two programs shown in the preview were close-up head-and-shoulder portrait shots. Even for so fetching a subject as Lill Palmer, this can be overdone, and, in one man's opinion, it was.

THE 'ALL-NIGHT' AUDIENCE

Nielsen Reports on New York Area Listeners

Even in the dead of night, the radio audience is sizable and a valuable market, according to an analysis of the 56-county New York station area made in August by A. C. Nielsen Co. Several stations—WJZ WNWC WNJZ—are on all night; others—WMCA WMGM WOV—until 3 a.m.

Of the 5,142 radio homes in the area, Nielsen reported that 3% or 154 were listening from midnight to 2:30 a.m., sloping off gradually as some stations sign off, 51,000 homes, with sets in use from 2 to 2:30 a.m. and 31,000 as late as 4 a.m. Then, at 5 a.m. early risers start to raise the level until, by 6:30 a.m. there are 165,000 homes with radios turned on.

"These totals are based on the average night," the report stated. "Considering the weekend, the nightly cumulative audience is substantially higher. While economic and social habits controlling these levels vary from one area to another, the figures are impressive for both national and local advertisers.

"Whether it's the extra shift, insomnia or just staying up late that's responsible, the all-night audience can be considered a sizable potential for the buyers of time.

"And," the report concluded, "with a plug for the Audimeter, "only exact, automatic measurement of this potential can keep track of it."

FERGUSON HEADS SDX 'Campaign' Study Group

APPOINTMENT of a national Sigma Delta Chi committee to consider advisability of a Survey in 1952 Presidential campaign coverage by four media—radio, television, magazines and newspapers—was announced today by Lee Hills, president of the national journalistic fraternity.

J. D. Ferguson, president of the Milwaukee Journal (WTMJ-AM-TV), was named chairman by Mr. Hills, who is a member of the Detroit Free Press and Miami Herald (WQAM-AM-FM). The SDX group will determine if a study is needed to investigate charges that various media were biased in coverage of the political campaign.

May Call Meeting

Chairman Ferguson has indicated he may call a meeting of the committee in New York after the holidays.

At the same time, the SDX Executive Council, through Mr. Hills and Charles Clayton, editorial writer of the Globe-Democrat (KWK) and council chairman, released a statement that SDX itself does not plan to make the survey, but offers only to sponsor and advise whatever group would make the study, "if one can be properly organized and financed."

Other members of the committee named by Mr. Hill are: Turner lad ludge, managing editor of the New York Times (WXR-AM-FM); Edward R. Morrow, CBS vice president; Benjamin M. McElwax, editor of the Washington Star (WMAL-AM-FM-TV); Barry Bingham, president of the Louisville Courier-Journal and Times (WHAS-AM-TV); Carson F. Lyman, managing editor of U.S. News & World Report, of the East Board of the U. of Missouri School of Journalism and the new president of the Assn. for Education in Journalism.

Convention Resolution

Suggestion that such a committee be named was made at the SDX convention last month [BT, Dec. 1, Nov. 24], and adopted unanimously as a resolution. The action was taken, according to the Executive Council statement, because SDX considers itself "as the only association having a cross-section audience of all media, among its 22,000 members" and, thus, "considered itself the logical organization" to back the study.

The council statement said SDX has "neither the funds nor the facilities to conduct the study, and intends only to see if the survey is feasible and can be financed. If so, the statement said, the new committee would advise on setting up a survey "of such unquestioned impartiality and integrity that its findings would have public accept ance."

December 22, 1952
SYLVANIA award commending its pioneer efforts in daytime television is accepted for DuMont TV Network by Elmore B. Lyford (c), its stations relations director. Presentation was made during awards dinner by Deems Taylor (f), chairman of the Sylvania Television Awards Committee, and Don G. Mitchell, president of Sylvania Electric Products Inc. Network was lauded for "acts of creative efforts [that] call for recognition" [B&T, Dec. 13].

WINCHELL SUIT

Plaintiffs Seek $1.5 Million

TWO libel suits asking damages aggregating $1,525,000 were filed in New York Supreme Court Wednesday by the New York Post and two fellow New Yorkers, against Walter Winchell, ABC radio and television commentator and newspaper columnist, and against ABC, Gruen Watch Co., Hearst Corp., and King Features Syndicate.

The complaints charge Mr. Winchell carried on a "campaign of defamation" on his radio and television program and in his newspaper column that sought to create the impression the New York Post and Mr. Wechsler were supporters of the Communist Party and disloyal to the United States. The further claimed Mr. Winchell's remarks were calculated to injure the newspaper financially and Mr. Wechsler personally.

Mr. Wechsler is seeking $525,000 from Mr. Winchell, Hearst Corp., which publishes Mr. Winchell's column in the New York Daily Mirror, and King Features, which distributes the column to other newspapers; and $250,000 from Mr. Winchell; ABC, which broadcasts his radio and television program, and Gruen, which sponsors the program.

The Post filed claims for $500,000 against Mr. Winchell, Hearst Corp. and King Features, and $250,000 from Mr. Winchell, ABC and Gruen.

Both complaints denied Mr. Winchell's alleged charges and asserted they are loyal to the U. S. and opposed to communism.

The complaints noted Mr. Winchell's broadcasts over ABC radio and television networks on Oct. 5 and Oct. 19, 1952.

SIXTEEN transfer requests were approved by FCC last Thursday, including the $147,410 sale of KBFB Great Falls, Mont., to Joseph Patrick Wilkins, the transfer of KXLW Clayton, Mo. (St. Louis suburb), to John W. Kluge and Mark Evans (Marcus Austad), and the assignment of KSJV Sanger, Calif., to John H. Pool.

Mr. Wilkins, who is buying KBFB from Fred C. Birch, is general manager of the 5 kw outlet on 1510 kc. KBFB is CBS affiliate and has been on the air since 1922.

Msra. Kluge and Evans are paying $96,000 for the St. Louis independent. Mr. Kluge is president and majority owner of WGY TV (Ch. 5) in Gloversville, N. Y., and is an East Coast food broker and distributor. Mark Evans is director of CBS' Housewives Protective League for WTOP - AM - FM - TV Washington and WRVA Richmond, Va. KXLW operates on 1320 kc with 1 kw full-time.

Mr. Pool, who last week was granted shf Ch. 22 in Los Angeles, is buying KBJS Sanger, Calif., for $75,000. Mr. Poolo also is licensee of KBIG on Catalina Island. KSJV is 1 kw daytime outlet on 900 kc.

Among other transfers approved by the FCC are those from the four Broadcasting Corporations of America stations from W. L. Glee- son to W. B. Ross. Mr. Ross is trustee in bankruptcy. FCC denied the request of Mr. Gleeson that the assignment applications be set for hearing.

Sale of KSWS Roswell, N. M., to John A. Barnett, applicant for TV station in Roswell and independent oil producer, also was approved. Mr. Barnett pays $90,000 for the station.

Other transfers involved WPOE (FM) Elizabeth, N. J., KULF Ehrata, Wash., WLEC Sandusky, Ohio, WKDK Newberry, S. C., KFIP Pampa, Tex., KRUM Bal- linger, Tex., WFAK Memphis, Tenn. (where golf professional Cary Middlecoff will have 18% interest), and WGSW Goodwood, S. C. For details, see FCC Round- up, page 95.

NARTB MEETS

Four Groups Plan for Jan.

FOUR NARTB committees and groups plan January meetings in Washington—Convention TV Subcommittee, Standards of Practice, TV Code Review Board and Copyright.

Plans for TV participation in the annual convention to be held April 29-May 1 in Los Angeles will be reviewed Jan. 8 at the Convention TV Subcommittee meeting. Clair R. McLoughlin, WGAL-TV Lancaster, Pa., is chairman.

The Standards of Practice Committee will meet Jan. 12-13. The committee is expected to be the long-range job of rewriting the radio code. A meeting in early No- vember was devoted to the program section of the standards.

Jan. 14-15 Code

Members of the NARTB TV Code Review Board will meet Jan. 14-15. The board will review industry adherence to the code and consider steps in cases involving possible violations. The NARTB TV Board approved a new TV code for network-station display during its Florida meeting (B&T, Dec. 15). The board will consider making it mandatory for the public to send comments to NARTB. Chairman of the review board is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

NARTB's Copyright Committee will meet Jan. 26-27 with Edward Breen, KVFD Fort Dodge, Ia., as chairman. At a Nov. 17-18 meeting the committee reviewed legal and legislative problems involved in copyright developments.
traverred the rules set forth in the Order. The guaranty of a jury trial provided in the Sixth Amendment was considered unnecessary, and the proceeding is held to be conductive to the mission of the Commission to deny licenses to stations.

Counsel for all three networks stressed that the permanent injunction is issued against the rules, not only the broadcasters but the sponsors of affected programs would suffer irreparable injury. They pointed out that the FCC's rules do not spell out in clear language the precise type of giveaway programs that would be liable to legal action.

Arguing for dismissal of the networks' motion to set aside the rules, Mr. Cottone insisted that the FCC was acting in the public interest. He noted that the Commission enacted its proposed rules in reliance upon rule-making authorization in the Communications Act and declared they were designed to implement Section 1304 of the Criminal Code.

Mr. Cottone replied to the plaintiffs' assertion that the FCC lacked power to enforce its rules in assuming a function of the criminal courts, but pointed out that this was not under Section 1304. He indicated the programs seek to proscribe are in violation of the section and broadcasting them would be a criminal offense.

"It would be proper for the Commission to deny licenses to those stations who broadcast this type of program," Mr. Cottone declared.

FCC's Interest

Mr. Cottone answered the argument, advanced by plaintiffs that the Commission had set itself up as a censoring body, by saying that the FCC "never had this intention." He assured the court that he would honor his oath of office, which includes holding the public interest and not in restricting free speech or public enterprise.

Describing FCC's concept of "chance," Mr. Cottone declared this element was present in every telephone giveaway because selection was made from a "great mass of people."

Mr. Cottone said he could boil down the factor of consideration to the "fact that you have got to be listening and be at the telephone at the time the giveaway program is broadcasting."

Mr. Cottone stressed that a sponsor buys time on the air and gives away prizes on his programs only if he believes he will attract a large audience that will be exposed to his products. He declared that it is "most unusual" for increased sales of the advertised product.

"The vice lies in luring people by the bait of a lottery to buy what they otherwise would not have, or might not have, bought," Mr. Cottone asserted.

At one point during Mr. Cottone's argument, Judge Leibell asked why the proposed rules would include telephone giveaways and not the studio giveaways. Mr. Cottone replied that the factor of consideration was not "so clear" in the studio as in the telephone type of giveaway. He explained further that for studio giveaways, the element of entertainment was significant because persons of unusual background or circumstances were selected. This right type of selection, he added, had the effect of weakening the "chance" factor.

But Mr. Cottone made the point that it was possible the Commission was intending to cover giveaways under its proposed order.

He made clear that he did not know whether the Commission had this under consideration.

Air Time Decontrol Includes Station Reps

RATES charged by all agencies which sell radio and television time, including station representatives, are exempt from control price, the Office of Price Stabilization made plain last week.

OPS issued a "catch-all" order bracketing station representation firms with agencies. Radio and television broadcasters, which previously had been exempted from price ceilings.

Agency authorities said the directive was aimed at "small groups or independent contractors" in the industry, although not identifying the nature of these companies. But they explained it stemmed from a petition filed by Harrington, Righter & Parsons, TV station representatives.

Radio-TElevision broadcasters have been exempt from the time the Defense Production Act was passed in 1950. Advertising agencies were decontrolled in a later amendment to the Act.

How It Started

The confusion arose when OPS asked HR&P why it had not filed as a service agency. The company's advertising manager felt its representatives or should be exempt. They explained the link between advertising agencies and stations.

Station Representatives Asm. said it never has received any notification from OPS indicating representation firms come under the agency's rules. Thus, OPS' action last week was regarded as a clarifying regulation.

Removed from price controls under the order are rates, fees and charges of "advertising and those agencies in the sale of radio and television time."

These are services, OPS explained, "which do not exert a significant effect upon the cost of living of the average American family or business costs and the continued control of which involves administrative difficulties which are disproportionate in relationship to the value of such control to the stabilization program."

Explaining its reasoning, OPS continued:

Advertising agencies have already been decontrolled and the provisions of the Defense Production Act of 1950, as amended, preclude control over television broadcast.

Agencies that sell radio and television time, while in a separate category, perform functions that incident to those performed by both the advertising and broadcasting industries. It is therefore not advisable to control over this group of service suppliers while continuous service suppliers at both ends of its operation are not under control.

Other categories newly exempt include business consultants, managers and agents of professional entertainers and rental of costumes and furniture, which previously were removed from controls. Services of actors, actresses and athletes were decontrolled early.

The new action was spelled out under Amendment 31 of General Overriding Regulation 14. Effective date was last Wednesday.

EMPLOYMENT HIGH

Labor Dept. Reports

EMPLOYMENT in nearly all consumer goods industries was "significantly higher" last month than the "depressed levels" of a year ago, the Labor Dept.'s Bureau of Employment and Wages reported last Wednesday.

Military electronics will reach an employment peak in the spring of 1953, the report added, predicting that overall production schedules indicate a continued slowing down in rate of growth for military end products next year. Military goods expansion and recovery in consumer goods has carried employment to 640,000 above last year's level.

A King-Size Local Client

(Checked from page 28)

and children was effectively made, the company believed, in its Breakfast Special ad, which aired from 7:30 to 9 a.m. each morning from the coffee shop of the Clapway Hotel; Dick Stone's Eat-tila-Speaking, 11:30 to 12 noon, and with KISN's King of the Hour, sponsored by Mr. Carnegie, from 6:45 to 7 p.m. Thus there are included morning, noon and evening programming interests, sized almost every type of audience.

WIRE executives, in addition to continuous planning on the Kingan-sponsored shows, also have worked out a late-night sponsor in similarly direct but unpaid for ways. Kingan products are sampled and displayed on the station's Surfside Party.

Five years of carefully planned growth have resulted in broadcast maturity for Kingan and a "KING-sized" account for WIRE.

CBS SET GAIN

Ads Stimulate Sales

TV SET sales of CBS-Columbia Inc., manufacturer of CBS, have jumped 100% in the six months since the company launched its expanded advertising and promotion campaign, which included consideration to key radio spot commercials plus the firm's regular use of radio and other media. President David H. Cogan reported last week.

Mr. Cogan said that in key TV stations markets the company is spending about $250,000 during the final quarter of 1952 for radio spots and special newspaper ads using the names of dealers individually or in groups according to area. This, he said, is aside from regular dealer cooperative advertising and CBS-Columbia's overall national campaign. Latter includes sponsorship of Doria Day Show on CBS Radio (Tuesday, 10:05 to 11:00 EST).

Gerald Light, CBS-Columbia advertising manager, said the company "is spending a much greater percentage of its total sales volume on advertising than any other company in the industry" and will "continue to do so."

WISEK Asks Review

WISEK Milwaukee, Hearst Corp. outlet, petitioned FCC last week to reconsider its mid-November memorandum opinion and order denying the petition for immediate grant of the long-pending VHF Ch. 10 application of WISN and to review the Sixth Report and Order decision to reserve Ch. 10 for use by the company (Dec. 17, 1951; Nov. 16, 1951). WISN contended the Commission failed to distinguish between licensing proceedings and rule-making proceedings so as to fail the rights of parties involved."

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### RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—LOUISIANA

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<th>With TV</th>
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<tr>
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<td>11,890</td>
</tr>
<tr>
<td>Catahoula</td>
<td>19,669</td>
<td>8,140</td>
<td>5,180</td>
</tr>
<tr>
<td>Jeff Davis</td>
<td>15,629</td>
<td>6,530</td>
<td>4,530</td>
</tr>
<tr>
<td>Vernon</td>
<td>19,614</td>
<td>7,610</td>
<td>5,610</td>
</tr>
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### RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—ALABAMA

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>With Radio</th>
<th>With TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin</td>
<td>11,040</td>
<td>4,720</td>
<td>3,720</td>
</tr>
<tr>
<td>Barbour</td>
<td>11,040</td>
<td>4,720</td>
<td>3,720</td>
</tr>
<tr>
<td>Baldwin</td>
<td>11,040</td>
<td>4,720</td>
<td>3,720</td>
</tr>
<tr>
<td>Barbour</td>
<td>11,040</td>
<td>4,720</td>
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<tr>
<td>Baldwin</td>
<td>11,040</td>
<td>4,720</td>
<td>3,720</td>
</tr>
<tr>
<td>Barbour</td>
<td>11,040</td>
<td>4,720</td>
<td>3,720</td>
</tr>
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### RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—ARIZONA

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>With Radio</th>
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<tr>
<td>Apache</td>
<td>3,339</td>
<td>1,380</td>
<td>920</td>
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<tr>
<td>Cochise</td>
<td>5,900</td>
<td>2,280</td>
<td>1,680</td>
</tr>
<tr>
<td>Maricopa</td>
<td>10,000</td>
<td>3,920</td>
<td>2,920</td>
</tr>
</tbody>
</table>

### STATISTICS

In tables, the word "closely" is used to denote a large population. This is a general description of a county or group of contiguous counties, and it reflects the population of one city of 50,000 or more. In New England, it is defined as a town or city rather than with county basis. An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
Chapin, Mowrey, Adams To Three Top Spots

SLOCUM CHAPIN, vice president of ABC in charge of its owned television stations, last week took on the additional title of general manager of WJZ-TV New York in a series of executive changes at the network’s key station.

Paul Mowrey, WJZ-TV program director, was named station manager, and Trevor Adams, who has been general manager and at the same time devoting considerable time to local sales activity, was appointed sales manager. Mr. Adams also is a majority stockholder in an applicant for a new TV station at St. Petersburg: Tampa Bay Area Telecasting Corp.

Mr. Mowrey’s successor in the program post was not announced. The sales management to which Mr. Adams was appointed, similarly, from the standpoint of title, has been vacant.

Mr. Chapin, announcing the changes, said they are in line with an increasing identification of WJZ-TV as a “family” station.

Mr. Mowrey, who joined ABC in 1944 as supervisor of television operations, has served the network in a number of posts. He was integral in putting ABC’s five owned TV stations into operation—in New York, Detroit, Chicago, Los Angeles and San Francisco—and later supervised sales operations for network package programs, before transferring to the network sales staff. He was named program manager of WJZ-TV last August.

Mr. Adams was sales manager of the Texas State Network, sales manager of WINS New York, radio and television director for the New York Yankees Baseball Club, and assistant sales director of the DuMont TV Network before he joined WJZ-TV.

Formerly With World

Mr. Chapin, with ABC since 1942, formerly had served on the sales promotion staff of World Broadcasting System, on the sales staff of WOC Davenport, Iowa, as sales manager of WKBN Youngstown, Ohio, and immediately before joining the network, as general manager of WZTC Stamford, Conn. He joined ABC as a member of the sales staff, subsequently serving as acting manager of the WJZ local sales department, network sales eastern and ABC eastern television sales manager prior to his promotion to vice president in charge of owned TV stations on June 1, 1951.

TV FREELANCERS

Agencies Okay AFTRA Code

CODE of practices adopted by the Cleveland local, American Federation of Television & Radio Artists, has been approved by “about 42 Cleveland advertising agencies,” according to a Cleveland Press story quoting Ted Zaepffel, executive secretary of the local.

The agreement is described as affecting all freelancers who appear on agency-produced TV programs. It sets up minimum pay standards and outlines working conditions.

Two of Cleveland’s three TV stations—WEWS and WREL—are non-union, according to the newspaper. WNKB (TV) signed an AFTRA agreement last May.

Agency acceptance was described as contingent on these conditions: An agency may buy a package program from a non-AFTRA station; a non-AFTRA staff announcer may appear on agency-produced programs only to sign programs on and off, within 30 seconds; participating programs are not agency-produced and the code is not applicable except in the case of agency-produced segments.

Mr. Zaepffel was quoted as saying that not all the agencies accepting the code are active in TV advertising.

MBS will broadcast Queen Elizabeth’s Christmas message to the people of the British Commonwealth on Dec. 25, 3:45-4 p.m. EST.

WLW’s New Harlem Radio Center

Hold as Further Symbol of Station’s Successful Policy

WLW New York, which three years ago changed format so drastically as to refuse to accept the renewals of some sponsors, last week displayed a new symbol of the success of the move.

The station put into regular use its $20,000 new Harlem Radio Center, built in furtherance of an idea which, in 1949, led General Manager Harry Novik—who, with his brother Morris, had just acquired WLW—to drop its foreign-language programs and concentrate instead on the Negro and the Anglo-Jewish markets.

WLW has operated a studio in a converted bedroom of Harlem’s Hotel Theresa for the past two years, and its current weekly total of 37 hours a week of originations from there goes up to around 56 hours in summer, when the station is on the air longer. The new center consists of three studios with completely new equipment, and covers a wing of the hotel.

Advertisers and agencies joined Manager Novik and the WLW staff in dedicating the center on Dec. 11, many of them mounting promotion displays highlighting successful campaigns in the Negro market.

Among agencies, these included BBDO, which WLW credited with breaking the ice by selling United Fruit Co. on buying WLW’s Poppin Cannon Show; J. Walter Thompson Co., Harry B. Cohen Inc., Joseph Katz Co., Donahue & Coe, Geoffrey Wade Adv., Al Paul Lefont Co., and others. Local and national advertisers put up displays, spokesmen said.

In its efforts to build sales in its Negro program block, WLW has acquired a “name,” talent roster, including Joe Bostic, sports editor of the Amsterdam News; Ruth Eltington James, sister of Duke Eltington; Larry Fuller, formerly of “Kiss Me Kate”; Poppin Cannon, for 14 years food editor of Madamisselle magazine, who is, in private life, the wife of Walter White, executive secretary of the National Assn. for the Advancement of Colored People; and, since last June, Mr. White himself, who does a transcribed commentary series which WLW also is syndicating to stations in cities across the country.

New WTMJ-TV Rates

WTMJ-TV Milwaukee last week announced new rates for retail advertising and for general advertising, effective Jan. 1. Retail Rate Card No. 1 ranges from $60 to $150 for one minute and from $266.50 to $800 for an hour according to time classifications. General Rate Card No. 12 ranges from $60 to $150 per minute and from $320 to $900 per hour.

December 22, 1952 • Page 33
Auto Firms Hot for Specials

(Continued from page 25)
scribed as smaller than the WalkieTalkie used at the political conventions in Chicago, will be used for intimate close-ups.

NBC reported it will use 16 fixed and 16 mobile cameras and 50 microphones during the program. Fifteen reporters and commentators have been assigned to tell the story and a news and engineering team, consisting of 125 will work behind the scenes.

Frank Bourgholtzer, White House correspondent, and H. V. Kalenborn, vice president and commentator, will be NBC's newsmen at the Capitol for the swearing-in ceremonies and the President's inaugural speech. Others who will participate in the television coverage will include Merrill Mueller, Dave Garroway, David Brinkley, Richard Harkness, Margaret Beatty, Clifton Utley, and Earl W. Hies, NBC radio newsmen will be George Hack, W. W. Chaplin, Leon Pearl and others.

NBC has reported every inaugural ceremony since 1925 when Calvin Coolidge's accession to office.

CBS Radio and TV

Packard, through Maxon Inc., will sponsor CBS Radio coverage from 11:30-12 noon EST and CBS-TV coverage from 4:30-5:30 p.m. Sponsoring CBS-TV coverage is from 11:30-12 noon, 4:30-5:30 p.m., which includes the parade, and 11 p.m.-12 midnight. This coverage will be presented as a service public.

More than 100 CBS-TV newsmen will be on hand for the inauguration, according to CBS cameras and CBSTV director of news and public affairs, who will supervise his network's operations. Anchor-man for all CBS-TV coverage will be Walter Cronkite.

CBS-TV news staff, working with Mr. Cronkite, include Edward R. Murrow, Eric Sevareid, Bill Williams, Max Brugger, Peter Hackes, Bill Leonard, Mike Wallace and Buff Cobb.

Present plans, according to Mr. Michelson, call for the use of 15 CBS-TV cameras to be divided among seven ground locations and three mobile units.

Directing CBS Radio's coverage of the inaugural will be Wielis Church, the network's director of news and public affairs. Describing the event for CBS Radio will be Bob Kellogg, William Collingwood, Griffith Bancroft, Joseph Werth, Bill Costello, Bill Down, Allan Jackson, Edward P. Morgan, and Claude Newton.

One highlight of CBS Radio cover age, according to Mr. Church, will be reports on the 4:30 p.m. program of interviews with outstanding personalities of the world, commenting on the inauguration and the potentialities of the new Republican administration.

MBS

Mutual has planned a full day of coverage, starting at 11:30 a.m., and including programming throughout the day and up to midnight.

From 11:30 a.m.-1 p.m. MBS will provide a description of the procession from the White House to the Capitol and the first people and ceremonies and acceptance speeches. It is planning to cover the inaugural parade at 1:45-2:45 p.m., 3-3:30 p.m., and 4-4:45 p.m. MBS will carry a round-table discussion of the inauguration and of the prospects for the next four years by MBS commentators and experts.

It plans to wind up with a broadcast of the Inaugural Ball from 11:30-12 midnight.

On Jan. 19 MBS will broadcast a program titled Inaugural Previews from 10:30-11:30 p.m. and one titled Inaugural Festival, 11:30-12 midnight.

ARTHUR TUTTLE

Former RCA Treas. Dies

ARTHUR BREWSTER TUTTLE, 57, treasurer of RCA at his retirement in September 1949, died Tuesday in Lenox Hill Hospital, New York. Mr. Tuttle had suffered a stroke while attending an art exhibition in New York.

He joined the accounting department of RCA in 1921 after attending in Cornell U. Mr. Tuttle had been vice president and treasurer of RCA Communications Inc. before he was elected treasurer of the parent company in May 1946.

Mr. Tuttle served in the Army on the Mexican border and was a second lieutenant during World War I in France and Belgium. Surviving are his second wife, the former Marjorie MacInnis, and three children of his first marriage.

INAUGURAL BALL

Sponsor Ban Leved; Committees Named

BAN on commercial sponsorship of the Inaugural Ball the night of Jan. 20 was announced last week by the Citizens Inaugural Committee. Question of whether radio and TV facilities would be permitted to cover the social event was still undecided.

The Inaugural Committee also announced that there would be no broadcast permit to the reception for distinguished guests, scheduled to be held at the Statler Hotel Jan. 18. No reason was vouchsafed for the prohibition.


Other Assignments

Mark Trice, secretary of the minority, was appointed secretary of the Congressional committee, and William T. Reed, deputy Senate Sergeant-at-Arms, assistant secretary. Sen. Bridges also announced the following as special assistants to the chairman: Mrs. A. Burks Summers, James P. Selvage and Albert G. McCarthy.

Following radio-TV personalities were appointed to the Inaugural Ball subcommittee by the Citizens Inaugural Committee:

Mr. and Mrs. Samuel H. Kaufmann (WABC-WCBS New York); Mrs. Caroline T. Smullon and Mrs. Robert McCormick (Chicago Tribune-WGN); Mr. and Mrs. Eugene H. Eggleston (Washington Post-Telegram), reception committee; Thad H. Brown Jr. (WARTS), invitations committee; Edgar Morris Fisher (Fisher, Wayland, Duvall & Co., Atlanta), floor committee; Nelson Hargrove (Hargrove, New York), chairmen and member, respectively, floor subcommittee; and Thad H. Brown Jr. (WARTS), Lester Cohen and John J. Silco (Hargrove & Hargrove), Ben S. Fisher (Fisher, Wayland, Duvall & Co., Atlanta), South community, Earl H. Gammoms (CBS), Philip L. Graham (Washington Post-WTOP), Samuel H. Kaufmann (Washington Evening Star-WMAL), John M. Litope (Littlispoke & Littlepage) and Arthur H. Schroeder (Miller & Schroeder).

FARM TV SETS

Highest in North

TV SET ownership among farmers is highest in the North, where 32% of the farms have video receivers, according to a survey conducted by Erwin, Wasey & Co., New York. The study provides extensive data on farmers' buying habits and media coverage.

Ownership of TV sets was found in 21% of Central States compared to 11% in the Pacific states and 10% in the South. Growing importance of TV is observed in the study.

The survey shows high loyalty to farm magazines, pointing out that "as many families read farm publications as own radios."

Erwin, Wasey points to "a high correlation between the advertising they've farmers see and the brands they buy."

PHILCO Corp., Philadelphia, announces addition of 42 new members to the corporation's Twenty-Five-Year Club. Club now has 173 members.

450 KC BID

PIONEER broadcaster Arthur B. Church (KCMB Kansas City) returned to the 540 kc battle last week with an application for that frequency in behalf of his KFMR Concordia, Kan.

Mr. Church's application is the second for 540 kc which was opened for U. S. assignment last October [B+T, Oct. 27]. The first was filed by Washington consulting engineer Everett Dillard for Wheaton, Md., a Washington suburb [B+T, Nov. 17].

In Concordia, Mr. Church asked for 540 kc with 10 kw directional east at night. His application indicated that a four-element array would be used to throw the signal south and west of Concordia, serving the north central Kansas plain country.

The daytime 5 mv/m signal, the application showed, would cover an area of 134,285 square miles, with 1,410,440 listeners. The nighttime 2.5 mv/m transmission is the contour of a class I-CB station, Watrous, Sask., which operates with 50 kw on 540 kc while covering 122,000 square miles, with 541,005 listeners.

KFMR, which began operation in 1947 on 550 kc with 5 kw daytime only, has an interference-free area of 88,700 square miles with 950,300 listeners.

Cost of boosting the transmitter to 10 kw and of adding another tower for the nighttime directional pattern would be $36,772, the application stated.

1944 Application

First application for 540 kc was made by Mr. Church in 1944. The FCC dismissed that application in 1946 since 540 kc was not officially assigned to the U. S. broadcast band until 1947, after the Atlantic City Two-Way Conference.

The application indicated that Mr. Church's Midland Broadcasting Co., licensee of both KMBC and KFMR, had total current assets of $77,953. In 1950, the company made $79,398 after taxes, and in 1951 $16,425. KMBC, which began operation in 1921, is on 980 kc with 5 kw, directional at night. It is affiliated with CBS.

Mr. Dillard's application for Wheaton asked for 540 kc with 250 w, daytime only. The unincorporated area of about 15 miles from downtown Washington, has a population of 50,000, Mr. Dillard's application specified. It is the site of the transmitter of WASH (FM) of Washington, also owned by Mr. Dillard.

Curb at DuMont

BAUER & BLACK, Chicago (Curb plastic bandages), co-sponsored with Leo Burnet & Co. (with Loden & Co.'s Inc.) duMont TV Network, Friday, 10-10:30 p.m. (EST), starting Jan. 2. Agency Leo Burnett, Chicago.
Like women go for hats

Baltimore merchants go for WITH like women go for hats. These merchants love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience — more listeners-per-dollar than any other radio or TV station in town. And that means low-cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT
REpresented by FORjoe & COMPANY

December 22, 1952 • Page 35
of the company under the new ownership, directing both TV and radio. It is presumed that the Jacksonville operations later will become a division of the Washington Post Co., with Mr. Marshall continuing as president of the division and with Mr. Hayes in general policy direction of all Post radio and television interests.

Mr. King, who has not been in robust health in recent months, does not plan immediate return to ownership or management. But he from time to time has been supported for an FCC post, and, as an "Eisenhower Democrat" is understood to be interested in one of the upcoming FCC vacancies. He participated in radio-TV campaigning activities in Florida for the "Democrats for Eisenhower."

**Stations' Facilities**

WMBR is the CBS Radio affiliate as operates on 1460 kc, with 6 kw. It began operations in 1927. WMBE-TV, assigned Ch. 4, is the only TV station now operating in Jacksonville, and, as such, televises same schedules from all four national networks. It began operation on Oct. 14, 1949, with effective radiated power of 14.8 kw visual and 7.4 kw audio. It was granted a construction permit for the maximum Ch. 4 power of 100 kw by the FCC last week. Following FCC approval of the transfer, the new owners plan to proceed forthwith on the maximum operation.

The Washington Post Company, headed by Eugene Meyer, chairman of the board and father-in-law of publisher Graham, owns 55% of the stock of WTOP Inc., which operates WTOP, WTOP-TV and WTOP-FM. CBS is 45% stockholder in these properties. The stations recently launched a $2 million building project.

Prior to the Jacksonville negotiation, it is understood that the Post had investigated three other television-radio operations which failed to sell.

Handling the Jacksonville transaction for the Post are the New York law firm of Cravath, Swaine & Moore, and the Washington law firm of Covington & Burling. Representing the Norton group are Hogan & Hartson, Washington.

**DUFFY-MOTT Co., N. Y.** (Mott's apple juice and sauce and Sunset prune juice), sponsoring *This Is Charles Laughton*, featuring Mr. Laughton's readings from the Bible and other literature, over WJZ-TV New York, Fri., 8:30-8:45 p.m. EST, for 26 weeks starting Jan. 9. Agency: Young & Rubicam, N. Y.

**BAKER PREVIEWS**

*'53 Television Picture*

MORE than 200 TV stations in operation and over $5 million newly-produced TV receivers by the end of 1953—is that the prediction of D.W. B. Baker, vice president of General Electric Co. and general manager of its Electronics Division.

In a "Preview of 1953," issued yesterday, Mr. Baker forecast a "record year for the electronics industry," with (1) continuation of the trend toward larger-size TV picture tubes, (2) progress in development of color picture tube, (3) continuing high level of military output, (4) marked increase in technological developments, including production of transistors and rectifiers.

Key points outlined by Mr. Baker are these:

- TV industry production and sale of video sets in 1953 should exceed 6.5 million units and may come close to the record factory sales of 7,350,000 units of 1950.
- The estimated number of 1953 TV receivers will be equipped for both vhf and uhf to cover "the majority" of new stations that will be broadcasting in the UHF band.
- Approximately 7.5 million home and mobile receivers will be sold for color sets will be produced and sold next year—an increase of about 450,000 units over 1952.
- The percentage of color TV will continue, with perhaps 250,000 (or some 2%) expected, to be approved by this year's end. CP holders will be required to purchase a small number of color receivers, and this year's CP will be held to meet equipment needs in 1953, with quicker delivery.

**'OPERATION SANTA'**

Bergen Beards TV Lion

GIFTS for Edgar Bergen's "Operation Santa Claus" are heavier this year than last with the bulk coming from "high television areas," although his appeals have been made by radio, not TV.

This evidence of high response to his appeal, even in major television centers, was cited last week by Irwin Franklyn, manager of Mr. Bergen's "Operation Santa Claus." "Operation Santa Claus" is a project in which Mr. Bergen collects gifts and distributes them to hospitalized service men and women.

Mr. Franklyn said that as of last Wednesday, more than 46,000 pounds of gifts had been collected, compared to 32,000 pounds for the entire project last year.

The bulk, he said, came from such "so-called great television cities" as New York, Cleveland, Philadelphia, Los Angeles, San Francisco and Richmond. Yet the appeals for gifts were made on the Edgar Bergen-Charlie McCarthy show on CBS Radio and on numerous spot announcements on that network, and not one has been made on television, Mr. Franklyn said.

**72-76 MC BAND**

Noble Suggests Conference

**December 22, 1952**

**BROADCASTING • Telecasting**

DEADLINE for comments on FCC's proposed rule-making proceeding to set new allocation policy for the 72-76 mc band—composed of non-commercial channels bracketed between television Chs. 4 (66-72mc) and 5 (78-82 mc)—was continued by the Commission last week from Dec. 22 until Feb. 20 in order to allow additional industry viewpoints to be presented. Potential interference to TV is the prime issue involved.

FCC instituted the rule-making in early September when the new proposal was issued to cut chief responsibility upon the non-broadcast fixed stations using the 72-76 mc band for prevention of harmful interference to TV stations on Chs. 4 and 5 (B&T, Sept. 8). About 1,000 operational fixed stations presently are using the band, many being common carrier lower power point-to-point systems, as well as industrial and public safety stations.

**Seeks Preliminary Meeting**

An informal engineering conference is suggested by D. E. Noble, vice president of Motorola Inc. He said such a meeting "could rough out the first approach to the setting of standards to permit a maximum possible use of the 72-76 mc band within limits which are not one-sided and oppressive to the point where fringe television reception may dominate and rule out the operation of far more important services."

He urged simple licensing procedures to be established, with engineering showings required for special cases, "but in order that the requirements may not be entirely one-sided, it is highly desirable that reasonable standards should be established covering characteristics and conditions of operation for the television receivers and the television systems involved."

The 72-76 mc band is "far too valuable to be lost because of an indifferent attitude which offers it up as a sacrifice to the frequency-consuming maw of the huge television industry," Mr. Noble stated.

"No effort must be spared to establish intelligent limits to television system standards and to make every intelligent engineering approach to the problem to save the greatest possible number of kilocycles for effective and full mobile service utilization," he said.

"The 72-76 mc band is a neglected and poorly manumed band, which is destined for a history of intolerable waste if the FCC fails to accept full responsibility for its protection."

HANK SYLVERN, musical conductor for This Is Show Business and Suspense, both on CBS-TV, will record an album of light music. Each number will be based on a folk-type of music of eight different countries.
...and in the ASCAP repertory there is available the greatest collection of Holiday Songs for every type of use.

The 3,000 members of ASCAP extend to all their friends in the entertainment world

SEASON’S GREETINGS AND BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, N. Y.
GUY MARKING

PROPOSED changes in FCC's rules governing safety markers on high antenna towers and guy wires drew widespread criticism last week from industry sources on the ground some of the proposals were impractical. FCC's ideas should be coordinated with proposed obstruction rules being drawn up by Civil Aeronautics Admin., it was suggested.

Idec Div. of Dresser-Stacey Co., Columbus, Ohio, said proposals to require lights on guy wires would add a structural hazard and the wires are not dangerous to navigation. J. Roger Hayden, sales manager, said vibration problems would be aggravated and the man-hours to install lights on guy wires would be costly and dangerous.

Crouse-Hinds Co., maker of beacons, said FCC should coordinate its proposed rules with the CAA study. Two beacons are needed at intermediate tower points, according to A. H. Clarke, commercial vice president.

William F. Maag Jr., vice president and general manager of WFMJ-TV Youngstown, Ohio, holding a CP for a 1000-ft. tower, said guy wire requirements are impractical and of doubtful effectiveness. He urged coordination with CAA.

Air Transport Assn. urged reconsidering of differences with CAA rules, observed there is no provision for high-intensity daylight lighting.

The CAA joined in pointing out it is revising its obstruction marking manual in cooperation with private industry, suggesting the two agencies coordinate their requirements. CAA proposed permanent markers be permitted as optional types of guy wire day markers and declared floodlights are impractical as a means of obstruction lighting for overhead or guy wires.

NARTB Comment

In its comments, filed with the FCC Monday, NARTB asked deferment of any action on the proposal to amend the rules on construction, marking and lighting of antenna towers and supporting structures.

NARTB directed its comments solely to Par. 17.36 of the proposed amendment of Sub-Part C, Part 17 covering guy wire marking and lighting. The specifications would require TV towers over 600 feet and having outer guy wires connected with the ground at a point over 500 feet from tower base to be marked in daytime and illuminated at night.

Such towers would be required to show orange spheres at 120-foot intervals along outer guy wires at daytime and red lights at similar intervals for night marking. NARTB said it was concerned the proposed markings and lights might prove impractical, and would besides contribute to deterioration of guy wires.

Insufficient data are available on which to base uniform standards of marking and lighting guy wires, according to NARTB, which asked FCC to defer final action of the proposed rule until experience is gained from pioneer construction of tall guyed towers. Comments were filed by NARTB counsel, Thomas H. Brown, Vincent J. Wasilewski and Abiah A. Church.

CBS pointed to hazards involved in guy-wire marking, contending markings and lighting for the main antenna structure would be adequate.

A. Earl Cullum, consulting radio engineer, filed opposition on behalf of Taylor Radio & Television Corp. (KANS Wichita, etc.), WSV TV Atlanta, WHIO-TV Dayton, Ohio, KGNC Amarillo, WLAC Nashville (Old Hickory, Tenn.) and WBEN Buffalo. He pointed out that the requirement of one-foot or larger spherical markers on guy wires, used on power lines in Europe, is not practicable on guy wires for tall towers. He said spherical markers used on long guy wires to reduce vibration add little significant visibility to the guys. A one-foot sphere could not be seen more than two-thirds of a mile, he said, adding that windloading, maintenance and mechanical resonance effects must be considered. He found hazards also in wire-lighting rules. He proposed adoption of a formula for painting and lighting towers so heights could be ascertained by airplane pilots. Similar protest was filed by WHIO Des Moines, which added that Assn. of Federal Communications Consulting Engineers is filing opposition to the proposed rules.

On behalf of AFCEC, James C. McNary, president, opposed the rule covering daytime spheres on guy wires on the ground they increased wind loading and involved hazards in servicing. Pilots would not have more than a second warning, it was added, and resonance of guys would cause severe loads. Wire lighting was viewed as impractical and dangerous, and peripheral lighting was viewed as ineffective. AFCEC asked FCC to await results of NARTB Dallas experiments (Dec. 15).

KOIN Portland contended the proposed specifications for guy wires are unnecessary, impracticable and unobtainable, urging delay until a substantial need for such markings has been shown. A government-industry conference was advocated.

FCC FINALIZES

Class IV Restrictions Order

FCC finalized last Thursday its rule-making proposal of June 8, 1951 [At Deadline, June 11, 1951], precluding further assignment of Class IV AM stations on regional channels "to prevent any further increase of the interference level to the degradation of the service of stations operating on regional channels."

Applications pending before the Commission before last Thursday, effective date of the report and order, still will be considered under the old rules, however, the FCC stated. The 20 Class IV stations, mostly 250-watters, now operating on regional channels, will not be required to change frequency or power. All such stations are not protected against interference from Class III stations, which also use regional frequencies, FCC said.
a puppet? on radio?

This friend, is no run-of-the-sawmill puppet. This is Howdy Doody, second most popular mythical character in the kids' world. And he happens to have fifteen minutes of network radio time every Saturday, 9:15 to 9:30 a.m., in which to sell your product to tiny and moderately large urchins.

You see, Howdy's show starts at 8:30 and lasts an hour, but the first half is available for co-op sale, and the 9:00 to 9:15 spot is very happily occupied by International Shoe Corporation. As a result, you can buy a network in the last or highly desirable segment.

With International Shoe and the co-op sponsors contributing, your talent cost is pared down to a slender bone. As for your time cost—the choice of markets will be left up to you and your budget. There is one restriction though; you can't have Canada. Sorry, it's all sold out.

With the full network you can expect to reach 11½ million homes containing over 2½ million moppets. And surely we don't have to point out the merchandising opportunities inherent in Howdy's lovable white pine frame.

If you want to talk turkey to tots, Howdy Doody is your man. Ask any 7-year-old.

1. The first, we're afraid, is Santa Claus.
2. 9:15 a.m. Saturday may seem like the middle of the night to you, but the kids have been up for hours.
3. They're probably selling shoes like crazy, but they won't tell us.
4. Ogilvie Flour Mills; Kraft Foods, Ltd.; St. Lawrence Starch Co., Ltd.
6. If he can't give you complete details, call us.

National Broadcasting Company

a service of Radio Corporation of America
There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work. "Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME

ADDRESS

CITY ________ ZONE _____ STATE

Ike Urged to Name Hyde Now
(Continued from page 29)

with General Teleradio, he will continue in a consulting capacity for several years, and this would preclude acceptance of an FCC assignment unless he relinquished that arrangement. Mr. Streibert, an ardent Republican, has not yet announced his plans, but they are expected to be in private industry.

Another candidate confronted with a problem because of the statutes which preclude engagement in any other kind of business as a condition precedent to FCC appointment is Roland C. Davies, editor of Telecommunications Reports, Washington news service devoted to common carrier communications and related activities. Mr. Davies is being supported for the so-called short-term vacancy to be created when Eugene P. Merrill retires Jan. 20 with the change in administration. Mr. Merrill accepted a recess appointment to succeed Comr. Robert F. Jones and, with the convening of Congress Jan. 4, his recess appointment ends. Washington parliamentarians are studying the statutes to determine whether Mr. Davies can be appoint ed without divesting himself of his news service holdings, and if an affirmative conclusion is reached, his supporters will stress the desirability of having on the FCC one familiar with common carriers.

Fred Palmer, radio consultant and former station manager, has considerable support in the Midwest, notably from Sens. Taft and Bricker of Ohio. A number of broadcasters also have endorsed his candidacy and former Commissioner Jones, now a Washington attorney, is known to have a high regard for him. Mr. Palmer is a staunch rural radio advocate, and was instrumental in establishing a number of farm stations.

Brown Candidacy

Thad H. Brown Jr., manager of television operations and counsel of NARTB, last week became an active candidate after a number of television broadcasters had urged him to seek the post. He is the son of the late former Federal Radio and Communications Commissioner Brown, and has been reared in a broadcast atmosphere. His father was the former Secretary of State of Ohio, and his mother, Mrs. Howard Coffin, was a Taft worker before Chicago and a GOP headquarters worker during the campaign.

Another attache in the running is Joseph P. Marshall of West Virginia, now living in Chevy Chase, Md. His experience includes research in the office of Sen. Taft; Office of Price Administration; Navy during World War II with rank of lieutenant commander, and special counsel to Sen. Hugh Butler of Nebraska. He was chairman of the Maryland State Federation of Young Republicans and served in the Maryland Assembly this year. He was an alternate to the GOP convention.

Emphasis is being placed upon a full-scale staff reorganization at the FCC. This, of course, cannot be done until there are four Republicans on the FCC itself. This will occur with the departure of Comr. Merrill and the retirement, either on Jan. 20 or later, of Chairman Paul A. Walker, who is past the statutory retirement age and is serving by suffrage of an Executive Order of President Truman. Parliamentarians say President-elect Eisenhower cannot countermand the Truman order upon assumption of office Jan. 20, thus creating a seven-year vacancy.

There are now four Democrats, two Republicans and one Independent (Webster) on the Commission. The new alignment will place four Republicans on the agency, along with the others. Comr. Webster, it is thought, would vote with the Republicans on reorganization since he has little patience for some of the New Dealers and left-wingers on the staff.

Other Offices Considered

Under immediate scrutiny are the offices of Secretary and General Counsel, now filled by T. J. Slowie and Benedict P. Cotton, respectively. Mr. Slowie has not been overly active but has maintained excellent Democratic ties on Capitol Hill, where he once served as top aide to former Representative Jacobson of Iowa. His job is regarded as political. The general counsel’s position, while not strictly patronage, is nevertheless regarded as political.

Heard as a possible appointee to the Secretariat is James W. Baldwin, who served as Secretary of the Federal Radio Commission in its early days and who afterward became managing director of the National Assn. of Broadcasters (1935-38). He was former part owner of WGH in Norfolk-New port, N. Y., and for several years has been an executive in the office of the Chief Signal Officer of the Army.

Mentioned as a possible new general counsel is Abe Megregor Goff of Moscow, Idaho, who served in Congress from 1946 to 1948. He has a military record dating back to World War II and is a reserve colonel. He has been active in American Bar Assn. affairs. He is 53 and is reported to have important Republican backing.

The GOP wants to dig deeply into staff, notably among the attorneys, and in the important Broadcast Bureau. High officials of the FCC are hard put to identify a single Republican lawyer now on the staff who would qualify for a top job. Hence, it is thought that most of the new appointments will be from the outside.

Bunny’s Story Had a Nice “Ring” to It

“Bunny” Baker—our cute blonde secretary over here at the newspaper—showed up late for work the other morning and “scooped” us all.

Bunny came in carrying a big box of expensive cigars under her arm and, without a word, went around dropping a cigar off at each desk. Finally, when we were all but bursting with curiosity, Bunny told us what was going on. She held up her left hand and proudly displayed a lovely diamond ring on her third finger.

“It’s a boy,” she said. “Six feet two, a hundred ninety-six pounds.”

From where I sit, Bunny’s way of announcing her engagement to us showed real ingenuity. And ingenuity—doing things in a better and different way—is a typical American trait. Freedom of expression, freedom to work how and where we please... even a little thing like the freedom to choose a glass of beer after a day’s work—these are some things that make our nation so “engaging.”

Joe Marsh
work commercial time a month. The 174 hours incorporated as the point beyond which free-hour reductions would commence, they said, represented approximately the top amount of network commercial time then being carried by any NBC-TV stations. The compromise worked out and "favorably received" by the affiliates in Chicago will be negotiated by the network and stations individually, as all contract negotiations are carried on individually. But executives of the 41 stations represented at Chicago adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their respective negotiations with NBC. The revised plan will "make more money" for NBC and the stations and prove "advantageous" to both, NBC President Joseph McConnell predicted. The plan, which Mr. McConnell described as "the best thing we've ever done" and as "a milestone in the history of the industry" evolved from eight months of discussions among the 41 NBC-TV affiliates and the network after disagreement on terms of compensation. The stations' committee was headed by Walter Damm, WTMJ-AM-TV Milwaukee and vice president of The Journal Co. He called the special meeting for all NBC-TV affiliates at Chicago's Drake Hotel Monday and Tuesday. Executives of the 41 stations met during the Monday session to convert the eight months of work into a cohesive presentation, and on Tuesday morning the group met with NBC executives to reach final terms of agreement.

Ray W. Welpott, WRGB (TV) Schenectady, worked with Mr. Damm on the station committee. The NBC group was headed by Joseph V. Heffernan, financial vice president.

Mutual Benefits Seen

Mr. McConnell said he was "very proud of the agreement," which would be "advantageous" to both groups. He said, "No group in the industry has ever to my knowledge accomplished so outstanding a job in the area of understanding relations between a network and its stations."

"The station committee gave fully of itself in sitting down with our people and working out the very difficult and very complicated problems which were involved. All worked together harmoniously and in a business-like way and with full regard to each other's stake in advancing the television industry to greater heights."

Mr. Damm termed the mutually profitable agreement "the greatest thing of its kind I have ever seen in my many years in the broadcast business. We achieved a complete understanding of each other's problems in the growing television industry, and, operating on this principle, we were able to work out a plan which will benefit us both."

Mr. McConnell congratulated NBC and the stations' group on "the fine job," while Mr. Damm lauded the network for "making available to our committee so fully and frankly the information about its operations which enabled us to work out the plan."

The stations' committee also adopted resolutions praising NBC for its Victory at Sea, which won the Sylvania Grand Award [B, Dec. 15], "and the high standard of its public service programs."

Unit cited the recent series presented in cooperation with the American Medical Assn. Still another resolution commended the network for outstanding and full sports coverage, referring to the NCAA Game of the Week, the World Series and other events.

NBC's representatives included, in addition to Mr. McConnell and Mr. Heffernan, Harry C. Kopf, NBC Chicago vice president; Harry B. Frank, vice president in charge of station relations; Sheldon B. Hickox Jr., director of radio and TV station relations, and Frank White, vice president and general manager of the radio and TV networks.

Miss Hamner was presented roses at her 500th broadcast.
ONE OF THE THREE BIGGEST U. S. MARKETS:

Big Aggie Land

Where WNAX-570 Tops Competition 10 to 1

THE COUNTRYPOLITAN MARKET of WNAX resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers and town folk of Big Aggie Land think no more of driving 60 miles than you do of driving 6. It's a thriving market with a tremendous appetite for goods and services, a million radio families with effective buying income of $4.2 billion, 267 counties in Minnesota, the Dakotas, Nebraska and Iowa which constitute the third largest market in the U. S.

PROOF THAT WNAX effectively taps these countrypolitan riches is again found in the 1952 Diary Study: WNAX has top rating in 486½ of the 500 segments covered—better than 10 to 1 over the nearest competitor. One of radio's most important buys, with unsurpassed coverage and thirty years of listener acceptance, WNAX merits consideration for your 1953 market plans. *Five cents buys 1,000 radio homes on WNAX. More data from The Katz Agency, our national reps.*
FRY QITS

KENNETH D. FRy, radio-TV director of the Democratic National Committee, Washington, D. C., and veteran of the broadcast field, has left his political post to return to private industry. His future plans have not been disclosed.

Mr. Fry vacated his position the past fortnight after nearly five years service, covering two Presidential and one Congressional campaigns.

Since joining the Democratic National Committee in February 1948, Mr. Fry was responsible for planning national use of radio and television and supervising time-buying operations as well as production of programs. He also maintained liaison with members of Congress and networks during periods between various campaigns.

Prior to his national committee post, Mr. Fry was identified with NBC, the government (in OWI and Voice of America) and newspaper and wire service interests from 1933 to 1948.

Aside from supervising placement of Democratic Party spokesmen on regularly-scheduled network programs and working with members of Congress on their radio-TV plans, Mr. Fry is credited with other achievements at the Democratic National Committee.

Under his guidance, the party adopted a policy during the 1952 Presidential campaign of completing arrangements for network time purchases well in advance of the national conventions. Action was designed to avoid heavy pre-emption charges later.

During the campaign, Mr. Fry handled radio-TV production duties in connection with broadcast appearances of the Democratic Presidential nominee, Gov. Adlai Stevenson of Illinois.

Mr. Fry held various newspaper assignments at the old Chicago Evening Post. He was Midwest sports editor for UP until 1933, when he joined NBC’s Central Div. that city. He served in public relations two years and later helped establish the division’s News and Special Events Dept.

In January 1948, Mr. Fry resigned NBC to enter government service—the overseas branch of the Office of War Information as chief field representative in Alaska and the Aleutians. He later transferred to San Francisco as associate director for OWI Pacific Operations. In 1945 he was appointed director of Pacific Operations until OWI functions were absorbed by the State Dept.

Mr. Fry came to Washington in June 1948 assuming duties as chief of the State Dept.’s International Broadcasting Division (VOA). He resigned in January 1948, joining the Democratic National Committee the following month.

CAROLINA DRIVE

COMBINED efforts of 63 North Carolina radio stations and one television station comprised that state’s communications cooperation on behalf of the 1952 Crusade for Freedom.

The stations were linked so that the entire state could hear the special Crusade kickoff program produced at WBT and WBTV (TV) Charlotte by Radio Free Europe staffers.

The program was taped for the network airing and a special live show was telecast at the same time over WBT. Both shows were written by Bob Cotton and Guy Wallace of RFE.

Among those participating in the half-hour show were Kay Kyser, former bandleader and radio personality; Gordon Gray, former Secretary of the Army; and Robert Lang, RFE director.

In addition to the special statewide kickoff show, several other locally-produced programs were aired by WBT on behalf of the Crusade. Charles H. Crutchfield, executive vice-president, general manager, and WBT and WBTV chairman for the North Carolina drive, arranged for a special two-hour promotion by Brady Cole, station personality. This stunt raised nearly $5,000 in contributions.

Dr. R. S. Snyder, WBT foreign affairs analyst, was heard on three programs during the Crusade week.

Monitor every tone

With the new Altec 601A "duplex" you can monitor all the sounds you broadcast—and hear them reproduced with a faithfulness never approached by any other speaker or speaker system. For the new Altec "duplex" is capable of faithfully reproducing every sound audible to the human ear. Here are the reasons why the Altec 601A is the perfect monitor for every broadcaster.

QUALITY—The Altec Lansing Corporation unconditionally guarantees that this loudspeaker, when mounted in a properly-designed cabinet, will reproduce all of the tones from 30 cycles to 27,000 cycles.

POWER—30 watts peak power capacity.

SIZE—Only 12" in diameter.

PRICE—Net to broadcasters only $95.00 including dividing network.

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FAST FREIGHTER

New Mariner Fleet of Swift Cargo Vessels
to Serve Both Commerce and Defense

This new ship heading seaward is the Old Colony Mariner, built, appropriately enough, right in the Old Colony itself, at Bethlehem’s Quincy yard, near Boston. She is one of the first vessels to join the Maritime Administration’s new Mariner fleet.

Planned soon after fighting started in Korea, these Mariner ships have a dual purpose: (1) They will serve as efficient carriers for our commercial trade. (2) They will form the nucleus of a swift fleet capable of delivering materials to fighting areas overseas should the need arise.

Potential weapons of attack an enemy could now use against shipping have made slow cargo vessels largely obsolete as wartime carriers, Naval authorities believe. The Liberty ship of World War II would be too slow today. Driven by a 19,250-horsepower steam turbine, the Old Colony Mariner on its trial trip set a speed record of 22.51 knots, making it the fastest freighter carrying the American flag and probably the fastest ever built. This is double the speed of a Liberty and fast enough to outrun submarines.

After deciding on the principal dimensions and characteristics of the new vessels, the Maritime Administration called on the Central Technical Department of Bethlehem’s Shipbuilding Division to design a ship embodying the required features. Our CTD people, working closely with representatives of the Maritime Administration, developed complete plans and specifications and prepared working drawings.

The Old Colony Mariner is the first of five of these vessels that our Quincy yard is building. Five more Mariners are under construction or on order at the Bethlehem yard at Sparrows Point, Md., near Baltimore, and five more at our San Francisco yard.

BETHLEHEM STEEL

BROADCASTING • Telecasting
SDX 1953 AWARDS
To Further Recognize TV
SIGNA DELTA CHI, professional journalistic fraternity, has revised its list of annual radio awards to include television in former radio-only categories, Victor E. Bluedorn, executive director, announced last week.

The divisions now cover radio or TV newswriting and public service in radio or TV journalism. The awards for work in 1952 will be made to include television for the first time in 1953, Mr. Bluedorn said. They will be among the first awards to recognize video as a news medium, he said. The SDX award for radio or TV reporting, made since 1948, remains unchanged.

Nominations for the SDX Distinguished Service Awards with accompanying material now are being invited and must be postmarked not later than Feb. 9, 1953, for work done during the 1952 calendar year. No entry blanks are required or furnished.

Winners will be announced in April 1953 and presentations will be made at the fraternity's annual awards banquet, probably in May, Mr. Bluedorn said.

WNJR Newark has received an engraved plaque from the Veterans Club of New Jersey for "the magnificent performance rendered the people of New Jersey" in promoting a "register-and-vote" campaign.

ELECTION of officers to head newly-named Radio-Television News Directors Assn. [B*T, Dec. 15,8] brought in these newsmen as directors (1 to 10): Richard Osbstein, WNAM-AM-TV Louisville; Harold Soper, WSM-AM-FM Nashville; Paul White, KFMB-AM-TV San Diego; Charles Dor, WGAR Cleveland; Charles Harrison, WFL-AM-TV Philadelphia. Occasion was RTNDA meeting in Cleveland earlier this month.

Religious Report
REPORT on radio, TV and films is being made available through the National Lutheran Council, 50 Madison Ave., New York 10, N. Y. Study was prepared for the council by Roscoe Brown Fisher and gives a complete listing of network religious radio and television programs. Mr. Fisher is a scholar-
ship grantee of the Lutheran Brotherhood Life Insurance Society. Preliminary report was issued Aug. 22.

MINISTER ON WJAS Answers Listener Queries
ROUNDING out its first year Dec. 18 on WJAS Pittsburgh was Mid-
night Minister, 11:30 p.m.-midnight program aired each Thursday.

Conducting the program is Dr. Ainslee C. Moore, pastor of the Sixth Avenue Presbyterian Church in East Liberty. Dr. Moore an-
swers questions telephoned from listeners, to a background of soft
organ music.

Dr. Moore reports that during the past year he has answered thousands of questions pertaining to heart, home and personal prob-
lems, as well as clarifying hun-
dreds of biblical questions called in during his program.

The station believes Midnight Minister answers the suggestion, "You've got to add a bit of spice to your religious program to in-
terest the non-religious listener," offered recently by Dr. George Crothers, CBS Radio's director of religious broadcasts, who produces CBS Radio's Church of the Air, originating from 10-11 a.m. each Sunday on WJAS.

NEW NETWORK
Grass Roots Unit Formed
FIVE Oklahoma stations and one in Arkansas, near the state line, have formed the Grass Roots Net-
work, to begin operations Jan. 1.

Jimmie Barry, general and com-
mercial manager, KMUS Muskogee, and president of the new group, said that the John E. Pearson Co. has been appointed national repre-
sentative. Time clearance will be handled through KMUS, he added.

Executive committee comprises Matthew Bonebrake, KOCY Okla-
oma City; Jim Neal, KAKC Tulsa, who serves also as secretary-treas-
urer; C. Casper, WBBZ Ponca City; John Trotter, KHBG Okmulge-
ee, all in Oklahoma, and Weldon Stamps, KFSA Fort Smith, Ark.

KGLO 'Fair' Special
SOME 212 residents of northern Iowa joined in the KGLO (Ma-
son City, Iowa) North Iowa Fair trip to the International Live Stock Show in Chicago. The group spent three days in Chicago sightseeing.

KGLO supplied four all-expense trips. Among those handling ar-
rangements were Al Heinz, KGLO farm director, and Doug Sherwin, KGLO announcer.

CBS Radio's Space Adventures of Super Needle (Sat., 10:15-10:45 a.m. EST) received first annual radio citation awarded by Imagination, sci-
ence fiction magazine, on Dec. 20 for "original entertainment in the best traditions of science fiction."
S.E. AAAA Meet
Told of Adv.'s Role
in Advertising

Advertising's role in lifting the nation's economy and the standard of living was discussed at a recent meeting of the Southeastern Chapter, American Assn. of Advertising Agencies, meeting at Atlantic City's Capital Club.

Speaking at the one-day meeting was C. Stuart Broeman, president, American Bakers' Co. Some 200 persons attended.

Mr. Broeman said he was confident of advertising's power in (1) helping to expose and correct the present weaknesses of our system; (2) bringing about constant growth and success; and (3) bringing the spiritual as well as the material blessings of democracy to more people.

One speaker at the Dec. 12 session (8 to 10 Dec. 8) included Earl Ludgin, president, Earle Ludgin & Co. and AAAA director-at-large and member of the association's president committee; William W. Neal, of Liller, Neal & Battle, Atlanta, and chairman of the Southeast Chapter board of governors; Leyton Carter Jr., director of TV research for the Gallup & Robinson Agency, Princeton, N. J.; William B. Ryan, president, BAB, and George C. Bigger, president, Atlanta Newspapers Inc.

Mr. Ludgin commented that, to advertising men, "change is our boon and our bane—our opportunity when it moves toward us, our challenge when it moves away."

He said that "especially it is our job to anticipate changes as well as we can, to encounter them if they come against our client's interest or to profit by them if they are going our way." And, he added, "Always expect the unexpected because change is constant."

Mich. State Meet
Set for March 6 at Lansing

Broadcast media's role in the community and its place in safeguarding American freedoms was highlighted at the annual Michigan State Radio & Television Conference March 6 at Michigan State College, East Lansing.

Participating in the conference are to be representatives of Michigan communities, educational institutions and educational and commercial broadcasting groups.

SW Agency Meet Set
SOUTHWEST Assn. of Advertising Agencies will hold its annual convention at Fort Worth's Texas Hotel Feb. 12-14, according to Rowland Broiles, Rowland Broiles advertising agency, that city, general chairman for the convention.

The agency as radio director and becoming a vice president one and one-half years ago. He worked previously as sales manager of United Broadcasting Co. for three years. At the agency, he works with several accounts which he has served for many years. Among these are 7-Up Bottling Co., Sears, Roebuck's 26 local retail stores, Jose Escalanete (Corona cigars) and Ringers Pride gas stations. For Corona, he devised the "baffle cut" trademark after talking with a superintendent in the factory who explained that the zig-zag arrangement of the leaves was what caused a mild smoke. To complete the video picture for Corona, he starred himself as the ace of cigar-smoking contentment in the commercials.

Mr. Zeller and his family live on the city's far south side. He is married to the former Erma Kile of Decatur, Ill., and they have four sons, Frankie, 9; Charlie, 6; Norman, 5, and Pat, 2. The family loves boating, and has a speedboat and a "knockabout sloop," the latter a replica of the boat which Mr. Zeller sailed in his childhood off Long Island. It was handicrafted by local missionaries who specialized in boatbuilding, tennis and boxing on a nearby Indian reservation.

Outside Activities
He is a World War I Navy veteran, spent seven years of active work with veterans groups, and holds memberships in the American Federation of Radio and Television Artists, the Isaac Walton League and the Calumet Boat and Gun Club. He also contributes articles to various publications.

On All Accounts
(Continued from page 20)

Recommended for Kids
LISTS of programs recommended for children have been distributed to parents in Seattle by the All-City Radio Television Committee. Local radio stations and the single video station, KING-TV, bore costs of the lists although they have no control over selections. Some 40,000 copies of the two lists were distributed. Of the 19 regularly scheduled video offerings and the 22 radio shows recommended, about half are locally produced.

Continued from page 20

On All Accounts
(Continued from page 20)

On All Accounts
(Continued from page 20)
HILL FUNDS PANEL

MEMBERS of the special House Campaign Expenditures Committee are studying methods of protecting federal candidates from libel uttered on radio-TV but may eschew specific recommendations designed to relieve broadcasters themselves.

This was the view of one committee authority last week following a meeting of subcommittee members under the chairmanship of Rep. Hale Boggs (D-La.). The group met to review suggestions incorporated in a staff report.

This member told Broadcasting & Telecasting that committee members had failed thus far to come up with any concrete proposals to revise present federal law governing responsibility for libelous utterances over the air. It was conceded that, while the present staff draft may be altered, the broadcasters' dilemma will fall squarely with the respective Interstate & Foreign Commerce Committees of the Senate and House.

The dilemma stems from Sec. 315 of the Federal Communications Act, which forbids stations to censor talks of qualified candidates for libel, and state statutes (as well as Sec. 315) which lay broadcasters open to court action.

Gist of the committee's recommendations on libel is that perhaps a national citizens' commission should be set up to review possible libelous content, on the air and in print, with a view toward protecting candidates themselves. Whether this idea would be advanced in the final report is not now known.

The committee spokesman conceded that the libel-censorship question should be explored by "experts" and pointed out that the issue is not properly within the domain of the special campaign funds committee.

FCC, NARTB Action

Both FCC and NARTB placed the broadcasters' political ordeal before committee members during week-long hearings on campaign expenditures earlier this month. FCC Chairman Paul A. Walker asked Congress to exempt broadcasters from libelous statements uttered by legislative candidates and their authorized spokesmen. NARTB pointed out that broadcasters are subject to license revocation proceedings by FCC on one hand, and to court action on the other (B&T, Dec. 8).

A second facet of the committee report—again on a tentative basis—is a recommendation that campaign expenditures be channeled through a centralized source, viz., the national committee of each respective party. Only in this way, it's felt at present, can Congress ascertain even approximately what new ceiling, if any, should be placed on campaign expenditures. Each national group is now limited by law to $3 million.

It was learned that, as presently contemplated, no proposal would be offered in the final report which would, in itself, limit the "high costs" of radio-TV campaigns in dollars and cents. Committee members were, apparently, impressed with the revelation that time changes represent only a small part of continuing expenses.

The committee is seeking data with a view to streamlining the Federal Corrupt Practices and Hatch Act regarding overall political activities. Its objective is remedial legislation designed to revise ceilings upwards in view of radio-TV costs. The report will be filed sometime before Jan. 3 when the 83d Congress convenes.

A similar target date—and approach—has been set by the Senate Privileges & Elections subcommittee. Its staff currently is compiling voluminous data from broadcasters (stations and networks) and political groups.

Expenditures Report

Its report is expected to show a "total listing" on what each party spent for advertising during the 1951 Presidential campaign on radio-TV and printed media. This will be the rub of any recommendations offered to the 83d Congress by the subcommittee.

Privileges and Elections, unlike the special House unit set up by resolution, is a standing arm of the powerful Senate Rules Committee. But both reports are expected to serve as useful guides for action by the 83d Congress.

Returns from broadcasters were described as "excellent" by Allen Goodman, subcommittee counsel. He said they would provide a useful "check" source for members of Congress who desire to offer remedial legislation. Questionnaires request data from stations on money received for political programs or spots, identity of candidates, affiliation status of station and other factors.

Actually, while it's generally conceded that the Republican national organization spent somewhat more on broadcast media than their Democratic brethren, this factor is expected to have little or no bearing politically. It's recognized, that under FCC's equal time availability clause, one party may have more money to spend than the other in any given campaign and thus take advantage of time opportunities.

Congress is especially interested in the ratio of total radio-TV expenditures to the limitations on overall political funds. For that reason, most members of these two committees are presumed to look with disfavor upon suggestions that the government subsidize blocks of time for each party or that broadcasters be required to offer equal time to qualified candidates for all major parties (CLOSED CIRCUIT, Dec. 8).

Committee members already have rejected the equal time proposal and followed with respect to newspapers' news columns during a political campaign. Involved aside from the free speech issue is the so-called splinter parties which would (and do) demand equal opportunities on radio-TV.

LUPTON AGENCY
Sadler, Walsh Get Stock

TWO vice presidents of the John Mather Lupton Co., New York—Fred Sadler and Charles W. Walsh—have become stockholders of the firm. Mr. Sadler, copy chief, has been with the firm since 1944. He has been a director for several years. Mr. Walsh also becomes a director.

John Mather Lupton, founder of the advertising agency, and until now the sole stockholder, said that "much of the credit for building the agency to its present integrated status is due to Ralph Sadler and Charles Walsh."

Buick Buys

BUICK Motors Div. of General Motors Corp. Downtown, to sponsor "Cafe Istanbul!" starring Marlene Dietrich, for one time only, Jan. 4, 5, Sun., 8:30-9 p.m. on ABC radio. Agency is Kudner Inc., N. Y.

WINNERS of the top four prizes, totaling $43,000, in the fourth annual Pillsbury Bake-Off appeared on Art Linkletter's House Party program last Tuesday over CBS Radio and CBS-TV. Pillsbury sponsors a portion of the program on both radio and TV.
It's late... way past 12. The house is so quiet. At that, we have things finished pretty early this year.

Best tree we've ever had. The presents look good. Grace makes pretty packages. Wish we could afford a bike for Tommy. Maybe next year. I guess a father always wants to give his kids more than he can.

A lot of things look different when you have a child. Like what the school board does. What happens in Washington. And the UN.

Will he grow up in a world at peace — or at war? Will he be really free — or like the children in countries where the government runs everything? What is it they say? "Liberty is every American's birthright."

A man wants to give his son the best of everything. A chance to feel free and independent. To make up his own mind and work out his own life. No "isms" to worry him. And peace — certainly peace.

A good world to live in, that's it. And part of that is up to me and all of us. Most of all — people who have children. That brings it pretty close to the Christmas message... a Child makes all the difference.

*Names on request from this magazine*
TRULY THE
MOST MAGNIFICENT SERIES
OF TELEVISION DRAMAS EVER PRODUCED!

ADOLPHE MENJOU
YOUR STAR AND HOST IN

“FAVORITE STORY”

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification.
PRODUCED WITH A Master’s Flair!

BEYOND BELIEF!

Brilliant Stories!

NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING Sales and Profits!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
Cloud-Land Revisited

PROBABLY a new density in woolly thinking was reached by the FCC in granting a non-commercial, educational TV station to a state department of education that not only lacks the funds to build one but is incapable of estimating how much it would ask for if a source of money appeared.

Despite its admission that it had no money for the project and its inability to estimate how much it would need, the State of New Jersey was granted uhf Ch. *19 at New Brunswick. Quite obviously the FCC majority believes that faith, hope and charity will work overtime for anyone who yearns to put an educational TV station on the air.

Only Comrs. Webster and Sterling dissented, Mr. Sterling with the statement that "it is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station."

To this we would add that it is not only illegal but cruelly dishonest. A total of only two stations will be allowed to New Brunswick, an industrial city in a county of 266,000 population. In reserving one of the two for education, the FCC deprived the citizens of New Brunswick of half the local TV service they were entitled to at least until a then unknown educational organization came from somewhere to occupy the channel. In granting the facility to an applicant that hasn't the faintest notion where and when it can get the money to build, let alone operate, the Commission has prolonged the period in which the public will be denied the service it is due.

Comrs. Webster and Sterling deserve special commendation for seeing realistic disent. Working as they must in the befuddling atmosphere of the FCC's educational cloud-land, even these straight-thinking Commissioners must find it terribly difficult to keep in touch with reality.

Necklines and Nooses

THE MAIN conclusion of last week's report of the House subcommittee on radio and television—that self-regulation by broadcasters is preferable to regulation by the government—is, of course, sound. At least two subsidiary conclusions, however, are not only unsound but also dangerous.

Of the two, the more dangerous in the long run is the subcommittee's assertion that the government is powerless to impose controls on radio and television programming. Presumably, the subcommittee means that it believes Congress can prescribe the designs of necklines worn by television actresses, the length and type of crime programs, and the amount and nature of commercial announcements. Those were the principal areas which the subcommittee investigated.

In 1863-64, the Confederate Congress carried into the dark realm of federal thought-control to suggest that the Congress has the power to establish standards of that kind. Beyond restricting the broadcast of profanity or obscenity and of advertising claims proved prejudicial to public health (which federal laws already cover amply), the federal government has no right whatever to legislate what kind of programs the public is or is not permitted to watch.

The second objectionable conclusion, though perhaps not as dangerous in the long run as the first, contains the prospect of immediate trouble for broadcasters.

The subcommittee charged that "poor taste has been used in the advertising of certain licensed and regulated products," and said the subcommittee "is greatly concerned about the influence of this advertising on the youth of the nation."

This was an obvious, though not identified, reference to beer and wine commercials. At another point in the report, the subcommittee said that "by far the majority" of the 1,200 letters, petitions and other communications the subcommittee received from the general public requested the elimination of beer and wine advertising from the air.

The signs of a renewed drive by dry interests against radio and TV advertising of beer and wine are evident here and, we must unhappily report elsewhere. There is every indication that the next Congress will be put under severe pressure to ban such advertising. A bill to accomplish that almost was reported out of the Senate Interstate and Foreign Commerce Committee at the most recent session. It was killed by a single vote.

Broadcasters will be well advised to keep in mind that although the party control of the new Congress will change, the danger of anti-broadcasting legislation will not necessarily be diminished.

The attack against beer and wine advertising on radio and television, evidence shows, is only the opening of a larger campaign aimed at outlawing all liquor advertising. The defense against the first attack and the ensuing campaign should not be conducted by broadcasters alone, though of course they will be the shock troops. When media are involved, and all distillers, brewers and vintners.

We hope a concerted defense is made. The time to organize it is now.

Noel, Noel

THIS IS the season when lights burning late in office buildings cannot be counted on to signal the presence of the ambitious, the undomesticated or the seekers of overtime. From Madison Avenue to the Sunset Strip, after business hours, of course, the Annual Office Christmas Party is raging.

The compulsion to hold this yearly ritual is as irresistible (and sometimes almost as suicidal) as that which periodically drives the lemmings to the sea. The chief difference between these rites is that, unlike the lemmings, most office celebrants survive their voluntary immersion, though not always without resuscitational discomfort.

More than drudgery for the janitor is left in the wake of these affairs. Miss Jones may find it difficult to regain her identity as the efficient and impervious secretary after she has been seen wearing the bos'f fedora while demonstrating a grand jeté from her desk. The boss may have to pretend bankruptcy to avoid going through with the salary adjustments he has been reminded that he promised. The auditor may anxiously inspect his face in every mirror to make sure the smile he feigned at the party has not left scars.

In our time we have lived through many Annual Office Christmas Parties (testimony to the indestructibility of the human form) and are even now about to attend another (proof that optimism triumphs over all). Before we switch our thoughts and our future perhaps malaise we take this moment to wish you, faithful reader . . .

Happy Holiday Season

CARTER MARCELLUS PARHAM

CARTER MARCELLUS PARHAM, president of WDEP Chattanooga, is a quiet, sandy-haired man with deep roots in the South and an eager devotion to public service broadcasting.

Mr. Parham realized a life-long ambition "to get a station and run it myself!" when on Dec. 26, 1950, he became WDEP president. He succeeded Joe Engel, who wanted to devote full time to being the "Barnum of Minor League Baseball" as president of the Chattanooga Lookouts.

WDEP, founded in January 1940, already had what Mr. Parham believes essential to successful operation—personality. Mr. Parham has added another quality—growing prestige in public service programming.

"Plan your programming more and more for your community, take a lead in every worthwhile community effort, if you want better station relations in that community!"—that's Mr. Parham's Golden Rule of broadcasting.

Willing to be measured by his own Golden Rule, Mr. Parham pays more than lip service to his community-service program.

"I want more and more public service program-ning, not because it will pay off in more business for WDEP, but because I have a deep feeling of responsibility of what we owe to this community.

Mr. Parham's consciousness of civic responsibility wells from family roots steeped in the history of Chattanooga and the humble pride of the South.

His father, John H. Parham, lived as a boy in Chattanooga before the War Between the States. The Parhams had a home inside the city and when the Confederates retreated to Missionary Ridge during the campaign for Chattanooga, their house was in the line of fire. John Parham made friends with the Union drummer boys and they let him beat their drums.

During the height of the siege, in the bitter winter of 1863-64, many families received permission from the Federal commander to go through the lines to the South. The Parhams and others settled in Georgia for the remainder of the war.

The Parham family's name appeared on the pages of Chattanooga journals long before Civil War days. And since early days, Mr. Parham's mother's people (they were Carters) lived a short distance from The Hermitage, Andrew Jackson's home near Nashville.

"So, you see," Mr. Parham says, "I have (Continued on page 89)
A Good Old-Fashioned Medium
wishes you a Good Old-Fashioned Merry Christmas
1952

WESTINGHOUSE RADIO STATIONS INC

KDKA PITTSBURGH WBZ BOSTON WBZA SPRINGFIELD
KYW PHILADELPHIA WOWO FORT WAYNE KEX PORTLAND
WBZ-TV BOSTON (… of course, we have TV too!)
RALPH DAVIDSON, account executive, KSL-TV Salt Lake City, to KGMB-TV Honolulu, as local sales manager. ARTHUR M. SEDGWICK, formerly vice president-general manager, KAHU Waipahu, Oahu, to KGMB as radio local sales manager.

HUGH KERWIN, sales department, Lamp Div., General Electric Co., St. Louis, to sales staff, KKXQ same city.

WALLY McGOUGH, sales manager, WTVN (TV) Columbus, Ohio, appointed general manager there.

GARNETT WILLIAMS, sales manager, WROY Carmi, Ill., to sales staff, WLPO La Salle, Ill.

CARLSON SPEAR to sales staff, WAVZ New Haven, Conn.

HARRY HEARST, WJOI Florence, Ala. commercial manager, to WBIG Greensboro, N. C.

HOWARD L. GEORGE, WEIR Steubenville, Ohio, to sales staff, WAGA Atlanta.

ALBERT H. HAACK Jr. returns to WGBA Columbus, Ga., as commercial manager and assistant manager after 17-month military leave of absence.

JACK CHALTAS to sales and announcing staff, KJKK Junction City, Kan.

J. A. NOEL to Canadian Assn. of Broadcasters, Ottawa, as secretary-treasurer succeeding ARTHUR EVANS, who recently resigned.


JAMES S. TYLER, director of advertising for MBS, N. Y., father of girl, Dec. 12.

FORMER KGHL President Campbell (l), new Vice President Ash (c) and new President Schott read FCC grant of license assignment to the Schott Co. in Broadcasting • Telecasting.

AAA EXAMS

Set for 30 Cities

THE 1953 AAAA examinations for advertising will be given in a record number of 30 cities on Feb. 14 and Feb. 21, according to Sydney H. Gilellear of Marschall & Pratt Co., chairman of the AAAA committee on agency personnel.

The aptitude-temperament section of the examinations will be held Feb. 14 and the section covering knowledge of various kinds of advertising work Feb. 21.

Examinations will be given in Boston, New York, Philadelphia, Atlanta, Baltimore, Charlotte, Columbus, Greensville, New Orleans, Chicago, Cleveland, Dayton, Denver, Detroit, Indianapolis, Minneapolis, Pittsburgh, St. Louis, Dallas, El Paso, Fort Worth, Houston, Oklahoma City, San Antonio, Tulsa, Los Angeles, Portland, Salt Lake City, San Francisco and Spokane.

JOSEPH LIGHT

WCAV Owner Dies

JOSEPH LIGHT, 60, owner of WCAV Norfolk and prominent building contractor, died Tuesday of a heart attack in Washington, D. C., where he made his home. Funeral services were held Thursday.

Born in Russia, Mr. Light came to this country at an early age. He lived in Washington 30 years. Survivors include his wife and three daughters.

Museum Seeks Curator

MILWAUKEE Public Museum is looking for a person to fill the newly created job of curator in charge of radio and television on a permanent civil service basis at a beginning salary of $5,098 annually, according to Herbert W. Cornell, secretary of the City Service Commission of Milwaukee. Full information may be obtained by writing him at Milwaukee City Hall. Applications must be submitted before Feb. 2, 1953.

Page 54 • December 22, 1952

It's Happening in NEW HAVEN

ON WNH

Pies, anyone? Pastries? Tell 'em about it over WNH Radio. Marzullo's Pastry Shop is in its eighth year of continuous selling to WNH listeners.

WHNC

NBC Radio

NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency
Spotlighting another engineering triumph by Continental

The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

* NOW AVAILABLE FOR IMMEDIATE DELIVERY

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137
GATES, QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment Needs

These Offices to Serve You

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8536
WASHINGTON, D.C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

Mr. Shwartz

ORN HUNTINGTON named promotion director, WTVN (TV) Columbus, Ohio. Other appointments in program department there are: ARTHUR J. JACOBS, director of public service and education; NORTON LOCKE, chief of operations; WILLIAM H. MACKENZIE, production chief; HULDA COTTON, traffic manager, and DOROTHY SILVER, film editor.

ANDY DOYLE, traffic director for Democratic State Committee of Rhode Island, to WWLP (TV) Springfield, Mass., as program manager.

BARBARA MUNSON, WLHN, Laconia, N. H., to WICC-TV Bridgeport, Conn., as copywriter.

GEORGE REEVES, who portrays title role in "Superman" TV series, as signed role in Warner Bros. feature film release, "The Big Gardenia." ELENA VERDUGO, star of CBS-TV "Meet Milly," takes over title role in CBS Radio version. She succeeds AUDREY TOTTEN, signed.

IRMA SCHICKEDANZ to promotion and advertising department, KWK St. Louis.

BERTIE LA PLANTE, market research director for Worcester (Mass.) Telegram-Gazette to WTAR Rochester as director of sales promotion and research.

EUGENE R. MYERS, merchandising manager, WTNH and WNAB (TV) Cleveland, appointed to similar position with Edward Lamb Enterprises (WTOC Toledo, WTVN-TV Columbus, WIRE and WJIC-TV Erie, WMAC-TV Massillon and WHOO Orlando), with headquarters in Toledo.

JUANITA WILCOX, promotion-publicity manager, WLWC (TV) Columbus, Ohio, resigns effective Dec. 20.

AL GOODMAN, art director, ABC-TV Los Angeles, elected to executive interior decoration advisory board of Woodbury College, L. A.

PETE WATKINS to announcing staff, WBIA Columbus, Ga. DICK WEISS, announcer-violinist at station, moves to WPDQ Flint, Mich., in same capacity.

LEWIS J. SHWARTZ, radio-televisor director for Democratic State Committee of Ohio, to WJZ (TV) Cleveland, as public service manager.

ORN HUNTINGTON named promotion director, WTVN (TV) Columbus, Ohio. Other appointments in program department there are: ARTHUR J. JACOBS, director of public service and education; NORTON LOCKE, chief of operations; WILLIAM H. MACKENZIE, production chief; HULDA COTTON, traffic manager, and DOROTHY SILVER, film editor.

ANDY DOYLE, announcer, KJCK Junction City, Kan., to WAND Canton, Ohio, as disc jockey, as vacancy is replaced by GEORGE CURRAN.

GEORGE REEVES, who portrays title role in "Superman" TV series, as signed role in Warner Bros. feature film release, "The Big Gardenia." ELENA VERDUGO, star of CBS-TV "Meet Milly," takes over title role in CBS Radio version. She succeeds AUDREY TOTTEN, signed.
Fables of the leopard and the hippo—4

**HOLIDAY FARE**

**THE LEOPARD:**
"Let's skip the fable this time, if you will..."

**THE HIPPO:**
"Agreed. And so the moral, too."

Which leaves this space for

**Warmest Greetings of this holiday season!**

To the many advertisers and agency executives who read this—and especially to all those whom we have had the opportunity to serve during 1952—our wish for a joyous holiday season and for continued progress during 1953.

—from the Television Division of Edward Petry & Co., Inc., and from these thirteen select stations.

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<tr>
<th>Station</th>
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<td>WSB-TV</td>
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<td>KGO-TV</td>
<td>San Francisco</td>
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<td>KOTV</td>
<td>Tulsa</td>
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**REPRESENTED BY**

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
By EARL B. ABRAMS

WHETHER the Congressional investigation of radio-TV programs will be resumed by the GOP-domi-
nated 83d Congress is up to the new leadership of the House Interstate & Foreign Commerce
Committee.

In its unanimous report, issued last week by Chairman Oren Harris (D-Ark.), the subcommittee re-
commended continuance of the probe.

The report was submitted to the full House Com-
merce Committee. It is due to be considered Dec.
30.

Not enough time to investigate the number of aspects of radio and TV programming was given as the reason for the recommendation that the study be continued.

In a news conference when the report was issued, Rep. Harris identified two of these angles. They were: (1) Programming in other parts of the country—particularly the West Coast, New Orleans, Chi-
cago and St. Louis, and (2) fine programs and the relationship of the motion picture industry with TV.

Hearings on the six-month long investigation [B&T, June 2, et sec.] were all held in Washington, ex-
ccept for two days in New York.

Authorization for Probe

The authorization for the probe expires Jan. 3, when the 83d Congress convenes. Resumption of the investigation could be voted by the House, or directed by the House Commerce Committee.

The House Commerce Committee is due to be headed by Rep. Charles W. Wolverton (R-N.J.). Mr. Wol-
verton said last week that he had not read the report and was not in any position to comment on the recommendation that the radio-TV program probe be continued.

Most significant part of the report's conclusions was a clearcut opposition to any legislation smack-
ing of censorship and a sympa-
thetic inclination to permit the NARF Code time to prove its worth.

"The subcommittee feels," the report stated, "that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible.

"It appears to the subcommittee that self-regulation is making substantial progress in this field and, so long as the public interest is served, is preferable to govern-
ment-imposed regulation."

But, the subcommittee also made clear that it believed that the Congress has the power to legislate in the field of program regulation.

Missouri Case Cited

Referring to the Supreme Court decision in "The Miracle" motion picture censorship case (Buratsyn v.
Wilson), the subcommittee quoted the court's opinion regarding the relevance of the "capacity for evil," which might make permissible "community control."

"The subcommittee feels that the thought expressed by the Court may well have application to the possible institution of limited govern-
mental controls over broad-
casting, and television broadcasting in particular," the report stated.

However, the report continued, "the potential evils inherent in such controls might be even greater than the evils that such controls might be designed to remedy."

Report also contained a warning to individual broadcasters that they, as licensees, bear ultimate responsibility as to programs that go out over the air from their sta-
tions. The subcommittee warned that licensees could not delegate any such responsibility to networks or to an industry Code Authority.

The subcommittee feels strongly that there cannot and should not be any delegation on the part of individual licensees of their re-
 sponsibilities under the law either to a collective industry organiza-
tion or to a radio or television net-
work."

Referring to FCC Chairman Paul A. Walker's personal recommendation that the FCC should be given power to license networks, the sub-
committee suggested that further study and consideration be given this idea.

In the field of program content, the subcommittee found that there were certain aspects that needed "corrective action."

It declared that certain "per-
formances or discussions" accepta-
able in motion picture theatres, on the stage, in books, magazines and newspapers "might be considered offensive when presented on tele-
vision, and particularly so when presented during periods when chil-
dren customarily watch television programs." It recommended that the industry give greater recogni-
tion to this problem "with a view to establishing additional corrective ac-
tion."

Crime programs bore the heaviest onus in the subcommittee report. While recognizing differences of opinion, the subcommittee expressed the belief "from the record and by personal observation, that there is entirely too much emphasis upon crime programs." It recognized that the industry itself was cog-
nizant of the problem and noted that one such program had been dis-
continued.

"The fact that radio and tele-
vision crime programs attempt to show in their conclusions that crime does not pay, and that the criminal and is always brought to justice, does not in the least affect the subcom-
mitee's feelings that crime shows "make an even greater effort in this di-
rection in the interest of effective self-regulation."

Reports of witnesses that spon-
sors are showing greater interest in cultural and educational TV pro-
grams was hailed.

"It is obvious . . . that cultural

(Continued on page 97)
COMMERCIAL uhf TV started moving last week when RCA Victor on Friday shipped the first four uhf transmitters to come off the Camden production line to WFPG-TV Atlantic City, WSBT-TV South Bend, Ind.; WBSB-TV Wilkes Barre, Pa., and WSSA-TV York, Pa.

Announcement of the production line shipments was made by W. W. Watts, vice president of RCA Victor Engineering Products Dept. Mr. Watts said production has been stepped up so that the monthly schedule will be about double that originally contemplated. He declined to estimate how many transmitters would be produced monthly.

All the transmitters were 1 kw jobs.

KPTV (TV), Portland, Ore., was the first commercial uhf station to begin operating, but it is using the experimental uhf equipment employed by the General Electric Co., Fort Wayne, Ind.

Scheduled to begin the first commercial operation with factory-produced uhf transmitters is WFPG-TV Atlantic City. Equipment was scheduled to arrive early Friday. Atlantic City is 60 miles from Camden and a New Jersey police escort had been arranged and by Saturday the station was due to begin telecasting. WFPG received its TV grant Oct. 30.

Immediate Start at WFPG

According to Fred Weber, president of WFPG-TV, the Ch. 46 station was to start immediately with full 19.7 kw radiated power from its 458-foot high antenna on White Horse Pike. The 24-gain antenna, which was completed Dec. 9, has been tilted 45-degree mechanically and 15-degree electronically. It is in order to cut down radiation over the Atlantic Ocean and increase radiation inland.

The station expected to begin with 12 hours of programming. It has signed with all four networks for service via AT&T microwave relay from Philadelphia via three-link system which uses two state forestry towers at its terminating point the Ritz Carlton Hotel in Atlantic City. From there it is fed to the WFPG-TV transmitter. Class A clock rate at 1.5 kw.

WFPG-TV is one of the Friendly Group of stations, which comprises WSTV Steubenville, WPIT Pittsburgh, WDBM Boston and WFPG.

Same group is associated with Richmond, Va., businessmen in the Dixie Television Corp., applicant for a Ch. 21 VHF station in Huntsville, Ala., applicant for VHF Ch. 13, although Mr. Weber is not a stockholder in the latter. He is a vice president and director, however.

Mr. Weber, a former MBS executive, was president and a major stockholder in WDSU New Orleans when it put its TV station on the air pre-freeze. Stations were later sold to the Stern family.

WSSA-TV York, Pa., hopes to get its transmitter Friday night and planned to put a test pattern out by Dec. 22, going full commercial operation New Years Eve or New Years Day. The uhf Ch. 43 station intends to put out 20 kw from its 560-ft. antenna (its CP calls for 170 kw), and has established a Class A hour rate of $200. It will be affiliated with ABC and DuMont, according to Louis J. Apple, owner of the station.

WSBT-TV South Bend, Ind., owned by the South Bend Tribune was hoping to receive its transmitter last week. It planned to put a 20 kw uhf Ch. 34 test pattern out by Christmas, if not before, from its 640-ft. antenna. A couple of hours commercial network programming was planned thereafter until connection was made into the Atlantic and Pacific microwave link at which time full commercial operation would commence according to General Manager Robert M. Baltimore, affiliated with CBS and NBC. Its CP calls for 170 kw effective radiated power. Rate card sets a $200 Class A hour rate.

Although WBSB-TV Wilkes-Barre was expected to get its transmitter for Ch. 28 last weekend or early this week, it did not plan to begin operating commercially until Jan. 1. It planned to put 20 kw radiated power from its 1,223-ft. high antenna at the start, with 200 kw planned in mid-1955, and to reach full authorized power at 1,000 kw by May 1956, according to David M. Baltimore, general manager of the NBC affiliate.

Last week, WFPG-TV asked FCC for a Ch. 26 license, but was turned down on a hill east of Wilkes-Barre, to pick up NBC's WNBTV (TV) New York signals as well as those from Philco-owned WPTZ (TV) Philadelphia. New York is 105 airline miles from Wilkes-Barre; Phila., 97. New A Class hour rate is set at $250.

10 NEW UHFs, 3 VHFs

EXTENDING processing on both the city priority Group A and Group B application lines by a number of cities, FCC last week issued construction permits for 10 uhf and 3 vhf stations to bring the post-thaw total of new station grants to 157. Overall U. S. station total now is 265.

Three existing vhf markets received new uhf station grants. These are Baltimore, Buffalo and Birmingham.

At Baltimore, WITH received uhf Ch. 60. In Buffalo, Chautauqua Broadcasting Corp. was given uhf Ch. 17 and at Birmingham, WSGN received uhf Ch. 42.

Processing of Group A applications reached to city No. 150, Danville, Va., where WBTM was given uhf Ch. 24. Group B action extended to city No. 181, Buffalo.

As of last Thursday, there were 2 uhf and 9 vhf post-thaw new station grants on the air, which with the 108 pre-freeze vhf operating stations gives a total of 119 noncommercial educational stations authorized since lifting of the freeze last April have begun operation at this date.

Here are last week's new permittees:

Baton Rouge, La. (City priority Group A-2, No. 19)—Capital Television and Broadcasting Co., granted uhf Ch. 40, effective radiated power of 200 kw visual and 150 kw audio, antenna 400 ft. Authorized earlier: WAFB-TV, uhf Ch. 28.

Koos, Ill. (Group A-5, No. 24)—Hop Brook Broadcasting Co. (WWXL), granted uhf Ch. 19, ERP 95 kw visual and 54 kw audio, antenna 280 ft. Authorized earlier: WEEK-TV, uhf Ch. 43.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichitex and Televisin Co. (KFOX), granted vhf Ch. 25, ERP 64 kw visual and 3.2 kw audio, antenna 440 ft. Authorized earlier: White Television Co., uhf Ch. 22.

San Angelo, Tex. (Group A-2, No. 77)—KCGK Inc. (KCGK), granted vhf Ch. 3, ERP 64 kw visual and 3.2 kw audio, antenna 440 ft. Authorized earlier: KTXL-TV, uhf Ch. 9.

Tucson, Ariz. (Group A-5, No. 51)—Catalina Broadcasting Co. (KCNR), granted vhf Ch. 9, ERP 25 kw visual and 12.5 kw audio, antenna 60 ft. Authorized earlier: KOVA-TV, uhf Ch. 4; KOPO-TV, Ch. 13.

West Palm Beach, Fla. (Group A-2, No. 83)—Southwest TV Inc. (WSPT), granted vhf Ch. 21, ERP 22 kw visual and 11.5 kw audio, antenna 220 ft. Authorized earlier: WTVF (TV), uhf Ch. 23.

Byram, Miss. (Group A-2, No. 103)—Southland Telecasters, granted uhf Ch. 25, ERP 20 kw visual and 10 kw audio, antenna 320 ft.


Hazleton, Pa. (Group A-2, No. 159)—Hazleton Broadcasting Co. (WAZL), granted uhf Ch. 44, ERP 125 kw visual and 52 kw audio, antenna 660 ft.

Danville, Va. (Group A-2, No. 190)—P&M 8 and 10 Broadcasting Co. (WBTM), granted uhf Ch. 34, ERP 225 kw visual and 120 kw audio, antenna 650 ft. Authorized earlier: WAFM-TV, uhf Ch. 13; WBRG-TV, uhf Ch. 4.

Meadville, Pa. (Group B-2, No. 157)—Meadville News Co. (WSGN), granted uhf Ch. 42, ERP 1,000 kw visual and 500 kw audio, antenna 380 ft. Operating: WAFM-TV, uhf Ch. 13; WBRG-TV, uhf Ch. 4.

Meadville, Pa. (Group B-2, No. 162)—WITH-TV Inc. (WITH), granted uhf Ch. 60, ERP 105 kw visual and 59 kw audio, antenna 350 ft. Comm. Freda B. Hennock dinserted. Operating: WAMI-TV, uhf Ch. 13; WBAL-TV, uhf Ch. 11; WMAR-TV, uhf Ch. 2.

Buffalo, N. Y. (Group B-4, No. 181)—Chautauqua Broadcasting Corp. (WIBB), granted uhf Ch. 17, ERP 64 kw visual and 3.2 kw audio, antenna 500 ft. Operating: WBEN-TV, uhf Ch. 4. Authorized earlier: WTVF (TV), uhf Ch. 23.

Concurrent with the Buffalo grant, FCC advised another applicant there, Buffalo-Niagara Television Co., seeking uhf Ch. 29, that it wished additional information regarding financial qualifications. In the action granting WBTM (Continued on page 76)
With the steady increase in TV stations throughout the nation, new station managers must give much thought to that important segment of the program pattern—the local news program. Today, with its daily 3-hour telecast schedule, has functioned and still does as a laboratory for testing all available means of news communication. The results of some of our experimentation may prove useful to TV newsmen pioneering in their own communities.

When we took to the air last January, we had the advantage of a superlative news organization behind us. NBC, so to speak, gave us a part of its superlative newsreel (world's largest) plus its highly experienced news staff. Under such men as Bill McAndrew and Frank McCall, the intricate technical machine was put at our disposal. In building the highly successful Camel News Caravan, they had set the pace for the industry.

Our basic problem was clear. The Today unit—activated by Sylvester (Pat) L. Weaver, vice-president in charge of TV—had to devise news formats that would serve the early morning viewer, bring to him the essence of local, national and world events within the larger frame of entertainment, plus weather and time services. We began by isolating our film into a newsreel and presenting a succinct news package every 15 minutes. In so doing we had calculated that the average viewer would be with us for only 10 to 15 minutes.

Revised News Cast Schedule

Surveys soon revealed most viewers were with us for almost an hour. This meant we had to build far more substantial news packages presented twice an hour instead of every 15 minutes. Each package runs about seven minutes and does not duplicate the other in any way so far as visual material is concerned.

In addition to this, we built interpretive spots which are used in other portions of each hour. These might bring Earl Godwin on for a Washington run-down, a distinguished authority from outside our NBC staff, or perhaps a "newsmaker" story. I bring a representative summary of editorial opinion from the nation's press. (The airlines fly in the daily papers to us from Maine to California.)

Today, of course, seeks to cover many other areas of vital human activity: Books, arts, music and personalities. At the moment—under the supervision of our chief, Richard Pinkham—we are building a "briefing package" which will integrate not only the news but these other areas of interest into a 10- or 15-minute segment. We may or may not succeed the first time out, but if it can be done, we'll do it.

The one quality we have come to value most in our writers, editors and technicians is imagination. It may be useful to prepare a list of directives that can serve anyone coping with this very difficult problem of preparing lively TV news packages.

1.—Film. Here a creative news cameraman can do you the greatest good. NBC's Bill Berch in Chicago, for example, never is content merely to film the rushing waters of a flood. He will take sound gear in a rowboat and record the human stories of survivors against the background of the disaster itself. Brad Kress of our Washington staff will prowl along the corridor of Convention Hall in Chicago and see the human interest story in the lady who sells the hot-dog and come up with a grand feature. Joe Vadalla, in New York, will persuade a distinguished arrival on the Queen Mary to perform a Highland Fling. Your cameraman is as good as his creative imagination and your film story will be lively or static, depending on his talent for avoiding the ordinary, the conventional.

2.—People. In every community it is the citizen who makes the news. And, where camera facilities are limited, the newsmakers can be brought to the studio, where they can tell their own stories.

And here is where the radio commentator now in TV, must learn some new tricks. All of us who grew up in the sound medium lived in fear of dead air. In TV, there is always the picture and the interviewee groping for words should not be interrupted. Let him be himself. A halting, unpolished personal narrative has far greater power when the picture is there than any mere smooth question-and-answer routine. The cost of film being what it is, a live interview with the local man making the news may be the answer for variety in local TV news presentations. And why settle for just one interview? Get as many as you can. And don't let them run too long. Remember George M. Cohan's trenchant injunction about always leaving the audience wanting more.

3.—Mobile units. As more and more TV stations acquire mobile units, these will become a major weapon in the arsenal of the local TV news organization. Planning is the key to the use of the mobile unit. Pointing a camera at a spectacle is just not enough. There must be the closest possible liaison between director and news reporter. They must plan their routine of pictures into a logical pattern. It is, for example, very interesting to see a steel mill in action, but don't forget the men who make the steel. Bring the human quotient into the picture story. It's the source of the story's coming to life.

Informality Factor

Now, a word about the commentator and his role. If he has the technical resources of a John Cameron Swasey, sure, let him sit behind a desk. But, if—as in most local situations—he does not have a staff of hundreds at his direction, then he must seek to instill motion into his performance. My advice is: Don't be afraid to move around, but make sure there is motivation for your movements other than just the need for movement. Perhaps you will want to walk to a map or some visual aid or rise to welcome a guest. Remember, too, that unless you have great film or mobile unit resources you're going to look mighty static sitting.
WGAL-TV TO SWITCH

A "no radio" strike by the American Federation of Television and Radio Artists and major network stations in New York and Los Angeles, which extends through Feb. 13, threatened to halt TV production before the FCC could make final decision on channel change.

The FCC was asked to reconsider the channel change and to grant the cable operators a temporary stay of the ruling.

The BBOT decided that the channel change is not necessary and that the operators have not had enough time to prepare for the change.

The operators have already filed a petition for a temporary stay of the ruling, but the BBOT has not yet ruled on it.

The BBOT's decision will likely be appealed to the federal court of appeals.

OUTLOOK FOR quick settlement of Screen Actors Guild strike against producers of TV filmed commercials darkened last week when American Federation of Television Artists and network station spokesmen in New York were drafting final details on agreements covering radio and television production.

An AFTRA spokesman in New York said union and network negotiators have agreed upon major features of the contract [B&T, Dec. 18]. But the contract still must go through several minor points and phraseology of the pact. He noted that basic agreement has been reached over salaries for region program-originating cities.

He added that "no trouble" was expected to develop in Chicago or San Francisco.

This bright picture did not extend to the SAG-producers strike which entered its fourth week today. Both union and producer spokesmen in New York declared they had adopted a "stand pat" attitude with no immediate progress in sight for resumption of negotiations.

Both parties agreed that reports 10 days ago, indicating that talks might be resumed, were "prema
ture." At that time it appeared that a member of the Film Producers Assn. of New York, conference unofficially with SAG officials in Hollywood and speculation arose that a common ground for renewing negotiations had been found.

But Mrs. Florence Marston, eastern representative for SAG, and John Wheeler, attorney for FPA, both denied last week that understanding to re-negotiate had been reached. Mrs. Marston indicated that new talks would accomplish nothing unless the producers were amenable to relaxing their stand on the reissue principle, while Mr. Wheeler declared that the SAG was still willing to re-open discussion along the lines of their last offer [B&T, Dec. 11].

Principal differences center around a SAG demand for re-pay ment of rights for network use of any original film material in the period when the TV commercial is used more than once on a network program. The last producer propos al was for re-payment of rental fees for any use of the commercial for 13 weeks.

Distortion Charged

The prolonged strike has precipitated charges and countercharges from both factions, each accusing the other of "distorting facts."

The latest incident was a statement last week by Peter Mooney, president of the Film Producers Assn. of New York, in which he accused the union of falsely claiming that some major producers had signed contracts meeting their demands.

Mr. Mooney apparently was referring to agreements with five producers that were announced by SAG the preceding week [B&T, Dec. 16]. He said that the one case in which the union cited specifically—that of Republic and Productions, Hollywood,.ws a "dud."

"The sponsor and agency involved were not party to even an interim agreement and since have cancelled the commercials supposedly being made," Mr. Mooney asserted. (Mr. Mooney was referring to a commercial reportedly being produced by Republic through the Knox Reese agency.)

Mr. Mooney claimed he has had telegrams from the heads of top agencies and accounts assuring him they would not make any deals or agree to the guild's demands.

"We still stand ready to negotiate or mediate with SAG," Mr. Mooney said. "But if we will not capitulate to a situation that would put us all in trouble."

Mrs. Marston told BROADCASTING that it was her understanding that SAG had signed interim agreements with some five producers. She added she had not learned from the Coast whether the Reed organization had cancelled its commercials.

A producer spokesman who asked that his identity be withheld reported to BROADCASTING that "disturbing pressure" is being applied against the producers by several affected unions to take "drastic action to settle the strike. He pointed out that the dispute has placed many station managers and stage hands, among others, out of work.

He declined to spell out what he meant by "drastic action" but it has been reported that the producers are considering the use of actors not affiliated with SAG and of name personalities in the sports and business world. The spacious man stressed that the producers would take this step, "very reluctantly as a last resort."

December 22, 1952

SAG Settlement Hopes Dim

Court Denies 'Stay'
MIAMI CH. 7

Compe]ing FCC Bid Filed Tuesday

WITHIN a week after the application for Miami's Ch. 7 filed by Niles Trammell and WIOD-Miami Daily News (Cox) and WQAM-Miami Herald (Knight) interests [B•T, Dec. 18], a competing application for the same facility was filed by two local real estate men last week.

Application filed Tuesday

Tuesday, by regular Commission meeting day at which many observers believed the FCC might take some kind of action on the Trammell application.

Significance of the Trammell application was seen in the means taken to overcome the FCC's uncertainty regarding combinations of local AM broadcasters applying for TV [B•T, Dec. 8]. In two cases, the Commission informed such applicants that it thinks such combinations violate the duopoly regulation which forbids common ownership of more than one radio station in the same city.

The Trammell application "stood off" the Cox and Knight interests with 22.8% each, with the MBC chairman, who resigned two weeks ago, holding the balance of power with his 15% ownership. This application is in the name of Biswayne Taylor.

Principals of the new Miami application are Mel Foster and Harold Hoersch. Mr. Foster is president and 82% owner of Mel Foster Inc. of Iowa and Illinois, and has interests in various real estate firms. Mr. Hoersch is an attorney, also with extensive real estate holdings. Both are also owners of the Trammell 

APPLIED FOR

Jefferson Hotel, 235 South Jefferson St., at corner of Jefferson and Liberty Sts. General Manager George T. Ryan, W. E. Martin, treasurer. Engineering conditions. Estimated construction cost $337,750, local and outside operating cost estimated at $600,000 and $800,000.

Newspaper offices: 103 N.W. Fourth St., Davenport, Iowa (For application, see Appliance News, Dec. 15.) City priority status: Gr. A-2, No. 157.


Baton Rouge, La., — Capital Television & Broadcast Co. Granted Ch. 40, WXYZ, FCC, to transmit at Baton Rouge, La., 420 Eighth St. Engineering conditions. Estimated construction cost $177,500, first year operating cost $250,000, revenue $200,000.

LAKE CHARLES, La., — Southland Television Com., Granted Ch. 2, WALS, FCC, to transmit at Lake Charles, La., 811 West McAlister St. Engineering conditions. Estimated construction cost $175,000, first year operating cost $250,000, revenue $200,000.

WILMINGTON, N. C., — Capital Television & Broadcast Co. Granted Ch. 30, WCPE, FCC, to transmit at Wilmington, N. C. Engineering conditions. Estimated construction cost $175,000, first year operating cost $250,000, revenue $200,000.

NEWSTOWN STATION

Listed by States

BIRMINGHAM, Ala., — The Birmingham Advertising Co. (WADB) Granted Ch. 4, WADB, FCC, to transmit at Birmingham, Ala. Engineering conditions. Estimated construction cost $200,000, first year operating cost $146,300, total priority status: A-2, No. 96.

Nashville, Tenn., — Capital Television & Broadcast Co. (WVTR) Granted Ch. 19, WTVY, FCC, to transmit at Decatur, Ill. Engineering conditions. Estimated construction cost $165,000, first year operating cost $150,000, revenue $120,000.


WEST PALM BEACH, Fla., — WIRK-TV, FCC, Granted Ch. 19, WIRL, FCC, to transmit in West Palm Beach, Fla. Engineering conditions. Estimated construction cost $165,000, first year operating cost $150,000, total priority status: A-2, No. 91.

Fees

VHF UHF Total

Commercial 42 105 147

Total 44 113 157

Commercial television stations on the air

Includes XIE-2 Motomoren (Mexico). Brownsville.

MIAMI CH. 7

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Now on the air!

CBS-TV and DUMONT-TV Networks

Channel 4

EL PASO, TEXAS

Bringing television for the First time to the fabulous southwestern market!

Nationally Represented by

the O.L. Taylor Co.

NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO SEATTLE DALLAS LOS ANGELES
CASCADE TELEVISION Co., vhf Ch. 8 applicant at Portland, Ore., was granted permission by FCC Hearing Examiner Elizabeth C. Smith last week to amend its request so as to show withdrawal of three stockholders and assumption of their 25% holdings by others in the firm.

The ruling was made Friday morning following an hour's oral argument in Miss Smith's office by the parties to the Ch. 8 proceeding set to commence Jan. 26 in Washington. Cascade's competitors are Westinghouse Radio Stations Inc. (KEX), Portland Television Inc. and North Pacific Television Inc. Latter is controlled by KING-AM-FM-TV Seattle.

Miss Smith based her ruling upon the precedent contained in the Commission's memorandum opinion and order in the case of KOIN Portland, issued earlier in the week. FCC a fortnight ago, by a majority decision of Comrs. Rosel H. Hyde, Eugene H. Merrill, George E. Sterling and E. M. Webster, voted to approve KOIN's request to drop its Ch. 6 application so as to show withdrawal of three stockholders and the assumption of their 43.5% interest by other stockholders for a station employing [BT, Dec. 15].

The Commission majority's action overruled an earlier decision by Examiner Smith to deny the KOIN amendment on the grounds that sufficient good cause was not shown and of prejudice to the sole competitive Ch. 6 applicant, KGW Portland.

While observers of the TV comparative hearings were pondering the practical effect of the Commission majority's memorandum in the KOIN case last week, counsel for KGW said the station plans to petition the Commission to review the examiner's decision. It may take the issue to court if a way can be found, should FCC turn down the review plea. It was noted the courts usually require an applicant to take some action or deny an application in a competitive hearing before accepting an appeal.

Two Dissents

Both Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented from the majority opinion in the KOIN amendment action and declared their support of Examiner Smith's decision. Comr. Robert T. Bartley did not participate.

In their written dissent, Chairman Walker and Comr. Hennock held the ruling "will open up a veritable Pandora's box of difficulties in future hearings, and is therefore contrary to the orderly administration of the Commission's own processes as well as to the reliance which applicants should be able to place upon the concreteness of the Commission's view on the matter of preparing for hearing."

Comparative hearing before Examiner Smith on KOIN and KGW Ch. 6 applications has been postponed until March 16. The Portland Ch. 6 hearing is to begin Jan. 26.

Cascade Television's amendment, filed Dec. 5, shows withdrawal of Thomas W. Young, treasurer and 10% owner; Zina A. Wise, 20% stockholder; and C. Spencer Hinsdale, 10% owner. Mr. Young withdrew because of illness, Mr. Wise because of death in the family and Mr. Hinsdale because "condition beyond his control."

Thomas W. Dant, holding 5% interest in Cascade, becomes treasurer and acquires an additional 10%. Clayton R. Jones, vice president and 15% stockholder; George C. Sheahan, 5% owner, gains another 5%. Other stockholders continuing in the applicant include Vice President David McKay, 30% owner, who is president, and chairman of the board of KOIK Las Vegas, and H. G. Wells Jr., 5% owner, who holds 10% in KOI and KORK.

In the Beaumont-Port Arthur vhf Ch. 4 hearing, also before Examiner Smith, two petitioners who held their cases and cross-examinations were completed last week. The case was not placed upon the record, although a new round of sworn depositions was made by a witness unable to appear in Washington. Competing for Ch. 6 in the Gulf Coast cities are KFDM and KBIC-Beaumont Enterprise and Journal [BT, Nov. 31].

KFDM's exhibits showed it had total current assets of $171,475.07 and total current liabilities of $28,289.39. It also reported that it made a net profit after taxes of $14,342.24 for the first nine months of 1952. Company is planning to invest $346,438.47 in the building and $240,679.87 in the equipment of the proposed TV station. Estimated first year's operating cost would be $207,332 and revenue $399,600 (without network affiliation) for a gross profit of $203,268 per year, one-time.

The Beaumont-Port Arthur Ch. 4 hearing, also before Examiner Smith, was continued to Jan. 26. Motions Comr. Robert T. Bartley on Tuesday day granted petition of Lufkin Amusement Co. to dismiss its Ch. 4 application, pending on the record. The Examiner approved dismissal "without prejudice." Meanwhile, petition of Jefferson Amusement Co., new Ch. 4 applicant [BT, Dec. 1], seeking to enter the proceeding, awaits action by the Commission. Other Ch. 4 contestants are Port Arthur College (KPAC) and Smith Radio Co.

Continuance Granted

The Denver Ch. 4 hearing, which was due to resume Dec. 16, was continued to Jan. 13 when a physician's statement was submitted by Mr. Harry L. Huntington, owner of KOA, to demonstrate his inability to resume the witness stand. Mr. Meyer suffered a heart attack last month while undergoing cross-examination. KOA is opposed by KOA in the second of the Denver hearings.

The Denver Ch. 7 proceeding was closed several weeks ago by a petition by Denver Television Co. (Wolfberg theatre interests) to reopen the record is pending before Examiner James D. Cunningham [BT, Dec. 18]. Competitor is KBTV.

Examiner Basil P. Cooper on Friday concluded the lengthy Tampa-St. Petersburg vhf Ch. 8 hearing involving Tampa Bay Area Television's (WBSP) and WTSP. The vhf Ch. 13 proceeding is scheduled on Jan. 7 and involves competitive applications of WDAE, Orange City, withaab, WATA and Tampa Television Co.

Examiner Herbert Shearman (Continued on page 97)
"Douglas Fairbanks, Jr. Presents

(Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very finest TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed on location in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories...it runs the gamut of suspense, high comedy and deep drama...and its host, director and occasional star is Douglas Fairbanks, Jr., himself. "Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a practical price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:
The New Grantees' Commencement Target Dates

ON THE AIR, COMMERCIAL OPERATING.

The following TV grantees and the dates on which they expect to commence commercial operation. Channels authorized, network affiliation and network representative, where signed, are given.

LISTED BY CITY ALPHABET

<table>
<thead>
<tr>
<th>Call City and State</th>
<th>Ch. Granted</th>
<th>Commercial Network</th>
<th>Rep.</th>
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<tbody>
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<td>WAKR-TV Akron, Ohio</td>
<td>11</td>
<td>Sept. 30</td>
<td>CBS, DuMont</td>
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<tr>
<td>WBTW-TV Atlantic City, N. J.</td>
<td>17</td>
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<td>CBS, DuMont</td>
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<td>KFRA-TV Amarillo, Tex.</td>
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<td>KQNX (TV) Anchorage, Alaska</td>
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<td>CBS, DuMont</td>
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<td>WPAG-TV Ann Arbor, Mich.</td>
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<td>Sept. 30</td>
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<td>WCED-TV Asbury Park, N. J.</td>
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<td>Oct. 16</td>
<td>CBS, DuMont</td>
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<td>WJTV (TV) Athens, Ga.</td>
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<td>Oct. 16</td>
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<td>WPYI (TV) Ashland, Ky.</td>
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<td>WPFG-TV Atlantic City, N. J.</td>
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<td>KCTV (TV) Austin, Tex.</td>
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<td>KTVN (TV) Austin, Tex.</td>
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<td>July 28</td>
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<td>WTVN (TV) Austin, Tex.</td>
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<td>Unknown</td>
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<td>WBTI-TV Baltimore, Md.</td>
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<td>WAFL (TV) Baton Rouge, La.</td>
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<td>Capital Television &amp; Broadcasting, Inc.</td>
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<td>WBCK-TV Battle Creek, Mich.</td>
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<td>WBZ-AM Baltimore, Md.</td>
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<td>Television Broadcasters, Inc.</td>
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<td>WQTV (TV) Binghamton, N. Y.</td>
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<td>WDWS (AM) Birmingham, Ala.</td>
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<td>WSON (TV) Birmingham, Ala.</td>
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<td>WTVF (TV) Bridgewater, Conn.</td>
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<td>WJSJ (TV) Bridgeport, Conn.</td>
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<td>WTVY (TV) Buffalo, N. Y.</td>
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<td>Buffalo, N. Y.</td>
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<td>WQOD-TV Burlington, S. C.</td>
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<td>Dec. 10</td>
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<td>WOJC (TV) Chattanooga, Tenn.</td>
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<td>WTAT (TV) Chattanooga, Tenn.</td>
<td>49</td>
<td>Aug. 21</td>
<td>CBS, DuMont</td>
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<td>WKTV (TV) Columbus, Ohio</td>
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<td>Dec. 10</td>
<td>CBS, DuMont</td>
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<td>WQKO (TV) Columbus, Ohio</td>
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<td>WDBN-AM Columbus, Ill.</td>
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<td>Dec. 10</td>
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<td>WONE-TV Dayton, Ohio</td>
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<td>Nov. 26</td>
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<td>WTVF (TV) Decatur, Ill.</td>
<td>9</td>
<td>July 21</td>
<td>CBS, DuMont</td>
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<tr>
<td>KBTV (TV) Decatur, Ill.</td>
<td>56</td>
<td>July 11</td>
<td>CBS, DuMont</td>
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<td>KTEL-TV Denver, Col.</td>
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<td>July 11</td>
<td>CBS, DuMont</td>
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<tr>
<td>KTVN (TV) Denver, Col.</td>
<td>17</td>
<td>Nov. 18</td>
<td>CBS, DuMont</td>
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<tr>
<td>WTIV (TV) Duluth, Minn.</td>
<td>28</td>
<td>Oct. 24</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WAKK-TV Duluth, Mich.</td>
<td>60</td>
<td>Oct. 16</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WEEV-TV Easton, Pa.</td>
<td>57</td>
<td>Dec. 18</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTVY (TV) Elmsford, N. Y.</td>
<td>11</td>
<td>Dec. 3</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KPTV (TV) Evansville, Ind.</td>
<td>13</td>
<td>March 22</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KROD-TV El Paso, Tex.</td>
<td>47</td>
<td>Dec. 10</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KTEN (TV) Enid, Okla.</td>
<td>9</td>
<td>Aug. 24-25</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WSEE-FM Fall River, Mass.</td>
<td>14</td>
<td>Sept. 14</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTA (TV) Flint, Mich.</td>
<td>16</td>
<td>Nov. 20</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WICT-TF Flint, Mich.</td>
<td>22</td>
<td>Nov. 16</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTVL (TV) Fort Lauderdale, Fla.</td>
<td>23</td>
<td>July 30</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTVF (TV) Fort Lauderdale, Fla.</td>
<td>23</td>
<td>July 30</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KFRA-TV Fort Smith, Ark.</td>
<td>22</td>
<td>Nov. 16</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WMDF-TV Frederick, Md.</td>
<td>62</td>
<td>Oct. 24</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KVMF-TV Galveston, Tex.</td>
<td>24</td>
<td>Jan. 15</td>
<td>CBS, DuMont</td>
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<tr>
<td>WTVG (TV) Godfrey, Alas.</td>
<td>21</td>
<td>Nov. 6</td>
<td>CBS, DuMont</td>
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<tr>
<td>Gulf Television Co., Galveston, Tex.</td>
<td>47</td>
<td>Dec. 10</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>Rudolph Television Co., Galveston, Tex.</td>
<td>47</td>
<td>Dec. 10</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WBAY-TV Green Bay, Wis.</td>
<td>22</td>
<td>Nov. 14</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WDCO (TV) Grand Rapids, Mich.</td>
<td>67</td>
<td>Nov. 14</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WHQ-TV Harrisburg, Pa.</td>
<td>25</td>
<td>Sept. 25</td>
<td>CBS, DuMont</td>
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<tr>
<td>WAVE-FM Hazelton, Pa.</td>
<td>38</td>
<td>Dec. 18</td>
<td>CBS, DuMont</td>
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<tr>
<td>WHT (TV) Healdsburg, Calif.</td>
<td>90</td>
<td>Oct. 25</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WHTN (TV) Holyoke, Mass.</td>
<td>55</td>
<td>July 11</td>
<td>CBS, DuMont</td>
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<tr>
<td>KGBM (TV) Honolulu, T. H.</td>
<td>9</td>
<td>Aug. 17</td>
<td>CBS, DuMont</td>
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<tr>
<td>KOWA-TV Honolulu, T. H.</td>
<td>11</td>
<td>Oct. 18</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KUHT (TV) Houston, Tex.</td>
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<td>Aug. 21</td>
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<tr>
<td>WBTM-TV Jackson, Miss.</td>
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<td>Dec. 20</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WTVF (TV) Jackson, Miss.</td>
<td>36</td>
<td>Nov. 25</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WARD-TV Johnstown, Pa.</td>
<td>28</td>
<td>Nov. 20</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WKMJ-TV Kaneohe, Mich.</td>
<td>35</td>
<td>Dec. 12</td>
<td>CBS, DuMont</td>
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<td>Southland Telecasters, Lake Charles, La.</td>
<td>35</td>
<td>Dec. 12</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WINK (TV) Columbus, Ohio</td>
<td>35</td>
<td>Dec. 12</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WLOK-TV Lima, Ohio</td>
<td>73</td>
<td>Nov. 20</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KOFO-TV Lincoln, Neb.</td>
<td>15</td>
<td>Oct. 16</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KOLN-TV Lincoln, Neb.</td>
<td>15</td>
<td>Oct. 16</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KTVY (TV) Little Rock, Ark.</td>
<td>23</td>
<td>Oct. 30</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KETV (TV) Little Rock, Ark.</td>
<td>23</td>
<td>Oct. 30</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KFVR (TV) Los Angeles, Calif.</td>
<td>28</td>
<td>Feb. 10</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>WCFL (TV) Louisville, Ky.</td>
<td>28</td>
<td>Nov. 26</td>
<td>CBS, DuMont</td>
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<tr>
<td>KCBO-TV Lubbock, Tex.</td>
<td>11</td>
<td>Oct. 9</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td>KSDK (TV) Lubbock, Tex.</td>
<td>13</td>
<td>Oct. 9</td>
<td>CBS, DuMont</td>
</tr>
</tbody>
</table>

**Educational permits.**

Sevareid, Cott Honored

ERIC SEVAREID, chief Washington correspondent for CBS, and Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, last week named winners of the 1962 One World Awards in the field of radio. Awards will be made at the annual dinner in New York early next year.

Ipana Shares ' Gleason'

BRISTOL-MYERS Co., New York (Ipana tooth paste), will become a participating sponsor of the Jackie Gleason Show effective Saturday, Jan. 3, on CBS-TV, 8-9 p.m. Doherty, Cifullord, Steers & Shannon, New York, is the agency.

Other two sponsors are Schilt Inc. and Thos. Leeming & Co. Inc.
STARTS WITH A BANG IN MOBILE, ALABAMA WITH 15,000 SETS IN USE

WKAB-TV Channel 48 on the air MID-DECEMBER

Another TV market is ready—an eager market, so hungry for primary television service that 15,000 sets were installed before the announced opening date of WKAB-TV! Mobile area dealers are still installing sets as fast as they can get them.

For this worthy audience WKAB-TV's schedule is rapidly filling with top CBS and DuMont shows under interim agreement.

Represented Nationally by

"Availabilities are going fast! Better get in touch with Forjoe right away!"

...KABBY

Forjoe AND COMPANY

Offices in: New York, Chicago, Atlanta, Los Angeles, San Francisco
Federal TV...

with only 2 operators!

TRANSMITTER CONTROL CONSOLE

The Transmitter Control Console, supplied with Federal VHF and UHF transmitters, includes complete transmitter supervisory control, plus these two important advantages:

(1) A two-channel video switcher (for the Poly-Efex Scanner output and network feed, in the case illustrated.)
(2) A four-channel audio switcher that may be preset and switched simultaneously with the video.

This means that the operator can perform transmitter supervision, audio/video switching and—most important—still have sufficient free time available for changing film reels and loading turntables.

POLY-EFEX SCANNER

The Poly-Efex Scanner, including two self-contained high-quality slide sources, a four-channel video switcher and a special effects section, is the "Master Control" of the small station.

The scanner operator can insert slide information, switch programs (either fades or lap dissolves—automatically or manually), check resolution and set levels, plus insert and control numerous special effects, superpositions, montages, wipes, and a wide variety of unique presentations heretofore available only with additional specialized equipment.

Slides, film, studio and network—all your program sources—can be easily handled by this two-man team!

One TV package from Federal

has everything you need for the finest Station and Studio facilities...including Mobile Units and Microwave Radio Relay Links

Federal Telecommunication Laboratories, Inc.

500 Washington Avenue • Nutley, New Jersey

Through its unique method of grouping programming functions, Federal has brought a new concept to television station operation. The MOST advanced, MOST flexible, and MOST effective programming techniques are possible...with only two operators...for either VHF or UHF stations.

Let Federal point the way to profitable station operation with equipment designed for maximum operational advantages and minimum operating staff. This versatile equipment can continue to serve as the heart of your TV station as it expands to meet the needs of future growth. In conjunction with other matching Federal units, facilities may be made available for handling even the largest number of programming sources.

Your nearest Graybar sales office will be glad to provide you with complete information.
TV CALL LETTERS

FCC assigned the following call letters to television station permits:

- KITX-TV, Fort Smith, Ark. (Old Pueblo Bldg., Inc., Ch. 6, Nov. 30);
- KOWA-TV, Fort Worth, Tex. (Post Bldg., Inc., Ch. 5, Dec. 13);
- KTVN-TV, Fort Victoria, B.C. (Pitts Peak Bldg., Co., Ch. 7, Dec. 13);
- WTVI (TV), Eads, Colo. (RCA Corp., Ch. 31, Nov. 30);
- WTVI (TV), Fort Wayne (Michigan Bldg., Inc., Ch. 41, Dec. 8)

EXISTING STATIONS

GROUP D CHANGES

WMBR-TV JACKSONVILLE, Fla., Ch. 4. Granted ERP 160 kw visual, 280 kw audio; terrain average 440 ft., above ground 400 ft.

WTVJ (TV) MIAMI, Fla., Ch. 4. Granted ERP 100 kw visual, 100 kw audio; terrain average 500 ft. (Aural ERP may be increased to 344 kw under Sec. 3563 (B) (5) of Rules).

WSDT-TV NEW ORLEANS, La., Ch. 4. Granted ERP 100 kw visual, 100 kw audio; antenna height above average terrain 390 ft.

WDAP-TV KANSAS CITY, Mo., Ch. 3. Granted ERP 100 kw visual, 100 kw audio; antenna height above average terrain 750 ft.

KBDT-TV ST. LOUIS, Mo., Ch. 5. Granted ERP 100 kw visual, 100 kw audio; antenna height above average terrain 750 ft.

WTVF (TV) ROME, N. Y., Ch. 13. Granted ERP 220 kw visual, 110 kw audio; terrain average 500 ft., above ground 800 ft.

WTVS (TV) OKLAHOMA CITY, Okla., Ch. 4. Granted ERP 190 kw visual, 98 kw audio; antenna height above average terrain 400 ft.

WEYJ (TV) RICHMOND, Va., Ch. 12. Granted ERP 190 kw visual, 98 kw audio; antenna height above average terrain 400 ft.

GRANTED SPECIAL AUTHORIZATION

WSBY-TV SOUTH BEND, Ind., Ch. 13. Granted special temporary authorization to operate with transmitter output power of 5 kw visual, 2 kw audio, with waiver of Sec. 3658 of Rules (transmitters and associated equipment technical standards), from Dec. 15 to April 15, 1953.

WFTV (TV) PRESIDENT HAVEN breaks ground for station's new antenna tower. (Continued from page 62)

WTVY (TV) PRESIDENT HAVEN breaks ground for station's new antenna tower.

Mr. Davis said work on the tower foundation is one-third completed and will include 1,428,912 pounds of concrete, nine tons of anchor bolts and a 10,400-pound anchor pile. The entire assembly will rise 20 feet above the ground and will be 16 inches in diameter and driven into bed rock, Mr. Davis said.

The new TV transmitter, which Mr. Davis described as the most modern in the area, Friday, will replace WTVY's present transmitting plant and the latter will be used for auxiliary standby purposes.

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Congratulations

WSLS-TV

ROANOKE, VA.

Another Post-Freeze TV Station
—all RCA-equipped

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

MIAMI, Fla.—Mel Foster and Harold Hersh, vhf Ch. 7 (139-140 m.; ER) 190.7 kv. visual, 56.4 kw. aura; antenna height above average terrain 394 ft. Estimated construction cost $287,790, first year operating cost $400,000, revenue $600,000. Post office address 314 W. 5th St., Davie. Florida location to be determined. Transmitter license held by 1 mile SE of Goulds, 1 mile east of U. S. 1. Geographic coordinates 26° 15' 10" N., 80° 24' 55" W. Long. Transmitter and antenna R.A. Legal counsel Phillip M. Baker, Washington. Consulting engineer McIntosh & Ingersoll, Washington. Principals include equal (50%) partners Mel Foster, president, treasurer and 83% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Florida (50%); and (50%) partner L. H. Hersh. Davenport (Iowa) attorney, with interest in various real estate investments. Foster and Hersh also are seeking new TV station in Davie, Fort Lauderdale area. City priority status: Gr. B-4, No. 153.


BELLEVILLE, Ill.—Belleville Busty. Co., vhf Ch. 14 (62-63 m.; ER) 197 kw. visual, 1.28 kw. aura; antenna height above average terrain 262 ft. above ground 183 ft. Estimated construction cost $186,800, first year operating cost $314,000, revenue $600,000. Post office address 110 W. Main St., Belleville, Ill. Studio and transmitter location 2400 NE of Alexander, Geographic coordinates 38° 11' 10" N., 90° 30' 36" W. Long. Transmitter and antenna G.E. Consulting engineer Fred O. Grinwood & Co. of St. Louis. Principals include President and Treasurer John W. Lewis Jr. (20%); Vice Presidentch John Smith (25%); Secretary-Clerk Clarence J. Kaiser (25%). City priority status: Gr. B-1, No. 23.


BILLSING, Mont.—Billsing Tele- vision, Inc., vhf Ch. 6 (62-63 m.; ER) 6,141 kw. visual, 9.4 kw. aura; antenna height above average terrain 515 ft. above ground 475 ft. Estimated construction cost $198,462, first year operating cost $159,000, revenue $171,000. Post office address 1200 N. 20th Ave., Bozeman. Mont. City priority status: Gr. B-5, No. 202.


BILLSING, Mont.—Billsing Tele- vision, Inc., vhf Ch. 6 (62-63 m.; ER) 6,141 kw. visual, 9.4 kw. aura; antenna height above average terrain 515 ft. above ground 475 ft. Estimated construction cost $198,462, first year operating cost $159,000, revenue $171,000. Post office address 1200 N. 20th Ave., Bozeman. Mont. City priority status: Gr. B-5, No. 202.

MONTPELIER, Vt.—Colonial Tele- vision Corp., Ch. 9 (62-63 m.; ER) 6,141 kw. visual, 9.4 kw. aura; antenna height above average terrain 483 ft. above ground 449 ft. Estimated construction cost $310,050, first year operating cost $520,000, revenue $700,000. Post office address 72 Subd. No. 63, Montpelier. Vt. Studio location North End, Montpelier. Vt. City priority status: Gr. B-5, No. 194.

OGDEN, Utah.— Interstate Best Corp., vhf Ch. 9 (156-157 m.; ER) 10,000 kw. visual, 30 kw. aura; antenna height above average terrain 475 ft. above ground 433 ft. Estimated construction cost $141,001, first year operating cost $225,000. Post office address Ben Lomond Hotel, Ogden. Studio location Ogden Ave., Ogden. Consulting engineer John H. Mullanphy, Washington. Principals include President John C. H. Clark, Ogden; Vice President Fred J. Gallagher, Ogden; Secretary-Treasurer Loren M. Berry and Ronald B. Woodard, Ogden. City priority status: Gr. B-3, No. 106.

OGDEN, Utah.— Interstate Best Corp., vhf Ch. 9 (156-157 m.; ER) 10,000 kw. visual, 30 kw. aura; antenna height above average terrain 475 ft. above ground 433 ft. Estimated construction cost $141,001, first year operating cost $225,000. Post office address Ben Lomond Hotel, Ogden. Studio location Ogden Ave., Ogden. Consulting engineer John H. Mullanphy, Washington. Principals include President John C. H. Clark, Ogden; Vice President Fred J. Gallagher, Ogden; Secretary-Treasurer Loren M. Berry and Ronald B. Woodard, Ogden. City priority status: Gr. B-3, No. 106.

MADISON, Wis.—Badger Bistg. Co., vhf Ch. 5 (63-64 m.; ER) 10 kw. visual, 10 kw. aura; antenna height above average terrain 600 ft. above ground 574 ft. Estimated construction cost $228,000, first year operating cost $375,000, revenue $520,000. Post office address 1760 Park Ave., Madison. Wisc. Studio location 3500 Regent St. Madison. Wisc. Geographic coordinates 43° 6' 0" N., 89° 30' 45" W. Transmitter and antenna R.C.A. Legal counsel Dow, Lobbes & Altherton, Madison. City priority status: Gr. B-2, No. 142.

People sure go for us '53 models

I hear the new BROADCASTING TELECASTING will knock 'em dead

(Continued on page 78)
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas...in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX COMPANY
Blaw-Knox Division
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.
YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday . . . .
On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are
292,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV Channel 4 "First in Indiana"

TELEVISION will not under-
mine radio, movies, phonograph recording, sports or other industries.

That was the prediction made last week by Theodore H. Silbert, president, Standard Factors Corp., which invests "considerable sums" not only in TV manufacturing and sales, but also in radio, the movies and other manufacturing fields.

Mr. Silbert explained that SFC deals in accounts receivable financing, factoring, installment financing. Current financing volume of the company is at the annual rate of $125 million, he added.

In discussing the impact of television on other fields, Mr. Silbert recalled that in the 1930's it was predicted that radio would ruin competing businesses.

"The logic was unassailable, exact and awesome," he said. "Radio would make available the best entertainment and carry its listeners into a land of opulence and romance—and all this, free at the fireside."

"All competing forms of entertain-
ment were written off as finished, and the companies involved in manufacturing musical instruments and pianos, books, sports equipment, movies, phonograph records, etc., were doomed," Mr. Silbert commented.

And what happened? Mr. Silbert asked. Citing data from the Census of Manufacturers, Mr. Silbert pointed out that most of these competing businesses broke sales records. He said that SFC would continue to finance the same business, "The stability of these segments of our economy still seems sound to us."

***

4 Shows Make Top 15 In 6-City 'Hooperade'

FOUR television programs placed among the top 15 programs in all six cities covered by the "Hooperade of TV Stars" in November, C. E. Hooper Inc. announced last week.

They were: I Love Lucy (CBS-TV) and the Groucho Marx Show, Cagayale Comedy Hour with Bob Hope, and Dragnet (NBC-TV).

Lucy, which was rated first in all six cities in October, ranked first in five and second in Los Angeles in the November measurements.

The cities are New York, Chicago, Philadelphia, Boston, Detroit and Los Angeles.

Weekly Television Survey—December 22, 1952—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
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<tbody>
<tr>
<td>Atlanta</td>
<td>WSBT-TV, WSBV, WSBQ</td>
<td>264,398</td>
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<td>Columbus</td>
<td>WAPA-TV, WOSU, WPN</td>
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<td>Denver</td>
<td>KDL-W, WBLA, WPFP</td>
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<td>Houston</td>
<td>KTRK-TV, KTVH</td>
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<td>Los Angeles</td>
<td>KCMA, KTTU, KTX</td>
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<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
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<td>Minneapolis</td>
<td>WBMP, WQIV</td>
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<tr>
<td>New York</td>
<td>WABC, WPIX, WATV</td>
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</tr>
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</table>

Total Stations on Air 122
Total Markets on Air 71

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas or nearest approximation.

BROADCASTING & Telecasting
Speaking of Public Service . . .

Public service to Marylanders is a strong aspect of WMAR-TV programming. Among the many regular telecasts devoted to information and education are:

1—"Your Family Doctor," Thursdays, 7:15 P.M.
2—"Your Child In School," Thursdays, 11 A.M.
3—"Comeback!" Alternate Tuesdays, 6:30 P.M.
4—"The Pastor's Study," Fridays, 11:15 P.M.
5—"The Big Question," with Ed Kassan, Mondays, 7:15 P.M.

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
10 Ufhs, 3 Vhfs Granted by FCC

(Continued from page 59)

Danville a permit for uhf Ch. 24, the Commission conditioned the authorization upon Mrs. Edna N. Gourley, 0.96% stockholder, disposing of her 0.004% interest in WDBN-AM.

WITH-TV Baltimore, new uhf Ch. 60 grantee, will be an independent outlet according to Thomas G. Tinsley Jr., president and general manager. Project for independent uhf operation in the major market has been worked out by Mr. Tinsley and Jake Embrey, WITH sales manager. Commencement date has been set but negotiations are underway for equipment, he said.

KDFX-TV Wichita Falls, uhf Ch. 3 grantee, hopes to get on the air in 90 days, D. A. Cofman, president and general manager, reported. RCA equipment is ordered and the tower is on hand. The AM outlet is an ABC affiliate, represented by O. L. Taylor Co.

WAZL Date Not Set

WAZL-TV Hazleton, awarded uhf Ch. 63, has no target date but is negotiating for uhf equipment, according to Victor C. Diehm, president and general manager. Robert T. Meekler & Assoc., representing the AM station, will also handle national business for the TV outlet, he said. WAZL is affiliated with Mutual and NBC.

WSGN-TV Birmingham, uhf Ch. 42 grantee, has no target date for equipment at this time but plans will be announced soon, Henry P. Johnson, managing director, reported. WSGN is an ABC outlet.

KGGJ-TV San Angelo, uhf Ch. 3, does not have a prospective commencement date at this time but John E. Pearson Co. will be representing the AM station, will also handle national business for the TV outlet, he said. KGGJ is Mutual.

Southland Telecasters' new uhf Ch. 25 outlet at Lake Charles hopes to begin in time between April and June, depending upon equipment deliveries, according to Tom E. Gibbons, vice president and manager. GE equipment is specified and Adam J. Young Jr. Inc. will be representative, he said. Mr. Gibbons reported that associated WAFB-TV Baton Rouge, uhf Ch. 28 outlet authorized earlier, hopes to commence in January if RCA equipment is delivered in time.

Easton Pub. Co., operator of WEEX (FM) Easton and new uhf Ch. 33 grantee, has commencement sometime in the spring using DuMont equipment, according to J. L. Blackhouse, president-treasurer.

Chastauca Broadcasting Corp., uhf Ch. 17 grantee at Buffalo, is hoping for target date of April 1 and expects to have settled negotiations on equipment, network and representative in about 10 days, Sherwin Grossman, president.

Meanwhile, RCA has announced its studio equipment in closed circuit programming from 11 a.m. to 8:30 p.m. daily, he said, so that the staff will be ready to begin immediate operations as soon as the transmitter is ready. He still hopes to be on the air by Dec. 25, but was afraid he might not make that date.

W. O. Pape, president of WALA-TV Mobile, Ala., said delay in getting RCA equipment will prevent the station from going on the air Dec. 20, as originally expected. He said the station may be on the air by Jan. 1, however. Assigned uhf Ch. 10, WALA-TV will be affiliated with ABC-TV and CBS-TV.

Equipment Delay

R. H. Moore, commercial manager for WKAB-TV, uhf Ch. 48 grantee, said equipment delay was going to prevent that Mobile, Ala., station from making its Dec. 16 target date. The first GE uhf antenna was to have been shipped last Friday, Mr. Moore said, and the station could be on the air by Jan. 1.

Karl Wyler, KTSN-TV El Paso, uhf Ch. 9 permittee, said the station will be on its Jan. 1 target date by a week. He expects KTSN-TV will begin programming either Christmas Eve or Dec. 25, even though there have been some delays in getting RCA equipment. Network affiliation will be NBC-TV.

Wallace Dunlap, WICC-TV Bridgeport, Conn., program director, said the station was number one on Federal Telephone and Radio Corp.'s list for uhf transmitters. Mr. Dunlap said the studios and transmitter building are all ready and the uhf Ch. 43 station is completely staffed. He expects to begin telecasting between Jan. 15 and 31.

Dahl W. Mack, part-owner of WTVU (TV) Scranton, Pa., uhf Ch. 78 grantee, said his station was number two on Federal's list and was working for a February or March starting date. He reported that Jan King, former manager of WEAV Plattsburg, N. Y., is general manager of WTVU (TV), and

Charles Halle, formerly with WXE1 (TV) Cleveland, is chief engineer. Donald Cooke Inc. will be national sales representative, Mr. Halle reported.

George Smith, vice president and general manager of KFOR-TV Lincoln, Neb., uhf Ch. 10 permittee, said the station now is aiming for an April 1 starting date. RCA equipment will be used.

WBCK-TV Battle Creek, Mich., new grantee on uhf Ch. 58, is planning commencement target date of August, but no equipment has been ordered yet. Mr. R. Wilbur, chief engineer.

WWLP (TV) Springfield, Mass., uhf Ch. 61, expects to begin telecasting Jan. 15, according to present plans.

KVTV (TV) is call assigned to new Cowles TV outlet on uhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert R. Tincher, vice president and general manager of Cowles' WMIK, Kansas City, has reported. KTV is to be a network affiliate with all four networks. Tincher also said.

All equipment has been ordered, Mr. Tincher stated, and the staff should be completed shortly after the first of the year.

Test Pattern Date Named

WLBC-TV Muncie, Ind., uhf Ch. 49 permittee, expects to achieve its predicted March 1 test pattern date, according to President-Treasurer O. S. Seibert. Programming would begin March 8. Wallis are almost completed on a 65 ft. extension to the station's present MA TV studios to accommodate a TV studio.

KCBS-TV Lubbock, Tex., uhf Ch. 11 permittee, which plant commencement in the early spring has started construction of transmitters and studios, expects to begin in time for the first of the season on the southern edge of the city, it has been reported by Choc Hutchenson, news director.

WONE-TV Dayton, Ohio, uhf Ch. 47 outlet authorized on the site of WDAY, by July, Ronald B. Woodward, president, has reported. Total investment is predicted to run $700,000 to $1 million, including downtown studio.

No target date is set for WTVF (TV) Decatur, Ill., uhf Ch. 17 according to W. L. Shellabarger, president, but delivery of a 1 kw RCA transmitter has been promised for early in the summer.

Similarly, WKLO-TV Louisville has no commencement date at the time but equipment for the uhf Ch. 48 outlet is expected in time for spring. Joe Eaton, general manager, reported present radio studios in the Henry Clay Hotel are spacious enough to accommodate TV. WKLO is an ABC basic affiliate.

WDSU-TV New Orleans, predicted to freeze uhf Ch. 6 outlet which has been newly authorized to increase effective radiated power to full 100
CHARING breach of oral contract, suit for $19,000 and costs was filed last Wednesday in Los Angeles Superior Court by Mort Greene, producer, against program packager Don Sharpe, actor Robert Cummings, Mrs. Cummings and the Golden Key Trust. Mr. Greene resigned last week after "a dispute over policy format" as producer on NBC-TV My Hero series, which is filmed by Mr. Sharpe and stars Mr. Cummings.

An attachment was filed at the same time against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks' work agreement.

Complaint, handled by the law firm of Shacknove & Goldman, claims Mr. Greene was "striped of his authority" and prevented from carrying out his production duties in connection with filming the series. It further charges that Mr. Greene was made the subject of derision by video critics and viewers, resulting "through no fault of his own" from the programs already telecast.

In his resignation, Mr. Greene accused Mr. Cummings of "rewriting scripts with no concern for budget or characterization."

TV AUXILIARIES
NARTB Asks Rules Delay

FCC was asked Thursday by NARTB to extend for 20 days the deadline for comments on proposed regulations governing TV auxiliary broadcast stations.

NARTB President Harold Pfefferman said the petition asks for the association's special TV Engineering Advisory Committee to study field data gathered from broadcasters and manufacturers. Neal McNaughton, NARTB engineering director, has turned the material over to the committee. Members of the TV committee are Raymond Guy, NBC, chairman; Rodney Chipp, DuMont TV Network; John Leith, WCAU-TV Philadelphia; J. E. Mathiot, Steinman stations; and R. J. Mathiot, WCMR (TV) Baltimore; Jack R. Poppole, South Orange, N.J.; R. J. Rockwell, Crosley Broadcasting Corp.

MARKET DATA

Market Data 1951-52

Population: 3,299,500
Families: 121,000
Food Sales: $479,404,000
Drug Sales: $49,306,000
Retail Sales: $1,320,507,000
Effectively Buying Income: $2,477,118,000

December 22, 1952
and other businessmen (see story page 84). (Class E) City priority status: Gr. A-4, No. 30.

HONOLULU, T. H.—Territorial Telecasters, vhf Ch. 13 (216.216 mc); ERP 12.13 kw visual, 7.12 kw audio; antenna height above average terrain 325 ft., above ground 437 ft. Estimated construction cost $110,000; revenue $50,000. Post Office address F. O. Box 1152, Honolulu. Studio and transmitter location Hawaiian Islands and Pacific Heights Road adjacent to 2000 Pacific Heights Road. Geographic coordinates 21° 20' 20" N. Lat.; 157° 57' 22" W. Long. Transmitter and antenna RCA. Legal counsel to constructing engineer Frank Pitch. Principal include President Christmas (41.2%), actress and employee of CHON Honolulu; Vice President William B. Murphy, employee of ESDA Honolulu from 1931 to November 1932; Ada (Mrs. E. K.) Craven (41.7%), was surplus equipment sales and wholesale hardware distribution, Honolulu; Jerry J. Neville (33.3%), owner of Press Dispatch (trans-oceanic radio communications), and owner of Hawaiian Islands Communications (radio telephone service), both Honolulu, and Frank W. Pitch Jr. (12.5%), San Francisco and Honolulu electronics consulting engineer. City priority status not applicable to Hawaiian Islands.

AMENDED APPLICATIONS
FILED

CLAYTON, Mo.—The Lutheran Church—Missouri Synod (KFPU), uhf Ch. 13 (216.216 mc); ERP 96.4 kw visual, antenna height above average terrain 325 ft., above ground 336 ft. Estimated construction cost $550,000, first year operating cost $525,000. Estimated revenue because non-commercial operation is contemplated. Post Office address 216 North Broadway, St. Louis, Mo., or 801 DeMun Ave., Clayton, Mo. Studio and Transmitter location 801 DeMun Ave., Clayton, Mo. and transmitter location on Clayton D. Geographic coordinates 38° 28' 20" N. Lat.; 90° 18' 37" W. Long. Legal counsel: Cummings, Stanley, Truitt & Co. For application, see TV

PHILLY FANS OPPOSE NCAA PLAN

"Inquirer" Finds 4-1 Want TV Controls Off

(Also see story, page 88)

FOOTBALL fans in the metropolitan Philadelphia area are opposed to the National Collegiate Athletic Assn.'s Game-of-the-Week television program four to one, according to results of a two-week symposium conducted by the Philadelphia Inquirer.

Results of the Inquirer search into readers' viewpoints on telecasting of college football games were made known last week. The DuMont Television Network, which has voiced strong opposition to NCAA's limited college football TV program [B* T. Nov. 11, et sm.] also circulated excerpts from the study. At the same time, the Chicago Herald-American announced it is beginning a balloting among readers to ascertain their opinions.

Leo Riordan, executive sports editor of the Inquirer, commented in his newspaper that "nearly 80% of our readers are opposed to centralized control of football telecasts." He declared most letters suggested three telecasts weekly—a local game, a sectional game and a national game of the week.

Other suggestions from readers, according to Mr. Riordan, included the telecasting of local games only and the telecasting of an unnumbered limit of games for a half-season and a controlled number for the remaining half-season.

Adds New Fans

"In varying degrees," Mr. Riordan continued, "many contend that seeing football on TV develops new fans in places where there's no interest. A few also mentioned the advantages of being drawn to college and pro games after having watched such teams on TV."

Among the 20% of the readers who supported a controlled plan, many reported they took this stand because they feared for the survival of small college football, Mr. Riordan said.

Readers of the Chicago Herald-American are being asked to vote in favor of the NCAA plan of one game a week from anywhere in the U. S., a plan with no restrictions whatever on any counties, a Big Ten suggestion of selection one important local game in each section weekly and a plan requiring payment of a small fee to see a game on television.

'Time' Sues 'TV-Time'

CHARGING infringement of a trademark, Time Inc. has filed an injunction suit in Federal District Court, Los Angeles, against TV-Time Inc., a local magazine devoted to television. The complaint declared that Time Inc. by virtue of wide promotion and publicity, had acquired the sole right to use the word "Time" as well as the phrase "the weekly newspaper." It asserted that the local magazine, incorporated Nov. 15, 1951, by using the title "TV-Time," the weekly magazine of the set," was giving a false impression that it was published by Time.## TV INTERFERENCE

FCC Lauds Local Groups’ Work

NEARLY 200 local committees are at work or being formed to iron out community interference that mars TV reception according to FCC. As a result of a year’s effort, the project started by the FCC’s field work has been smothered to 170 operating committees with another 30 in the formative stage.

The local TV committees, as they are known, bring the setting, industry and amateurs into a common attack on interference problems. The project has led to efforts by amateur operators to restrict radio activities because of potential interference to TV reception. Amateurs, in turn, have formed special clubs operating on a local basis.

Local TV groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, Radio-Television Mfrs. Assn., newspapers, radio stations, airways, distributors and service companies.

According to FCC, local TV committees have developed cooperation with FCC in the interference problem and have minimized the effect on radio services and TV reception. This has led to a reduced number of interference complaints to the FCC.

Much activity has been in city areas but the work is moving into rural sections. FCC benefits by ability to handle more of its routine work because personnel are not so busy with TV interference problems.

Many TV viewers have found filters or other minor receiver changes to eliminate interference according to FCC. Amateurs have installed these filters in many cases.

While some interference cases have been traced to amateurs, there are many other cases. "An awful squealing noise" every Friday night during wrestling telecasts was traced to an elderly relative who valued a fan's ability to watch the bouts. Weak batteries in his hearing aid were causing the squeals.

The cooperative project has demonstrated TV viewers and hammer manufacturers can live in the same neighborhood in complete electronic peace. FCC explained much of the credit for the club idea can be traced to amateur radio club which long ago worked on interference problems.

KYTV (TV) Plans

KYTV (TV) are the call letters as signed to the new Cowles' TV out on vhf Ch. 9 at Sioux City Iowa, and April 1st is proposed starting date. Robert E. Timchyn, vice president and general manager of Cowles' WNA Yankton, S. D., reported Dec. 12. Katz Agency is be national representative and see station hope to affiliate with all four networks with CBS basic, he said.

BROADCASTING • Telecastin
McAVITY SEES
Swing to Live Video

FUTURE of television programming rests in live instead of filmed programs, Thomas A. McAvity, NBC national program director, said in a talk at the "New Concepts in TV Programming and Production" at the December meeting of the Television Assn. of Philadelphia.

Real comedians play better to a live audience and some comedy shows now on film will return to live, Mr. McAvity said. A live show can be improved as it goes along, but when a show is on film it is too late to do anything about it, Mr. McAvity said. He said a performer in a live show, playing before an audience, feels the same excitement as on an "opening night". Kinescoping, he said, might be the answer in some cases.

Mr. McAvity stressed need for good talent and scripts describing NBC efforts to develop writers and entertainers who can do good direction in the "spark plug" necessary for a show, he said. Films were shown at the meeting on NBC's newest TV production techniques.

Hubert L. Greig, president & general manager of WHUM-AM-TV Reading described progress by his uhf station, expected to begin operations in the near future.

FRANKEL JOINS
Exhibitors' Theatre TV Unit

LOU FRANKEL, former general manager of WFDR (FM) New York, has joined National Exhibitors Theatre Television Committee as assistant to S. H. Fabian, chairman. He will work with Stuart Bailey, NETTC engineering consultant, and Marcus Cohn, NETTC counsel, as well as Mr. Fabian in coordinating preparations for the forthcoming FCC hearing on the NETTC petition that frequencies be allocated to theatre television.

Mr. Frankel in recent months was with the Democratic National Committee.

IND. U. CONFERENCE
Addressed by Ladd

TELEVISION has seen its best days, viewed as an entire medium, Bill Ladd, radio-TV editor of the Louisville Courier-Journal, told a conference on educational video sponsored by Indiana U.'s radio and TV service at Bloomington Dec. 12.

Speaking at the conference dinner meeting, Mr. Ladd said he feared the percentage of "good and valuable" TV material will drop "year by year and almost week by week" as commercialism and the number of TV stations increase. The general level of programming will drop, just as in radio, he said. He defended the commercialized form of radio and TV as "the best system in the world."

CHATTING at Television Assn. of Philadelphia's third dinner meeting of the season at the Poor Richard Club are (l to r) Arthur Borowsky, association president; Humboldt J. Greig, president, WHUM-AM-TV Reading, Pa.; Ernest Walling, director of programming, WFTZ (TV) Philadelphia, and Thomas A. McAvity, NBC national program director. Messrs. Greig and McAvity were dinner's principal speakers.

NEW UHF ANTENA WORKSHOP ASSOC. SHOWS

NEW uhf TV antenna, with claimed features of simplicity and ruggedness, was introduced to consulting and FCC engineers, by Mr. Frankel on the Firehouse TV at their meeting at the Firehouse TV University in Philadelphia. The antenna is the "spark plug" necessary for a show, he said. Films were shown at the meeting on NBC's newest TV production techniques.

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WAVE-TV OFFERS TOP AVAILABILITY!

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", at surprisingly low cost!

FORMAT: A tremendously popular series of topflight modern film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller - a truly first-class show.

TYPICAL SHOWS: Upcoming features include "WITHOUT HONOR" (1949) with Laine Day and Franchot Tone; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EVS" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

TIME: Tuesday night at 9:45 — the perfect movie-time for television viewers.

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

EDWARD BUNKER (second from l), newly-appointed sales manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, discusses future plans with fellow broadcasters. At get-acquainted session are (l to r): Burt Cochran, vice president, McCann-Erickson Inc., Los Angeles; Mr. Bunker; Merle Jones, vice president, CBS-owned KKTV, Denver; Tom Dawson, national spot sales manager, CBS-TV.

FLASH!

WAVE-TV

film report

Sales . . .

Consolidated Television Sales, New York, reported last week that Charles Dickens' "Christmas Carol," rights which it acquired from Tableau Productions Ltd. [B+1, Dec. 6], had been sold in 14 markets in a single week's selling effort.

WJAR-TV Providence is the 11th station to schedule Close-Up, weekly quarter-hour TV news film series, according to Reub R. Kaufman, head of Guild Films Inc., distributor for American Newsreels Corp., New York. Contracts, now being negotiated, are expected to bring total of markets to 24 by Feb. 15. John H. (Jack) Tobin, managing editor of Spotnews Productions (AP television service affiliate) and former radio news commentator, joins the production firm as reporter, editor and commentator on the series, program budget of which has been doubled.


Sarra Inc., Chicago, has completed three series of television film spots. A one-minute commercial for Northern Paper Mills, Great Neck, Wis., has been released to Young & Rubicam, Chicago. The studio also filmed two one-minute TV spots for Sealy Inc., Chicago, featuring the Posturepedic mattress, for issuance to dealers. The agency is Ollan & Bronner, Chicago. For Grove Labs., through Gardner Adv., St. Louis, Sarra filmed a series of five eight-second station breaks on behalf of Bromo-Seltzer cold tablets.

Pacific Coast Borax Co., New York, has signed Flying A Productions Inc., Hollywood, to film an additional 13 half-hour TV programs in Death Valley Days series, distributed on a regional basis. Agency is McCann-Erickson Inc.

Production . . .

Mark VII Ltd., Burbank, producer of NBC-TV Dragnet film series, is planning to film a TV version of Pete Kelly's Blues, heard on NBC radio during summer of 1951. Similar operation, as is used on Dragnet, will also go into new series with deals in Los Angeles, Kansas City and a jazz musician of the '20's. Shooting is scheduled for June with Jack Webb as director, Stan Meyer, executive producer, and Michael Meshefit, producer.

Arrow Productions Inc., Hollywood, is readying plans for the filming of 26 half-hour technicolor programs in King Arthur and Knights of the Round Table series, to be shot in England. The films will be released to TV in the United States and to theatres in foreign markets, according to Leon Fromkess, executive producer. He will leave for England in March to complete production details.

Flying A Productions Inc., Hollywood, has completed the 78th half-hour film in Range Rider TV series handled by CBS-TV Film Sales. Co-stars Jack Mahoney and Dick Jones are to be featured by the firm in another TV series, a western.

Random Shots . . .

Mutual Television Productions, Hollywood, has become a partner in Sovereign Productions, that city, with the former's executives serving in a business administrative capacity. Sovereign's president, Stuart Reynolds, will be in charge of sales and distribution; Mutual's president, vice-president and treasurer — Rudolph Montier, Edward M. Gray and William Cane, respectively — will handle Sovereign's business operations, apart from their own TV film production activity.


Western Television Productions Inc., has been formed in Denver to provide a new TV market with on-the-spot service to advertisers and agencies, according to Burt M. Harris, formerly producer-director of WDTV (TV) Pittsburgh and director of the new firm. He said services include live and film production of commercials, packaged programs and TV consultation.

Film People . . .

Anne Michaels has been named Paris representative of Helen Ainsworth Corp., Beverly Hills, and will handle sales and acquisition of foreign films for TV and theatrical distribution in this country. Syd Stogel has been signed to represent firm's TV and theatrical distribution in Rome.

M. Coates Webster, Hollywood free lance writer, joins Teevee Co., Beverly Hills, as story editor on five-minute TV film Little Theatre series.

Charles Craft, editor on CBS-TV Rocket Squad, filmed by Showcase Productions, Culver City, awarded third quarterly American Cinema Editors citation.

KKTU (TV) Affiliations

KKTU (TV) Colorado Springs, Col., has signed affiliation contracts with ABC-TV, CBS-TV and DuMont TV Network, according to Robert D. Ellis, vice president and national sales manager for TV Colorado Inc. Some CBS and DuMont programs already have been carried by kinescope. KKTU has been broadcasting six hours daily, Sundays through Friday, since it began interim operation for night after a rush job on a new transmitter house [B+T, Dec. 8].

CBS-TV will review the news highlights of the year since 1:30 p.m. EST Dec. 31 to 12:05 a.m. Jan. 1. Walter Cronkite will serve as host and David Salter as producer.
WSLS-TV DEBUT
Re-Starts After Storm Delay

WSLS-TV Roanoke managed to get on the air and remain there Dec. 11, after an attempt the day before was thwarted by lightning [B'T, Dec. 15]. At 6:02 p.m. Dec. 10, WSLS-TV began its test pattern on Ch. 10, just 90 days after receiving its CP. Sixty-seven minutes later, lightning struck the control room in downtown Roanoke. Seven minutes later, another bolt struck the power line on Poor Mountain, knocking out the transmitter.

J. P. Briggs, chief engineer, said he had alerted his staff for every type of emergency, except for a "summer" storm in December. Late the following afternoon, the station took to the air again. A simple ceremony was held at 3:10 p.m. Mel Linkous, senior WSLS-AM-FM announcer, introduced the inaugural show.

An NBC-TV affiliate, WSLS-TV's first show was that of Dinah Shore. This was at 7:30 p.m.

On hand to assist at the opening were John Wade, Avery-Knodel TV representative; Winston Hope, WTAR-TV Norfolk, Va.; John Chayler, Herb Dover, Bill Fletcher and Charles Wright, RCA engineers; Roy Moffatt, NBC engineer, and Paul Hancock, of NBC Station Relations Dept.

Station is operating with an infield power of 12.6 kw and expects to increase its power to 25.2 kw early next year.

ALIF. EDUCATORS

FCC's Walker Urges Action

"CC CHAIRMAN Paul A. Walker ast Monday called on California educators to "move rapidly" in applying for the transmission seven non-commercial educational channels in hat state by next June 2. He ex- pressed confidence they "will begin he construction of a state-wide educational television network at he earliest possible, practical moment."

Chairman Walker spoke at the governor's Conference on Educational Television in Sacramento, Calif. Gov. Earl Warren noted that he only station under construction, out of eight earmarked for California, is one in Los Angeles, with sula supplied by the Hancock foundation. It is slated to begin operation early next year.

The Governor said he might ask he legislature for funds to finance ev other outlets—in Sacramento, an Jose, San Bernardino, Salt Lake, Oakland, Fresno and Stockton. he stations could be built and op- rated at an annual average cost $250,000 each, Gov. Warren stimated.

CHICAGO CENTER

Educators May Ask Britannica Aid

INTIMATION that the proposed new Educational Television & Radio Center in Chicago may tap Encyclopedia Britannica, a commercial firm, for film features to service educational TV outlets authorized by the FCC was given last week.

The possibility was held out by Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, one of the prime-movers behind the project.

Plans for the Chicago center, which would serve as a national distribution point or clearinghouse for educational radio-TV materials, were involved over a four- night ago in a meeting attended by representatives of NCCT and the Ford Foundation's Fund for Adult Education, among other groups [B'T, Dec. 15].

A similar project, on the re- gional level, was recommended by the Southern Regional Conference on Educational Television in Atlanta the past fortnight (see separate story).

Encyclopedia Britannica Inc. and its subsidiary, Encyclopedia Brit- tannica Films, are principally owned by Sen. William Benton (D-Conn.), who also serves as board chairman. C. Scott Foltz, vice president of the Fund for Adult Education and board member of the Chicago center, is a former president of Encyclopedia Britannica Films. Sen. Benton has shown an avid interest in the development of educational, non-commercial television stations.

Mr. Mullen told BROADCASTING that some features of Encyclo- pedia Britannica would be used, al- though the prospect had not been raised in early discussions. He added that "it would be no trick at all to tap for perhaps 100 hours of excellent film material."

The center will maintain no production facilities (cameras, etc.) as such hopes to farm out actual production to commercial companies, once ideas are devised for specific presentations.

It would also use existing films on subjects in which certain firms specialize—subjects like geography and others.

As an example, Mr. Mullen said, Louise deRochemont's firm may be considered for one type of film. He cited CBS-TV's Omnibus as an excellent type of educational TV fare.

Initial objectives of the center, Mr. Mullen explained, will be to review available film materials, including kinescopes, and launch the production of new film features. The center proposes to rent out features to educational TV outlets.

The project is "academic," Mr. Mullen conceded, "until such time as educational outlets take the air."

Operation of the center will be started with a $1,350,000 grant from the Fund for Adult Education. Conceivably, additional out- lays could be made by the Ford Foundation, Mr. Mullen noted. In due course, he added, the center "may be in a position to appeal to private interests for funds."

Mr. Mullen rejected the possibility of any large physical plant along the lines of CBS Television City, although it may have to con- struct a building later. This jour- nal was in error when it reported that such construction is imminent.

Details for the center are being handled by George Overtin, an attorney with offices at 134 S. LaSalle St. in Chicago. Personnel will be added as the project progresses.

Camera Lift

NBC-TV was scheduled to utilize the Hydro-Sky Lift, a device permitting a TV cam- era and its operator to be lifted 40 feet in the air, on last Saturday's Hit Parade program (10:30-11 p.m. EST). Officials said the project, which is distributed by Maxwell Equipment Co. of Milford, Conn., surpasses present TV camera maneuverability of 15 feet, and is capable of revolving in a full circle of 360 degrees.

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more than the average feel for this community and region—we have been here a long time."

His father, a furniture manufacturer, was a close friend of the late Adolph Ochs, publisher of the "New York Times" and the "Chattanooga Times."

It was natural for young Carter, born Oct. 14, 1886, to soil his hands with printer's ink at an early age. At 14, he was the first classified advertising solicitor for the Chattanooga Times.

He continued that work while attending Chattanooga High School, from which he graduated in 1904, and while taking special courses at the U. of Chattanooga.

After eight years in classified and display advertising with the Times, he joined WDOD Chattanooga as commercial manager.

Mr. Parham recalls that Earl Winger and Norman Thomas, who still own WDOD, had started the station in 1925 as a 50 w novelty to stimulate sales of receiving sets which they assembled at their Chattanooga Radio Co. WDOD operated part time until it joined the newly-begun CBS in Sept. 1929.

Memories of Early Radio
Recalling his early days in radio, Mr. Parham says: "In those days at WDOD, everybody did everything. I even had a few programs of my own. I particularly remember the dramatization of the history of Chattanooga. He related how he was Gen. Lee in one phase of the pageant and Gen. Grant in a later phase.

Among other early programs was the Breakfast Club, with three school chums furnishing music and Mr. Parham and Frank Lane (now commercial manager at KREG Tulsa) as "Dr. Cheer" and "Dr. Pep."

Early interviews by Mr. Parham included talks with the late Grace Moore, the late Aimee Semple McPherson and Jack Dempsey. In

1930 he broadcast the first baseball game from ticker tape at the Chattanooga News.

An average day for a broadcaster in those days, recalls Mr. Parham, went something like this: Exercise or health program at 6:30 a.m.; Breakfast Club or some "cheer up type" program from 7-8; afternoon activities until nearly noon and rushing back to the studio for noontime news and hillbilly shows, writing copy every spare moment, spending the afternoon calling on advertisers and writing copy, and then with a last spurt of energy preparing for evening programs which usually kept the broadcaster busy until 9:30 or 10 p.m.

Mr. Parham said he had time for little else, "but we loved it."

After serving as WDOD commercial manager 18 years, Mr. Parham joined Radio Sales, publisher and distributor in Chattanooga, as territory sales manager.

Broadcasting was in his blood, however, and Christmas tide 1950 brought him the next gift he could hope for—his own station.

Community service is not limited to Mr. Parham's role as a broadcaster. He is on the boards of the Chattanooga Philharmonic Assn., Retail Merchants of Mr. Godfrey Industries, and his church, Centenary Methodist.

He has been president of his Sunday school unit, the Martin Bible Class, and is a past master and active member of the Wholey Masonic Lodge. He also is an active member of the Alhambra Shrine, Royal Order of Jesters and Elks and Kiwanis Clubs.

In addition, Mr. Parham says every fund-raising civic drive the city has had in the past 20 years has merited his energies.

Three Children
Mr. Parham is married to the former Miss Billie Kittrell. They have three children: John C., 12; William, 19, and Ida Melissa, 18 months.

Aviation long was Mr. Parham's hobby. He held a commercial pilot's license from 1932 until recently. When he finds time he likes to fish.

Now, however, and for some time to come, fish may swim without the hazard of Mr. Parham's hook. He and Ken Flemmiken, WDEF station manager, are spending their time and energies to achieve Mr. Parham's goal of "building a bigger and better station."

The WDEF Broadcasting Co. has applied for Ch. 12 and Mr. Parham hopes to embark on the adventure of television early in 1958. That, of course, awaits favorable FCC ruling.

Mr. Parham has no illusions that telecasting is an unchallenging venture. He was a pioneer in radio, however, and is eager to enter the new world of sound-plus-sight.

104 Features Bought

ACQUISITION of 104 feature films produced by Republic Pictures Corp. by WCBS-TV New York, CBS-owned outlet, was announced by the station last week. Under an arrangement with Hollywood Television Service Inc., WCBS-TV will obtain exclusive first-run rights on the films for TV showings in the New York area, spokesmen said.

WCBS-TV described the transaction as the largest ever negotiated between a major motion picture company and a television station. It added that it will be possible to televise films on the Pick of the Week and Voyage in over 200 cities, and in some communities the Pick of the Week and Voyage films programs for a long period.

Beginning Feb. 1, the pictures will be shown on WCBS-TV's Lab Show and Early Show.

SOUTHERN TV

Educators Map Plans

PROPOSAL that a regional control board take a hand in carrying out suggestions for the financing and establishment of educational TV outlets in 14 states has been adopted by the Southern Regional Conference on Educational Television.

This and other recommendations of workshop groups highlighted a three-day conference meeting at Atlanta, Ga. Dec. 11-13. Educators and consultants converged on Atlanta with advice on engineering, programming and administrative problems.

The conference was co-sponsored by the Joint Committee on Educational Television (JCET), the American Council on Education and the interstate Southern Regional Education Board.

The board was asked to implement the recommendations and request foundation grants for developing cost analyses and other data. Under conference recommendations, a central regional program production and distribution unit would be set up. Its initial purpose would be to survey educational centers and government offices for engineering and legal experts to aid in station personnel.

The production-distribution unit would be fashioned on a regional basis after the proposed national Educational Television and Radio Center to be located in Chicago, with stress on low-cost programs and, later, interchange of services among 14 southern states [BT, Dec. 16]. JCET was asked to furnish blueprints of program plans used in other parts of the country.

SOUTHERN has reserved educational, noncommercial TV channels in 78 southern cities. Conference also approved a resolution for submission of FCC of educators’ plans to apply for the outlet.

Ralph Steible, JCET executive director, lauded conference delegates for “making the first regional effort to tackle this problem.”

HECHT SIGNS

Will Write for CBS-TV

SIGNING by CBS-TV of Ben Hecht, well-known author and dramatist and winner of the Pulitzer Prize and Academy Award for his Broadway and screen plays, to create a new weekly series of original presentations was announced Tuesday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

Mr. Hecht becomes the second major playwright and author to sign with a network. Last month Robert Sherwood, winner of three Pulitzer Prizes for drama, contracted with NBC for nine original plays for use on radio and television [BT, Dec. 1].

Under terms of the contract with CBS-TV, Mr. Hecht will write at least two original plays a month for half-hour broadcasts. Other presentations in this series will be originals by other top playwrights and writers, Mr. Robinson said, with Mr. Hecht serving as supervising editor for the entire project.

Financial details of the Hecht contract were not divulged by CBS-TV. NBC had reported that Mr. Sherwood would receive a fee “running well into five figures” for each script.

FORGE ELECTIONS

Hudson Elected President

HOWARD P. HUDSON, liaison officer, National Planning Assn., last week was elected president of the National Capital Forge at a meeting of the public relations group in Washington’s Hotel Lafayette. He succeeds Paul H. Bolton, executive vice president, National Assn. of Wholesalers.

Others elected at the Dec. 15 meeting include Yale Calab, public relations director of the American Waterways Operators Inc., vice president; Mel White, information officer of the Div. of Sanitation, U. S. Public Health Serv., secretary (re-elected); Edward H. Schenck, executive secretary, District of Columbia Dental Society, treasurer. Also elected was a board of directors.

EDUCATIONAL TV

Lamb Aids Erie Educators

EDWARD LAMB, newspaper publisher and owner of radio-TV stations in Ohio and Florida, met last week with representatives of 12 educational institutions to formulate plans for building an educational TV station in Erie, Pa. Mr. Lamb owns WICU (TV) Erie.

Mr. Lamb told the educators that he might take time to obtain necessary funds to build and operate the station but that the task was an insurmountable one. In the meantime, he advised the educators to get the non-profit corporation organized. “I personally will take care of the expenses involved in the creation of such a corporation,” he added. The meeting voted to go ahead with the corporation organization and to have a station application on file with FCC by next June 2.

Quebec Beer Advertising

BREWERS will be able to sponsor programs on TV in Quebec province, according to an announcement of Revenue Minister J. J. McCann in Parliament at Ottawa Dec. 12. He stated Canadian Broadcasting Corp. will authorize such TV advertising in the same way as on AM stations, with only the sponsor’s name being given. There will be no beer advertising as allowed in the United States. Beer advertising is only allowed in provinces where the provincial government allows such advertising.

QUAM-NICHOLS Co., radio-TV equipment manufacturer, has begun construction in Chicago of a one-story plant which will add 60% to the firm’s productive capacity. Cost of building, comprising some 60,000 square feet of space, is estimated at $800,000.

Merry Christmas to our friends in the Broadcast Industry

from the RCA Tube Department

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Today
(Continued from page 60)

in a fixed position. TV is a picture and it comes most alive when it is a moving picture.

Naturalness of speech can be another great asset for the commentator. The projection radio often demanded just isn't necessary on TV and is, in fact, very often disconcerting. "Speak the speech, I pray you," and do it in the same tone that you would use at the Elk Club's bar. A good mental guidepost to use might go like this: I'm actually present in the home of my viewer. I'll use the tone he would use if we were just chatting in the living room.

Visual Aids

The use of stills and maps are definite aids to the newscaster. However, I have reservations about the constant projection of full-face teleops on the screen. I would also suggest that a news picture must have action to create interest. Also, commentary in this new era should realize that they have much to learn from the TV engineer. He will be able to tell you whether a still will "scan" on the screen, whether it is too cluttered to make a point. Maps are great aids in telling the story, but here again they must be simple. The cluttered map is less than useless. Someone in your shop will be able to construct the simple and clear maps that help tell the story. Keep the printing to a minimum and use arrows to point out centers of interest.

Finally, it seems to me that all of us must admit to ourselves that—both on network and local stations—we have only begun to probe the possibilities of TV news reporting. We need to remind ourselves daily that there is a danger of falling into a static routine which will bore viewers and in the last analysis—ourselves.

Sense of Experimentation

On today we try something new every 24 hours. This sense of adventure keeps us on our toes and reminds us that we are still pioneering. Sometimes we find our experiments resulting in something less than wonderful. But just as often is that moment of satisfaction and elation when a new device comes off with a punch. It's worth the risk and experiment. Finally, wasn't radio wonderful?

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students on required interests, as technicians, operators and laboratory aids. Our programs with a first class Radio-Television technique being taught on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
43 West Fourth Street, New York 14, N. Y.

TWA DEFEATS

NLRB Hearing Move Bid

TELEVISION Writers of America last week defeated temporarily, a new attempt by CBS, NBC, ABC, Authors League of America and Screen Writers Guild to move from Los Angeles to New York the NLRB hearing on petitions for certification as bargaining agent for writers on TV.

Trial Examiner Norman Greer informed attorneys Tuesday that he would make no ruling "at this time," but may reconsider it later.

TWA's petition seeks an election of Hollywood writers on network TV shows. The injunction was put in by SWG maintains that a contract between them and the networks already exists on a national level, and that TWA is not representative of the craftsmen it seeks to represent (B&T, Dec. 16).

Evelyn Burkey, ALA assistant executive secretary, on cross-examination yesterday, stated that ratification by members of ALA and SWG of the recently negotiated contract covering writers on live network shows was not necessary to place it in operation. TWA's petition filing with the NLRB blocked the networks from putting it into effect.

LBS'S SUIT

Jan. Court Date Unlikely

TWO teams of Chicago attorneys will go to Dallas for two weeks in January, when in court they plan to continue taking depositions in the Liberty Broadcasting System's anti-trust suit against the major league baseball clubs.

Men from Sidney, Austin, Burgess & Smith, Chicago, plan to begin depositions there, former headquarters of Liberty, Jan. 19, coincidentally the date for which the trial has been set in Chicago Federal District Court. Statements of testimony outside the court proper, which comprise the deposition, will be given by James Kirksmith, former vice president in charge of sports for LBS; Barton McLendon, father of Gordon McLendon, former president of the defunct network, and several minor officials of LBS.

Also present will be James O. Smith, attorney with McConnell, Lutkin & Van Hook, Chicago, representing Liberty in its $12 million suit charging conspiracy and antitrust activities by the ball clubs.

The trial is not expected to begin Jan. 19 as the court docket is crowded with other upcoming cases which would take an estimated six months to clear.

Crosley Film Buy

PURCHASE of a group of American-made films which will provide 1,750 full-length movies for telecasting was announced last week by Robert E. Dunville, president, Crosley Broadcasting Corp. Films will be shown on the three Crosley video outlets, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC Columbus.
Strictly Business
(Continued from page 16)
the fact that he is six feet four. His christened name, almost as long as he is, Victor Hugo David Sandberg, did not come from the renowned Swedish family but from a European fashion of freeing-the names of as many relatives as possible onto a birth certificate. Everyone today refers to him as “Sandy.”

Born in New York City of Swedish and German parents, he was educated there at New York University. He left the university at the start of spending a few years farming and ranching in the West and then returning to New York. After a stretch of farming in Minnesota, and ranching and mining on the western slopes of Colorado, he reached San Francisco. Except for frequent business trips to the East, he has remained in California.

Mr. Sandberg’s first introduction into the field of advertising and selling was on the circulation staff of a then relatively new publication, Western Advertising. For the next half dozen years he was its advertising manager—a job which carried him into the key markets of the country. It was my post graduate course in advertising and marketing,” he explains.

In 1933 he resigned to become associated with Humbolt J. Greig and John Blair in the formation of what was Greig-Blaire & Co., now the John Blair Company, one of the pioneer radio station representative firms. In 1935 he resigned to become advertising director of KFYA San Francisco, at that time a part of the Hearst radio chain. He left KFYA to become Southern California’s representative for American Home, Town and Country, Field and Stream and other national magazines. In 1938 he was San Francisco manager of the McClatchy Broadcasting Co. and in 1940 moved to the Paul H. Raymer Co., representing the McClatchy stations as Pacific Coast representative.

In 1942 he was appointed sales manager from that organization in 1945 to become a member of the firm and Pacific Coast manager of Avery-Knodel Inc., which organization he still serves.

He is married and lives in San Francisco. He finds relaxation on his small ranch in Sonoma County, situated about 55 miles north of the San Francisco Bay Area.

CBS Radio’s Aircraft Flit series
(Sun., 12:05-12:30 p.m. EST)
was praised in a letter from Gen. B. W. Chidlaw, USAF, commanding general of the Air Force, as “an important contribution to the defense of the nation.” Gen. Chidlaw pointed out the program “is doing an excellent job of boosting the morale of civilian volunteers” in the Ground Observer Corps.

**ALLIED ARTS**

WILLIAM DIGNAM, public relations director, Market Research Corp. of America, has resigned. He has been with DIGNA in public relations and research advisory firm 551 Fifth Ave., N. Y. Telephone is Murray Hill 7-7097.

GENE SHEPHERD, account executive with David D. Albert Assoc., N. Y., radio-TV publicity firm, elected vice president of company.

EDWARD G. BRIERTY and RAYMOND E. WARNER appointed sales representatives in Midwest sales region of Electronic Tube Div., Westinghouse Electric Corp., Elmlia, N. Y. They are headquartered in Chicago.

JOHN P. DILLON, Claroast Mfg. Co., Dover, N. H., assigned to firm’s distributor sales department.

GRADY L. ROARK appointed manager of equipment tube sales, Tube General Electric Co., Schenectady.

EDWARD F. GRIGSBY, western sales manager, Altec Lansing Corp., Los Angeles, elected chairman of 1953 Los Angeles Council of West Coast Electronic Mfrs. Assn. Vice chairman and secretary-treasurer, respectively, are W. E. Astoin, sales manager, Tetrax Co., and DON E. LARSON, advertising director, Hoffman Radio Corp.

ALFRED A. MEDICA appointed assistant to STUART MINZ, vice president in charge of advertising at Admiral Corp., Chicago. JOHN B. GEORGE named new sales promotion manager for radio-TV.

MOTOROLA Inc., Chicago, appoints South Texas Appliance Corp., San Antonio, as distributor for firm’s radio and television equipment.

NORMAN CHASE, managing director, Urania Records Inc., N. Y., elected vice president of firm.

SID ROGELL, executive vice president, Jerry Fairbanks Inc., Hollywood, as executive vice president of firm.

GLENN WEBSTER, national sales manager for Scott Radio Labs. and John Meck Industries, Chicago, to General Electric, same city, as district sales manager for broadcast equipment.

NATIONAL ELECTRIC PRODUCTS Corp., Pittsburgh, Pa., and Southeastern Sales Co., Savannah, Ga., as representative to handle MECFO line of TV antennas in North and South Carolina, Georgia, Florida, Alabama and Mississippi.

MAYO SIMON, producer, Ford Foundation’s TV research project, Ames, Iowa, to Washington U., St. Louis, as director of research.

TERMINAL RADIO Corp., N. Y., electronic parts distributor, has published 132-page audio equipment catalog describing high fidelity home music systems and professional and public service and institutional, recording and broadcast equipment. Booklet available free of charge from the company at 85 Cortlandt St., New York 7.

**Equipment . . .**

GENERAL COMMUNICATIONS, Ft. Atkinson, Wis., announces production of CDMS-1 dial operated, video and audio monitor switching system designed for three monitor stations. Unit is rack mounting and is available for 12 or 24 volt operation.

AEROVOX Corp., New Bedford, Mass., announces manufacture of wide choice of foil-paper capacitors housed in compact tubular metal cases with vitreous-ceramic terminal and seals. Depending upon impregnant used, capacitors operate in temperature ranges from -60° to +85° C., and from -65° to +150° C.

CARBONNEAU INDUSTRIES, Grand Rapids, Mich., announces production of Gold Cup speaker with 2.15 oz. magnet, 1-inch voice coil and 1.60 oz. magnets with 1-inch voice coil both supplying flux in air gap equivalent to speakers using up to 50% more magnet weight.

RCA VICTOR, Camden, N. J., announces production of new portable frequency and deviation meter, Type 251; new phone carrier for clipping radio carrier frequency, undulation deviation and other performance data of mobile two-way radio systems.

INDUSTRIAL DEVICES Inc., Edgebrook, N. Y., announces production of new test clips, designated Model #1410A, for use in pairs as source of power for equipment under test without danger of short circuit due to clips touching each other or other components.

**Technical . . .**

TOM BOWLES, technical director, and JOHN FRISCH, studio engineer, have returned to NBC Chicago after military service.

STAN WEISS, ARNOLD ROSEN- STEING, LARRY SHOEN and BILL RIEFFEL added to engineering department of WHI Hempstead, L. I.

**Public Service Series**

SOME 300 radio stations were reported last week to have agreed to contribute public service time for the presentation of The American Trail, quarter-hour transcribed series dramatizing little-known stories in history and designed for in-school or general listening by children in the 9-18 age group. The 13-program series is presented by the Ladies Auxiliary, Veterans of Foreign Wars, and sponsored, said 7,000 local auxiliaries will assist in its promotion. It is being produced by Phoenix News Bureau, New York, with Mildred Collins as executive assigned to production. Premiere of the series will be on CBS September 11, coinciding with the opening of the second semester in schools.

**L.A. AD WOMEN Set Conference Plans**

LOS ANGELES Advertising Women Inc. will sponsor its 11th annual advertising conference series, titled "Advertising and You," to be held at CBS Hollywood, each Monday from Jan. 12 to March 2.

Teel off the programs, Jan. 12, is Don Belding, chairman of the board, Foote, Cone & Belding, on the subject, "Preparing for the Advertising Field." Subsequent speakers and discussions are as follows:

Irving Burg, national sales promotion manager, Free Sewing Machine Co., will speak on "Copy," Jan. 19; Ted Rosenthal, director, Roberts Inc., "Art," Jan. 26; and Solly Smith, sales manager, Carter & Gal- antin (printing firm), Feb. 3, on "Point-of-Sale.""The Publicity Roundtable, Feb. 9, will be moderated by June Barth, account executive, Director Calif. "It's Sandy." His christened name, almost as long as he is, Victor Hugo David Sandberg, did not come from the renowned Swedish family but from a European fashion of freeing-the names of as many relatives as possible onto a birth certificate. Everyone today refers to him as “Sandy.”

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C O N T R A C T S with World Broadcasting System and the F. W. Ziv Co., have recently been negotiated by WDKO Cleveland. Station feels "this is a ten strike for listeners because it will provide them with 14% hours of top drawer programs weekly," many of which are new to the area. New programming schedule took effect Nov. 24.

'LADIES DAY' PREVIEW
BEGINNING Dec. 15, WOW New York went on the air with the broadcasting equivalent of a three-week preview for its new show, Ladies Day, starring Dorothy Toweles. New program featuring news and chatter of interest to women is aired each morning from 8:30-9 a.m. Reason, station explains, for considering the first three weeks a "preview" is to give the audience a chance to comment on the format.

BINAURAL BROADCAST
U. OF IOWA broadcasting stations, WSUI and KSUI-FM Iowa City, combined facilities last month to bring listeners what was believed to be the first binaural broadcast in Iowa radio history. Report was received from Carl H. Mezler, director of the stations. So enthusiastic was the response that three additional binaural shows have been planned by the stations. First program featured a string quartet composed of SUl students in an hour-long broadcast of chamber music.

TOUR PROMOTION
CLAIRE WALLACE, Canadian radio commentator, is making a tour of Canada on behalf of her sponsor, The Associated Salmon Canners of B. C., in a promotion to meet her listeners throughout the country. Stations in each city which carry her broadcasts plug her visit by asking listeners to send in their names on the back of a salmon label. Out of the mail response, 100 names are drawn to attend a luncheon featuring many dishes made with canned salmon. Mrs. Wallace acts as hostess at each luncheon.

EMERGENCY PLANS
PLANS to handle emergency service announcements necessitated by unfavorable weather conditions or similar emergencies, have been formulated at WLW and WLWT (TV) Cincinnati. Outline of the plan has been sent to schools in the area. State highway departments of Ohio, Indiana, Kentucky and W. Virginia will cooperate with the program.

UNION OIL TOUR
SALES promotion junket to explain its 1953 advertising plans to dealers is being undertaken by Union Oil co. of Calif., Los Angeles. Presentation consists of a 30-minute training film, produced by David Griffin Productions, Hollywood, and a 30-minute live program of professional talent, produced by MCA, under the overall title Flight 76. C. Haines Fennell, director of public relations and advertising for the petroleum firm, is in charge of the program, assisted by Jack Smock, vice president of Foote, Cone & Belding Inc., L. A.

MOTHER-IN-LAW CONTEST
CONTEST to select the letter writing winner of "Why I like my Mother-in-law" is being conducted by CBS Radio December Bride and will close Jan. 1. Winner and his or her traveling companion will have a week's vacation in Palm Springs, in addition to being guests of program star, Spring Byington, during one of those days.

WISN PUBLICATION
FIRST of the monthly publications planned by WISN Milwaukee was issues by the station in December. The new publication, using a newspaper format, is called Q Sheet and contains pertinent station information as well as CBS news and a program schedule. WISN is a CBS affiliate.

OFF-CAMPUS SERIES
INITIAL venture into regular off-campus broadcasting by WCHC, student operated carrier-current station at Holy Cross College, Worcester, Mass., was made recently with the presentation of The Holy Cross Hour on WORC Worcester. Series will consist of selected programs from the WCHC schedule. Show will continue each Sunday for the remainder of the scholastic year.

WEW BROCHURE
BROCHURE stressing the coverage of WEW St. Louis, the "Good Music" station there, has been released by that station. Breakdown of statistics on the program, including data on population, families, retail sales, number of employed persons and median family income. For the Orange Bowl Game you can buy listeners for 1/4c when you buy WEE 770 kc clear channel.”

ORANGE BOWL COVERAGE
TO acquaint local and national business firms with the fact that WTJ (TV) Miami will originate the Orange Bowl Game for CBS, the station has imprinted a slug on its stationery to read: "You'll be there on New Year’s Day when WTJ originates the Orange Bowl Game..." Station will also cover the Orange Bowl parade on New Year’s Eve for the network.

WGW Salute
TOP executives of the Evening Star, Washington, D. C., were heard in a special broadcast Dec. 14 on WGW Silver Spring, Md. Evening Star Salute featured a discussion of the past present and future of the newspaper which celebrated its 100th anniversary on Dec. 16.

CHRISTMAS CONTEST
TO stimulate more interest in his early morning program and to share listeners’ experiences with others, Bill Jackson, disc jockey at WPFT Raleigh has been running an “I Remember Christmas” letter-writing contest. Mr. Jackson reads letters from listeners who have interesting Christmas experiences to relate. For every letter read on the air he pays $1. Station relates that to date he has been receiving 200 contest letters a week.

AMERICAN MUSIC FESTIVAL
WNBC New York’s 14th Annual American Music Festival on Feb. 12-22 will present programs of contemporary music from 35 institutions of higher learning throughout the U. S., as well as special broadcasts prepared by the BBC, and the radio networks of France, Israel, Italy, Austria and the Netherlands. One feature of this year’s Festival will be the presentation by binaural broadcasting of several of the concerts.

CHRISTMAS SELL-OUT
FILMER’S Ltd., a stationery store in Nanaimo, B. C., made arrangements to air a flash announcement daily at 8:15 a.m. over CHUB Nanaimo to advertise “singing Christmas cards” at $1.25 a card. Announcer simply played the recorded greeting and stated it could be obtained at Filmer’s. The dealer had been wary about buying this type greeting and had confined his purchase to a gross. His entire stock was sold out after the second flash announcement.

KRES BROADCASTS PRAYER
PRAYER said by a member of the Council of Churches is being used by KRES St. Joseph, Mo., for its sign-on, sign-off and at noon. Prayer is being aired as a community service and "as a spiritual reminder to all listeners who might be inclined toward forgetfulness."

‘FOUNDER’S DAY’
WSTV Steubenville, Ohio, tape-recorded and broadcast over MBS the December 7th Founder’s Day Banquet of the College of Steubenville held in the Fort Steuben Hotel. A highlight of the evening was the presentation of the Poverello Medal, the highest non-academic award of the College of Steubenville, to Lions International. Recorded copies of the program are being presented by WSTV to Lions International and to the College of Steubenville for their archives.

FRENCH SERIES
WABF (FM) New York is presenting during December a series of transcriptions made during music festivals in the French cities of Vichy, Versailles, Toulouse, Strasbourg, Sceaux, Aix-En-Provence, Menton and Besancon. Scheduled from 8:9 p.m. EST, Monday through Friday, the series was made available to the station by the French Broadcasting System in North America.

THE NBC STATION SERVING GREATER YOUNGSTOWN, OHIO
30TH POPULATION AREA IN U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM
PROPERTY RIGHT
Court Rules on Radio Show

CREATOR of a radio program has a property right in his idea, a Federal District Court Judge has ruled — provided the idea is reduced to concrete form.

In a decision two weeks ago, Judge Alexander Holtzoff found that there is a limited property right in an idea, which has been reduced to concrete detailed form and is novel. Opinion was written in denying a request by the Hamilton National Bank, Washington, for dismissal of $3,200 jury verdict in favor of advertising man Lloyd K. Belt. The jury gave Mr. Belt $500 last month.

Case involved a radio program using school children's talent, to be supervised by the Washington school system. The bank told Mr. Belt to prepare the show at a $25 weekly fee. School authorities were contacted, but did not immediately reply. After two weeks' work, the bank cancelled its contract with Mr. Belt. Subsequently, the school executives contacted the bank and asked if it was still interested in the program. It signified it was, and the program was broadcast weekly for one year. The bank hired another advertising agency to handle the show. Mr. Belt sued to be compensated for the use of his idea.

ADDED STEEL
Set Makers to Get April 1
OUTLOOK for more steel for radio-TV manufacturers next April 1 brightened perceptibly last week.

Greater quantities of the controlled material will be made available to set makers and other consumer goods producers, according to quotas announced by the Defense Production Administration Wednesday. Copper and aluminum sales will remain relatively the same, however.

Manufacturers of radio and television receivers will obtain 70% of the carbon steel they used in the pre-December base period — roughly 40% more than in the first quarter of 1933 and somewhat less than the 40% when allowance is made for supplemental allotments they have been receiving since the big pinch in the third quarter. Structural steel (for construction) remains in short supply.

Through the Electronics Division of the National Production Authority, manufacturers will continue to receive about 50% of copper and 56% of aluminum (of base period usage) — a rate which has prevailed in recent months.

Copper and aluminum represent "supply difficulties," Ralph S. Frigg, acting DPA administrator, said Wednesday. There has been some obtaining larger quantities of aluminum for small radio-TV antennas, an NPA official added.

COMMUNITY SERVICE
Kathman Praises Radio

RADIO on the community level is a vital communications medium in the solution of industrial and labor problems, Harold Kathman, member of Fisher, Rudge & Nebbett, New York, management and labor consultant firm, told the Durham (N. C.) Advertising Club last Tuesday.

Pointing out that all media were important in creating understanding among management, employs and the community, Mr. Kathman singled out radio as "a relatively inexpensive method of solving particular problems."

He cited the case of one company which was faced with an employment shortage each spring and fall when farmers quit their jobs to do planting or harvesting. Through the use of a weekly radio program costing only $18.80 a week, the company persuaded the farmers to remain on better-paid jobs at the mill and hire cheaper farm labor for spring and fall chores.

'S5 Magazine Totals
NATIONAL magazine advertising for 1952 will total $550 million, an all-time high, Magazine Advertising Bureau estimated last week. Figure, 8% higher than the $511 million carried by magazines in 1951, is based on volume of $509,-278,781 for January-November, up 8% over the $471,387,774 11-month total in 1951.

"Mr. Plus" red suspenders as a token of appreciation for loyal "support" over the past five years. A more conservative birthday letter was mailed to other sponsors. WLNC, an MBS affiliate, operates on 1460 kc with 250 w.

FULTON LEWIS JR. celebrates his 15th anniversary as an MBS news reporter and commentator on Christian Day. The program is aired each weekday from 7-7:15 p.m. EST and is sponsored on a cooperative basis on some 350 radio stations.

Still Going STRONG
A coffee account, using KGW, increased sales in this area 42 per cent.

For Sales Results Use KGW
Economical and efficient medium for covering the mass market.

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.,

AFILIATED WITH NBC

December 22, 1952 • Page 87

BROADCASTING • Telecasting
FCC consolidates forms. The new form (Form 323) is effective Feb. 1, and eliminates among other things information on operating personnel.

Another snip at red tape also took place two weeks ago when the FCC adopted short forms for station license renewals (Form 360) and modifications (Form 369). Instead of complete new reports being made up each time, new forms will refer to the previous form, and make note of any changes. Single-page report will eliminate, the Commission said, staff preparation of preparing lengthy documents to reflect all details and conditions of the grant.

Earlier this month, the Commission finalized new and simpler annual financial reports (Form 364), reducing the number of pages in the schedule from 15 to 9 [B+T, Dec. 1, Oct. 6]. This eliminated the program analysis requirement, which now is called for only at renewal time.

**Study in U.S.**

THREE foreign engineers have arrived in the U.S. within the past fortnight to study U.S. communications under fellowships granted by the United Nations, it was announced recently (Form 391). Because of their visit, the New York area. The UN fellows are Patrick Joseph Rogers, chief engineer of overseas communications service, B m b a y, Kallianpur Vasudev Pai, deputy chief engineer of Posts and Telegraphs Dept., New Delhi, India and Berrndt K. G. Granlund, engineer with General Direction of Posts and Telegraphs, Hel- sinki, Finland.

RICHARD CARTER, Warner Bros, membership committee chairman of Publicists Guild, Hollywood, appointed treasurer. He succeeds Homer Davies, Columbia Pictures, who moves to Tucson.

**Reason Why**

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

**WIBW The Voice of Kansas**

**FCC Consolidates Forms**

FCC has consolidated into one form the annual and interim ownership reports (Forms 323 and 323A) required of all broadcasters [B+T, Dec. 15]. The new form (Form 323) is effective Feb. 1, and eliminates among other things information on operating personnel.

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REALESTATE AWARD

Won By Philco's Balderston

WILLIAM BALDERSTON, president, Philco Corp., received the 1952 award of the Society of Indus
trial Realtors at the society's annual banquet in Philadelphia's Hotel Bercley.

Mr. Balderston was honored as the citizen who has made "a most significant contribution to the in-
dustrial development of metropolitan Philadelphia."

In accepting the award, Mr. Balderston paid tribute to the modern industrial corporation as the "bulwark of American freedom—in an institution with a deep sense of social responsibilility to the public."

Of the incoming administration, the Philco president commented: "For the first time in 20 years, we will have a philosophy of govern-
ment in Washington that is sympathetic to business."

"That does not mean we are in 'another partisan government hat has merely shifted its loyalties from labor to business," he added. "Rather, the team Eisen-
hower is assembling is made up of men who know from experience that the success of modern industry is founded on harmony of in-
terest between capital and labor—on conflict between them. These are men who believe in the rights of management as well as the rights of labor."

ELECTRONICS

Failure Prediction Is Aim

INTERNATIONAL Bureau of Standards last week announced that it is inves-
tigating the feasibility of de-
etting inept failures in elec-
tronic equipment long before they everceptibly affect over-all perfor-
mance.

Surveys have indicated that at least half of all equipment failures are caused by gradual failures of componen-
ts. In accelerated-ageing experiments on a military radio re-
siver, NBS has succeeded in pre-
icting a majority of failures hours before they made the equipment

GREENVILLE is

SOUTH CAROLINA'S LARGEST

METROPOLITAN AREA

In "COVERED" WAGES

GREENVILLE $122,577,546

Columbia 75,483,617

Charleston 50,220,530

S. C. Emp. Sec. Comm., 1951

MAKE IT YOURS WITH

WFBC 5000 WATTS

News Programming Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets

Represented by Avery-Knodel

ROADCASTING • Telecasting

READYING Binghamton, N. Y., promotion campaign on behalf of the new
Jell-O Bob Hope Show are (1 to r.) Joseph E. Vail, General Foods sales rep-
resentative; George J. O'Connor, general manager, WINR Binghamton; Robert
S. LaCiebe, GF sales representative; Charles Bisbee, WINR program manager;
James M. Hind, GF sales representative; Joseph F. Healy (seated), GF territory
manager.

BOOK REVIEWS...

TEN OPERATIC MASTERPIECES. Published by Broadcast Matte Inc.,

AN IDEAL gift is this publishing masterpiece. Included among the
librettos are works from the pens of talented composers from Mozart
and Prokofoff.

The 10 operas are "The Master-
singers of Nuremberg," "Marriage
of Figaro," "Aida," "Carmen,"
"Tales of Hoffmann," "Boheme,"
"Rosenkavalier," "Tea in Love of
Three Oranges" and "Wozzeck."

Olin Downes, music critic of The
New York Times, has written his-
torical background and descriptive
ynapses of the librettos. He has
cluded many fascinating and little known facts concerning the
composers and the sometimes un-
expected sources of their works.

Leonard Marker, Viennese com-
poser, has set out completely new
no arrangements of all the im-
portant instrumental and vocal
passages. There are more than 80
decorative illustrations in color by
Alberta Sordini, brilliant artist.

The entire book was created under supervision of Merle Armit-
tage, noted designer.

DOUBLE TROUBLE. By Charles and
Eugene Jones with Dale Kramer.
Published by Little, Brown & Co.,
34 Beacon St., Boston, 317 pp. $3.75.

THE FABULOUS Jones twins, who have covered the world as
cameramen for NBC-TV, are al-
ready a legend, though still only
in their late 20s. This book is an
account of their lives.

As roving camera-correspondents for NBC-TV, they criss-
ioned the earth from Alaska to Africa and now most news centers in between.

They were first sent to Korea by the network where they dis-
gnished themselves by com-
pletely disregarding their safety to
assure NBC-TV the best coverage
available. Gene, the elder—by a

Movie TV Hearing Data
SUBMISSION of list of witnesses and
synopses of testimony on theatre
tv hearings, which resume
Jan. 28, was postponed from today
to Jan. 12, the FCC announced last
week. Action was taken on the re-
quest of Western Union and sev-
eral other parties to the rule-
aking procedure. Testimony on engi-
neering and accounting phases of
the motion picture industry request
for special frequencies was taken
in October [B+T, Nov. 3, Oct. 27].
The witnesses to be heard next
week will testify on policy and plans.

High Frequency Meet
PLANS have been completed for
the Third Conference on High-
Frequency Measurements, slated
for Washington, Jan. 14-16. The
conference will be devoted exclu-
sively to techniques and problems
of high-frequency measurements.

Ward FM TV
JOHNSTOWN, PENNA.

December 22, 1952 • Page 89
EMERSON-FORD
Merger Plans Readied
WEBSTER - Chicago Corp. and Emerson Radio & Phonograph Corp. are readying merger plans for approval by stockholders. Directo rs of both companies have authorized the merger, which would provide for an exchange of stock. Webster-Chicago would become a division of Emerson, a leading radio-TV set manufacturer, continuing with its production of wire and tape recorders and record changers. Under the plan, Emerson would issue 837,600 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of an Emerson share for each full share of Webster-Chicago.

Electronics Symposium
NEXT YEAR'S Electronic Components Symposium will be held April 29-May 1 at the Shakespeare Club, Pasaden a, Calif., under the sponsorship of the American Institute of Electrical Engineers, Institute of Radio Engineers, RetMa, and the West Coast Electronic Mfrs. Assn. In an announcement last week, officials said sessions will follow the pattern of previous national meetings on electronic component parts.

SUM of $600,000 has been allotted by Kaye-Halbert Corp., Culver City (radio-TV sets), for 1963 advertising and new area promotion, according to Harry Kaye, president.

WOODWARD
Woodyard added.

Manager; standing, Fits a W. Units December 22, 1952

For finest tape recording

WRUF
Gainesville, Fla.

Uses

Macquenier

First choice of engineers!

Only Macquenier offers all the flexibility, high fidelity and features you require—at a price you want to pay!

Suits every purpose—every purse!

PORTABLE - LIGHTWEIGHT Recorder in one case. Ameliorated in the other. Easy handling — compact!

QUICKLY BACK MOUNTED Units can be combined for inside installation of portable equipment.

CONSOLE OR COMBINATION Available entirely as a complete unit in either Macquenier cabinets. For new catalog—write:

Macquenier, Inc.
225 W. Ohio St., Chicago 10, Ill.

PREMIER BROADCASTING Co.

December 12 Applications...

ACCOUNTED FOR FILING

WAPI Birmingham, Ala.—CP to increase power from 10 kw-D to 50 kw-D.

License for CP

KSWB Yuma, Ariz.—License for CP replacing expired CP as mod., which authorized new AM.

License Renewals

Following stations request renewal of license:


TENDERED FOR FILING

AM—1340 kc

KPOI Los Angeles—CP to increase power from 5 to 10 kw.

APPLICATIONS RETURNED

South Extension of Completion Date

WBT Brockton, Mass.—Mod. CP as mod., which authorized change in frequency, hours of operation, and installation of FM, for extension of completion date.

WADI Adrian, Mich.—Mod. CP as mod., which authorized change in frequency and hours of operation, equipment and type trans., for extension of completion date.

December 16 Decisions...

BY BROADCAST BUREAU

Licenses Granted

WIMS-FM Michigan City, Ind.—Granted license for CP. Ch. 225, unl. WMAW Canton, Mich.—Granted license for standard AM; 1340 kc, 100 kw, unl. KTPS Texarkana, Tex.—Granted li- cense covering change in transmission, location.

December 12 through December 18

CP-construction permit

DA-directional antenna

EL-electrical output

N-night

S-transmitter

U-radio

V-visual

W-field

X-ray

Y-latitude

Z-longitude

antenna

D-day

f-conditioned

LS-local sunset

ionization

transmitter

auroral

on-time

unlimited

authorization

conditioned

service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 96.

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COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7037 Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 radio-page

readers—owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

BROADCASTING • Telecasti

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 3-2705

- TOWERS -

AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.

1610 N. E. Columbus Blvd.

Portland 11, Oregon

- VACANCY -

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 radio-readers—owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

BROADCASTING • Telecasti

December 22, 1952

Page 90

PREMIER BROADCASTING Co.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

Commercial Radio Equip Co.
INTERNATIONAL BLDG., BL. 1-13-19
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGQUIST
932 NATE PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

—Established 1896—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-2815
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 8-2984
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 7-3151
WASHINGTON, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
ADAMS 2-2261
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2133
Riverside, Calif.
(Member Chicago suburban)

LyNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
WASHINGTON, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—
Electro-Communications
1610 Bue St., N. W.
Washington, D. C.
Member AFCCE

GRANT R. WRATHALL
Aptos, Calif.
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
AFTOS—3352
Member AFCCE

ROBERT L. HAMMET
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.

ROBERT M. SILLMAN
Consulting Radio Engineer
1011 New Hampshire Ave., N. W.
Republic 7-6646
Washington 7, D. C.

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
Normandy 2-6715

ROBERT R. LUBCCE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
2443 CRESTON WAY NO. 3-3366
HOLLYWOOD 38, CALIFORNIA

GRANT R. WRATHALL
Aptos, Calif.
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
AFTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church St., N. W. DEcatur 2-1231
Washington 5, D. C.
Member AFCCE

Vandire
cohen & Warren
Consulting Electronic Engineers
612 Evans Bldg.
NA. 8-2098
1420 New York Ave., N. W.
Washington 5, D. C.

GRANT R. WRATHALL
Aptos, Calif.
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
AFTOS—3352
Member AFCCE

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres.
2026 R. E. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

Member AFCCE
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

Deadline: Undisclosed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word - $2.00 minimum • Help Wanted 25¢ per word - $2.00 minimum
All other classifications 30¢ per word - $4.00 minimum • Display $5.00 per inch
No charge for blind box number. Send replies to Box 366S.

Classified Blanks are available, 30 cents each, with 100 free. Ask for catalog.

Help Wanted
Managerial
Managerial—assistant manager. Progressive lowa station, excellent public relations opportunity. Send resume. Box 301S.

Salesmen
Salesman for local accounts. Salary plus commission. Good market. Texas location. Tell all. Box 200S.

Box writer working Atlanta, Ga. Starting $15,000.ing. Good opportunity. Box 330S.

Operator—announcer. Must have experience in newscasting. Good public relations sense. Knows how to work with cameras. Excellent working conditions. Good salary. Write Box 337S. BROADCASTING TELECASTING.

Managerial
Managerial assistant. Progressive lowa station. Excellent public relations opportunity. Send resume. Box 301S.

Help Wanted (Cont'd)
Dependable morning announcer with good voice. Sales ability and general disc work. Permanent position. Must have ability. Apply with application, recommendations, and full data to KFRR, Roseburg, Oregon. Help Wanted.

Announcer—writer. Excellent salary. Good work conditions. Write Box 3015, BROADCASTING TELECASTING.

Box writer working. Good rate with your ability. Send details, including salary, expected and telephone number. Box 303S.

Combined positions for capable ambitious man with executive and managerial experience. Good salary. Write to Box 307S.

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Managerial—assistant manager. Progressive lowa station. Excellent public relations opportunity. Send resume. Box 301S.

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Salesman for local accounts. Salary plus commission. Good market. Texas location. Tell all. Box 200S.

Box writer working Atlanta, Ga. Starting $15,000.ing. Good opportunity. Box 330S.

Operator—announcer. Must have experience in newscasting. Good public relations sense. Knows how to work with cameras. Excellent working conditions. Good salary. Write Box 337S. BROADCASTING TELECASTING.

Managerial
Managerial—assistant manager. Progressive lowa station. Excellent public relations opportunity. Send resume. Box 301S.

Salesmen
Salesman for local accounts. Salary plus commission. Good market. Texas location. Tell all. Box 200S.
Situations Wanted—(Cont’d)

Ten years experience sales announcing. Like to work. No desk jobbery. Vet. of Army and Navy. Hard working, capable, and responsible. Can be reached any time. Box 315S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont’d)

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 315S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont’d)

Wanted to Buy—(Cont’d)

Equipment, etc.

Desires a small, sparsely-equipped station. Desires location in South Central Pennsylvania. Box 315S, BROADCASTING • TELECASTING

 Used studio equipment for a 250 W AM station. Send details to Marvin E. Whitmire, Advertising Enterprises Ltd. Evanston, Wisconsin.

Miscellaneous


Help Wanted

Television

Managerial

TV STATION MANAGER

A leading AM station is now building its TV affiliate. The first TV station in a large city. It is looking for a thoroughly experienced man to head its TV operation, with a strong back-ground in VHF TV sales, programming and TV buying. He will want to "pitch in" himself, so he will share in the profits. He must be able to hire and direct the sales and program personnel, and have know-how to produce well-rounded, low-budget entertainment and public service programs. Give full particulars about your previous experience, earnings, and salary expected. All replies will be kept in confidence.

Box 3145, BROADCASTING • TELECASTING

Situations Wanted

Announcer

Welsh-Granville, New York.

Morning Man

with 11 years experience at one and same station. Looking for permanent position. Married, wife and I want to settle in and become part of a good community. Available immediately. Wira, AM, 1186, Westminster Avenue, Norfolk, Virginia.

(Continued on next page)
Situations Wanted—(Cont'd)

**Managerial**

**GENERAL MANAGER**

**AVAILABLE JANUARY 1, 1953**

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country's biggest and most competitive markets. The station is now 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, incorporating present employer. Wire or write Box 2165, BROADCASTING • TELECASTING.

**TV SALES CONTACTS NATIONAL & LOCAL**

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 33. Married.

Presently employed, willing to leave New York area. Box 515, BROADCASTING • TELECASTING.

**TELEVISION PROGRAM MANAGER**

Presently employed with key network affiliate in major market. Desires a change. 8 years experience in radio and TV with B as TV production manager. Familiar with all phases of television production operation. Put this station on the air, let me do the same for you. Tel references. Box 3585, BROADCASTING • TELECASTING.

**WANTED TO BUY**

**Equipment, etc.**

**TV CAMERA CHAIN WANTED**

Used "KVF" of large "ORTHO" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 32 East 19th Street, New York, N. Y.

**Miscellaneous**

**How about Erecting, Altering, Painting your own home, Autonight lights?**

We're ready for you.

J. M. HAMILTON & CO., PAINTING & ERECTING MAINTENANCE • YEARS OF EXPERIENCE Box 2422, Tel. 4-2129, Gettysburg, N. C.

316 S. Broad St., 7th King St., Alexandria, Va.

**WANT A GOOD EXECUTIVE?**

Competent, reliable General, Commercial and Program Manager: Chief Engineer, Disc Jockeys, Sportscasters, etc. specialists. Tell us your needs today. Delays are costly.

HOWARD S. FREAS

**TV & Radio Management Consultants**

708 Bond Bldg., Washington 3, D.C.

**Northwest Independent $60,000.00**

An ideal property for one or two owners. Consistently profitable, this 1,000 watt independent is being operated for $250.00 a month including a manager’s salary and is grossing $500.00 monthly. Located in a growing Northwest market. We can arrange liberal financing.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

WASHINGTON, D. C.

James W. Blackburn

Washington Bldg.
Sterling 3-4261-E

CHICAGO

Ray V. Hamilton

Tribune Tower
235 North LaSalle
Delaware 7-3755-E

SAN FRANCISCO

Lester M. Smith

233 Market St.
Exbrook 2-5672

**'COFFEE NEWS'**

**KFPW Marks Milestone**

CLAIM has been staked by KFPW Fort Smith, Ark. to a longevity record for a newscast program—the 7,000th airing of the nighttime Polar Bear Coffee News.

The newscast is now in its 23rd consecutive year under sponsorship of Polar Bear Coffee. Station marked the milestone with a celebration enjoyed by KFPW news men and sponsor officials. Listeners shared in the festivities, too, with a special 30 minute round-robin interview show conducted by Harlan Judkins and Joe Roppolo of the KFPW staff.

Power of radio was told by James C. Leake, vice president of the Griffin Grocery Co., coffee manufacturer. "To say we're sold on consistent use of radio as the best advertising medium is an understatement," he told KFPW listeners. "We have 100% distribution of Polar Bear Coffee in the Fort Smith market to prove its value."

The 7,000th broadcast of the newscast was heralded with a full-page ad in the daily newspapers, recounting background of both the product and the station. Griffin' bought the newscast on July 25, 1930, and has aired it daily except Sundays ever since.

Adelaide B. Meldedge

ADELAIDE B. MELLEDGE, 78, producer of women's programs in the early days of radio, died Monday at her home in New York. In 1925, she founded the Clubwomen's Hour, and for some years was radio chairman of the New York City Federation of Women's Clubs.

NET income of IT&T for the nine months ended Sept. 30 was $8,028,403 as against $3,615,182 for the corresponding period of 1951, the management reported last week. The Board of Directors declared a dividend of $2.00 per share plus an extra dividend of 1.02 per share, both payable on Jan. 21 to stockholders of record at close of business last Friday.

**MANAGER**

**RADIO OR TELEVISION or both**

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my two cents in a long-term position.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 2625, BROADCASTING • TELECASTING.

Page 94 • December 22, 1952
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<th>Station</th>
<th>AM</th>
<th>FM</th>
<th>Licensee</th>
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<th>License Date</th>
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**Change Type**

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*Not available.

**Areas:**
- The State: 2,167,037
- Radio Homes Count: 2,167,037
- Urban Areas: 2,167,037
- Regions: 2,167,037
- Metropolitan Areas: 2,167,037
- Micropolitan Areas: 2,167,037
- County Areas: 2,167,037

Page 96 | December 22, 1952 | BROADCASTING | Telecasting
and educational programs will avoid the complaints that have been advanced against comedy and variety shows on the one hand and crime shows on the other hand," the subcommittee said. "Furthermore, it is desired to increase emphasis on cultural and educational programs on the part of commercial television stations and community network follow-ups to make possible a considerable degree of decentralization of television programs," it added.

It was understood that this was a reiteration of the allegation that merely moral and offensive programs generally were network originations from large metropolitan cities where the level of propriety was not as high as in smaller cities and rural areas.

The subcommittee also recommended that the question of improper or offensive advertising on the air might be dealt with on a case-by-case basis. This, it was hoped, might develop into an "adequate common law" of radio and television. The subcommittee also urged more praise for "good" commercials and said it might serve a greater purpose than criticism.

Example Given

Among the examples of improper advertising, the subcommittee said it meant "imperation of professional personnel for the purpose of endorsing the products advertised, or directing selling by 'pitch men,' or undue frequency of advertising slogans." Qualification that its conclusions should not be considered hard and fast was made by the subcommittee at the very start of that section of its report. It referred to the "growing pains" of TV and the fact that the TV Code only went into operation a year ago this year.

"It is an understatement and somewhat trivial to observe that television is a rapidly growing medium of communication. Nevertheless, it is the duty of the subcommittee to put down this observation right at the start because the rapid growth of television is the very reason why no lasting judgments and conclusions can be formed at this juncture with respect to the subject matter under study," the subcommittee said.

The seven-man FCC subcommittee of the House Commerce Committee which investigated radio-TV programs included, in addition to Rep. Harris, the following members:


Rep. Gathings' resolution (R 278) called on the subcommittee to investigate radio and TV programs "to determine the extent to which radio and television programs currently available... contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption." The majority of the witnesses objected to beer and wine advertising on the air. Next in number were those who protested against the so-called "pitch men" and the flood of crime and horror programs on the air. Few complaints were made about indecent performers or programs, and there was general agreement that the subcommittee's findings that low necklines had ceased dropping and were, in fact, moving up to more modest levels following the start of televised commercials.

The subcommittee reported that it had received more than 1,200 letters and other communications from the public on the subject of radio and TV programming.

It was also reported that, although Rep. Harris and members of the subcommittee are the regular FCC subcommittee of the House Commerce Committee, under previous laws the House in the 80th Congress, no standing subcommittees were established. It is therefore impossible to tell whether the radio-TV program probe if it is decided to continue it.

Rep. O'Hara is the ranking GOP member of the subcommittee at the present time. Rep. Denny, the third Republican on the panel, has failed to be re-elected last month. The other Republican member of the subcommittee is Rep. Cheno-weth.

HILL INQUIRY

Fellows Lauds 'Fairness'

NARTB President Harold E. Fel-

low, in an announcement issued last week, expressed his gratifica-
tion at the fairness of the Harris

subcommittee which investigated radio-TV programs. He also ex-

pressed the belief that the hear-
grings gave committee members more help than they had before.

Text of Mr. Fellows' statement is as follows:

Although we have not had time to study thoroughly the report of the FCC subcommittees of the House Interstate and Foreign Commerce Committee, we are grateful to Chairman Harris and his colleagues for the clear and impartial manner in which they conducted the inquiry. I believe the members of the subcommittees would agree that the hearings afforded them an opportunity to learn more about the operational problems with which broadcasters must contend. For our own part, as broadcasters, the forum made it possible for our industry to learn at first hand the nature of the problems much of which is reflected in the reports made to Con-
mmittee subcommittees. Such friendly exploration with proper limits, can only be helpful and con-

structive.

WTTM Trenton to broadcast an-

ouncements of schools closing due to wintry weather beginning at 6 a.m. and lasting until 9 a.m.

December 22, 1952 • Page 97
EDUCATIONAL TV SHOULD BE 'NONCOMPETITIVE'

EDUCATIONAL TV stations should not be competitive with commercial broadcasters. That was one of three principles enunciated by California Gov. Earl Warren at Conference on Educational TV at Sacramento last week.

"... there should be no commercial aspect in the programs and no competition with commercial stations," California governor said. "I say this because some people undoubtedly will have concern lest educational television become competitive with private enterprise."

Other principles submitted by Gov. Warren were (1) program policies and content should be determined solely by educators, and (2) educational stations should be kept independent of station administration, like public schools.

Gist of Gov. Warren's talk was place of educational TV as complementary to regular school teaching and its promise for adult education and for shut-ins.

Meanwhile, Joint Committee on Educational TV announced appointment of E. Arthur Hungerford, of commercial manager, General Precision Lab., as consultant to J CET to advise school and educational TV broadcasters on engineering phases of construction and operation.

GROUP D GRANTS

FCC Friday afternoon wired eight more pre-freeze television stations that their applications for maximum power had been granted. Those receiving permission to boost ERP to 100 kw visual are:

WBZ-TV Boston, Mass., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 630 ft.

WCCO-TV Minneapolis, Minn., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 540 ft.

KMYT (TV) Omaha, Neb., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 590 ft.

WOW-TV Omaha, Neb., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 580 ft.

WBTY (TV) Charlotte, N. C., granted ERP 100 kw visual, 60 kw audio, antenna height above average terrain 1,070 ft.

KKRL-TV Dallas, Tex., granted ERP 100 kw visual, 60 kw audio, antenna height above average terrain 460 ft.

KEYL (TV) San Antonio, Tex., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 440 ft.

WOAI-TV San Antonio, Tex., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 480 ft.

It also was understood that KHQ-TV Spokane, Wash., had received permission to begin commercial operation.

AVCO DIVIDEND

AVCO MFG. CORP., New York, declared quarterly dividend Friday of $0.5614 per share on $2.25 cumulative convertible preferred stock, payable Feb. 2 to holders of record Jan. 16, 1953.

CLAY HONORED

HENRY B. CLAY, executive vice president-general manager of KWKH-AM-FM Shreveport, La., has been honored, as "Young Man of the Year" by Shreveport Junior Chamber of Commerce. James S. Van Sickle, KWKH news director, was among three runners-up who received certificates of achievement.

Business Briefly (Continued from page 5)

advertising. Radio and TV will share in over-all billings, estimated at $600,000.

CHESTERFIELD SWITCHES • Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), dropping its Gangbusters, which alternates with Dragnet, Thurs., 9:30-9:30 p.m., NBC-TV, and replacing it with weekly sponsorship of Dragnet, effective Dec. 25. Cunningham & Walsh, N. Y., is agency.

PAINT CAMPAIGN • Eck & James, Philadelphia (advertising agency), planning spring radio and newspaper campaign for paint client, starting March 16 and using 82 spots in limited number of markets.

KEN MURRAY SPONSOR • Bristol Myers Co., New York, will sponsor Ken Murray Show and Alan Young Show on CBS-TV on alternate Sundays, 9:30-10 p.m. EST, starting Feb. 8. Agency is Doherty, Clifford, Steers & Shenfeld, New York.

PARTICIPATIONS • Florida Citrus Exchange, through Jacobs Agency, N. Y., buying participations in New England area starting Jan. 5 for 13 weeks.

WEIGHTMAN DRIVE • Weightman Inc., Philadelphia advertising agency, is preparing radio spot announcement campaign, using scattered northeast markets, on behalf of dog food account. Campaign to start early January.

EMBASSY SPONSORS • P. Lorillard Co. (Embassy cigarettes), N. Y., to sponsor Club Embassy featuring songstress Mindy Carson on NBC-TV, Tues., 10:30-11:30 p.m., effective Dec. 30. Lennen & Newell, N. Y., is agency.

THEATRES WARNED

NBC said Friday it had warned motion picture theatres that they may not show NBC's telecast of New Year's Day Rose Bowl football game in their theatres. Warning, inspired by reports of unauthorized theatre pickups of last Rose Bowl telecast, was contained in letter sent by L. S. Frost, NBC Hollywood public relations director, to major exhibitors' trade associations. Letter said in part:

"Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Television Conference and the Pasadena Tournament of Roses Assn. And also of similar rights and other proprietary rights of the NBC."

PEOPLE

ALAN W. GOLDMAN, Benton & Bowles, New York, to Sullivan, Stauffer, Colwell & Bayles, same city, in copy department.

GUS KRUTTSCHNITT, sales manager WMW Meriden, Conn., promoted to general manager, succeeding Alex Buchan, resigned.

ERIK ISGRIG has joined Zenith Radio Corp. as director of advertising. Immediately prior to joining Zenith, he was account executive with Earle Ludgin & Co., Chicago. Mr. Isgrig also has served with Young & Rubicam and with Sorensen & Co., Chicago.

BERTHA KURTZMAN, operations manager of ABC-owned WJZ-TV New York, named acting program manager effective today (Monday), Paul Mowrey, who is moving from program director to station manager (earlier story page 33), announced Friday. Miss Kurtzman joined ABC in 1942 after serving with NBC since 1937.

ABC AND UPT OBJECT

OBJECTION to request of FCC's Broadcast Bureau that allocation of time for Jan. 5 oral argument on ABC-United Paramount Theatres Inc. merger and other phases of Paramount case (B ZT, Dec. 18) be revised was filed Friday by ABC and UPT.

Broadcast Bureau last week asked FCC to change lineup for oral argument so that DuMont and Paramount would have 18 minutes each, and Broadcast Bureau 25 minutes on control issue; Paramount and UPT 80 minutes and Broadcast Bureau 60 minutes on renewals and transfers, and ABC and UPT 60 minutes, DuMont 30 minutes and Broadcast Bureau 30 minutes on merger. FCC originally set up one hour for each of parties, totaling 3½ hours of argument.

ABC and UPT asked that FCC original plan be followed, opposed special allocation of time for DuMont in discussion of merger issues.

INDIANA U. TV

LIVE video shows will be aired from Indiana University campus beginning next month in TV training expansion planned by Elmer G. Sulzer, new university director of radio and TV communications. School now presents five programs weekly over WTTV (TV) Bloomington, With new equipment planned, at least six educational shows are planned weekly over WTTV, Mr. Sulzer said. "Indiana University has decided to provide students laboratory training through cooperative agreements with commercial station," he explained, adding that "the alternative is the far more expensive method of application for one of the allotted educational television channels and building a station."

WKOK BONUS CBS STATION

WKOK Sunbury, Pa., 250 w on 1240 kc, joins CBS network as bonus station to WWPA Williamsport, Pa., on Jan. 1, bringing affiliates total to 216, William A. Schubt Jr., CBS radio's national director of station relations, announced Friday. Station, owned by Sunbury Broadcasting Corp. with Homer Smith as general manager, also is affiliated with ABC and spokesmen for that network said they had not received cancellation notice.

BROADCASTING • Telecasting
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!

1. WLW-Television-Albers Shopper Stopper Plan.
2. WLW-Television-Kroger's "POP" (Point-of-Purchase) Plan.
3. WLW-Television-Eaver's Supermarket "POP" Plan.
4. WLW-Television-Gray Drug Chain "POP" Plan.
5. WLW-Television-Gallaher Drug Chain "POP" Plan.
6. All-inclusive promotion campaigns.
7. Newspaper advertisements.
8. On-the-air promotions.
9. Cab Covers.
10. Car Cards.
13. Retail Trade Mailings.
15. Specialty publicity releases.
16. Tie-in with national promotions.
17. Promotion consultation service.
18. Client rating service.
19. Client follow-up reports.
20. Client television market research department.

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plussing your advertising dollar . . . many fold!

WLW Television

WLW-T CINCINNATI
WLW-D DAYTON
WLW-C COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood
The Swing is to WHB in Kansas City

WESTERN MUSIC ROUND-UP
TIME ON THE WHB RANGE

Popular of this noon-hour block of Western music (with news at noon) has made an extension from 11:30 a.m. until 2:30 p.m. Monday through Friday. Music from 'Sing Along with the WHB International Singing Cowboy' with Bruce Grant, Duke Red, Del Diver and other WHB favorites. If you sell to the masses, this time segment and this type of programming are for you! A listener contest conducted this week will determine the new title of this show, formerly known as 'The WHB Boogie Woogie Cowboys.'

10,000 WATTS IN KANSAS
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

WHB

MUTUAL NETWORK - 710 Kilocycles - 5,000 WATTS NIGHT
KANSAS CITY'S OLDEST CALL LETTERS

THE SANDRA LEA PROGRAM
Of, by and for Women!

What's new in the World of Women? In clothes, home decoration, housework, beauty, health, entertaining and entertaining, child care, feminine achievement, Sandra knows! -- and against a background of Gilly Lombardo music gayety morning, Monday through Friday, the tellers, and tellers! If you have a product, service or service women buy--schedule your spots on this show! Minute transcription spots may be used with an appropriate lead-in by Sandra Lee and her Ant, Sandra Grant. Or, buy a 'Fixe' copy, adapted by Sandra Lee to her pleasant style!

WHB NIGHT CLUB
OF THE AIR

The new name for ‘The Roch Ulmer Show’ 11 p.m. to 1 a.m. And a new format -- presenting the best in recorded popular music, old and new, with Roch Ulmer and his six terrific divers adding sparkle and humor! Available for participating sponsorship and spots. Saturdays and Sundays, guest M.G. personalities in the dance band, entertainment and recording field -- or prominent local citizens well-known as record collectors -- bring their favorite "collectors' items" to the show and announce them.

WHB VARIETIES
Radio's Answer to TV

The finest music brought to listeners as only Radio can bring it! "You don't have to set it to enjoy it--just listen!" Margery is the keynote. Rare records of leading recording artists (no pop) -- plus fine albums in their entirety, plus entire musical comedy selections! Observation of musical events, composers' birthdays, movie preview music, special days and special "weekend" nights. Monday through Friday, for a full hour. The judgment in musical selection of Edna Lee Crouch ('WHB's music librarian') plus the supple showmanship of Roch Ulmer, with his ready wit and gift tongue. Digestion spots with a dignified message will be welcomed on a participating schedule which allows only five commercials within the full-hour format. A premium spot for superior products! You'll see why it's 'Radio's best night time buy!'

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