Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town. W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.
Bats and Burley

Everybody knows of famous "Louisville Slugger" bats, made in the world's largest bat factory at Louisville. Bats and other diversified wood products (furniture NOT included) rank fourth in importance among all Kentucky industries. Wood products sales in 1951 totalled $105,000,000, an increase over 1939 of more than 438%.

Equally famous is Kentucky's burley tobacco. The 1951 tobacco income was 222 million dollars, representing a gain of over 300% in 12 years. Kentucky leads the nation in farm income gains.

Go where there's GROWTH...

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)
Here is the first issue of your new Broadcasting†Telecasting.
It is restyled from cover to cover. There are no gimmicks or frills. News content isn't curtailed; in fact, coverage is expanded feature-wise.

We had no concerted subscriber demand for a change. We undertook the job to give you a better, easier-to-read paper. This is in recognition of the changing times and the rapid growth of the fields we serve.

People are busier. There are more of them in this business of radio and television broadcasting on both sides of the rate card. More people do more things and make more news. Good housekeeping and prudent management dictate that this news should be presented in orderly fashion.

As you thumb through this issue, you'll detect a new body-type face. It is Times Roman. It was selected because it provides maximum clarity with no boost in size. It is as new as the transistor.

There are three columns instead of four on the news pages. The headlines are more meaningful. Every "lead" story is highlighted in a blurb which gives you the substance in a twinkling.

There are no "jumps"—each story reads through to completion.

The book is side-stitched, utilizing ingenious new automatic binding equipment installed by our printers, the National Publishing Co., here in Washington.

The stock is heavier and whiter.

These are the mechanical changes, which keep abreast of the most modern techniques of the graphic arts.

Editorially, the news magazine is departmentalized, except for lead stories. You will find the same kind of news in the same relative position each week. The index on Page 12 is your infallible guide.

There is the new fully-integrated Feature section beginning on Page 75. Here are the "How To" articles; stories on successful campaigns; by-lines by people who have something to say; pieces on good business practices; new ideas.

(The new mechanical production process will make it possible to get reprints with little or no time lag. Overall production will be faster.)

Physically, this issue is a far cry from Vol. 1, No. 1, published on Oct. 15, 1931, at the bottom of the depression. We were a semi-monthly then, and our average issue ran 46 pages. (Now the average, without yearbooks or the MARKETBOOK, runs 100 pages per week.) Then our staff totaled six as compared with today's 60. Radio's gross volume was $60 million. The 1952 figure, for radio and television, will eclipse $1 billion.

In founding "Broadcasting, the News Magazine of the Fifth Estate," our aspiration was to make it the written voice of the spoken medium. Our principal aim was to fend off the thrusts of the Government ownership advocates, who had succeeded in enslaving radio almost everywhere else in the world. The success of the broadcast media was to be our success.

Today, our constant duty is precisely what it was then but with frontiers unlimited. We try to keep our readers the best informed in any art, profession or industry. Editorially, we call our shots as we see them.

We are mindful of our responsibilities and of your trust in us. You radio and television broadcasters, advertisers, agencies, engineers, artists, writers, producers, directors, manufacturers, syndicators, suppliers—and, indeed, Government in good times and bad—have created and developed these magnificent arts. We have been privileged to report this running story over these past 22 eventful years—the greatest success story of them all.

With this restyled news magazine we do not alter our editorial policy, philosophy or objectives. We have simply undertaken to give you a better paper. There are rough spots mechanically, which will be sandpapered and burnished as we hit our stride.

Editorially it's unchanged. The same excellent staff is producing it. We like it.

We hope you agree.
Newest profit opportunity in television...

**WLEV-TV**
Bethlehem, Pa.
Allentown • Easton

WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. Its market is long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

A Steinman Station

Represented by

**ROBERT MEEKER ASSOCIATES**
New York          Chicago        Los Angeles      San Francisco
REUNION of old Mutual team of Frank White and William H. Fineshriber Jr. at NBC, who once campaigned for Jan. 2, is in immediate offing. Mr. Fineshriber, executive vice president of MBS, reportedly is resigning to join NBC about end of February as vice president and general manager of radio and television networks, reporting to John K. Herbert, vice president in charge of radio-TV networks. Vice president-general manager post was kept open when Mr. White left it to become president.

IMMINENT departure of William H. Fineshriber as executive vice president of MBS to join NBC, may mean Thomas F. O'Neil, MBS chairman and president, will take over immediate operating duties of network. His righthand bower in MBS and WOR-AM-TV operations is Glenn Taylor, vice president of General Teleradio, MBS-WOR-Yankee-Don Lee parent company, and former General Tire executive.

MOURNFUL predictions that expansion of TV station coverage across country will soon reach proportions beyond ability of advertising to support are not being taken as seriously as in former months. Market researchers point to increased advertising expenditures paralleling growth in national income, predict that further rises in years immediately ahead will be enough to support TV on full national scale without need to siphon funds from other media.

MORE AND MORE reports of out-and-out blackmail in filing of TV applications are being heard in Washington. It works this way: Forivable applicant is all alone on channel. New company is formed and files what amounts to strike application. Word gets to qualified applicant that business can be done and payoff is asked for either in cash or in stock interest. FCC is aware of this but apparently doesn't know what to do about it. (See editorial, page 122.)

THERE MAY be veritable snowstorm of opinions in ABC-United Paramount merger decision by FCC but with five or possibly six of seven members reaching same conclusion (approval on all counts) but via different routes. Because case breaks down into half-dozen different components, it's likely that several members may not see eye-to-eye on same problem. But so far as is indicated, only Comr. Hennock will be all-out dissenter.

THERE WON'T BE decision by FCC on ABC-UPJ until week of Jan. 26 at earliest. That's because Comr. Hennock, in serving notice to FCC of her intention to dissent, asked three weeks from Jan. 5 oral argument to prepare her views. Miss Hen-
WATCHES, WATCHES AND MORE WATCHES

IMAGINE! OVER

$2,500,000 WORTH OF 17-JEWEL CURVEX WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY FREE!
The Most Exciting Give-Away Deal Ever to Hit Radio!

You get a
★ STAR-STUDDED SHOWCASE of musical entertainment!
Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.

You get all the elements for a
★ SMASHING SALES-SUCCESS!
Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' clue book. All assure an aware and ever-increasing audience.

You get
★ MORE SALES—MORE PROFITS!
as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

THE GUY LOMBARDO SHOW

"The Sweetest Music This Side Of Heaven"

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
New York • Hollywood
Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers — and that midwest people buy the products they hear about on WLS.

Listener loyalty produces advertising results.

<table>
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<tr>
<th>Company</th>
<th>Years</th>
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<td>Bristol-Myers</td>
<td>9</td>
<td>Colgate-Palmolive-Peet</td>
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<td>Ralston-Purina</td>
<td>12</td>
<td>Vick Chemical Co.</td>
<td>14</td>
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<td>Allied Mills</td>
<td>14</td>
<td>Murphy Products Co.</td>
<td>21</td>
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<td>Black Drugs</td>
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<td>Groves Laboratories</td>
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<td>Campbell Cereal Co.</td>
<td>23</td>
<td>Sterling Drug</td>
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<td>Consolidated Products</td>
<td>12</td>
<td>Keystone Steel &amp; Wire Co.</td>
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<td>Phillips Petroleum</td>
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<td>Metropolitan Life Ins.</td>
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<td>Chrysler Corp.</td>
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<td>Oaklawn Overfall Co.</td>
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<td>Procter &amp; Gamble</td>
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<td>Carter Medicine Co.</td>
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<td>Flex-O-Glass</td>
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<td>Lever Bros.</td>
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<td>Hulman &amp; Co.</td>
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<td>Little Crow Milling Co.</td>
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ABC NETWORK
890 KILOCYCLES

50,000 WATTS
CLEAR CHANNEL

CHICAGO 7
REPRESENTED BY JOHN BLAIR & CO.
CALL for ABC affiliates to urge Senate Interstate and Foreign Commerce Committee members not to permit Congressional hearing to delay ABC-United Paramount Theatres merger decision, sounded by ABC Advisory Committee Chairman Roger W. Clipp (WFIL Philadelphia) in wire to all affiliates Jan. 13, has already brought action.

Quick check of half dozen members of Committee Friday afternoon showed they already had received wires. Among them: Sen. Homer E. Capehart (R-Ind.), two-three wires, letters; Sen. Warren G. Magnuson (D-Wash.), two wires, one letter; Sen. Andrew F. Schoeppe1 (R-Kan.), ten wires and letters, also one or two long distance telephone calls; Sen. Dwight Griswold (R-Neb.), one telegram.

Mr. Clipp's telegram to all ABC radio affiliates called attention to BROADCASTING Jan. 12 story on Sen. Charles W. Tobey's intervention, referred to fact application had been before FCC for 19 months. Mr. Clipp also said:

"In my judgment, the merger would increase competition within our business and benefit the industry and the public...It seems imperative to me that the members of the committee understand the consequences that are resulting from the slow delay in this decision. Naturally each ABC affiliate will have to decide whether or not it desires to take action, but after reviewing the situation as detailed in the trade press, I feel it my duty as chairman of your Advisory Committee to send you this message."

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ABC Affiliates Urge Action on Decision

SPRAGUE AIR FORCE UNDER SECRETARY

ROBERT C. SPRAGUE, president of Sprague Electric Co., North Adams, Mass., and former head of Radio-Television Mfrs. Assn., will be named Under Secretary of Air Force, it was confirmed Friday at President-Elect Eisenhower's New York headquarters.

Appointment of Robert W. Burgess, former economist and actuary of Western Electric Co., as Director of Census, succeeding Roy V. Peel, was announced Friday.

Mr. Sprague, 65, is graduate of U. S. Naval Academy. He served with Navy until 1928 when he retired and founded company he heads. As Air Force Under Secretary, he will succeed Roswell L. Gilpatric, New York attorney.

Mr. Sprague brings to his new military post extensive experience in connection with tooling up of electronics industry for defense program, development of new material and conservation of scarce metals. He has been in close touch with Pentagon and has been key factor in connection with electronics gear used in modern military planes.

Active for years in RTMA affairs, he was elected president in 1950, serving as both president and board chairman until Glen McDaniel assumed presidency in 1951. He continued as board chairman until election of A. D. Plamondon Jr., Indiana Steel Products Co., in 1952 as both president and chairman.

Besides sponsoring and organizing Joint Electronics Industry Committee to serve as advisory liaison with military, he was member of many groups working with government. His parts manufacturing enterprise is one of most successful in electronics field.

Mr. Burgess, 65, is closely familiar with Census Bureau functioning. He has served in advisory capacity with the Bureau of Labor Statistics and is nationally known as authority on business techniques, economics and statistical methodology. He has served with Western Electric 28 years before retiring last July. Director Peel has been on leave from U. of Indiana, where he is member of faculty.

L'HEUREUX OPEN-MINDED

TREK to office of Robert D. L'Heureux, newly appointed chief counsel of Senate Interstate and Foreign Commerce Committee, has already begun by proponents and opponents of ABC and United Paramount Theatres merger, urging their views on man who will be Sen. Charles W. Tobey's right hand assistant. Mr. L'Heureux, who hails from New Hampshire, same as Sen. Tobey, has already seen several of parties, is open-minded on subject, wants to get full facts so Sen. Tobey can hold hearing quickly.

Tea Council to Spend $1,500,000 on Promotion

U. S. TEA industry and three major tea-producing countries—India, Ceylon and Indonesia—agreed to spend $1,500,000 annually to promote sale of tea here. Tea-producing countries and industry will be partners in non-profit corporation to be called Tea Council of United States of America, replacing former Tea Council. First chairman will be Robert B. Smallwood, president of Thomas J. Lipton. Tea council has used radio-TV spot campaigns in fall and spring (see story page 30 on Cuba sugar spot radio drive).

BUSINESS BRIEFLY

BOSCO TO APPOINT Mr. Sprague, New York (flavored drink), TV advertiser now handled by Robert Orr & Assoc., expected to appoint Ruthrauff & Ryan, New York, as its advertising agency, effective shortly.

FORD PLANS Mr. Sprague, with his wife, Agnes Rogers, will write and Leland Hayward will produce Ford Motor Co.'s two-hour, two-network television anniversary program in June.

13-WEEK RADIO-TV Mr. Sprague, New York (My-T-Fine desserts), is planning spot campaign in 30 radio markets and about 18 television markets, effective mid-February for 13 weeks.

P & G PLACING Mr. Sprague, Cincinnati, for Ivory Flakes, placing 52-week spot announcement radio campaign in scattered list of markets. Agency is Comp-ton Adv., N. Y.

EARLY MORNING RADIO Mr. Sprague, Sinclair Refining Co., New York, scheduling early-morning radio spot announcement campaign to start early in March and run through end of year. Agency is Morey, Humm & Johnstone, N. Y.

CHICLE BACK Mr. Sprague, American Chicle Co., New York, on behalf of its Dentyne chewing gum is returning to radio with spot campaign which Dancer-Fitzgerald-Sample, N. Y., is placing effective Feb. 9 until early June.

ONE-MINUTE RADIO Mr. Sprague, Virginia Dare Wine, N. Y., through David Mahoney, N. Y., buying one-minute radio spots in and around programs that appeal to male audiences, starting Feb. 9 in scattered 75 markets.

WYATT & SCHUEBEL NAMED Mr. Sprague, Langlin, Wilson, Baxter & Persons, of Houston, to appoint Wyatt & Schuebel, N. Y., as its television and radio department, effective immediately.

GENERAL FOODS BUYS Mr. Sprague, General Foods Corp., New York (Post Toasties, Calumet), starting Robert J. Lewis Little Show on CBS Radio, Mon.-Fri., 4-4:05 p.m. EST beginning Jan. 21. General Foods, for same products, also signed for sponsorship of Rocky Jordan on Columbia Pacific Radio Network, Fri. 6-6:30 p.m., PST, starting Jan. 23. Agency: Foote, Cone & Belding, N. Y.

Stender, Lewis VPs

H. GILBERT STENDER and William H. Lewis Jr. elected vice presidents of Benton & Bowles, New York. Mr. Stender has been with agency since 1934, Mr. Lewis since 1951.

January 19, 1953 • Page 9
Santa was snowed under in sunny WAGA-land...

13,624 LETTERS IN 19 DAYS!

Maybe it was Miss Atlanta, Santa's helper, or the old chap himself, played by our own Tom Doster—or the chance of having him read their letters on WAGA-TV that caused an average of 717 kids a day to write. But the fact is: this 15-minute show, Monday through Friday at 6:15, pulled a total of 13,624 responses from 133 counties in 5 states between November 28 and December 24.

For audience . . . for coverage . . . for results . . . let WAGA-TV play Santa Claus to your sales program every day in the year.

waga-tv
CHANNEL 5 CBS-TV IN ATLANTA, GA.
Ford Grant Earmarked For Chicago Educational TV

FORD FOUNDATION has promised $150,000 to buy transmitting equipment for non-commercial, educational television station in Chicago. That, plus $175,000 already budgeted by Chicago Board of Education for studios and facilities, may be enough to put station on air. Biggest problem yet unsolved is how to finance operations. Plan is to solicit contributions from public, business concerns and philanthropic foundations.

Non-profit corporation which would build and operate station on reserved Ch. 11 is expected to be incorporated soon with cooperative participation of 11 organizations, including schools and cultural groups. One condition of Ford grant: Title to equipment bought with $150,000 grant would remain in foundation's name for at least five years.

KTLA Request Refused

REQUEST of KTLA (TV) Los Angeles that FCC “take such action as it deems necessary” to permit KTLA (TV) to simultaneously rebroadcast its Inauguration coverage on local NBC, CBS and ABC owned TV outlets, was turned down by Commission Friday. In telegram to Klaus Landsberg, vice president of Paramount Television Productions Inc., KTLA (TV) licensee, FCC said Commission has “considered your complaint and the responses of the [networks] and does not find that any action is warranted.”

Mr. Landsberg's complaint, dated Jan. 1, told Commission his rebroadcast request was refused by NBC and other networks had not replied. KTLA (TV) offered to share line and microwave charges for event, explaining no facilities were available for its own use. Corp. was sent to Rep. Harry B. Sheppard (D-Calif.). Networks, in telegrams, explained refusal did not deprive anyone of service while ABC-TV observed grant of request would cause “wasteful duplication and loss of audience for KTLA, to the detriment of those making possible the wide dissemination of this program.”

DuMont Billings Up

DuMont TV network had gross billings of $10,531,839 for 1952, increase of 35.6% over 1951 gross, Chris J. Wittig, director and general manager, announced Friday. Food advertisers accounted for largest billings, aggregating $2,756,901, with drug advertisers second with $2,073,547, followed by beverage sponsors, $992,614; appliance advertisers, $905,134; tobacco clients, $903,810.


KIEVE TO GOP POST

ROBERT S. KIEVE, copywriter at CBS Television, named special assistant to Emmett F. Hughes, administrative assistant to President-elect Dwight D. Eisenhower. With CBS and CBS-TV since 1950, Mr. Kieve served under Mr. Hughes at U. S. Embassy in Madrid from 1943 to 1947, was program director of WGGV Geneva, N. Y., 1947-1950.

KOB Hearing Set

HEARING on extension of special service authorization of KOB Albuquerque, N. M., for operation on 770 kc, scheduled Jan. 26 before Examiner James Cunningham, has been postponed to Feb. 11, FCC reported Friday. Examiner denied petition of WBZ Boston for continuance until April 1.

5 New Applicants

LATE last week five more applicants filed for new television stations at FCC (earlier applications, page 116). They were:

Fort Smith, Ark.—Raynboch Television Corp., vhf Ch. 5: ERP 23 kw visual, antenna height above average terrain 308 ft. Construction cost $280,450, annual operating cost $146,600, revenue $600,000. Applicant: Sample, Kenyon & Fitzgerald, Sample, Kenyon and Eckhardt, N. W. Ayer & Son.

Boston, Mass.—Greater Boston Television Corp., vhf Ch. 5: ERP 100 kw visual, antenna height above average terrain 506 ft. Cost $458,000, operating cost $600,000, revenue $700,000. Applicants include Joseph A. Dunn (43.7%), president of WORL Boston, Richard Maguire (4.7%), 1% owner of WORL, and 19 other 4.76% stockholders, all Bostonians.

Poland Springs, Me.—Mic. Washington TV Inc., vhf Ch. 9: ERP 100 kw visual, antenna height above average terrain 3,817 ft. Cost $460,000, operating cost $650,000, revenue $600,000. Stockholders include Horace Hildreth (38.2%), 6% owner of WAGA, and president of Bucknell University, W. L. Lewisburg, Pa.; John W. Guild & Son (26%), president of WGMO-AM-FM Berlin, N. H., and president of Hill Building Corp., Washington, D. C.; WTVL Waterville Me. (11.8%), Granite State Network (WBKR-AM-FM), Manchester, N. H. (6%), and Tyrone Corp. (investments) (35.3%), Pittsburgh.

Trenton, N. J.—Peoples Best Corp., vhf Ch. 41: ERP 18.45 kw visual, antenna height above average terrain 283 ft. Applicant is licensee of WPPM Trenton, N. J. WOL-AM-FM Washington and WRFD Worthington, Ohio.

Beloit, Wis.—Beloit Best Co., vhf Ch. 57: ERP 20.82 kw visual, antenna height above average terrain 335 ft. Applicant is licensee of WGGV-Belot.

NEW 18 LB. CAMERA

“REVOLUTIONARY” new TV camera, weighing 18 pounds and incorporating features — including pictures of equivalent quality — of 35-pound standard field camera chain to be used by ABC-TV in Inauguration coverage Tuesday, network announced late Friday. It sends pictures by shortwave and is first camera to be used which does not employ cable, ABC said. Called “Peekaboo,” it was made available to ABC by Dage Electronic Corp., Beach Grove, Ind.

Caleb Coffin, 44, advertising manager and director of public relations for E. R. Squibb & Sons Inc., died Thursday in his home in New York after illness of several months. He joined Squibb in 1945 after war-time service with U. S. Air Force, from which he was discharged as lieutenant. He had served previously as account executive with John Price Jones, fund raising organization.

David R. Fenwick, Los Angeles account executive for Calkins & Holden, Carlock, McClinton & Smith, New York, has been elected member of Presidents Associates of Occidental College.


Edgar Kobak, owner of WTWA Thompson, Ga., business consultant and president, Advertising Research Foundation, will be keynote speaker at all-day meeting of New York chapter, American Association of Broadcasters & Television, Jan. 31 at Hotel Astor. His topic: “Of mice and women in broadcasting and telecasting.”

John Hargreaves, 30, assistant night operations supervisor at NBC, died in fall from his 10th floor apartment in New York Friday when he apparently was overcome by smoke or panic from fire in his home. He joined NBC as page in 1942, and worked in music library before assuming present post.

Paley Urges Sept. 1 Campaign Kickoffs

LARGELY on basis of television’s growth, shortening of presidential campaigns by moving national political conventions from July to about Sept. 1 was advocated by William S. Paley, CBS board chairman, in speech prepared for delivery Saturday night. He was to address Poor Richard Club in Philadelphia, which gave him club’s gold medal achievement award—his second—for “contribution to the strength of the nation through his service to government.”

SAG Settlement Close?

EARLY SETTLEMENT of Screen Actors Guild’s strike against producers of TV filmed commercials was viewed as possibility Friday as negotiators ended five straight days of talks in New York. Speaker for producer hinted progress had been made in negotiations but said he could offer no statement. Parties agreed last week to renew negotiations to settle seven-week-old dispute [B&T, Dec. 12, 1952].

Network to South Bend

Network TV facilities were made available to WSMT-TV South Bend Friday by connecting it to Cleveland-Chicago circuit, AT&T announced. Bell system nationwide TV network now serves 116 stations in 73 cities.
### Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D.C. Telephone MEtropolitan 8-1022

Sol Taishoff, Editor and Publisher

### EDITORIAL

Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Beryl, Assignment Editor; Lawrence Christopher, Technical Editor. Staff: Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow. Editorial Assistants: Evelyn Boone, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, Secretary to the Publisher.

### BUSINESS

Maury Long, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Enunce Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

### CIRCULATION & READERS’ SERVICE

John P. Cosgrove, Manager; Sheila Byrne, Elwood M. Sloc, Subscription Manager; Betty Jacobs, James Stober.

### BUREAUS

#### NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.  [EDITORS: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Munster, Liz Thackerston.]

#### BUSINESS: S. J. Paul, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

#### CHICAGO


#### HOLLYWOOD


### SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING * TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept. BROADCASTING, TELECASTING National Press Bldg., Washington 4, D.C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

One will get you twenty thousand in

Big Aggie Land

WNAX’s $3.5 Billion Countrypolitan Market

YOUR CLASS A CHAINBREAK on WNAX reaches a potential audience of 20,000 radio homes for $1. The potential approaches actuality because WNAX is heard 3 to 7 times a week in 80% of Big Aggie Land’s homes.

One of the reasons for such acceptance is the Farm Service Dept. It airs 53 programs every week; its personnel travel 50,000 miles annually, reporting on all activities of interest to farm listeners. Its Farmstead Improvement Program caused “face-lifting” throughout Big Aggie Land—and earned the approval of just about everybody.

ONE OF THE world’s richest agricultural areas, Big Aggie Land is 267 counties in Minnesota, the Dakotas, Nebraska and Iowa—a million radio families with at least two things in common: money to spend ($3½ billion annual retail purchases); and the habit of listening to WNAX (which averages more than 3 times the share-of-audience of any competing station).

As a market, Big Aggie Land is surpassed only by metropolitan NYC and Chicago. One station—and only one—delivers these countrypolitan riches—solidly. That’s WNAX, where you belong for economical selling. For proof, check with our national reps, the Katz Agency.
IN THE light of the continuing surveillance against possible encroachments on its hard-won freedoms, it was fitting that the American press recall its indebtedness to a humble German printer in observing National Printing Week.

It also seems peculiarly proper that television—newest member of the communications family and now seeking its own level alongside established printed media—should give added impetus to the recounting of the heroic struggle of John Peter Zenger for freedom of expression.

CBS-TV's revival of this pre-Revolutionary War drama, it should be reported at the outset, was an artistic and technical triumph—one in the highest tradition of its Studio One productions.

Within the art form of the television drama, the Westinghouse play unfolded with admirable restraint and luster under the skillful hand of Fletcher Markle, not to ignore for a moment the superb casting. For Mr. Markle it represented a distinct achievement worthy of accolades once accorded Worthington Miner, former Studio One producer.

Some viewers may have found it difficult to project actor Eddie Albert into the title role, remembering his portrayal in "Brother Rat" and other light-hearted endeavors. But Mr. Albert is equal to the characterization, partly because of the underdog nature of his role and the sterling performances by others in heavier sequences.

The Studio One television opens prior to Zenger's establishment of the New York Weekly Journal (the city's second newspaper), and after his apprenticeship with William Bradford on the Gazette in November 1733. There is popular dissatisfaction with the Gazette, a virtual government organ, and with Mr. Bradford, who also served as the King's Printer for the Province of New York.

Assisted financially by those opposed to Gov. Cosby, the humble Zenger resouces his early indifference to any thought of launching a popular newspaper in conflict with the ruling power.

The cameras faithfully record Zenger's momentary inner conflict, the urging of backers and the start of the Weekly Journal. But it is when the scenes shift to the Governor's quarters that Studio One's production blossoms into first-rate drama—thanks to a brilliant portrayal of Cosby by Jacques Aubuchon.

The play unfolds forcefully in these scenes: Zenger's arrest in his printing shop in 1734; his appearance before and denunciation of Gov. Cosby; discussions between Cosby and his attorney-general, Delancey; the prison scene with Zenger and his wife, and—as in the denouement—the persuasive jury speech by Zenger's attorney, Andrew Hamilton (graphically played by Frederic Worlock), who comes out of retirement to handle the case.

Mr. Hamilton methodically refutes the concept that "the greater the truth, the greater the libel" and redefines truth as a justifiable defense. While admitting that the Zenger Weekly-Journal was scandalous, malicious and seditious. It is here, and rightfully so, that the camera is trained closeup to best advantage on Hamilton as he defies a court interpretation of libel and carries Zenger's case to the jury which acquitted him.

It is this reviewer's opinion that Studio One's version of the trial—and particularly Mr. Worlock's portrayal—will rank among the high points of television drama, this or any year.

THE GHOST OF HAMLET

SOONER or later, someone was bound to do "Hamlet" as a daytime serial. The most famous of Shakespeare's tragedies is, when one stops to think about it, an almost perfect model of a soap opera plot.

Here is murder, brother murdered by brother. Here is avarice, the murderer inspired by a longing to inherit his brother's kingdom and by lust (here is sex) for his brother's wife.

Here, most requisite of all, is the bewildered central character, caught in a web of troubles not of his own making, the hapless victim of the "slings and arrows of outrageous fortune." Here is psychiatry, the son seeing his father's ghost, hearing it demand that he avenge his father by murdering his uncle.

Here is plot and double plot, the play within the play to catch the guilty off guard and force a confession, the accidental murder by the hero of his sweetheart's father, driving the sweet young girl to suicide and her brother and lover to fighting over her grave. Only the final scene, where a fencing match is turned to mass murder through the introduction of poisoned foils and poisoned cup, would be avoided or altered to save today's sudsy hero for new adventures.

Even that did not bother Jay Bennett, writer of the TV script "The Ghost of Hamlet," who presented five mornings a week, 11:45 a.m. to noon, on the DuMont TV Network. For this presentation was one of a series, each complete in itself, telecast under the generic title of One Man's Experience, which can go on forever re-
BOB HOPE is a package now, a day and night personality not much different from the character who has been regaling radio audiences for 15 straight years.

As in the Year One of Hope, who started in radio in 1932 and has been on regularly since 1938, he relies heavily on the topical gag, the self-promotional gag, the girl gag, the gag in general, and Bing Crosby.

His daytime programs, a quarter-hour of nonsense heard 11:45-12 noon Monday through Friday on NBC, started in November. His evening show, a half-hour each Wednesday, also on NBC, is linked to the morning series both by contract (an estimated $2 million a year for the package) and by format.

The main difference between the quarter-hour morning show and the half-hour evening show is 15 minutes. Like those that made and kept him a favorite, both sizes are compounded of gags, guests and gags. It's still a pleasant combination, the way he does it.

Day or night, he starts off with the usual staccato-fire of wisecracks. On the morning this reviewer was paying attention, the latest Hope motion picture—"Road to Bali"—was, as seems to be the case more often than not, tossed into the laugh mill and wrung dry, along with the comic's customary concern with taxes: "I wouldn't mention it, except I have a government to support." Then the Crosby jokes: "This is probably our last 'Road' picture—unless Bing gets a new girdle, the next one will have to be a freeway."

And so on.

Both morning and evening shows are transmitted, and many of the longer ones are to be done before military audiences, which certainly are a Hope show's best showcase. Last week it was at Fort Ord, Calif., and the audience was more than obliging. Friend Crosby's appearance as a guest helped, but friend Hope was getting his laughs anyway.

BOB HOPE

Now day and night
some spots are better

For the best spot, at the right time, at the right place
than others

Boom or bust... it's all in the way you plot the spots. And it's a story with a happy ending every time you use the television stations represented by NBC Spot Sales.

These stations take a personal interest in making your spot TV advertising a sales success. Their merchandising activity, for instance, has paid off for advertisers in nine leading markets. Direct mail... point-of-sale displays... on-the-air and newspaper promotions... calls on key outlets by local TV personalities... all these and more help sales curves climb.

By every measure, spot TV advertising is your best media value today. Just call your NBC Spot Salesman now and you'll be all smiles when you plot the spots on your next sales chart.

NBC SPOT SALES

30 Rockefeller Plaza, New York 30, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* *Burnar Lawrence Associates

representing
TELEVISION STATIONS:

WRGB Schenectady
WNBT New York
WNBQ Chicago
KNSH Los Angeles
WPXZ Philadelphia
WSX-TV Boston
WNAM Cleveland
WNBU Washington
WPIV Portland, Ore.

representing
RADIO STATIONS:

KMBC San Francisco
WTAM Cleveland
WRC Washington
WNBC New York
WNAG Chicago
our respects

to SIMON GOLDMAN

SEVERAL years ago a youthful-looking speaker, partially hidden behind a huge pair of horn-rimmed glasses, stood on the stage of the Eighth Street Theatre in Chicago. His audience was a group of fellow broadcasters, some of whom must have wondered why this quiet-speaking lad had been selected to tell them how to run their business. Before Simon (no middle name) Goldman had uttered a half-dozen paragraphs, his NAB convention audience was listening attentively. These veteran broadcasters were told to get off their posterior and get out on the streets where neglected dollars were waiting to be plucked. They were told that local industries—even the heavy ones—were good prospects for station business. The speaker even suggested that every program on a station's schedule should be built for sponsorship.

The compelling logic and tireless energy of the WJTN Jamestown, N. Y., general manager, abetted by a genial personality, have carried him to national prominence as member of a number of NARTB (nee NAB) committees. Locally he's prominent, too—so prominent that it would probably take a foot or so of column space just to list the organizations.

Stresses Local Activity

This local activity is part of his business philosophy. SI Goldman contends that every station should give liberally of its time and facilities to local projects. He feels just as strongly that every station executive and employee should be active in civic work. This philosophy obviously pays because WJTN and its manager have long been known far beyond the western New York area as an outstanding example of local station operation.

SI Goldman is strictly a New York Stater. Born in Carthage, N. Y., Jan. 18, 1913, he attended primary and high school in that city. In 1931 he entered Syracuse U., majoring in advertising and adding a radio course under Dean K. G. Bartlett. He was graduated in 1935 magna cum laude.

That first taste of radio on the campus led him into the offices of WSYR Syracuse as merchandising manager. A few months later he became sales manager of WJTN and he has been there ever since, aside from a brief turn at WSYR in 1938 and a tour of Army duty during World War II.

WJTN named him general manager in 1940, following a few months later with a vice presidency and directorship. In 1943 he enlisted in the Army, serving in Europe 18 months as a member of the Communications Div. of the 12th Army Group. Returning to Jamestown after 2½ years in the service, he resumed his position as WJTN vice president and general manager.

When the industry's trade association decided to set up a division devoted to small market station activities, Simon Goldman was named a member of the Small Market Stations Executive Committee. That was in 1946. A year later he became its chairman and was active at the special small market station portion of the 1947 NAB convention at Atlantic City.

He was named to the NAB Radio Committee in 1949, becoming its chairman in 1950. Last autumn he was elected secretary of Broadcast Advertising Bureau. He is a member of BAB's Executive Committee.

Solved at Syracuse Sessions

Syracuse U. honored Mr. Goldman in 1949 by selecting him from a field of 500 alumni for "outstanding work in the management field of radio." This citation was awarded on the first annual Radio Journalism Day of the university.

The list of SI Goldman's activities starts with the Community Chest, of which he is vice president. He has headed various divisions and groups of the chest for many years. He is chairman of the Business Development Commission of the Jamestown Chamber of Commerce and is a board member of the local YMCA, Jamestown Girls Club and Chautauqua County Fair Assn.

Other affiliations, many in an official capacity, include Jamestown Advertising & Sales Club, Red Cross, Kiwanis Club, and director and past president of Little Theatre of Jamestown. An enthusiastic golfer, he belongs to Moon Brook Country Club and last summer attained a lifelong dream—a hole in one. He's quite a sailor, too, and belongs to Chautauqua Lake Yacht Club. He is a former city men's doubles champion in badminton and also held the mixed doubles championship.

In 1948 he married Maurice Finer. They have a two-year-old son, Richard Michael.

Mr. Goldman is one of the early and enthusiastic advocates of programming as against spots. He decided years ago to concentrate on getting advertisers into programs, with spot rates priced high and limited in number. Many of these spot buyers can be converted to programs, however, he points out.

One of his outstanding Jamestown feats in the '40s was to get every department store in the city on WJTN, the largest spending as much as 80% of its budget on radio, the second 50% and the third 80%. This selling of local retail and wholesale accounts provides a stimulus that is felt all the way up to the manufacturer, he argues.
Mr. Time Buyer...

RADIO and TELEVISION MARKETS

worth thinking about

TELEVISION

Channel 6

WTVN TV

COLUMBUS OHIO

Tops in local programming, the best from ABC and Dumont, merchandising assistance plus, years of practical know-how, and the most modern TV facilities in the country are yours when you specify WTVN-TV to do the job.

RADIO

WIKK

ERIE, PA - 5,000 WATTS

Here's a 5000 Watt ABC Affiliate with top cooperation—plenty of teamwork to give you SALES—more and more the choice of local advertisers.

TELEVISION

WICU TV

THE ERIE DISPATCH STATION

ERIE, PA.

The winner of top TV merchandising awards—all four networks, and now with 1000% more power. The only TV outlet in Erie, Pennsylvania's Third City.

RADIO

WHOOP

ORLANDO, FLA.

10,000 WATTS

Local people in the know buy Orlando's WHOOP. Many outstanding success stories are being written here. Its 10,000 Watts will sell for you in Florida.

WRITE FOR FULL DETAILS

EDWARD LAMB ENTERPRISES INC.

New York Office—Hotel Astor—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.

WTVN-TV—Columbus, O.—Headley-Reed Co.

WHOO—Orlando, Fla.—Avery-Knodel, Inc.

WIKK—Erie, Pa.—H-R Co.

WTOO—Toledo, O.—Headley-Reed Co.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction
Here It Is
EDITOR:

... A bouquet for your publication. I read it from cover to cover every week, and a quick shuffle through our agency's Monday mail is always first on the docket.

I don't see how you can improve it very much, so I'm awaiting the appearance of the "new" B&T next week with a great deal of interest.

George Brenard
Radio Director
Hugo Wagenseil & Assoc.
Dayton


Text for Today
EDITOR:

I came upon a few verses from the Bible which for prospective television station operators present more truth than poetry. I thought you and your readers might get a kick out of them.

Luke 14:28-30 "For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply after he hath laid the foundation, and is not able to finish it, all that he behold it begin to mock him, saying, 'This man began to build and was not able to finish'.

Ain't it so?

Hugh A. Smith
V. P. & Gnl. Mgr.
KXX Seattle

[EDITOR'S NOTE: Does this passage, which Mr. Smith quotes correctly, entitle Luke to be patron saint of television station builders?]

* * *

Bang
EDITOR:

... It would be appreciated if ... any advertising agency or organization that mailed anything to ... WMIR [would] check with us on any business mailed during the week of Jan 5 . . . .

Maurice K. Henry
General Manager
WMIR Middlesboro, Ky.

[EDITOR'S NOTE: The truck delivering mail to Middlesboro the afternoon of Jan 9 blew up and its cargo was destroyed.]

* * *

High Rentals
EDITOR:

... We have found a substantial new source of income for AM, FM and TV stations which is largely untapped, and, believe it or not, it's income that does not require one cent of expense on behalf of the station. You are undoubtedly familiar with the expansion of various radio services used for dispatching taxicabs, trucks, etc. The power limitations on the crowded frequencies are extremely strong, so the only possibilities of increasing coverage are through additional antenna height.

In many cities the highest point in the area is an AM, FM or TV tower . . . . By contacting those who have such radio services as well as companies which sell mobile radio equipment, it is possible to secure a considerable number of very favorable lease agreements providing for the location of these antennas on the regular AM, FM or TV transmitting tower.

When properly installed, a number can be used with no interference whatsoever with the primary service or with each other . . . .

Please don't get the idea that I am in any way minimizing the original purpose for which the tower was built. However, I think it is very poor business to close our eyes to a considerable source of income which involves no expense whatsoever . . . .

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Animal Act Again
EDITOR:

Just a few weeks ago, WBZ-TV borrowed a baby elephant from the world-famous Chase Animal Farm, for the television program, Animal Fair. Because none of the freight doors were wide enough, this "baby" (2,000 pounds) had to be escorted through the main lobby to the television studio. With the elephant in the picture is the owner of the animal farm. [For Animal Fair story, see page 86.]

I guess this ought to top the other animal stories in your recent "Open Mike" columns.

Joe Callinane
Publicity Director
WBZ-TV Boston

* * *

Ownership
EDITOR:

On page 90 of the Jan. 12 edition of Broadcasting & Telecasting under the new TV applications heading, it is stated that Arthur H. Croghan an applicant for uhf television at Santa Monica, Calif., is . . . the owner of a 5.6% interest in WJBK Detroit. This is erroneous. As I believe you know, Storer Broadcasting Co. is the sole owner of WJBK-AM-FM-TV in Detroit . . . .

John B. Poole
Secretary
Storer Broadcasting Co.
Detroit

[EDITOR'S NOTE: In routine processing, B&T failed to correct a statement made officially in the application that Mr. Croghan filed with the FCC.]

* * *

Help Wanted
EDITOR:

Anonymously, I would like to expound on a deplorable situation which doubtless is shared by other members of the broadcasting family.

Each week your columns carry many alluring advertisements of available positions—too often with the tag: "Send complete details first letter with disc and photo, Box so-and-so.

Has it been the experience of others who answer these ads to find that after careful preparation of the required credentials no answer whatever is forthcoming . . . .

The station involved should not only acknowledge the application but should advise the
applicant one way or the other and also return the photo, tape, etc.

Thanks for B*T. It tops my kilocycles.

Name withheld

* * *

It Was Wonderful

EDITOR:

... This is an excellent time to compliment you upon the excellent service rendered the industry by Broadcasting* Telecasting. As I see it, your material is outstanding and you may be sure I will continue to be among your regular readers.

As a result of the "Strictly Business" column, I heard from many old friends. It was wonderful.

S. J. Reulman
Pacific Coast Manager
The Katz Agency Inc.
San Francisco

* * *

Capital Offense

EDITOR:

This is a suggestion for your "style sheet"—as a New Year’s Resolution:

Whenever you print the noun—Radio-TV,
Please spell "Radio" with a capital "R"—thus giving Radio the courtesy of capitalization, as Television is "TV."
It's a big little thing to do; but it will help!

Don Davis
President
WHB Kansas City, Mo.

[EDITOR'S NOTE: Since "television" is not capitalized when spelled out, it would be inconsistent to capitalize "radio." However, B*T will continue to capitalize "AM," the abbreviation for radio, as it capitalizes "TV."]

* * *

Demotion

EDITOR:

An error in the [Jan. 12] Broadcasting * Telecasting states that James Leonard has been appointed to the post of sports director for WLWC Columbus.

... The original release announced the appointment of James Crum to this position. James Leonard is general manager of WLW-C and announced James Crum's new post ... .

Louis A. Gallop
Director, Client
Service Dept.
WLWC (TV) Columbus, Ohio

[EDITOR'S NOTE: B*T's apologies to Mr. Leonard and to Mr. Crum, who is pictured below.]
What makes a tree grow?

That question is an easy one... up to a certain point. Botanists will tell you the tree gets energy from the sun so that it can convert nutrients and moisture into growth. They call the process photosynthesis.

But ask just how the process operates, what actually happens in the plant's cells... and they can only shake their heads. That is still one of nature's secrets that has so far eluded the probing of science.

The effects of radiation on living cells is one of the subjects under study in the Biology Department of Brookhaven National Laboratory, on Long Island, founded by leading universities under contract with the Atomic Energy Commission. Brookhaven's primary aim is to produce new knowledge of the atom, the basic building block of the physical world. Working alongside the physicists, chemists and other scientists at Brookhaven are botanists, geneticists and medical scientists, whose interest lies in the application of atomic tools to the quest of new knowledge in their own respective fields.

Equipment Brookhaven scientists are using in their studies of the atom includes the cosmotron. Nothing like the cosmotron has ever existed before. Its main element is a gigantic doughnut-shaped magnet 235 feet in circumference, and built of Bethlehem steel. We made the 288 individual blocks that compose the magnet at our plant at Bethlehem, Pa., and shipped them to Brookhaven, where Bethlehem engineers put them together to form the complete magnet.

Scientists at Brookhaven are placing great reliance on the cosmotron to help them in their task of further unlocking the mysteries of the atom, and in applying that new knowledge for the benefit of mankind.
WHEN A BIG CONTRACT HINGES ON A SHOWING...

Here's how to project your TV previews

Important money rides on a film preview for a client, whether the client is local or national.

That's why it makes sense to screen your shows and commercials at their very best in image and sound quality. You can do it with the projector which has set a new standard of performance in the 16mm. field... the Eastman 16mm. Projector, Model 25.

Its new-design principles include a special sealed-in-oil bath movement which transports films surely, easily, and quietly. This movement, and the main projector mechanism, blower, and reel arms are all driven by separate but synchronized motors. Operation is smooth, dependable, trouble-free.

Images appear on the screen superbly brilliant, sharp from edge to edge. Projected by Lumenized Kodak Projection Ektar Lenses f/1.5 (choice of five focal lengths), they represent the finest optical system ever designed for 16mm. projectors.

Sound is amazingly faithful. The Model 25's sound drive is so stable it eliminates mechanical flutter. And whatever the film, you can always focus sound optics for optimum reproduction.

These are some of the reasons the Model 25 is being used for previewing films in so many TV stations, including network originating stations. Your Kodak Audio-Visual Dealer will be glad to give you complete details on this remarkable projector... ask him, too, about the Pageant, Kodak's new portable 16mm. sound projector, and about the superservetil Cine-Kodak Special II Camera—or use the coupon.

The Eastman 16mm. Projector, Model 25

is available in both tungsten (shown above) and high-intensity arc models. Designed for permanent installation, it is portable with minor disassembly.

The 16mm. Kodascope Pageant Sound Projector

is popular with TV salesmen for showing TV films in clients' or advertising agencies' offices. Top tonal and picture quality among portable sound projectors; "lifetime" lubrication.

The 16mm. Cine-Kodak Special II Camera

ideal for filming commercials, news events—most any TV assignment. Amateur in ease of operation, its built-in ability to make fades, dissolves, multiple exposures, animations, and other features establish it as professional in scope.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me the booklets checked: ☐ Eastman 16mm. Projector, Model 25; ☐ 16mm. Kodascope Pageant Sound Projector; ☐ 16mm. Cine-Kodak Special II Camera.

NAME

POSITION

COMPANY

STREET

CITY

STATE (Zone)

Kodak TRADE MARK
Their names were Bosco (on the left) and Bertram (on the right). They lived in a park and were fed by sightseers who usually rewarded the bears’ antics with juicy morsels. Bertram died recently... starved to death. It seems that the tourists ignored Bertram and fed Bosco.

The picture tells the story. Both bears have the same entertainment assets but Bosco is “advertising” his wares by bellowing out for all to hear. Result: Bosco’s advertising brought in the business (juicy morsels) while Bertram starved to death.

There are Boscos and Bertrams in the business world. Both have good products to sell but the Boscos are “telling the world” about their businesses by “bellowing out” their sales pitches over Radio, while the Bertrams quietly wait for business and just as quietly go out of business.

Radio brings in the juicy morsels of business. Of course, the louder the “bellow”, the better the radio buy. In Oklahoma City, of course, your loudest bellow 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.
No other advertising medium in the Carolinas digs so deep as radio—no other radio station in the Carolinas equals WBT's total coverage. With WBT and imaginative, experienced Doug Mayes on your staff, you can spade up sales in fields relatively untouched by other Carolina advertising media.

CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
Still More Jobbers in Louisiana, Arkansas, Texas

Praise KWKH

Every good media man knows that buying radio time should involve more than a cut-and-dried analysis of rates, power, network affiliation, etc., etc. Every station has a “personality”...has a tangible record, either good or bad, for influencing its listeners and producing sales. These qualities are best appraised by local business men who hear the station, who use the station, and who know what it can do every day.

Read the excerpts at the left from letters written us by three typical jobbers in the KWKH area. They testify to KWKH’s advertising impact—to KWKH’s ability to produce sales at low cost!

Get all the KWKH facts. We’ll be glad to send them. Write direct or ask your Branham representative.

KWKH
A Shreveport Times Station

The Branham Company Representatives
Henry Clay, General Manager

50,000 Watts • CBS Radio
WILL GOP CLEAN HOUSE?  
FCC FATE UP THIS WEEK

There's strong demand for full-scale reorganization under the soon-to-be appointed chairman, with new talk of "drafting" former Comr. Robert F. Jones. But another group endorses promotion of Vice Chairman Rosel H. Hyde. Lew Weiss and Charles Garland are running briskly for those two upcoming vacancies.

THE EISENHOWER Administration is expected to decide this week the fate of the FCC—whether there will be a stem-to-stern house-cleaning with a newcomer as chairman or whether widely-endorsed Vice Chairman Rosel H. Hyde will be promoted.

Official word was lacking from GOP New York headquarters, but there were widespread reports as the week ended predicting the "draft" of former Comr. Robert F. Jones for the chairmanship. This was not denied in GOP councils, but Mr. Jones himself was noncommittal. He had resigned last October to enter communications law, and prior to that it had been freely predicted that he would be in line for the chairmanship under a Republican Administration.

Comr. Jones, who had been the most outspoken of the Republican minority on the FCC during his five-year tenure, is held in high regard by his erstwhile Republican colleagues in Congress. He served for a decade as a Congressman for the Lima, Ohio, district.

Staff Reorganization

If Mr. Jones is asked by the GOP high command, it would not surprise observers to see him accept the call as a "good Republican" but probably for a short term during which he could direct the staff reorganization being insistently demanded by patronage-hungry party members. That might even be for the five months that remain of Chairman Paul A. Walker's term, because the Democratic chairman can be retired by the incoming President through the mere device of issuing an executive order. The other vacancy is that of Mr. Jones' original term, which expires June 30, 1954. It is now held by Eugene F. Merrill, Utah Democrat, who is a Truman recess appointee.

The demand for a reorganization of the Commission is premised on a staff memorandum submitted to Eisenhower headquarters alleging that there's nothing good about the agency, that it is infested with left-wingers, and that it needs a house-cleaning. Implicit in this, it is understood, is the view that an existing FCC member—Mr. Hyde for example—would not be disposed to purge the FCC staff to the extent deemed necessary. The specification is for a "real Republican" strong, vigorous and of sufficient courage to clean out the staff if need be.

On the other hand, if the "orderly transition" proponents prevail, it will see the elevation of Mr. Hyde, an Idaho Republican and a career man, to the chairmanship, buttressed by two "strong appointments" for the vacancies, to aid him in the reorganization task. Both the General Counsel's office and the Broadcast Bureau are specifically mentioned as in need of "purging," with the elimination of employes "blanketed it" without competitive civil service examinations during the early days of the Roosevelt Administration.

Should Mr. Jones be unavailable, and should the "chase the rascals out" zealots prevail, then an "outsider" could well get the chairmanship nod. In the forefront, despite some known opposition, is understood to be Lewis Allen Weiss, former head of Don Lee and former Mutual chairman, whose home is in Los Angeles. He served as deputy director of NPA until last year, and has strong political as well as industry support. Although not now an avowed candidate for the chairmanship, Mr. Weiss is actively in pursuit of an appointment, and endorsements are piling up at both Ike's Commodore Hotel headquarters and at the Republican Committee headquarters in Washington. He originally was a candidate for the chairmanship, which is filled by the President from among the qualified FCC members.

Garland Is Strong Candidate

Coming up strong as a candidate for one of the vacancies is Charles Garland, general manager of KOOL Phoenix, and a 30-year veteran of radio. A former Illinois Republican worker, he has established endorsement of Republican National Committeeman Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis. Sen. Homer Capehart (R-Ind.) also is said to be supporting him, along with Ray S. Donaldson, Washington attorney for Radio-Television Mfrs. Assn., and the Senator's erstwhile executive assistant. The Garland campaign was particularly active last week but it was thought unlikely that both he, as a resident of Arizona, and Mr. Weiss, as a California resident, would be named in view of desired geographical representation.

Mr. Pulliam met with General Ike in New York last Friday morning, and is understood to have endorsed Mr. Hyde for the chairmanship and Mr. Garland for one of the vacancies.

Meanwhile the field of active candidates had not diminished. Thad Brown Jr., director of television operations and counsel to the TV Board of NARTB, was understood to have substantial political as well as industry endorsement. His mother is Mrs. Howard A. Coffin, a Republican National Committee-woman from the District of Columbia and a member of the Eisenhower Inaugural Committee. Mr. Brown's father, the late Thad Sr., was a member of both the Federal Radio Commission and the FCC, from 1932 until 1940.

Clark is Mentioned

There was some thought being given to the appointment of an attorney familiar with common carrier aspects of regulation to the FCC, notably in the light of the expected departure of Chairman Walker, who had been head of the Oklahoma Corporation Commission. Mentioned in this regard is Owen Clark, a 39-year-old lawyer, living in Yakima, Wash. He had served for a time as chairman of the State Public Utilities Commission but is now in private practice of law. He was active in the Eisenhower Presidential campaign in Washington.

Former Congressman Albert M. Cole of Holton, Kan., still is being urged by some of his friends to seek one of the FCC vacancies. He is said to have this under advisement. Mr.
BLATT'S ACCENT ON RADIO IN MEDIA SWITCH TOLD NRDGA

NRDGA hears how an Atlantic City department store, facing increasing daily newspaper rates, changed over to radio for 18 months, tailoring programs, spots to reach selected audiences.

Result: Bigger sales, more out-of-town customers and a 22% jump in charge accounts. (For earlier stories on the store's success with radio see B&T, Aug. 4, 1952; Sept. 3, 1951.)

SUCCESS of an advertising program by the M. E. Blatt Co., Atlantic City department store, that relies heavily on radio and uses no daily newspaper space at all was described last Tuesday by Murray L. Klahr, Blatt's advertising and sales promotion manager. He spoke at a session of the National Retail Dry Goods Assn. convention in New York.

The NRDGA's 42d annual meeting was held Monday through Thursday at the Hotel Statler.

Summing up Blatt's emphasis-on-radio policy in effect for the past 18 months, Mr. Klahr declared:

"The M. E. Blatt Co. is firmly convinced now that radio has a definite place in our future planning. We know now that we can sell all types of merchandise by the use of radio. We know now that radio gives us the coverage we need and we know now that to use radio successfully, any retailer must use radio and I really mean use it! We dabbled in radio for years before July 1951 with mediocre success but since that time radio has received a fair portion of our budget. And as we know now, when we used radio by necessity, it really did a sales job."

Blatt's Heavy Radio Plunge

Speaking in a panel discussion that considered the overall topic of "How to Profit from the Revolution in Advertising," Mr. Klahr explained that Blatt's heavy plunge into radio resulted from a re-examination of daily newspaper rates. He noted that between 1948 and 1951, major Atlantic City dailies introduced several rate increases. After a close appraisal of the entire picture, Mr. Klahr added, Blatt's decided the newspapers' rates were "entirely out of line with the coverage offered in the store's trading area."

In outlining Blatt's radio plans, Mr. Klahr pointed out that programs were tailored for specific audiences and stressed that this consideration weighed heavily in the success of the company's advertising program. Listed on Blatt's schedule on three radio stations, according to Mr. Klahr, are an average of 175-200 30-second and one-minute spots a week, 12 five-minute newscasts a day; seven days a week; one to three daily participations on a popular woman's program; a two-hour disc jockey show from beach-front hotels six times a week during the summer, and special events broadcasts from time to time.

As examples of pinpointing programs and advertising toward selected audiences, Mr. Klahr singled out the Concert Hall program on which Blatt's promoted women's finer hosiery, shoes and television sets and the Easter parade broadcast used to stimulate sale of ready-to-wear accessories.

The switch to heavy emphasis on radio in July 1951 brought immediate results. Mr. Klahr declared. He said the store sold 60 dozen $1.98 garment bags in one week by use of a few spots a day on three radio stations, adding: "The M. E. Blatt Co. had no precedent for this kind of sales response in all its years of newspaper advertising."

Opens New Market

Mr. Klahr credited radio with opening a whole new market to the department store business—the out-of-town shopper. He said Blatt's charge account and delivery records showed that since July 1, 1951, there has been a "substantially greater volume of sales from this out-of-town traffic than ever before."

"There has been a 22% increase in new, regular charge accounts and we attribute the increase to radio's greater penetration and wider coverage," Mr. Klahr asserted. "This new market helps not only us, but the entire business community of Atlantic City."

Blatt's bold step in discontinuing daily newspaper advertising has resulted in inquiries from retailers all over the country, asking if they should adopt a similar policy, Mr. Klahr said. He declared his reply always has been that it might not be wise to cancel daily newspapers completely but that he always has advocated giving radio "a better portion of the advertising budget."

"A better balance between radio and newspaper can surely result in securing better volume at a cost more in keeping with a sensible, sound operation," Mr. Klahr argued.

He added that although Blatt's contemplates returning to daily newspapers sometime in the future, the company "will always make extensive use of radio."

Announcement of the best radio programs sponsored by retailers during 1952 was made by John F. Hardesty, director of local promotion for Broadcast Advertising Bureau, which sponsored the competition jointly with NRDGA.

He noted in a brief talk that retailers made "overwhelming use" of "saturation" spot announcements during the last year, pointing out...
they were carried out on a “staggered” basis, as in newspapers, rather than on a small, day-to-day schedule.

Categories and winners:
Programs beamed to a general family audience (large stores): Joske’s of Texas, San Antonio, for Classics in Jazz, KTXA San Antonio.

Programs beamed to a general family audience (small stores): Bigelow’s, Jamestown, N. Y., for Breakfast With Bigelow, WJTN Jamestown.

Programs beamed to women’s audience (large stores): Sibley, Lindsay, Curt, Rochester, N. Y., for Tower Clock Time, WHAM Rochester.

Programs beamed to women’s audience (small stores): Linn & Scruggs, Decatur, Ill., for Something to Talk About, WDI Decatur.

Programs beamed to teen-age audience (large stores): Yard’s, Trenton, N. J., for School Scoops, WTTM Trenton.

Spot saturation campaign (large stores): Joske’s of Texas on KTSU KITE KONO KIWW and KCOR, all San Antonio.


Special award for outstanding use of saturation coverage technique: Wolf & Dessauer, Ft. Wayne, on WOW WANE WGL and WKJG, all Ft. Wayne.

Special award for comprehensive use of radio: Rosenbaum Bros., Cumberland, Md., on WTBO Cumberland.

Special award for outstanding coordination with other media: Robert Simpson Montreal Ltd. on CJAD Montreal.

‘Ad Woman’ Judges Named
JUDGES to select the 1953 Advertising Woman of the Year, who will be honored during the Advertising Federation of America’s convention in Cleveland June 14-17, were announced last week by Mabel S. Ohbenschlag, AFA vice president and chairman of the Council on Women’s Advertising Clubs. They are: Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., and Jean Wade Rindlaub, vice president, BBDO, who was the award winner in 1951. Deadline for entries is April 1. Details may be secured from AFA headquarters, 330 W. 42d St., New York 36.

Radio-TV Growth at C & W
CUNNINGHAM & WALSH, New York, last week announced a realignment and enlargement of its radio and television media department.

William G. White, formerly with Joseph Katz Co., Baltimore, joins the agency in the newly created position of assignment manager of radio and television media.

He will work with Newman F. McEvoy, vice president in charge of media, and F. Robert Bauer, manager of radio and television media.

General Foods Buy
GENERAL Foods Corp., New York (Post Toasties, Crockert), has bought Monday-through-Friday, 4-4:05 p.m. EST period on CBS Radio, starting Jan. 21 for 52 weeks.

Program is to be announced. Agency is Foote, Couse & Belding, New York.

IN A SPEECH before the second annual meeting of the League of Advertising Agencies in New York last Friday, Walter Weir of Donahue & Coe, explained how “the small agency can do things in a big way, too.”

“I think it is preferable for the small agency to act in a big way to begin with. First, I think it should advertise. I advertised —and out of an investment of less than $5,000 I attracted three accounts directly that brought an even million dollars worth of billing into my agency.”

Mr. Weir was head of his own agency prior to his affiliation with Donahue & Coe.

“I think,” he continued, that the “small agency acts in a big way when it refuses to present speculative layouts and copy —unless they are part of a proposed plan of action based on a study of the advertiser’s business and unless they are paid for. No surgeon, consulted for a major operation, is expected to perform a minor operation first on the cuff.”

Other Ways for Small Agency
Other ways in which a small agency acts “in a big way,” Mr. Weir said, is “when it opposes a move on the part of an advertiser which it honestly feels is not to the advertiser’s benefit,” and “when it belongs to an organization such as this.”

Officers for 1953 were installed at the meeting: Louis E. Reinhold, Richmond Advertising Service Inc., as president; Max B. Pearlman of the M. B. Pearlman agency, as executive secretary; S. Duane Lyon of S. Duane Lyon Inc., Kenneth Rader of the Kenneth Rader Co., and David E. Rothschild of David E. Rothschild Adv., as vice presidents; Charles Ford, Iverson-Ford Assoc., treasurer, and Max Sinowitz, Chelsea Adv., as secretary.

Mennen Series
MENNEE Co., which moves from Newark, N. J., to its new plant in Morristown, also N. J., early in May, has begun a series of radio broadcasts on WMTR Morristown as part of the company’s community relations program. The radio series, Mennen Bulletin Board, serves two purposes, according to company officials. One is “to help Morristown residents to know each other better” by presenting news of local civic organizations and club activities on the show. The other is to present institutional messages about the company’s operation to help residents get to know the Mennen Co. better.

Comer & Reames Inc. Formed
TWO well-known names in Kansas City, Mo., advertising were joined Jan. 1 with the formation of a new agency, Comer & Reames Inc. Mrs. Comer, who was an active partner with her late husband in the Russell C. Comer Co., is president of the new corporation. Gardner Reames, senior account executive of the Comer company, is executive vice president.

SMALL AGENCIES TOLD, ‘ACT BIG’

A modest agency shouldn’t be modest, believes Walter Weir of Donahue & Coe. It should advertise, refuse to do free planning, oppose the advertiser if necessary and ally itself with organizations of fellow agencies, he tells second annual LAA meeting in New York.

Mr. Weir

Present for preview of the WCAU-TV Philadelphia program, Split Seconds in History, sponsored by Gemex Co., during meeting of Gemex watch band dealers in that city, were (l to r): William Lichtenfeld, Gemex vice president; William A. Swartman, advertising and sales manager; Robert McCredy, WCAU-TV sales manager; Willard Pleuthner, vice president of BBDO, Gemex agency, and Eugene Prestinori, Gemex president.

January 19, 1953 • Page 29
DOZEN FIRMS PLAN SPRING SPOTS

Here are details on a dozen advertisers and their spring advertising plans. A BROADCASTING • TELECASTING spot check has revealed that spot radio will be used extensively in these advertisers’ campaigns.

PLANS of the Cuban Sugar Growers Assn. for the first time in its history to enlist radio in a 150-market campaign were revealed last week, highlighting extraordinary action in the radio spot field in which one dozen national advertisers were discovered in a BROADCASTING • TELECASTING spot check to have already formulated spring plans, with two others preparing schedules to be available shortly. At least three of the sponsors, it is known for a certainty, will use 150 markets or more.

The entry of the sugar growers, it was ascertained, is in large measure a result of the Coffee Bureau's and the Tea Bureau’s similar intensive campaign, in which an entire industry rather than a particular brand has been promoted. Starting in April, the sugar campaign will continue for 39 weeks. Cunningham & Walsh, New York, is the agency. Details on the eleven other advertisers whose early preparations will provoke a new stir of activity in the already active spot field are as follows:

Hill's Mayonnaise, New York, will launch a national campaign late in April in about 150 radio markets. Benton & Bowles, New York, is the agency. The spot schedule calls for a three-week saturation plan, then a few weeks of hiatus, followed by an eight-week drive completing the campaign.

Electrolux Corp., New York, starts a new spot schedule in 200 radio markets in late February. BBDO, New York, is preparing the schedule.

Grove Labs., for Fitch Shampoo, St. Louis, will be using more than 100 markets in a national campaign starting in March. Contract will extend for 30 weeks. Agency is Harry B. Cohen, New York.

Shulton Toiletries is bringing out a new product, Stick Deodorant for Men and will use about 70 radio markets starting May 18 for 13 weeks. Wesley Assoc., New York, is the agency.

Lever Brothers’ Silver Dust will spark a 13-week spring campaign to be followed by a 13-week fall spot radio schedule, to be placed mostly in secondary markets. Agency is Sullivan, Stauffer, Cowell & Bayles, New York.

Menken Products, New York, through Kenyon & Eckhardt, also New York, is planning to expand its early morning program schedule in about 40 markets. Firm uses 15- and 15-minute early morning radio programs.

Dow Chemical Co., Midland, Mich., for its Saran Wrap (a plastic food wrap), will use women’s participation shows in 15 radio markets, six in the east starting today (Monday) and seven in the West starting Feb. 2. MacManus, John & Adams, New York, is the agency.

Amoco Desserts, through Kenyon & Eckhardt, New York, is expanding its present schedule.

Benton & Bowles, New York, is formulating the Conoco campaign, which is expected to break in about three weeks in radio markets.

Colgate-Palmolive-Peet’s Super Suds is contemplating a radio campaign slated for a March starting date if approved. Cunningham & Walsh, New York, is the agency.

Crosley TV sets, through BBDO, New York, is still adding radio spot campaigns as new television markets open. Firm uses co-op programs on a saturation basis.

Sylvania TV Set Drive NATIONAL advertising schedule for Sylvania TV sets will be expanded this year, William D. Stroben, advertising and sales promotion manager of the Radio and Television Div., Sylvania Electric Products Inc., announced last week.

Included in the expansion will be co-sponsorship with Wildroot Co. of the half-hour Sunday radio series The Shadow, on Mutual networks. Mr. Stroben said he felt the extensive radio coverage will do much to saturate areas which will be new or richer TV markets in the future.

The national advertising campaign will be backed by intensified local promotion including radio and TV advertising. Mr. Stroben said.

Roy S. Durstine Inc., New York, is the agency.

Henry T. Ewald, Co-Founder of Campbell-Ewald

HENRY T. EWALD, 67, a co-founder of Campbell-Ewald Co., died Jan. 9 in Detroit of a heart ailment. The agency he helped start grew rapidly with the expansion of the automobile industry. From 1917 until last autumn he had been president of the agency, becoming board chairman last autumn.

Mr. Ewald was a key factor in some of the biggest campaigns in advertising history. He served as board chairman of American Assn. of Advertising Agencies and was a director of Advertising Federation of America and Traffic Audit Bureau. Born in Detroit of German immigrant parents, he entered the agency field with an investment of $3,000. He became Campbell-Ewald president in 1917 when Frank J. Campbell, first president, retired.

TOM HARRISON (f), national spot sales director, WSM Nashville, and Hi Bramham (c), WSM-TV local sales manager, watch as George Doyle of Doyle Adv. agency signs for area Coca-Cola Bottlers and the Neuhoff Packing Co., a subsidiary of Swift & Co., to sponsor broadcasts and telecasts of Vanderbilt basketball games.

NEW BUSINESS

Spot

Kraft Foods, Chicago, next week will introduce new swiss cheese with 13-week test campaign of TV announcements and participation in Miami, Philadelphia and New Orleans. Cheez Whiz cheese spread will be advertised in series of promotions and spots in Memphis and Seattle for six weeks from Feb. 1. Kraft will also expand Alaskan schedule of four spots weekly per station in Fairbanks and Anchorage to include Juneau and Ketchikan. Agency: J. Walter Thompson Co., Chicago.

Indiana Bell Telephone Co. has renewed commitment for 1952 schedule of one-minute spots and station breaks on 22 Indiana AM stations for this year. Television will probably be used also. Agency: J. Walter Thompson Co., Chicago.

Mutual Funds Dept., Kilder, Peabody & Co., members of New York stock exchange, starting participation in Barbara Welles Show on WOR New York and skitch Henderson Show on WNBC New York effective today (Mon.), in addition to sponsorship of weekly Your Money at Work on WOR. Agency: Doremus & Co., N. Y.

West End Brewing Co., Utica, N. Y. (beer and ale) will sponsor Abbott & Costello television film series in four markets: Utica, Binghamton, Syracuse and Schenectady. Agency: Harry B. Cohen, N. Y.

Consolidated Royal Chemical Corp., Chicago, sponsoring Roy Acuff Show, Fri., 8-8:30 p.m. CST, effective Jan. 16 for 52 weeks. Stations carrying show are WSM Nashville, WREC Memphis, WODD Chattanooga, WSF Atlanta, WBT Charlotte, WAPI Birmingham, WWL New Orleans, WNOX Knoxville and KARK Little Rock. Agency: Rost Roy Inc., Chicago.

Falstaff Brewing Corp., St. Louis, to sponsor Game of the Day broadcast of major league baseball games over MBS in some areas of country, starting March 30. In other areas, program to be sponsored on co-op basis, as in past. Agency for Falstaff: Dancer-Fitzgerald-Sample, N. Y.
REVOL PRODUCTS CORP. to sponsor Tuesday telecasts of Jane Froman's U. S. A. Canteen on CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, effective Feb. 10. Agency: William H. Weintraub & Co., N. Y.

Pitcher Associated Oil Co., N. Y., renewing Broadway to Hollywood on DuMont TV Network, Sat., 8:30-9 p.m. EST, for 13 weeks starting Jan. 22. Agency: Lennen & Newell, N. Y.

INTERNATIONAL SHOE CO., St. Louis (Red Goose shoes), renewing Kids & Company on DuMont TV Network, Sat., 11:30 a.m.-12 noon EST, for 13 weeks effective Feb. 7. Agency: D'Arcy Adv., St. Louis.


Songwriter George and Raymond, Inc., renewing 'Do Not Disturb' on NBC TV Network, Sun., 4:45-5 p.m. EST, effective next week. Agency: McMichael & Co., N. Y.

COLNATIVES ASSOCIATES, Inc., now sponsoring 'The Big Bill Show' on NBC-TV Network, Sun., 1:30-2 p.m. EST, effective April 1. Agency: Ralph Eldredge, N. Y.

DOMINION ROYALTY CO., Chicago, sponsors 'The First Team' on NBC-TV Network, 7:30-8 p.m. EST, effective April 1. Agency: George Neale Colby & Co., N. Y.
THREE DAYS PRIOR TO ELECTION HAD 20% OF CAMPAIGN VIDEO

Analysis of Publishers Information Bureau reports shows concentrated television tends to influence any voters who might not have made up their minds. Party groups, however, did not make the list of first 10 sponsors.

ALTHOUGH November included only three pre-election days, political forces so intensified their use of broadcast media in a last-minute attempt to convince doubtful voters that their time purchases for Nov. 1, 2 and 3 formed an imposing part of their total campaign expenditures.

Publishers Information Bureau report on purchases of TV network time during November shows $307,133 worth purchased by political groups, more than 20% of the $1,448,092 spent for political TV network time during the entire Presidential campaign.

Opening Days in November

Unlike October, when the Stevenson-Sparkman Forum Committee was the foremost political spender for TV network time, Citizens for Eisenhower was the No. 1 political client in the opening days of November, with gross purchases on the TV networks of $102,367.

No political party or group made the list of top ten TV network advertisers in November, however. As expected, Procter & Gamble Co. headed the roster for the month, the only TV network client to purchase more than a million dollar's worth of time in this medium (see Table I). General Motors Corp. ranked second and Colgate-Palmolive-Peet Co. third. Leading advertiser in each category of advertising on the TV networks is listed in Table II.

Table III showing total combined expenditures of each class of advertiser, lists foods first, followed by tobaccos, toilet goods, laundry soaps and cleaners, and automotive advertising, with the same classes in the same order comprising the first five for both November and January-November 1952. This table also affords comparisons of November and the 11-month period of 1952 with the same periods of 1951.

<table>
<thead>
<tr>
<th>Category</th>
<th>Nov. 1951</th>
<th>Nov. 1952</th>
<th>Jan.-Nov. 1951</th>
<th>Jan.-Nov. 1952</th>
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<tr>
<td>Automotive, Auto.</td>
<td>1,278,935</td>
<td>1,631,465</td>
<td>1,285,007</td>
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<td>Building Materials</td>
<td>402,540</td>
<td>436,000</td>
<td>408,000</td>
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<tr>
<td>Consumer Services</td>
<td>36,980</td>
<td>43,040</td>
<td>37,000</td>
<td>45,000</td>
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<tr>
<td>Drugs &amp; Remedies</td>
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<tr>
<td>Entertainment &amp; Amusements</td>
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<tr>
<td>Food &amp; Beverage Products</td>
<td>2,120,000</td>
<td>2,400,000</td>
<td>2,120,000</td>
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<td>402,540</td>
<td>436,000</td>
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<td>Miscellaneous</td>
<td>22,030</td>
<td>23,000</td>
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</table>

Radio-TV Retail Chains

Radio-TV retail chain stores last November were 3% higher than in the same month in 1951 but 2% off the October 1952 pace, the Commerce Dept.'s Census Bureau reported Jan. 9. In a survey of percentage change in sales of all types of businesses throughout the U. S., the study also compared 11-month figures of 1952 with a similar period the preceding year for large radio stores. It found sales off 1%. The study, though labelled radio, presumably covered firms selling both radio and TV receivers. "Large" stores were defined as those organizations operating from 1 to 10 units and whose dollar volume of 1948 sales ranged between $50,000 and $1 million.

Comparing November, 1952, with (1) November 1951 and (2) October 1952, and (3) the 11 months of 1952 with the same period of 1951, the Census Bureau report also covered sales percentage changes of household appliance and radio stores in these selected areas:

- Los Angeles County, Calif.: +5%, -10%, +4.5%, San Francisco County, Calif.: +11.5%, -6%, +9.5%, District of Columbia (city of Alexandria and Washington)
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!

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you free, of course.
Nobody needs a slide rule to prove that most advertising costs have gone up in the past ten years. But sometimes people overlook the fact that advertising values have also zoomed upward!

And more than ever,

RADIO serves you the biggest slice of ADVERTISING VALUE

Radio now delivers the biggest audiences in history.

Yet the cost of using radio has increased far less than any other costs in the advertising business! Here's an illustration—

It now takes $206 to buy engravings that cost $100 in 1942.

BUT it takes only $114 to buy time that cost $100 in 1942.

.. on KYW, the 50,000-watt Westinghouse station that dominates the rewarding Philadelphia market area.

In six of the nation's leading markets, Westinghouse stations provide unbeatable advertising coverage.. at a cost-per-listener that makes every dollar count.. for more!

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
### TELESTATUS

**Weekly TV Set Survey—January 19, 1953—Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOAS-TV</td>
<td>16,000</td>
</tr>
<tr>
<td>Amarillo</td>
<td>KBOI-TV</td>
<td>3,000</td>
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<tr>
<td>Austin</td>
<td>KTVI-AM</td>
<td>70,000</td>
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<tr>
<td>Big Bend</td>
<td>KTVI-AM</td>
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<tr>
<td>Boston</td>
<td>WAVE, KPEX</td>
<td>143,000</td>
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<tr>
<td>Chicago</td>
<td>WGN, WCFL, WBBM, WMGB, KFVD, WBBX</td>
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<tr>
<td>Cincinnati</td>
<td>WLW, WDAY, WOIO</td>
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<td>Cleveland</td>
<td>WEWS, WOIO, WJW</td>
<td>694,380</td>
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<td>Colorado Springs</td>
<td>KTVI-AM</td>
<td>12,500</td>
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<td>Dallas</td>
<td>KDAI, KLTV, KTVI</td>
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<td>Ft. Worth</td>
<td>KRLD, WAFFA, WSAP</td>
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<td>_downloads</td>
<td>WOCT</td>
<td>156,000</td>
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<td>Quad Cities Include Davenport, Moline, Rock Island, E. Moline</td>
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<tr>
<td>Dayton</td>
<td>WHIO-TV, WQAD</td>
<td>264,000</td>
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<td>Denver</td>
<td>KXTV-AM</td>
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<td>Detroit</td>
<td>WJW-TV, WJY-TV, WXYZ</td>
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<td>El Paso</td>
<td>KTXD, KTXM, WMR</td>
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<td>Erie</td>
<td>WJRT</td>
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<td>Ft. Worth I</td>
<td>WENT, KTVI, KTLF, WAFF</td>
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<td>Grand Rapids</td>
<td>WOOD-TV</td>
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<td>Greensboro</td>
<td>WMYT-TV</td>
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<td>Honolulu</td>
<td>KGMB, KONA</td>
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<td>Houston</td>
<td>KRSC-AM</td>
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<td>Huntington</td>
<td>WSCB-AM</td>
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<td>Jacksonville</td>
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<td>Johnstown</td>
<td>WJPA-AM</td>
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<td>Kansas City</td>
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<td>Lancaster</td>
<td>WGCL-AM</td>
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<td>Lexington</td>
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<tr>
<td>Lubbock</td>
<td>KDUB-AM</td>
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**Total Stations on Air 127 Total Markets on Air 78**

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### TV Is Leading News Source, Advertest Study Reveals

**TELEVISION** has become the largest single source of news in TV homes, after trailing other media for the past four years.

This was announced in the latest monthly Advertest Research Continuing Subscription Study, "The Television Audience of Today."

Advertest reported that an average of 99 out of 100 families interviewed in the New York metropolitan area said they regularly watch TV news programs. The popularity of weather programs also was revealed by the study.

Main reasons given by interviewed families for their increased interest in video news is that the viewer is more able to relax while learning of news developments and that the news is presented pictorially. News audience per TV family was 2.8 members.

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### New U. S. Population Count

**TOTAL population of the United States, was about 158,012,000 as of Nov. 1, 1952, according to Roy V. Peel, director of the U. S. Census Bureau. This figure, including armed forces overseas, was about 6,880,000, or 4.6%, above the April 1950 count as recorded in the 1950 census. Total population reached nearly 158 1/2 million Jan. 1, 1953, according to Director Peel.**

---

### 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.
interested in selective or full coverage for your TV program?

you can do better with SPOT—much better

When you buy on a Spot basis, it's easier to fit your TV program coverage to your sales situations. With Spot, you choose only the markets you wish . . . as many as you need, or as few—and find that stations clear time more readily. You enjoy uniform and pleasing picture quality through film, and save enough on Spot time charges to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.
INAGURAL

RADIO, TV TO SHOOT THE WORKS IN COVERING INAUGURATION

Networks mass personnel and facilities in nation's capital as time for ceremonies draws near. Oath and Inaugural address will be covered as public service but most other events will be carried under sponsorship. 70 million to watch on television.

RADIO and television coverage of the inauguration of Dwight D. Eisenhower as President of the U. S. tomorrow (Tuesday) by major networks will present a detailed and comprehensive picture to more people than witnessed all previous inaugurals combined.

Starting at 11:30 a.m. and continuing through 4:30 p.m., radio and television staffs will give the nation an intimate view and report of the procession, the swearing-in ceremonies, reaction of the crowds and dignitaries from all parts of the U. S. and the world.

To cope with the tremendous project, all networks have bolstered their Washington staffs with personnel from New York and other centers. Additional equipment, much of it new, has been delivered to insure full coverage of all newsworthy developments.

The number of TV viewers who will watch the proceedings was estimated by Sig Mickelson, CBS-TV director of news, at 70 million.

According to plans late last week, the timetable on TV coverage calls for all networks to begin at 11:30 and continue until about 4:30 p.m. EST. Late that evening they will cover the Inaugural Ball from the National Guard Armory and the Georgetown U. gymnasium.

Radio coverage will vary according to the network, but will begin at 11:30 a.m. and include parade, swearing-in ceremonies and address, crowd reaction and pickups from the inaugural balls.

Radio-TV networks will carry the 12 noon to 1 p.m. portion—the oath-taking and Inaugural address—and the Inaugural Ball as a public service, unsponsored. Other portions will be sponsored on most networks.

Breakdown of plans according to networks, as announced last week:

**CBS**

Aside from the public service portions, coverage by CBS Radio will be from 11:30 a.m. to 12 noon, 4-5 p.m., and 11:15-12 midnight and will be sponsored by Packard Motor Co. Agency for Packard is Maxon Inc.

The operation will be supervised by Wells Church, CBS Radio's director of news and public affairs. Robert Trout has been assigned to provide the running story, with pickups from various points by Douglas Edwards, Charles Collingwood, Allan Jackson, Griffling Bancroft, Bill Downs, Joe Wershba, Claude Mahoney, and Edward Morgan.

Mr. Church said nearly 100 persons would be on hand in Washington to write news bulletins, edit copy, and handle technical operations. He indicated an equal number will be stationed at other cities around the world, including Paris, London, Rome, Berlin, Tokyo, and in the U. S. to direct special pickups.

From 4:5 p.m. CBS Radio will broadcast a special program covering the entire story up to that time, including recordings expressing the reaction of legislators, statesmen, and the man in the street. This material will be edited for presentation by Irving Gitlin, who performed a similar chore at the conventions in Chicago last summer.

CBS-TV's coverage will be similar to CBS Radio's with the same personnel and schedule, with the exception that CBS-TV plans to remain on the air continuously until 4:30 p.m. Packard also is sponsoring CBS-TV coverage.

The network has planned two pre-Inaugural

**CBS-TV Inauguration coverage will involve more than 150 news, production and technical personnel. These men will be stationed at the swearing-in ceremony and along the parade route at these positions: (1) White House reviewing stand; (2) Inaugural platform at Capitol; (3, 4, 5 and 6) in front of the Capitol; (7) camera on the Capitol rotunda; (8) mobile TV unit-camera-car in parade; (9, 10 and 11) along the parade route; (12) battery of three cameras covering the reviewing stand and White House grounds, and (13) master control in WTOP-TV studios where pickups from 14 cameras will be relayed to an estimated nationwide audience of more than 70 million persons.

Overall supervision of the network's coverage will be handled by Sig Mickelson, director of news and public affairs.

**NBC**

NBC has planned its radio coverage from 11:30 a.m. to 2:30 p.m. and TV from 11:30 a.m. to 4:30 p.m. EST. General Motors has bought radio-TV coverage of all main events save the Inaugural Ball. Agency is Kudner Inc., which handled the Republican National Com-

the coverage, according to Mr. McAndrew. NBC coverage will be highlighted with use of a mobile TV unit (a Cadillac sedan) complete with studio-type electronic equipment and a hand-camera, plus other truck-size mobile units. Camera is smaller than a walkie-talkie used during the conventions and will be used for closeups, particularly of Gen. Eisenhower's reactions in the parade.

GM commercials will be institutional and will shy away from any association between the motor firm and certain aspects of the Inauguration which are bound to crop up (examples, NBC's use of a Cadillac sedan, any

January 19, 1953 • Page 37
All eyes in southern Arizona will turn to Channel 13 as the state's most powerful television station goes on the air.

KOPO-TV, Tucson, is another Du Mont-equipped station with a successful start assured through the "On Schedule" delivery of Du Mont equipment.

DESTINATION:
TUCSON, ARIZONA
OLD PUEBLO BROADCASTING CO.
The sun will shine approximately 336 days a year on KOPO-TV, Tucson, Arizona's most powerful TV station. The "Sunshine City", Tucson, is the county seat of Pima County, the main shopping area for southern Arizona.

Pima County, home of Davis-Monthan Air Force Base, offers a combination of the four "C's"—Copper, Cattle, Cotton, and Climate to induce industries such as Grand Central Aircraft and Hughes Electronics—and more tourists each year.
Independents and Others Plan Inaugural Coverage

Washington will be a busy place tomorrow for the radio-TV newsmen as well as for the countless politicians who will be in town. The independent station newsmen and the many "special" news reporters will be on hand.

RADIO-TV coverage of the Jan. 20 inauguration of President-elect Eisenhower and Vice President-elect Richard M. Nixon will include a number of independent radio and TV stations as well as the national origination by the networks.

Many Washington broadcast correspondents, as well as special newsmen on assignment for the historic ceremonies, plan to tape record or "shoot" with consumer type motion picture cameras the highlights of Inauguration Day from their seats on Capitol Hill and from other locations.

Only two direct broadcasts by independents have been arranged, according to Congressional Radio-TV Galleries officials. They are WOOK Washington and WKNX Saginaw, Mich. KSD St. Louis has also made arrangements to feed direct broadcasts to its home transmitter, but does not plan to feed the Capitol Hill oath-takings.

Plans for Relay

In addition to independent broadcasters, British Broadcast Corp. and Voice of America have made plans to relay to Britain and the world respectively the memorable occasion.

The following stations among others have received credentials for coverage of the Capitol Hill ceremonies:

- WOIQ Washington; WGBR Searanton, Pa.
- WLAM Lewiston, Me.; WQW Waterboro, Iona; WUSH Portland, Me.; WDAY Rochester, N.Y.

TAKING part in ABC-TV cameramen's tests of the network's "white fleet" of Willys-Overland station wagon "miniature studio" jeeps to be used in tomorrow's ABC-TV coverage of the Eisenhower inauguration, are (standing in center) Merle Worster (II, Eastern TV engineering operations manager), and Frank Marx, engineering and general services vice president.

York, is the agency servicing the Wildroot account.

Describing the swearing-in ceremonies for Mutual will be Fulton Lewis Jr. and Fred File. Everett Holles and Hazel Market will describe the inaugural procession. On-the-street descriptions of the crowd and reaction of spectators will be provided by Frank Singiser, Joseph McCaffrey, Wallace Fanning, Arnold Freeman, Willis Conover, and Ray Morgan.

The network plans to use about 75 persons to handle all details of the assignment.

Ike-Nixon Telecast Feb. 1

POST-INAUGURAL appearance of Gen. Eisenhower and Richard Nixon as U. S. President and Vice President on an American Legion Back to God telecast on NBC-TV Feb. 1, 1:30-2 p.m. EST, was announced by the network last week. President Eisenhower will speak from the White House and Mr. Nixon from the Center Theatre in New York, where the event will be held.

DuMont

DuMont's coverage, as yet unsponsored, will begin at 11:30 a.m. and continue through 4:30 p.m. and include the ball from 11 p.m. to midnight. WABD (TV) New York, DuMont-owned station, will carry only the 11:30 a.m. to 1 p.m. portion of the ceremonies, covering the procession and the oath-taking and address.

From 10-11 p.m. DuMont will present films of the proceedings of the day.

The network will make its telecast of inauguration events available to WOR-TV New York from 11:30 to 1 p.m.

Mutual

Beginning at 11:30 a.m. Mutual will report Inauguration activities until 4:30 p.m. and continue at the Inaugural Ball at 11:30 p.m. Wildroot Co., Buffalo, will sponsor nine special broadcasts, with other segments of Mutual's schedule being made available as cooperative features for local and regional sponsorship.

Wildroot sponsorship will include two pre-inaugural broadcasts today from 10:30-10:35 p.m. and 11:30-11:35 p.m., and seven Inauguration day segments: At 11:30 a.m., 12:55 p.m., 2, 3, 4, 10:30 and 11:30 p.m. BBDO, New York, is the agency servicing the Wildroot account.

This special camera-mounted Cadillac will be used to augment NBC-TV coverage of tomorrow's inauguration ceremonies. WNEB (TV) Washington's equipment is shown.
THINGS ARE MOVING IN FLINT, MICHIGAN!

SALES aren't the ONLY things that move (up of course) in Flint, Michigan.

WFDF has moved to its new quarters, GARLAND STREET AT FIRST AVENUE, and established one of the finest broadcasting centers in the Middle West.

On or about March 15th, America's First Network moves to Flint's First Station... Yes, Sir!—NBC MOVES TO WFDF!

and--

To move your product—do what thousands of successful advertisers have done—SEE FABULOUS FLINT on its WONDERFUL WFDF!

WFDF FLINT MICH. Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

REPRESENTED BY THE KATZ AGENCY
Toting up TV grants, the Commission counts 305 authorizations of which 197 received the go-ahead after the freeze. To date 108 pre-freeze and 19 post-freeze stations are on the air of which seven of the latter are uhf. Some 700 applications remain in various stages of processing.

WHILE high FCC sources last week unofficially reported June as the target date for cleaning up virtually all outstanding TV applications, the Commission on Thursday announced grants for 11 more new stations, 6 vhf and 5 uhf, including the first TV outlets for Montana and North Dakota.

Only three states remain without TV authorizations—New Hampshire, Vermont and Wyoming—but applications are pending in these states.

This brings to 305 the number of TV stations authorized in the U.S., of which 197 have been granted since lifting of the freeze last April. Of the post-thaw permits, 11 are for non-commercial, educational stations.

As of last Thursday, there were 127 stations on the air, of which 19 represent outlets authorized in the period of the freeze. Seven of these are uhf stations.

Processing on the city priority Group A-2 line (cities without service) was extended to No. 168, Rochester, Minn., where KROC received vhf Ch. 10.

St. Louis Gets Uhf

Processing on the Group B line (cities with service) did not go as far as the earlier grant to No. 183, Houston, Tex., where two uhf permits had been authorized [Bw, Jan. 12]. Top Group B city last week was No. 179, St. Louis, where Broadcast House Inc. received vhf Ch. 36. Principals in KSTL have interests in the uhf granting.

There are about 700 applications, part in hearing, pending before FCC and awaiting processing.

Here are the new stations approved:

Great Falls, Mont. (City priority Group A-2, No. 145—Broadcast House Inc. [ERBF], granted vhf Ch. 7, ERP 260 kw visual and 115 kw aural, antenna 260 ft. Operating: KRFV-TV, vhf Ch. 7, used for public service.)

Missouri Plan

Mr. Cox and Frederick A. Middlebush, president of U. of Missouri, stated:

"Missouri, under its grant by the FCC for a television station in Columbia, will make use of this new facility for two major purposes. The first is to serve as a vehicle for carrying the University's educational programs over all parts of the state of Missouri. The second is to serve as a training ground for Missouri students in a new field of professional and technical training in television, and to give the University firsthand experience in the operation of radio and television stations.

"In addition to the new television station, and as a part of it, it is planned to develop a laboratory for the purpose of developing sound motion picture techniques of an educational nature for television. The station will also make and furnish films for other television stations in the state, as well as transcriptions for radio stations. Under the University's plans, TV and radio television stations within the state will benefit from this grant because the income from commercial programs through the University station, over and above the actual cost of operation, will be ploughed back into the filming and recording of educational programs.

"These films will be available for use by radio and television stations throughout the state. The money to build this station has been provided, in the main, through gifts and grants hitherto made to the University and as a part of the Board of Curators for the State of Missouri. The entire University will benefit from the station, since all phases of the University, the U. of Missouri will now take its place in the field of television in the state of Missouri, similar to that enjoyed by its School of Journalism in the field of press communication."

FCC Stumbling Block

IT TAKES more than equipment to start a radio station—as three persons suspected of stealing broadcast fixtures found to their chagrin last week. The FCC turned down an application for a one-station license, although the three reportedly had $25,000 worth of stolen equipment in their possession—enough to apply for license.

The investigation began after the station was built, but the FCC denied their application, it was reported.

Among stations reportedly victimized were WNOP Newport, Ky.; WCMB Concordville, a cable network in Ind.; WSLM Salem, Ind.; WMVO Mt. Vernon, Ohio, and WORX Madison, Ind.

TV IS WONDERFUL, TOBEY ASSERTS, 
BUT HE DEMANDS 'SQUARE DEAL'

In friendly session with NARTB code board, chairman of powerful Senate committee commends the industry for its good programs. But he warns stations and networks they may run into adverse public reaction if they get too commercial or relax ethical standards of their programming.

SEN. CHARLES W. TOBEY, who calls himself "just an ordinary fellow from New Hampshire," will keep a close watch on radio and television programs as he occupies the top government radio regulatory seat.

Long an enthusiastic radio listener and television viewer, the chairman of the powerful Senate Interstate & Foreign Commerce Committee isn't going to miss many electronic tricks—especially if they're off-color or over-commercial.

Chairman Tobey unfolded his TV and radio philosophy Thursday in a meeting with the NARTB Television Code Review Board (see code story page 54).

Senator States Views
The fiery New Hampshire Senator, who rose to nationwide fame through his castigation of criminals in telecasts of the famed Kefauver hearings, has definite views on the role of TV and radio in the nation's life. Moreover, it's obvious at this point that he won't hesitate to express his opinions—good or bad.

Before the NARTB code group could proceed with an explanation of its functions, Chairman Tobey interjected, "Your programs need improvement."

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, came back quickly with the answer, "That's the very job we aim to do."

"Television is the greatest medium we ever had, probably the greatest invention in history," Chairman Tobey said. "It's in its infancy. All I want is a square deal."

Mr. Fetzer explained that the code board has been in operation since last March and that TV stations subscribe to it voluntarily.

"What percentage of stations are in it?" Chairman Tobey asked. Mr. Fetzer said a hundred stations subscribe of 110-plus now on the air.

"Some of the stuff is trash," Chairman Tobey said. "At times you fellows seem to be concentrating on dollars, dollars, dollars. If you overdo the commercials, there's danger of bad public reaction. I listen every night. There are many wonderful programs. I enjoy them."

Mr. Fetzer said the code board is making "a conscientious effort to find out what the public wants."

"We study the programs carefully," he continued. "We review programs and commercials. We investigate hundreds of situations. We are making an earnest effort to find out what the public wants and are working out methods of finding out what people think of television service."

"After all, we live by suffrage of the American people. We have adopted this method of self-regulation. It has been in operation less than a year. We are trying to make self-regulation work."

"Something like a student council?" Chairman Tobey suggested.

"No," Mr. Fetzer answered. "It's way above that. It's a serious and voluntary effort by U.S. television stations to improve their product and serve the public interest."

NARTB President Harold E. Fellows detailed some of the code board's functions to the chairman and summarized the professional experience of its members.

Taking part in the conference, besides Messrs. Fetzer and Fellows, were J. Leonard Reinsch, WSB-TV Atlanta, board vice-chairman; Walter J. Damm, WMJ-TV Milwaukee; Ewell K. Jett, WMAR-TV Baltimore; Thad Brown Jr., director of television at the NARTB; Robert K. Richards, NARTB assistant to the president and public affairs director; C. E. Arney Jr., NARTB secretary-treasurer; Edward H. Bronson, NARTB director of TV code affairs.

Nicholas Zappel, of the Senate committee staff, presented the NARTB group to Chairman Tobey. Mrs. A. Scott Bullitt, KING-TV Seattle, a code board member, was not present.

President Fellows told Chairman Tobey how the code board operates, explaining that its members "sit in judgment on these programs."

Mr. Jett noted that TV networks and stations have their own continuity acceptance departments, with one network having 35 on the staff. "They eliminate thousands of offensive items that might have gone on the air," he said.

"Television's wonderful," Chairman Tobey said. "I wouldn't be without it in my home. I love it. You fellows have a friend in me. Come here any time. You have a friend here. I'm an ordinary fellow from New Hampshire. We're all free men. Anyone can tell me to go to hell. That's his right."

Turning to individual programs, the chairman asked, "What happened to that big fellow Saturday nights—Murray?" He was told Ken Murray would soon be back on the air.

"What happened to We the People?" he continued. "Is it the ratings? Can you believe those ratings? I've enjoyed Amos 'n' Andy 20 years. Why do they repeat programs? Run out of ideas? I'm just talking out loud." He was told there will be no more repeats on Amos 'n' Andy.

"Why don't you get that Sullivan to smile Sunday nights?" the chairman continued. "He's deathlike. Is that a fair criticism?"

As members of the board were leaving, Chairman Tobey repeated his invitation to the board and NARTB staff officers to "come here anytime."

After the meeting, the chairman was asked about his half-hour New York interview with President-elect Eisenhower in New York the day before. He wouldn't get specific, but con- ceived he might have discussed radio and television. "They're mighty important subjects," he added. Without going into details, he said he had discussed the FCC and many other regulatory agencies with the President-elect. "We covered a lot of ground," he said. "Most everything."

 FTC Ad Probers Get New Boss

GOVERNMENT probers who poke through complaints of false advertising in radio, television and other media got a new boss the past fortnight. Appointment of Daniel J. Murphy as assistant director of the Federal Trade Commission's Bureau of Anti-deceptive Practices was announced by FTC Chairman James Mead.

Mr. Murphy succeeds Richard P. Whiteley, named assistant chief of FTC's Litigation Division (under the same bureau). Mr. Murphy's post of assistant director in anti-deceptive practices went to William M. King, who also becomes chief of litigation.

The commission also reported on its activities for last October. Total of 1,049 radio and television advertisements were set aside for further study, with 663 channeled to the investigation division and 18 marked for litigation.
RADIO-TV BARRIED FROM HEARING

Battle to gain equal treatment with the press is an unceasing one for the radio and TV media. Last week broadcast newsmen were banned by one Senate committee but were promised equality by another.

RADIO-TV was rebuffed last week in an attempt to cover a Congressional hearing, but received some encouragement from the chairman of another committee.

At the same time, Rep. Emanuel Celler (D-N. Y.) introduced a resolution (H Res 86) which would order the House Judiciary Committee to study the rights of witnesses before Congressional committees. He made it clear that the banning of microphones and cameras was one of the “rights” he felt witnesses should have.

Foreign Relations Bans Media
First and major committee meeting of the 83d Congress from which radio and TV as well as other “eye-witnessing” media were refused coverage rights, was the Senate Foreign Relations Committee hearing on the nomination of John Foster Dulles to be Secretary of State in the new Eisenhower Administration.

All media were permitted to participate in the opening phases of the hearing Thursday afternoon, but all except the press were required to depart before the Senators’ questions to Mr. Dulles began.

Broadcast media newsmen were told to take the matter of Senate committee hearings coverage up with Sen. William F. Knowland (R-Calif.), chairman of the Senate Republican Policy Committee. Sen. Knowland, through his family, has an interest in KLX-AM-FM Oakland (Oakland Tribune).

On the encouraging side of the Congressional coverage problem was Sen. Joseph R. McCarthy (R-Wis.), chairman of the Government Operations Committee and of its Investigations Subcommittee, said last week that the use of radio and TV was discussed at the committee’s organization meeting last Wednesday. He said that the matter will be decided “when the occasion arises.” Previously, Sen. McCarthy said he favored permitting radio and TV to participate in Investigations Subcommittee hearings.

The Senate permits each committee to decide which media should be permitted to cover its meetings and hearings.

Rep. Celler’s resolution calls for the Judiciary Committee, or a subcommittee, to study and draw up a “code of procedures” for the conduct of hearings and examination of witnesses before House committees.

To Broadcasting & Televesting, the Brooklyn Congressmen heard opposition to permitting radio mikes and TV cameras-as well as newsreel cameramen and still photographers—to participate in covering House committee meetings. “Radio and television,” he said, “are not the proper medium for Congressional committees.”

Celler Raises Doubts
Some of the questions Mr. Celler asked were: (1) Why permit slanders and unconfirmed accusations to be broadcast to the public? (2) Who will decide what hearing shall be broadcast or televised? (3) Who is going to decide which advertisers shall be permitted to sponsor the hearings?

Another aspect which troubles Mr. Celler is his feeling that only the most dramatic Congressional hearings will be picked for broadcast coverage. “The most dramatic hearing is not always the most important,” he said. “It’s the hard-working, quiet committee that do the significant work—and they won’t make a good showy radio or television program.”

Mr. Celler has expressed himself in opposition to radio-TV coverage of Congressional hearings before.

However, House Speaker Joseph W. Martin Jr. (R-Mass.) has declared he feels it is up committee members to decide whether they wish to permit radio-TV to cover meetings.

Former OWI Official

Mr. Dulles, a former OWI official, said he reversed a ruling by former Speaker Sam Rayburn (D-Tex.) which banned the broadcast media. Two weeks ago, first TV coverage of a House committee was permitted by the Armed Services Committee. There are open hearings on air crashes [B&T, Jan. 12]. Other House committee chairmen also have said they would not object to radio or TV coverage [B&T, Jan. 12].

White Praises Ban Lift

PRAISE for lifting the ban on radio-TV coverage of House committee hearings was voiced Jan. 9 by NBC President Frank White. NBC, with permission of House Speaker Joseph Martin, made public the following telegram sent to Mr. Martin by Mr. White:

“Your decision to authorize committees to open House committee meetings to television and radio coverage if they so desire is greatly applauded by all Americans who understand that an informed public is one sinev of democracy’s strength.

“We at NBC have repeatedly urged that television cameras and radio microphones be permitted wherever news is made in order to bring the best possible story of the event to the public, a task for which both broadcasting media are eminently suited. I hope committee chairmen will follow through so that the people will get the full benefit of your decision.”

Katyn Forest—A Decade Later

FEW broadcasters may have understood the significance of a recent report by the Katyn Forest Massacre Subcommittee of the House in which, among other findings, the Congressmen announced there had been an effort by the World War II Office of War Information and the FCC to suppress certain news about that black crime against mankind.

The facts, after all, have become clouded if not forgotten during the passing years. It was in Katyn Forest more than 10 years ago that more than 5,000 of the finest young men of Poland were lined up, their hands tied behind their backs, and shot. The Nazis said the Soviets did it; the Soviets said the Nazis did it. The Katyn Committee has concluded, after long investigation, that the evidence in this sordid case points to Soviet guilt.

But a collateral conclusion by the committee is that certain officials of the wartime FCC and OWI joined in a move to prevent Polish commentators on U. S. broadcasting stations from expressing their viewpoints about the guilt of the Soviets. Several station managers and foreign-tongue commentators appeared before the Katyn Committee and testified to that effect.

Another who testified before that committee was Robert K. Richards, able assistant to the president of the NARTB. As long ago as 1942, Mr. Richards had reported to the Office of Censorship, where he was a broadcast censor during the war, that the War Problems Division of the FCC and the Foreign Language Section of the OWI were engaged in an effort which, whether by contrivance or not, was usurping the function of the only agency designated to supervise censorship.

Mr. Richards, with Edward H. Bronson—who now is NARTB’s director of Television Code affairs and was then also a censor—undertook an exhaustive study of the OWI-FCC procedure. They discovered, and Mr. Richards later testified to the fact before a Select Committee of the House, that the Commission was granting temporary renewals to some foreign language broadcasters who failed to “take a hint” from OWI minions that certain of the station commentators were “undesirable.” It was established conclusively that some good American citizens, both native born and naturalized, were removed from the air because of this pressure.

This was total suppression—the complete throttling of opinion—a kind of censorship not even justified in wartime. As a result of the investigation, the course of certain foreign language licensees and the decisiveness of Byron Price, who was director of censorship, this excursion into the field of program control was broken up.

Mr. Richards and Mr. Bronson would have won no popularity contests among certain licensees and many staff members of the Commission and OWI in 1943 when their findings were publicized. The Select Committee investigation was an ill-starred one—but the latter-day Katyn Forest Committee report has confirmed their findings. Perhaps it is not too late, although a decade has passed, to bow in the direction of these two gentlemen, who may have made a unique contribution to free broadcasting in this nation.

Surely there is an old lesson to be learned anew: That vigilance against program control by Government must be eternal.
Meet BIG MIKE... the Midwest's biggest entertainer and salesman. BIG MIKE is the pace-setter for an Empire! In this land of plenty... too real to be fabulous... lives BIG MIKE, physical trademark of the Big Station KFAB. BIG MIKE knows everybody... everybody knows BIG MIKE. He's the biggest, most powerful voice in the land. When he speaks... people in five states listen... they act, they buy. BIG MIKE is the powerful influential, friendly index to a $2,000,000,000 market, a market made up of 2,000,000 busy, friendly people... who live and work in the perfect balanced economy of agriculture and industry. Hear the BIG MIKE-KFAB story, from General Manager Harry Burke or Free and Peters.
Home of Better Values
and WAREHOUSE
1385 E. Pine Street R. O. Box 883
TULSA, OKLAHOMA

December 70th, 1952

Mr. Bud Blust, Sales Mgr.
Radio Station KTUL
Boulder-on-the-Park
Tulsa, Okla.

Bud:

I wonder if you and the other members of your sales staff realize
what a time job your Sales Promotion Manager, George Ketcham and his
efficient staff have been doing for KTUL thru these past ten years.

As you perhaps do not know, I maintain a file in my office for all
of the radio stations in our operating area...some seventy-five or eighty
stations in all thru the year. Sales promotion material is received from
many of these stations, some of it is good, some is not so good, nevertheless
all of this material is filed for future reference.

Ever so often I delve thru this file and “weed-out” this material
to make room for new material. I have been engaged in this activity thru
this past week. I knew I had received a lot of good material from KTUL thru
this past week, but until this week, I did not realize how much more of this
material I had received from KTUL than I had received from any other radio
station in our area. Good material too, the kind that fairly rings the bell
in the time buyer’s mind. And since I “uncovered” this experience this week,
in the time buyer’s mind. And since I “uncovered” this experience this week,
the thought just occurred to me that you and your sales staff might have
ever the fine job that George has been doing to help them to “sell” KTUL.
looked the fine job that George has been doing to help them to “sell” KTUL.
looked the fine job that George has been doing to help them to “sell” KTUL.

With every good wish for KTUL’s continued success, I am,

George L. Ketcham, general promotion
manager of KTUL and KFPW.

The AUDEIICE ACTION STATION

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

CBS

RADIO

In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

It’s That “EXTRA EFFORT” That Makes KTUL the
PREFERRED SELLING FORCE In The Rich Trade
Area of TULSA and Eastern OKLAHOMA.
REPORTS ON FISCAL ’52

Budget cuts curtailed activity but non-broadcast workload was onerous.

MAGNITUDE of FCC’s nonbroadcast workload is pointed up in the Commission’s annual report this week by Chairman Paul A. Walker. The report covers Commission progress for fiscal 1952, the year ending June 30, 1952.

“Because it enters the home, broadcasting commands so much popular interest that the average person does not realize that there are now 45 times more nonbroadcast stations than there are broadcast stations, and that the former are equally important to the public interest and convenience,” the report states. It explains:

In other words, more than 200,000 radio authorizations are held by public agencies and by private industry and individuals as compared with less than 5,000 stations engaged in program broadcast. The broadcast total includes about 1,200 pickup and studio-transmitter links. The nonbroadcast figures, on the other hand, do not indicate the actual number of transmitters involved, since a single authorization— as in the case of a police or fire department, railroad, taxicab company, and many personal mobile transmitters. Thus, the safety and special service need for such operation is not to include:

the clearly productive use of radio over other methods of communication and explains that today radio is being utilized for about 60 different kinds of services in the U.S.

“As a result,” the report says, “the number of radio transmitters has increased from the books of the Commission this year, for the first time, exceeded the 1,000,000 mark.”

Highlights of matters concerning broadcasting in fiscal 1952 are considered in the report to include:

Lifting of the 31/2-year TV freeze on April 14, 1952, opening up 70 uhf channels which with the existing 12 vhf channels would allow some 2,000 stations in nearly 1,200 communities.

Increase of AM station authorizations to 2,420, 35 more than on June 30, 1951, with fewer AM stations being deleted than during either of the previous two years.

Decrease of only 11 commercial FM station authorizations to total of 648, in contrast with 73, 133 and 155 for the previous three years respectively, while the number of licensed FM stations grew from 154 in 1951 to 532 in 1952.

Proposal to add 540 kHz to broadcast band.

Interference complaints required more than 10,000 field investigations, almost 500 more than in 1951, while 6,617 related to TV (6,002 in 1951). Complaints of interference to AM reception decreased to less than 2,300.

Number of violation notices for all radio services, issued after monitoring detection, mounted from 10,160 in 1951 to 13,460, but broadcast notices were not detailed.

Drastic reduction in number of broadcast station inspection as result of budget cuts and travel limitation—to total of 532 (1,490 stations in 1951). For 1952, AM station inspections totaled 444 (compared to 1,242 in 1951) while FM totaled 65 (204 in ‘51) and TV 23 (44 in ’51).

Enactment in October 1951 of Public Law 294, Chairing the Conelrad plan to prevent use of broadcast signals as “homing” device by attacking enemy forces.

Enactment on July 16, 1952, of Public Law 554, R2d Congress, known as the McFarland Act, amending the Communications Act and revising Commission operating procedure.

In a section devoted to national defense, the report observes, “The widespread network of communication so essential to the nation’s defense also includes broadcasting. Apart from its moral value, this service has to play its part in civilian defense through its ability to bring information to the public with instantaneous speed.”

Respecting Conelrad, the report points out that “from the standpoint of persons whose equipment is involved, the program has been a voluntary and cooperative one. Thus far, the Commission has given primary attention to the broadcast stations.

“The response of the broadcasters has been excellent. In fact, their assistance has been so productive that the Commission has been able to develop a sound basic plan for altering broadcast stations and controlling their operations...to confuse an enemy.”

High praise is given in the report for amateur radio station operators and their role in emergency and disaster events. However, the problem of interference to TV reception also is noted. The report states:

Interference to the reception of television broadcasting continues to be a matter of concern to the Commission and to amateurs throughout the United States. The Commission is continuing to conduct studies with a view to clarifying in- dustrial responsibility for interference, and in the event of continued interference by the operation of amateur stations causes interference to television reception; however, definite standards have not yet been adopted.

The Commission’s field engineers, individual amateurs, and amateur committees have accomplished outstanding results in clearing many of these interference cases. Upon investigation, a great many cases have been attributed to amateur operation have been found to be due to other causes.

When interference is due to an amateur station, the inherent sensitiveness of TV receiver to frequencies outside the TV channels has been the fault. Usually, simple filtering and shielding applied to the receiver has eliminated the interference. In most cases where the radiation of spurious and harmonic frequencies from an amateur transmitter in the TV channels has caused interference, the amateurs have been able to satisfactorily elim- inate such interference.

An extensive portion of the report is devoted to developments in AM, FM and TV, including a summary of the television freeze and the reallocation proceeding. Curbillment of activity because of budget cuts is noted.

A breakdown of the Commission’s fiscal 1952 income and expenditures follows:

| Appropriation | $6,116,850 |
| Supplemental | $468,900 |
| Total | $6,585,750 |

| Obligations | $5,957,642 |
| Personal services | $5,957,642 |
| Travel | $23,790 |
| Transportation of things | $13,098 |
| Communication services | $16,183 |
| Rent and utilities | $14,297 |
| Printing and reproduction | $29,225 |
| Other contractual services | $82,135 |
| Supplies and materials | $172,295 |
| Equipment | $101,419 |
| Refunds, awards, and indemnities | $13,720 |
| Total obligations | $6,384,711 |
| Savings, unobligated balance | $139,039 |
| Total | $6,523,750 |

Three Sales Approved

APPROVAL of the sale of WNER Live Oak, Fla., was among three transfer grants made by FCC last week. Norman O. Protzman, general manager of WNER, bought the station for $40,000. Transfers approved by the Commission:

- WNER Live Oak, Fla.—Live Oak Best Co., for $40,000. (BAL-1489)
- WMN Mansfield, Ohio—Richland Inc., Granting permission to John L. Boling to Norman O. Protzman; consideration $100,000.
- KRKY Baytown, Tex.—Bay Best Co., Granting permission to W. D. Crist (who acquires 50% interest) and W. H. Godby (who acquires 50%); consideration $32,830.

KEN JAMES, host of WOW-TV Omaha’s Cup & Saucer Club, interviews a special guest, Mrs. Ivy Baker Priest, who becomes Treasurer of the United States in the new administration.

Truman Hopes To Be Back On Radio, TV Hookups

PRESIDENT Harry S. Truman hopes his Thursday night radio-television talk will be his last broadcast contact with the American people.

Talking to a B&T reporter prior to his final radio-press conference Thursday, the President indicated he has cherished the opportunities to make known his views in a personal manner by reaching the firesides of nearly every home in the nation.

“We’re hoping you’ll be heard frequently on radio and television after you leave the White House,” the President was told.

The Chief Executive replied that he hoped so, too.

Though the President is reported to have received many offers to write his memoirs or appear on radio and TV, he refused at his news conference to give any indication of his plans. He added that no ex-President should take advantage of the prestige of the office by using communications media unfairly. He put President-elect Eisenhower on the spot by suggesting that news conferences provide a necessary contact between the White House and the nation. The President-elect has been quoted as being uncertain about continuance of weekly radio-press sessions.

House Info. Post to Sullivan

NEW Co-Ordinator of Information in the U.S. House is Lawrence Sullivan, former newspaperman and author and since 1936 research assistant to Republican leader Rep. Bertrand H. Snell (N. Y.) and Speaker Joseph W. Martin Jr. (Mass.).

Mr. Sullivan succeeds Francis M. LeMay of Alabama. Mr. LeMay will remain with the House group as economic research editor.

The Co-ordinator of Information acts as a fact finder for House members.

Mr. Sullivan, a native of San Francisco, headed the Hoover Commission’s task force on publicity and public relations operation in the federal government. He is an active member of the National Press Club, and was treasurer and member of the board of the Professional Chapter of Sigma Delta Chi, national journalism fraternity.

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Get the LION'S SHARE

Because the shows are always the greatest—the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
SENATE COMMERCE GROUP ORGANIZED

Sen. Charles W. Tobey (R-N.H.) as the top man on the Senate Interstate & Foreign Commerce Committee says he will maintain a firm grasp on communications.

ACTIVE interest in broadcasting, as well as other types of communications, will be maintained by Sen. Charles W. Tobey (R-N.H.), the chairman of the Senate Interstate & Foreign Commerce Committee. He said last week he said he would be chairman of the Communications Subcommittee, as well as that of the full committee. Sen. Tobey has already interceded in the ABC-United Paramount Theatres merger case (see separate story on page 50).

Appointment of Robert D. L'Heureux as chief counsel and director of the Commerce Committee's professional staff also was announced by Sen. Tobey last week. Mr. L'Heureux also comes to the Commerce Committee from the position of chief counsel of Senate Banking & Currency Committee, like Sen. Tobey is from New Hampshire. He graduated from St. Anselm's College in Manchester, N.H., and received his LL.B. from the University of New Hampshire Law School in 1938. He holds masters in law and arts from Georgetown U. and George Washington U., also. Lt. B. from U. of Maryland. Since June 1950 he has been counsel to the Joint Committee on Defense Production. Working with Mr. L'Heureux will be Nicholas Zapple communications specialist on the staff.

Senate Commerce Committee, which has jurisdiction over broadcasting and the FCC, as organized last week comprises GOP Sens. Homer E. Capehart (Ind.), John W. Bricker (Ohio), Andrew F. Schoeppe (Kan.), John M. Warner (Va.), Brien L. Fisher (Ky.), Dwight Griswold (Neb.) and Charles E. Potter (Mich.), and Democratic Sens. Edwin C. Johnson (Col.), Warren G. Magnuson (Wash.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.).

New Committee Faces

New to the committee are Sens. Schoeppe, Butler, Cooper, Griswold, Potter, Pastore, Magnuson and Johnson. The only Republican to the committee were Sens. John J. Williams (R-Del.), appointed to Agriculture and Banking and Currency Committee; Owen Brewster (R-Me.), defeated; James P. Kern (R-N.J.), defeated; Ernest W. McFarland (D-Ariz.), author of the McFarland Communications Act and Majority Leader in the last Senate, defeated; Brian McMahon (D-Conn.), died, and Herbert R. O'Connor (D-Md.), retires.

Sen. Capehart is chairman of the Senate Banking & Currency Committee as well as a member of the Commerce Committee. Sen. Johnson (Tex.) is Minority Leader in the Senate.

Sen. Bricker was the author of a resolution (S J Res 28) in the 82d Congress calling for an FCC study of educational TV.

In other communications, the upper-house, Sen. Leverett Saltonstall (R-Mass.) was made chairman of the Independent Offices Subcommittee (FCC appropriations among others) of the Senate Appropriations Committee. This committee is chairman by Sen. Styles Bridges (R-N.H.). Among other Senate committee chairs interest to broadcasters were the following:

Finance, Sen. Eugene D. Millikin (R-Col.);

Sen. Prescott Bush (R.Conn.), until recently a board member of CBS, was named to Banking & Currency and Public Works. Sen. Edwin C. Johnson (D-Col.) was named to Finance in addition to Commerce. Sen.联合son, with the same name, was named to Armed Services as well as Commerce group. Sen. Robert S. Kerr (D-Okla.), who has stockholdings in WEEK Peoria, Ill., and KRMG Tulsa, Okla., was named to Finance and Public Works. Sen. William F. Knowland (R-Calif.), whose family has stockholdings in the Oakland (Calif.) Tribune (KLK-AM-FM), was named to Appropriations and Foreign Relations.

Congressional Critics Vocal On Govt. 'Star' Suit

CONGRESSIONAL criticism of the government's antitrust suits against the Kansas City Star Co. (WDAF-AM-TV) mounted last week, with freedom of the press raised as an issue.

Latest critic of the Justice Dept. action and grand jury indictment was Rep. J. F. Hillelson (D-Mo.). He told co. a House subcommittee that leagues "if and when the Kansas City Star is vindicated, then I intend to press to find out if this was politically inspired and those who were responsible for it." If so inspired, he indicated, freedom of the press would be involved.

Rep. Hillelson thus joined Sen. Frank Carlsson (R-Kan.) in scoring the allegation that the Star Co. is "manipulating the dissemination of news and advertising" in Kansas City. Sen. Carlson described the suit as "punitive action" by the retiring Democratic Administration. The Justice Dept. civil suit also asked revocation of the licenses of WDAF-AM-TV, owned by the Star Co. [B&TV, Jan. 12].

The publishing firm has less than 60 days to withdraw pleas and enter appropriate motions. Roy A. Roberts, president of the Star Co., and Emil Opposing Badger's application for Ch. 3 in 1952, was named to the Senate Government Operations Investigations subcommittee to look into complaints of "favoritism" and "incompetence" in the FCC from "half-a-dozen" Senators [B&TV, Dec. 22, 1952].

Mr. Roberts has promised the firm will file for a bill of particulars "so that we will know what we have to meet and prepare our defense accordingly," and assured "there will be no unnecessary delay in bringing actions to a final hearing."

Truman Accepts Resignations Of Secretaries Sawyer, Kimball

ROUTINE resignations of Secretary of Commerce Charles W. Sawyer and Secretary of the Navy Dan Kimball, both identified with radio properties, were submitted to President Truman last week.

Mr. Sawyer, owner of WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, will return to his broadcast and other interests. Mr. Kimball has been re-elected vice president and director of General Tire & Rubber Co., which owns majority stock in MBS as well as Yankee and Don Lee networks [AT DEADLINE, Jan. 12]. Mr. Truman lauded their accomplishments in accepting the resignations, effective tomorrow (Tuesday).

Bill on Foreign Identity

REQUIREMENT that foreign agents or those persons representing foreign governments identify themselves as such when broadcasting or writing articles was proposed last week by Rep. Chauncey W. Reed (R-R.I.).

In a bill (HR 1069), referred to House Judiciary Committee, penalty for not so representing themselves in a prefab to the broadcast or writing would be a fine not more than $10,000 or five years' imprisonment, or both.
ABC-UPT MERGER STILL PENDS; FCC STAFF DRAFTING DECISION

The Commission is eyeing Capitol Hill for word from Sen. Tobey on proposed hearings on motion picture-TV mergers—but won't necessarily hold up its approval of the examiner's initial favorable report.

FATE of the merger of ABC and United Paramount Theatres remained undetermined last week as the FCC:

(1) Awaited word from Sen. Charles W. Tobey (R-N.H.) on when he would hold hearings on the question of motion picture and TV mergers.

(2) Had its staff working on a final decision which in the main was an acceptance of the examiner's initial favorable report.

Sen. Tobey, chairman of the powerful Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio and TV, remains firm in his plan to hold a hearing on the subject, he told BROADCASTING • TELECASTING last Thursday.

Still Opposes Merger

Plans will be made for the hearing this week, he said. He declared that all—or most—members of the Senate Commerce Committee would be invited to sit in on the hearing.

Still opposed to approval of the merger, he stated what he had wired the FCC two weeks ago—that he doubted that the Commission had the legal right to approve it (B•T, Jan. 12).

Volume, he claimed, that the merger would "vitiate" the anti-trust laws and that it would be against the public interest.

He called the hearing he was planning to hold on the merger "important." He will call ABC, UPT and Paramount Picture officials, he said, as well as FCC commissioners and others.

In response to a question, he said that he had been thinking about a special counsel for the hearing, but that he had not yet made up his mind.

Committee Meets Today

Sen. Tobey said flatly he had not spoken to President-elect Eisenhower about the merger case when he saw him in New York last Wednesday.

The Senate Commerce Committee is scheduled to meet for the first time today (Monday) on the confirmation of Sinclair Weeks to be Secretary of Commerce in the Eisenhower cabinet. It is believed that the Committee will be organized during these sessions or immediately thereafter.

A check with most carryover members of the Commerce Committee indicated that Sen. Tobey had not spoken to anyone but Sen. Edw. C. Johnson (D-Colo.) about the merger case. He told Sen. Johnson, who was the Democratic chiefman of the Committee during the 82d Congress, that he was planning on holding a hearing on the subject.

In his Jan. 7 wire to the Commission, Sen. Tobey said that the Senate Commerce Committee would hold a hearing "sometime in the next two weeks" on the ABC-UPT merger. In fact the wire read ABC—"Paramount Pictures" merger.

Sen. Tobey's wire also said that the hearing would be held to determine whether or not legislation should be prepared to prevent such mergers. He said that the hearing would also consider applications for educational TV channels.

In addition to Sen. Tobey, Sen. William Langer (R-N.D.) also objected to the approval of the merger [B•T, Dec. 8, 1952]. Sen. Langer is the chairman of the Senate Judiciary Committee.

One aspect of the Tobey intervention in the ABC-UPT merger case was made clearer last week. It was learned on best authority that the Commission would not have got out its final decision on the case in less than three weeks after the oral argument. Thus, the Commission cannot be said to be holding up the decision while awaiting further word from the New England Senator.

Webster Opinion Expected

Additional aids have been furnished Comr. Frieda B. Hennock, who has maintained that she needed help in preparing her dissent. Also expected to issue some sort of separate opinion is Comr. Edward M. Webster, who apparently is ruffled by the contention of the Paramount parties that their transfers are involuntary.

The General Counsel's office, it was understood, is preparing the majority opinion.

Meanwhile, the FCC last week figuratively threw back at Atty. Gen. James McGranery his suggestion that the Commission deny the merger.

The Attorney General in a Jan. 7 letter to FCC Chairman Paul A. Walker pointed out that approval of the merger might (1) encourage other motion picture theatre owners to merge with radio-TV interests and thus "present serious competitive problems"; (2) block the entrance of new entrepreneurs into motion picture exhibition, radio or TV; (3) give the merged company too great an advantage in purchasing films, and (4) result in the subordination of radio and TV to motion picture theatres.

The FCC's reply was a cold recital of the facts of the case and an insistence that the Commission deny the merger.

The FCC's reply was a cold recital of the facts of the case and an insistence that the Commission deny the merger.

Jones' Denunciation

The latter point was in reference to the Broadcast Bureau's attempt to persuade the Department of Justice to assist it in trying the Paramount case. The Justice Department's refusal to participate caused former Comr. Robert F. Jones to issue a scathing denunciation late in 1951 [B•T, Dec. 10, 1951].

In addition to the merger, the Paramount case involves the sale of WBKB (TV) Chicago to CBS for $6 million after the merger is approved; the finding that Paramount Pictures cos not control Allen B. DuMont Labs. through its 25% stockholdings in the latter company; and the transfers of various radio and TV properties from the old Paramount Pictures Inc. to the new UPT and Paramount Pictures Corp.

3 Washington State Issues Affect Broadcast Interests

The WASHINGTON State Legislature, which convened last Monday, faces at least three issues important to broadcasters during its current term.

They are: Access for all media to administrative hearings, increased appropriations for state administrative agencies and action toward establishment of educational television stations in at least 17 cities (see story, page 106).

State Sen. Albert D. Rosellini, Democratic floor leader, said he plans to introduce a bill requiring all state administrative hearings to be thrown open to public, press, radio and TV.

The Washington State Advertising Commission, under chairmanship of Loren B. Stone, general manager of KUPU, Port Angeles, planned to propose that up to $550,000 of revenue from the existing 3% transient room tax be put in a fund for tourist promotion.

The proposal is expected to have the backing of the Comr. on radio and TV stations, although, the funds would be spent in out-of-state advertising.

The state's advertising account for tourist business has been handled in recent years by MacWilkins, Cole & Weber, Seattle agency.

KPLN License Application Designated for Hearing

APPLICATION by Leo Howard trading as Mid-South Broadcasting Co. for a license to cover construction permit for KPLN Camden, Ark. (1370 kc, 1 kw day), was designated for hearing by the FCC last week on issues involving possible misrepresentation of facts on ownership.

The Commission said it wished to determine whether the construction permit granted to Mr. Howard, for KPLN-AM or the rights and responsibilities, "have been transferred, assigned or disposed of, directly or indirectly," without FCC's consent.

The Commission said it wanted information on methods of financing construction and operation of KPLN; on all contracts and agreements between Mr. Howard on one hand and George L. Byars, C. T. Mullins and David Crockett on the other, on dealings with Randolph James, in financing and construction, and on ownership of KPLN's physical facilities.

Also sought is information which would enable FCC to determine authority and control by the permittee, or any entity, on his own financial qualifications and whether execution of any contracts violated the Commission's rules and regulations.

Four New AM Grants

FOUR construction permits for new AM stations were granted by FCC last Thursday, and one company was granted a new CP to replace an expired permit. Two of the CPs for new stations are for Indiana. Miss. Total AM stations authorized now is 2,629.

New grants:

Indiana, Miss. — Central Delta Best Co. Granted 900 kc 1 kw day, engineering condition (BP-8458).

Indiana, Miss.—W. W. Chapman. Granted 500 kc 250 w daytime, engineering condition (BP-8521).

Coudersport, Pa.—Farm & Home Best Co. Granted 1380 kc 2000 kw daytime, engineering condition (BP-8374). (Comr. Eurene Merrill did not participate; Comrs. E. M. Webster and Frieda Hennock dissented.)

Emporium, Pa.—Eik-Cameron Best Co. Granted 1380 kc 2000 kw daytime, engineering condition (BP-8660). (Comrs. E. M. Webster and Frieda Hennock dissented.)

WANA Anniston, Ala.—Anniston Radio Co. Granted CP to replace a 1919 license (B•T, Jan. 19, 1953) for 1460 kc 250 w fulltime; engineering condition (BP-8684).

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**Government**

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**Long List of Witnesses On Theatre-TV Agenda**

FCC will take up policy questions on the movie industry's request for group of exclusive video frequencies.

LIST of theatre-TV witnesses and synopsis of the subjects on which they will testify were submitted to the Commission last week by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee.

Also filing were NARTB, AT&T, Western Union and a number of other organizations.

Theatre-TV hearings resume at 10 a.m. Jan. 26 before the Commission en banc in the Dept. of Commerce auditorium. They will be concerned with policy questions on the motion picture industry's request for exclusive video frequencies for theatre-TV. Preliminary hearing last fall covered engineering and accounting [*B&T*, Oct. 27, 1952].

At that time, motion picture witnesses asked for 360 mc in the 3925-6875 mc band. As alternatives, the theatre-TV witnesses requested that the closed circuit system be classified as an industrial radio service in the 6575-6875 mc, or that it be given a home in the spectrum above 10,700 mc. The space would be used for three two-channel theatre services. Each channel would be 30 mc.

Accounting witnesses said that a nine-city New York-Washington system would cost between $50 and $60 million to build and about $2 million a year to operate [*B&T*, Nov. 3, 1952].

**Economic Study of Theatre TV**

In addition to submitting lists of witnesses and summaries of testimony, the MPAA and NARTB requested an economic study for theatre-TV. One was an economic study of theatre TV by Manfred Toeppen, California consultant, and the other three were technical reports.

NARTB called attention to the fact that it intended to participate in the cross-examination of witnesses and to offer rebuttal testimony.

Motion picture witnesses, and their affiliations, are as follows:

Roger Albright, MPAA; Harold Azlne, Closed Circuit Television Co. (former TV chief of Federal Civil Defense Adm.); Rudolph Bing, Metropolitan Opera; Bob Brandt, Independent Theatre Owners of America; S. M. Chartot, Gilbert and Sullivan producer; Robert Cope, Council of Motion Picture Organizations; John Eberon, chairman, S. H. Fabian, chairman, NETTC; Benja, New York Times; Emanuel Fisch, Metropolitan Motion Picture Theatres Assn.; Richard Hodgson, Paramount Pictures; Andrew F. Inglis, McIntosh & Inglis, consulting engineers; Lester B. Isaac, Loew's Inc.; Griffith Johnson, MPA; Warren Johnston, MPA; Ray mond Klune, 20th Century-Fox.

Also Abe Altzug, William Morris Agency; Peter Blum, 20th Century-Fox; Arthur B. Mayer, producer; Tom Meaney, Collier's; Gilbert Miller, producer; Roy V. Peel, U. S. Bureau of Census; Jerry Ramasey, Motion Picture Herald and Daily; Wilbur Snavler or Trueman Rember, Allied States Assn. of Motion Picture Exhibitors; Sidney Schreiber, MPAA; Spyros Skouras, 20th Century-Fox; Murphy Walton, Theatricals of America and owner of WTVJ (TV) Miami; Manfred Toeppen, consultant.

**Ridder to State Dept.?**

WALTER T. RIDDER, associated with Ridder Publications which owns stock in WCCO-AM-TV Minneapolis, was mentioned in political circles last week for a possible Administration post. Mr. Ridder reportedly was in line for the post of Deputy Assistant Secretary for Public Affairs under the new Eisenhower Administration. At present, he is deputy director of European information for the Mutual Security Agency. If appointed, he would serve with Carl W. McCardle, named Assistant Secretary for Public Affairs (VOA, of America, other information activities).

A former newspaperman, Mr. Ridder is a director of Ridder Publications, which holds stock in Midwest Radio and Television Inc. (WCCO-AM-TV) through its manufacturer of electronic equipment; John H. Guider, lawyer and owner of WMOM Berlin, N. H.; Carleton D. Brown, president of WTVI Waterville and WRKD Rockland, Me.; Charles Hildreth, Portland businessman; Theodore Atwood, Portland attorney, and John M. Kimball, Portland broker, all of whom were listed as directors.

**Use Pioneer Equipment**

It was understood the company plans to use buildings and some equipment from the late John Shepard 3's pioneering FM operation atop Mount Washington. Spokesmen for Mount Washington TV Inc. said technical personnel assigned to operate the proposed transmitter would have to remain atop the mountain for periods of about 20 days.

The proposed station, officials reported, would give "high-grade" TV service to nearly 1.5 million persons in three states. The transmitter would be located 6,200 feet above sea level and would radiate 106 kw power, maximum for that site under FCC standards. It was estimated that construction and a year's operation of the station would cost $850,000. Affiliation with all major TV networks is contemplated.

**'Ike' Advisors Initiate VOA, Psychological Study**

As the new Administration prepared to take office last week, the problems of the U. S. overseas radio arm was commanding top attention. Involved was the future of Voice of America.

A TWO-PRONGED study of U. S. psychological warfare strategy, with special emphasis on the status of the State Dept.'s Voice of America, was underway Wednesday as President-elect Eisenhower's cabinet and advisory circles.

An inquiry was launched by Nelson A. Rockefeller's three-man committee on government reorganization. A survey was contemplated by a new seven-member psychological strategy commission headed by William H. Jackson, New York investment banker. There reportedly was sharp disagreement between the Rockefeller group and Gen. Eisenhower's other advisors on what should be done with the shortwave radio arm. Congress also is looking into possible reorganization of VOA, and of other U. S. foreign information programs [*B&T*, Jan. 12; Nov. 24, 1952].

These possibilities were held out last week in the wake of comments made by the Eisenhower cabinet and other advisors:

1. (1) Realignment of VOA as a separate independent agency. Its present status is a semi-autonomous arm of the State Dept.
2. (2) Creation of a Foreign Operations Dept. This would include all information and propaganda activities of the State Dept., Mutual Security Agency and perhaps other government departments.
3. (3) Retention of the Voice and other information operations in the State Dept. as an arm of foreign policy.

**Dulles Would Separate**

John Foster Dulles, Secretary of State-designate, reportedly favors divorcing VOA from the State Dept. and setting it up as part of an overall foreign office. Mr. Rockefeller has advocated the independent agency setup, or as an alternative, a foreign operations office.

Dr. Milton Eisenhower, brother of the President-elect and member of the Rockefeller group, feels the international information program should be retained in the State Dept.

Gen. Eisenhower has not committed himself beyond going on the record for a stronger information effort. He is expected to announce formation of a special commission under Mr. Jackson, with cabinet officers also appointing members. The special group will survey methods for improving and coordinating psychological strategy.

A staff report of a Senate Foreign Relations subcommittee, which will hold hearings shortly on all U. S. foreign information programs (State Dept., MSA, TCA, Dept. of Defense), has favored a foreign office setup, separating VOA from the State Dept. The subcommittee hopes to meet this week. The Rockefeller committee has been studying overall reorganization of government agencies and departments, particularly the Defense Dept. Any reorganization plans also might touch on independent agencies, of which one is the FCC.

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**New England Group Proposes TV on Mount Washington**

A GROUP of Maine and New Hampshire radio station executives, aligned with former Gov. Horace Hildreth of Maine, filed Friday for a new TV station on Ch. 8 atop Mount Washington, N. H.

Filing in the name of Mount Washington TV Inc., the group includes Gov. Hildreth, now president of Buchanan U., as president; William H. Rea and Harold Meyer of WPOR Portland, Me.; William E. Rust, part owner of five radio stations in New Hampshire and Massachusetts; John H. Guider, lawyer and owner of WMOM Berlin, N. H.; Carleton D. Brown, president of WTVI Waterville and WRKD Rockland, Me.; Charles Hildreth, Portland businessman; Theodore Atwood, Portland attorney, and John M. Kimball, Portland broker, all of whom were listed as directors.

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An inquiry was launched by Nelson A. Rockefeller's three-man committee on government reorganization. A survey was contemplated by a new seven-member psychological strategy commission headed by William H. Jackson, New York investment banker. There reportedly was sharp disagreement between the Rockefeller group and Gen. Eisenhower's other advisors on what should be done with the shortwave radio arm. Congress also is looking into possible reorganization of VOA, and of other U. S. foreign information programs [*B&T*, Jan. 12; Nov. 24, 1952].

These possibilities were held out last week in the wake of comments made by the Eisenhower cabinet and other advisors:

1. Realignment of VOA as a separate independent agency. Its present status is a semi-autonomous arm of the State Dept.
2. Creation of a Foreign Operations Dept. This would include all information and propaganda activities of the State Dept., Mutual Security Agency and perhaps other government departments.
3. Retention of the Voice and other information operations in the State Dept. as an arm of foreign policy.

**Dulles Would Separate**

John Foster Dulles, Secretary of State-designate, reportedly favors divorcing VOA from the State Dept. and setting it up as part of an overall foreign office. Mr. Rockefeller has advocated the independent agency setup, or as an alternative, a foreign operations office.

Dr. Milton Eisenhower, brother of the President-elect and member of the Rockefeller group, feels the international information program should be retained in the State Dept.

Gen. Eisenhower has not committed himself beyond going on the record for a stronger information effort. He is expected to announce formation of a special commission under Mr. Jackson, with cabinet officers also appointing members. The special group will survey methods for improving and coordinating psychological strategy.

A staff report of a Senate Foreign Relations subcommittee, which will hold hearings shortly on all U. S. foreign information programs (State Dept., MSA, TCA, Dept. of Defense), has favored a foreign office setup, separating VOA from the State Dept. The subcommittee hopes to meet this week. The Rockefeller committee has been studying overall reorganization of government agencies and departments, particularly the Defense Dept. Any reorganization plans also might touch on independent agencies, of which one is the FCC.
MAN and boy, we've been in radio for thirty years and now we're adding television. Target date is April 1st. We feel a little like the guy who was a human target at the State Fair—his job was to stick his head through a hole in a big canvas and dodge baseballs. Things went along fine for season after season. He became adept as a coyote; it took a mighty fancy shot to bean him. Well, he got beaned proper one day and sat down on a cactus. That gave him an idea. He fixed things up so he could stick his head through the canvas, painted a target on his southern exposure, and behind him folks threw darts.

The transmitter antenna will rise 833 feet. From it, powered with 100,000 watts, our visual signal on Channel 4 will have an estimated radius of 98 miles, reaching a potential audience of 591,140 people. No, they don't all have TV sets. But give 'em a couple of months or so. Texans move fast.

So does our AM signal—right into our 78-county, 5-state coverage-and-market area which accounts for Amarillo's highest-in-the-nation per capita retail sales figure.

Choose your weapon—baseballs or darts.
The two self-regulating codes of NARTB on radio and television start to get their lumps but the industry's trade association is taking positive steps to keep electronic ethics above reproach.

Last week the NARTB Television Code Review Board tore into a stack of complaints that included everything from camera angles on bosoms to the enthusiastic pitches of Charles Antell Inc. and its assorted proprietary enterprises (see Charles Antell story page 80).

The other NARTB code group—Standards of Practice Committee—moved forward in its job of rewriting the 1948 radio code. This group held a Monday-Tuesday meeting at NARTB Washington headquarters.

With public and media interest focused on television programs, a radio trade group is undertaking its major task quietly and without industry attention.

The TV code board, on the other hand, directed the first meeting on its tasks. Activity operations of the board as it contacts stations, networks and other program sources are kept under wraps since it is felt public revelation of individual cases would destroy the board's ability to handle comparable telecasts and deal successfully with those who violate the code. TV code board chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

Next Sessions in April

Two meetings have been held by the radio code committee since mid-autumn. The group, headed by John F. Meagher, KYSM Mankato, Minn., will meet again just before the NARTB convention at Los Angeles April 28-May 1. It had a complete review of the radio code limits set under the Conelrad broadcast alert plan designed to deny navigational aid to any enemy planes. They would be clearly marked on each set.

FCDA noted that the public now can rely on some 1700 receivers and 10 million portable battery sets in the U. S. in case of home power failure. Radio stations also have supplementary power transmission sources. Conelrad, utilizing the two frequencies, is slated to become effective about March 1 (B+T, Dec. 8, 1952).

The agency pointed out that 70% of automobiles and 98% of all homes in the country are radio-equipped. Factories are currently installing receivers in 92% of new cars.

Flow of Vital Data

Plan for the new receiver represents another step by FCDA to insure immediate and continuous flow of survival data to the public under air-raid alert or bombing attack conditions. The device is in the development stage, with FCDA officials hoping to interest manufacturers in production. It is felt sets could be sold for as little as $2 each.

On another front, FCDA has urged state and local directors to form Broadcasters Advisory Committees to help organize and operate local emergency alert plans. Experienced radio-TV executives will be asked to volunteer as key staff members in each CD area.

Advisory bulletins sent to local CD directors outline Conelrad mechanics and background suggest scripts for programming on AM stations participating in the project. (FM and TV stations would be blacked out in the event of an alert.)

In radio, it is comparatively simple to "count and time" the voicing of words and phrases descriptive of an advertiser's product. Television, through its new and novel techniques, makes this difficult, and, in addition, through the unique presentation of words and phrases descriptive of an advertiser's product, presents the additional factors of the presentation of trade marks, reproduction of packages, videotaping, and, in some instances, the problem of the name trade marks and pictures of packages in background in connection with the visual presentation of entertainment features of the program.

The board authorized a staff study of station and network practices, feeling more information is needed before anything can be done about efforts of code subscribers to tailor their advertisers to the code.

In its search for a better feeling of the public pulse, the code board is about ready to adopt a new code seal as approved in December by the NARTB Television Board of Directors.

The religious problem has been aggravated by intra-church feuding between orthodox and evangelical groups. The latter want NARTB to adopt the TV code this language, "A charge for television time to churches and religious bodies is not recommended."

The code board, noting misunderstandings in interpreting the language, advised code subscribers that individual station management should determine their own policy in light of local conditions.

The TV code board plans to meet again in late April and expects to make a presentation to the Los Angeles convention.

NARTB Membership Drive Producing Results

MEMBERSHIP in NARTB, both radio and television, has been moving upward, according to President Harold E. Fellows. The membership drive among AM-FM stations, conducted by William T. Stubblefield, station relations director, produced 27 new members in 10 days, he said.

Leading NARTB areas is District 5, of which Thad Holt, WAPI Birmingham, is director. The district produced 12 new members, with Georgia providing 10. State chairman in Georgia is James Woodruff, WRBL Columbus.

Some 80 broadcasters in the 17 districts comprise the membership group working under Mr. Stubblefield's direction.

Fifteen TV stations have joined NARTB since late November, Mr. Fellows announced.
Excitement at the top of the dial! The new KGKO radio station is all set up at 1480. KGKO offers you a growing audience as a result of hard-hitting station promotion covering all North Texas. It’s crammed with original, fresh, attention-holding programs. It’s really a live wire—24 hours a day—SELLING medium that’s out to spark products, people, places. Find out what the service of KGKO—the friendly new voice in Dallas can mean to you. Contact the nearest Joseph H. McGillvra office or write us for information.

BEAMED TO SELLING THE $19 BILLION MARKET OF THE DALLAS SOUTHWEST!

LEONARD COE
General Manager

National Representatives:
JOSEPH H. McGILLYRA, Inc.

January 19, 1953 · Page 55
TAFTS BUY WTVN FOR $1.5 MILLION

In Ohio transaction last week Edward Lamb’s Columbus TV station was bought by the Taft family interests. The Tafts also have a controlling interest in the Cincinnati Times-Star that owns the WKRT outlets.

SALE of Edward Lamb’s WTVN (TV) Columbus, Ohio, for $1.5 million cash to the Taft family interests of Cincinnati was announced last week by Mr. Lamb and Hubert Taft Jr., executive vice president of WKRT-AM-FM-TV Cincinnati, owned by the Cincinnati Times-Star and in turn controlled by the Taft family.

Formal application for FCC consent to the sale is in preparation and may be filed with the Commission late this week. It is expected that the license of WTVN will be assigned from Picture Wagon Inc. owned by Mr. Lamb, to a new corporation composed of Taft family principals in Radio Cincinnati Inc. (WKRC) and the Times-Star.

President of Radio Cincinnati is Hubert Taft Sr., publisher of the Times-Star and cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of Radio Cincinnati while Robert A. Taft Jr. is general counsel.

Lamb is Consultant

In addition to the $1.5 million cash consideration, the prospective new owners of WTVN have retained Mr. Lamb as consultant to the Columbus TV station for 10 years at an annual retainer of $12,500.

WTVN (TV) began operations in August 1949 on ch. 6. A fortnight ago it received permission from FCC to increase effective radiated power from 19.8 kw visual to full 100 kw (B+T, Jan. 12).

Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus, while studios and offices recently were moved to the Television Center at 733 Harmon Ave.

WTVN (TV) presently has monthly earnings of between $25,000 and $30,000, it was reported.

In addition to WTVN (TV), Mr. Lamb owns WICU (TV) Erie, Pa., and is permittee of the newly authorized WMAC (TV) Massillon, Ohio. He also owns WOTD Toledo, WIKK Erie and WHOO Orlando, Fla.

It was understood that the disposition of WTVN (TV) would leave Mr. Lamb free to proceed with his TV applications at Toledo and Portsmouth, Ohio, and Orlando.

Negotiations with Mr. Lamb have been underway for several months, it was stated, and the agreement was signed Jan. 10 in his Toledo law office (see picture). R. C. Crisler & Co., Cincinnati radio-TV station brokerage firm, acted for the seller.

“Our decision to seek a TV station in Columbus seemed to us logical,” Hubert Taft Jr. said. “We are an Ohio corporation. As our near neighbor and state capital, Columbus has many political, economic and cultural aspects which are common with those of our own city.

“In Cincinnati, throughout our years of radio and TV operation, our first concern has been to take a responsible and constructive part in all phases of our community life. We hope to do the same thing in Columbus. We shall consider the operation of WTVN (TV) a great challenge. Our two principal goals will be to improve greatly the entertainment and educational values of its program and to widen the scope of its public service.”

Reassures Personnel

Mr. Taft also issued a statement to present employees of WTVN (TV) assuring them that they will be asked to remain with the station when and if the application for assignment of license is approved.

Radio Cincinnati had its beginnings in 1939 with the purchase of WKRC from CBS by the Times-Star. The station was separated from the Times-Star and set up as a separate corporation in 1948, though Radio Cincinnati is principally owned by the Times-Star.

Radio Cincinnati has been a pioneer in both radio and TV. It established WKRT-FM there in 1947, the initial Transit Radio Outlet. WKRT-TV was established in 1949. It is to be one of the first stations to erect the new type 12-bay Superturnstile antenna and it hopes to be the first outlet in Cincinnati area to go high power, planned in about a month.

The transfer papers are being prepared by Bernard Koteen, Washington legal counsel for the Taft interests, and Fly, Shuebruck & Blume, representing Mr. Lamb.

Drops ‘Pitch’ Advertising

KFMB-TV San Diego is dropping some $50,000 annual revenue by turning down “heavy pitch” and “bait type” commercials, Howard L. Chernoff, general manager, said last week. He said viewers’ confidence in advertisers on KFMB-TV’s ch. 8 and advertising in general will not be jeopardized by the station.

More and more stations who in early years “had full confidence” to this “super high-pressure ‘pitch’ and its misleading ‘bait’ commercial,” Mr. Chernoff said, “recently have swung to the point of view that it will be better not to accept that kind of dollar.”

COMPLETING contract for sale of WTVN (TV) Columbus, Ohio, to Taft family for $1.5 million cash are (1 to 1): Frank C. Oswald, administrative assistant to Edward Lamb, WTVN owner; Mr. Lamb, who also has other radio-TV interests; Hubert C. Taft Jr., executive vice president of Radio Cincinnati Inc., licensee WKRT-AM-FM-TV Cincinnati; Richard C. Crisler, vice president of Transit Radio, and Robert A. Taft Jr., general counsel for buyers.

Miller Takes WBBM Post; WCBS Names Untermyer

APPOINTMENT of William F. (Bill) Miller, sales manager of WCBS New York, to the same post with CBS-owned WBBM Chicago was announced last week by H. Leslie Allass, vice president in charge of CBS Radio’s Central Div.

Henry Untermyer, CBS Radio Spot Sales, was named to succeed Mr. Miller as sales manager of WBBM Radio effective today (Monday), simultaneously with Mr. Miller’s assumption of his WCBS duties, WCBS Manager Carl S. Ward reported.

At the same time the appointment of C. Gilman Johnston, former assistant sales manager of WBBM, as account executive with CBS Radio Spot Sales in New York was announced by Wendell B. Campbell, general manager of Radio Spot Sales.

Mr. Untermyer

Mr. Untermyer joined CBS in May 1946, and was named WCBS Radio sales manager a year later.

Mr. Johnston, with CBS for seven years, also started with KMOX as a salesman. He served CBS Radio Spot Sales in various capacities before moving to WBBM as eastern sales representative. He was named WBBM assistant sales manager in August 1951.

Mr. Untermyer joined WCBS in 1937, and has been program operations manager, staff director, director of special features and account executive, joining CBS Radio Spot Sales in May 1950.

Miller

Mr. Miller joined CBS as a salesman for KMOX St. Louis in June 1949, became KMOX’s eastern representative in April 1951, and was named WCBS Radio sales manager a year later.

Mr. Johnston, with CBS for seven years, also started with KMOX as a salesman. He served CBS Radio Spot Sales in various capacities before moving to WBBM as eastern sales representative. He was named WBBM assistant sales manager in August 1951.

Mr. Untermyer joined WCBS in 1937, and has been program operations manager, staff director, director of special features and account executive, joining CBS Radio Spot Sales in May 1950.

Uph Meet Set Jan. 26

LEGISLATIVE matters affecting broadcasters and TV problems will highlight the annual meeting of the Utah Broadcasters Assn., Jan. 26 in Salt Lake City’s Newhouse Hotel.

Page 56 • January 19, 1953
An aerial view of America's most powerful channel 4 transmitter—KDYL-TV's new mountain top development! From a 200 foot tower on an 8,700 foot mountain peak, KDYL-TV's 30,000 watts of radiated power now more than doubles the market. This total height of 8,900 feet now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is nearly a billion dollars yearly.

Get your share of business in this huge intermountain market. Write today for availabilities.
WSM-TV Reports Success in Its Booster Test

In further experiments held this month, WSM-TV used a booster station 70 miles from its Nashville transmitter to reach the area around Lawrenceburg, Tenn. This is an account of the findings.

Optimistic report on the results of its TV booster station in Lawrenceburg, Tenn., 70 miles from Nashville, was made last week to the FCC by WSM-TV Nashville. Report was the second submitted to the FCC since the Nashville TV station received authority last July to conduct experimental tests to determine the effectiveness of using vertical polarized co-channel signals to reach fringe TV areas. The first, on equipment developments, was submitted last October.

In its latest report, WSM Inc.'s President John H. DeWitt Jr. told of equipment refinements and the results of program tests on Jan. 1-4, 9-10. The booster station at Lawrenceburg was used to pick up WSM-TV's horizontally polarized Ch. 5 signals and retransmit them vertically polarized—still on the Ch. 5 wavelength.

Signals from the 10-watt directional transmitting dipole produced "highly acceptable" pictures on a random sampling of the 275 TV sets in the Lawrenceburg area, Mr. DeWitt reported. In many cases, he said, they were received by built-in or indoor "rabbit ear" antennas.

The system is operating satisfactorily, he reported, and is "remarkably stable."

Some of the difficulties encountered were reported by Mr. DeWitt. One was horizontal radiation from the transmitting antenna. Another was fading of the main signal from WSM-TV.

Need for further experimentation was expressed by Mr. DeWitt. This would seek, he said, (1) the elimination of horizontal radiation in the transmitter, (2) simplification of the receiving antenna, (3) more observations of picture quality, (4) techniques to overcome fading, (5) work on simple vertical receiving antennas, and (6) overcoming interference in areas where the direct signal and the booster signal are equal.

Mr. DeWitt estimated that the 20-element receiving array and the single dipole transmitting antenna—both of which are "backed" with a series of vertical wires for gain and directivity—would cost about $5,000 under commercial conditions. He declared that operating costs would be negligible.

One of the great advantages of the booster method of filling in fringe areas is saving in spectrum space, Mr. DeWitt emphasized. This is because the booster uses the same frequency that the main channel is on. A satellite operation involves an additional wavelength, he pointed out.

Another saving would be to viewers who would not have to spend excessive amounts for tall, highly sensitive receiving antennas. Of the 275 sets in Lawrenceburg, all have Yagis, Mr. DeWitt pointed out. Figuring $100 per installation, that would mean that $27,500 had been spent on antennas, he said. If all of Lawrenceburg's 1,750 families had to put such antennas up, it would total $175,000 in expense, he declared. In addition, community TV systems require an installation charge of about $100, and a monthly fee.

Quaal Cites Farm Relations

Need for more aggressiveness in public relations by farm organizations and by farmers themselves was cited last Monday by Ward L. Quaal, assistant general manager of the Crosley Broadcasting Corp., Cincinnati.

Addressing a session of the National Council of Farmer Cooperatives' annual convention at New Orleans' Hotel Roosevelt, Mr. Quaal proposed establishment of a well-financed public relations office in Chicago, or another central location, to serve all American agriculture groups.

He suggested that the office be financed by the nation's farm groups and operated by men trained in radio-TV, general public relations and promotion work. These men would, in turn, seek advice from agriculture experts, Mr. Quaal added.

WJNO Inc. Elects Officers

Sydney King Russell has been re-elected president of WJNO Inc., licensee of WJNO West Palm Beach, Fla., it was announced last week.

Other officers elected include H. V. McMillan, executive vice president; George H. Buck Sr., vice president; Ruth Shockley, secretary, and George H. Buck Jr., treasurer. Directors include Messrs. Russell, McMillan and Buck Sr.; Adrian C. Leby of Bergenfield, N. J., and B. F. Paty Sr. of West Palm Beach.

KWKH Promotes Three

Three staff changes at KWKH Shreveport, La., were announced last week by Henry B. Clay, general manager. William E. Antony, for more than 25 years KWKH chief engineer, has been appointed technical adviser to both KWKH and its sister station, KTHS Little Rock, Ark.; O. S. Droke, with KWKH for the past 17 years, will succeed Mr. Anthony. Frank Page, formerly KWKH chief announcer, has been named KWKH assistant program director.
So Proudly We Hail . . .

ANNE HOLLAND of Baltimore
Wins Top Honors in Second Annual
McCall’s “Mike” Awards!

Anne Holland . . . one of the brightest in the galaxy of stars at WBAL . . . Director of Women’s Activities for WBAL and WBAL-TV’s Public Affairs and Information Department.

We are proud to announce that Anne Holland’s work has received the recognition it deserves. . . . Mrs. Holland has won highest honors in McCall’s Magazine’s “Mike” Awards for American women rendering public service through radio and television.

So . . . proudly we hail our Anne Holland!

WBAL and WBAL-TV
This is McCrary Auto Service, Inc.

This is what Mr. Carl McCrary says

“We have sponsored Fulton Lewis, Jr., since WPNF (Brevard, N. C.) went on the air.
The program has been satisfactory in every way.
It has given us a lot of publicity, and we’re happy to say that we are well satisfied. It
is our intention to continue to sponsor Fulton Lewis, Jr., indefinitely.”

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 372 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

HOUSTON City Council Votes Radio-TV Ban Lift—But

The running battle of broadcast media for equal access in news coverage took an unusual turn in the Texas City last week when councilmen voted “no” editing.

HOUSTON City Council ban on tape recording and telecasting was lifted last Wednesday by a vote of 6-3. However, councilman Joe Resweber stipulated that the entire council session must be broadcast or telecast, with no editing permitted.

Minimum time of council sessions has been one hour. The “no editing” provision makes the ban just as effective as before, Bill Crawford, news editor, KNUZ Houston, charged.

It is difficult for successful commercial stations to clear an hour of time to broadcast unedited meetings which at times will have little or no news value, he emphasized.

Houston Mayor Roy Hofheinz commented that his station, KHTT, will broadcast entire sessions beginning Jan. 21. Editing rights afforded newspapers have the support of the Texas Assn. of Broadcasters and Sigma Delta Chi, national journalistic fraternity.

WNBC-WNBT Changes Place Buck in New Post

COMPLETION of readjustment and realignment of staff at NBC’s WNBC-WNBT (TV) New York was announced last week by Ted Cott, NBC vice president and general manager of the stations.

Heading the changes was the appointment of Max W. Buck, formerly sales and advertising manager of King’s Super Markets, as director of merchandising, advertising and sales promotion for WNBC-WNBT (TV). His first project, according to Mr. Cott, will be the retail drug promotion tie-in.

Under the reorganization, Jay Smolin will continue as advertising and promotion manager of the stations and Bill Rich as merchandising manager, both reporting to Mr. Buck.

In another change, Steve Krantz will supervise a newly-organized special features section consisting of associate producers Leon Tokstyan, Phyllis Adams and Barbara Walker. This group will handle public service programs, special projects and certain WNBT (TV) house packages. Mr. Krantz will report to Dick Pack, director of operations and programs.

KXOK Elects Roberts Pres.

ELZLEY M. ROBERTS Jr., who has been serving as vice president of KXOK Inc., licensee of KXOK-AM-FM St. Louis, has been elected president of the corporation, it was announced last week. He succeeds Elzey Roberts, who becomes chairman of the board.

The younger Mr. Roberts, 32, is a 1942 graduate of Princeton U. He is a member of the Institute of Radio Engineers, Sigma Xi, honorary scientific fraternity; Sigma Delta Chi, professional journalistic fraternity, the St. Louis Advertising Club and the Naval Reserve.
there's a new flow of copper in Chile!

On November 5, 1952, the first copper was poured from Chile Exploration Company's new Sulphide Plant at Chuquicamata, Chile. Thus was marked the beginning of a new cycle of development of the Chuquicamata Mine—the tapping of the huge reserves of copper sulphide ore.

Heretofore, Chile Exploration Company had mined and treated only the oxide type ores, producing in recent years about 360,000,000 pounds of copper annually. Now, with the new plant, the Company is beginning to mine and process the sulphide ore underlying the oxide ore zone. The Sulphide Plant, begun late in 1948 to handle the increasing amounts of sulphide ore encountered in the pit, is built on a scale in keeping with the magnitude of the ore body. From this multi-million dollar project will come a steadily increasing flow of copper until its output capacity, coupled with that of the existing oxide plant, exceeds 500,000,000 pounds of copper a year.

This expansion of Chilean copper production is only one part of Anaconda's company-wide expansion, improvement and modernization program. Other phases of this program are increased zinc production . . . an aluminum reduction plant . . . a new "open pit" copper mine at Yerington, Nevada . . . increasing copper production from Butte mines . . . modernization and expansion of fabricating plants. All serve the same purpose: more metals for the metal-hungry U. S. economy.

Anaconda Copper Mining Company
TV as Radio Price Lever
Hit by SCBA Members

Actions by certain advertisers seen as possible trade restraints.

COLLECTIVE action by certain advertisers "to use the advent of television as a means of beating down the price of radio advertising" may be in restraint of trade, South Carolina Broadcasters Assn. members suggested at their Jan. 9-10 weekend meeting held at Charleston.

The state group adopted a resolution calling on networks "to recognize the true value of radio advertising and to sell it for what it is worth," suggesting networks have forced down radio rates by "compelling" affiliates to deliver station time at a low figure and thus threatening future financial stability of the industry.

Walter J. Brown, WORD Spartanburg, was elected SCBA president. Other officers elected were James F. Coggins, WDKD Newberry, vice president; T. Doug Youngblood, secretary-treasurer; H. Moody McElveen, WNOK Columbia, and John M. Rivers, WSCS Charleston, two-year directorships; Milton Scarborough, WLCM Lancaster, to Mr. Coggins' unexpired term; Joseph Martin, WDSC Dillon, one-year term.

Plans were made to change the name of the group to South Carolina Radio & Television Broadcasters Assn.

Deviation from published radio rate cards was condemned by the association. A study will be made of the state sales tax as it relates to purchase of TV and broadcast equipment. Delegates were guests at a cocktail party. Retiring President Rivers was host.

Convention speakers included Ernest B. Vaccaro, AP White House correspondent; Joe C. Good, National Cash Register Co.; William B. Ryan, BAB president; L. H. Christian, WRFC Athens, Ga.; Robert Burton, BMI vice president in charge of public relations; William T. Stubbsfield, NARTB station relations director; Wallace Martin, WMSC Columbia, was program chairman and moderator of a panel discussion on rates. B. T. Whitmire, WFBG Greenville, was entertainment chairman.

Clement Is Appointed to WROV-TV Post

JOHN CLEMENT, producer-director, WTAR-TV Norfolk, Va., has been appointed television production director at WROV-TV Roanoke, Va., according to Frank Koheler, general manager, who also reported that studio facilities at WROV will be ready for production this month.

In his new assignment, which returns him to WROV where he was continuity director from 1949 to 1950, Mr. Clement will be responsible for all local programming.

A native of Radford, Va., Mr. Clement served two years in Air Force communications and has been an announcer and writer for a number of Virginia stations. He is a graduate of the National Academy of Broadcasting, Washington, D. C., and of New York U.'s Radio Workshop.

WGAR Answers Attack on Radio-TV Crime Shows

WHEN the Cleveland News took up the familiar newspaper party-line campaign attacking radio and television programs involving crime plots, WGAR Cleveland came back promptly with an analysis of crime news appearing in the same edition of the newspaper.

Under the title, "Blood Bath for Kiddies," the News (affiliated with WHK Cleveland) submitted an analysis of radio-TV programs in which 17 violent deaths purportedly were recorded in a single evening.

Douglas Cities Stories

Charles Day, WGAR newscaster, cited these stories in the same issue of the newspaper:

Page 1—Drunk-driving story, not violent "but distasteful and often fatal."

Page 3—2½ columns of gruesome details covering paternity trial. This recalled transcript of obscene divorce case newspaper had delivered, where radio and TV avoided vulgar details. On same page of News, was series of shocking statements by wife who had fatally stabbed husband.


Page 16—Holt story.

Mr. Day said the edition actually had a subnormal amount of crime news and WGAR had only one crime program that day. He pointed out that the criminal losses in the end in all radio-TV mysteries. He suggested people who live in big glass houses shouldn't hurl stones.

John F. Patt, WGAR president, said the News story "essentially distorts the situation." Use of composite figures covering seven stations multiplies the average mystery content by seven, he said, adding that the same distortion can be applied to other program types.

"There were about 150 individual programs in the Tuesday schedule looked by the Cleveland News writers." Mr. Patt said. "I suspect a summary of the same number of movies, news stories, books or stage plays would have discovered an equal proportion of murders or other crime mysteries. Fortunately, there are lots of program choices, both radio and television, at any given hour, for anyone who cares. . . ."

E. O. McCauley, columnist writing in the Jan. 8 issue of the News, said newspapers "frankly appeal to one of the lowest expressions of human curiosity—the desire to know what goes on in other people's bedrooms," when ribald trials are underway.

He called it "an unhappy combination of greed for bigger sales and rationalization regarding their duty to the public."

General Telecasting Sues KLAC-TV, UTP on Films

CHARGING a threatened breach of contract and asking declaratory relief, General Telecasting Inc., operators of Don Lee Broadcasting System and KJH-TV Los Angeles, has filed a suit in Los Angeles Superior Court to prevent United Television Programs Inc. from leasing the Snader Telecisions library to KLAC-TV, that city.

Named also as defendants are Ben Frye and Studios Films Inc., of which he is an executive; Dorothy Schiff Inc., licensee of KLAC-TV; Don Feddersen and Fred Henry, station general manager and program director, respectively; Gerald King and Wynn Nathan, UTP board chairman and western sales executive, respectively.

Wanted Injunction

General Telecasting had originally asked for an injunction to prevent release of musical films to KLAC-TV. But defendants involved agreed by stipulation last Wednesday not to release them pending the court hearing set for Jan. 28 before Judge Frank G. Swain.

Complaint charges that after the Snader musical films completed a one-year exclusive lease with KBNH (TV) Hollywood, on Jan. 14, 1952 and renewed for another year, they were also acquired last March by KJH-TV under a "dual exclusivity contract. When UTP acquired distribution rights late last year, KJH-TV wanted to renew at a price of $24,000 for one year or $35,000 for two years, according to the suit. The complaint further contends the agreement was made and then UTP announced it wanted to extend the limited exclusivity to include KLAC-TV.

Six More NBC-TV Affiliates Bring Total to 71

NBC last week added six new television affiliates, bringing the total to 71, according to Harry Bannister, vice president in charge of station relations for NBC. The new affiliates are:

WALA-TV Mobile, Ch. 10, owned by the Pape Broadcasting Co. and scheduled to go on the air later this month; WFMY-TV Greensboro, Ch. 73, owned by the Vindicator Printing Co., also this month; WWLP (TV) Springfield, Mass., Ch. 61, owned by Springfield Television Corp., to begin tomorrow.

WEEU-TV Reading, Ch. 33, owned by Reading Eagle Co., to begin April 1; WRDV (TV) Jackson, Miss., Ch. 25, owned by Mississippi Publisher Corp. this month; KCBD-TV Lubbock, Ch. 11, owned by Bryant Radio & Television Inc., to begin about March 15.

WPCT to Start Feb. 15

ISRAEL Putnam Broadcasting Co., licensee of WPCT Putnam, Conn., new 500 w daytimer on 1350 kc, last week announced the appointment of Daniel J. Hyland, co-owner, as manager of the station.

Mr. Hyland, a 15 year veteran in New England broadcasting, said that programming will get underway Feb. 15. Studios of the new station are nearing completion and equipment soon will be installed, he added.
WHERE WILL YOUR CHILDREN LIVE IN 1973?

What kind of homes will your children have twenty years from now? The nation's electric light and power companies are thinking about them—and getting ready for them.

Part of the answer can be found in the new electric appliances still in the early stages of development.

There will be new ways of heating and cooling homes with the help of electricity. Glareless lighting will come on automatically. As darkness falls, ceiling panels will start to glow. There will be electric equipment to kill germs in the air and to filter out dust and pollen.

Most people will have electric kitchen equipment in units which can be arranged in different ways. They will be able to talk electronically to any room in their homes. They will have color television—several sets. They will need many times as much electricity as you use today.

To supply this extra electricity, the electric companies are making tremendous strides. They've doubled the post-war supply of electric power. By 1960, they'll triple it—with more to come. This is one more reason why there is no real need for new federal government electric projects.

COLOR TELEVISION. There will be almost as many sets in 1973 as there are radios today. That means most homes will have several television units—including one in the kitchen.

HOME CONTROL. Central electric "heart of the home" will control heating, cooling, lighting, communications—maybe even doors and windows.

LIGHT-CONDITIONING will include built-in sunlamps, special fixtures for producing striking lighting effects indoors and out, ceiling panels that glow.

THE HOMES OF TOMORROW, LIKE THE HOMES OF TODAY, WILL BE SERVED WELL BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"MEET CORLISS ARCHER" - ABC - Fridays - 9:30 P.M., Eastern Time.

*Names on request from this magazine
SALES and promotion managers of Westinghouse Radio Stations Inc. took part in two-day New York meeting last week. Group included (seated, l to r): Herb Masse, WBZ Boston; W. B. McGill, WRS advertising manager; John Stilil, WBZ. Standing, George Tons, KDKA Pittsburgh; Dave Lewis, KDKA; Eldon Camp-

Jonscher Heads Radio Sales In WMAL-AM-TV Shift

APPOINTMENT of Robert W. Jonscher, former WTOP Washington sales executive, as sales manager of WMAL that city was announced last week by Evening Star Broadcasting Co., WMAL-AM-TV licensees. Mr. Jonscher replaces Harvey L. Glasscock, who has become TV sales manager.

In other shifts, George L. Griesbauer of the WMAL-AM-TV sales department, has been named to head the newly created WMAL-AM-TV sales service department, and Charles S. Tappy, formerly of the WTOP-TV sales department, has been appointed WMAL-AM-TV merchandise manager.

E. H. Meeks, former WTOP sales promotion director and prior to that assistant WLW Cincinnati promotion director, has been named new director of WMAL's combined promotion and publicity departments. He replaces John Ghilain and Van DeVries, both of whom recently resigned as WMAL promotion and publicity directors.

Second GE Uhf Shipment Sent to WEEK-TV Peoria

THE SECOND General Electric uhf transmitter was shipped last Tuesday to WEEK-TV Peoria, Ill. With a special GE antenna, to be shipped later this month, the 100 w output of the transmitter will be boosted to an ERP of 2 kw.

C. B. Akers, partner in WEEK-TV, reported that the station's transmitter building is ready for immediate installation of the transmitter. He said studio facilities already are being used on a closed circuit basis for training station personnel.

The station will be an NBC basic affiliate, but also will carry ABC and DuMont programs.

KUHT (TV)’s Target Date

NONCOMMERCIAL educational KUHT (TV) Houston, Tex., on vhf Ch. 8, will begin operating April 2, John Schwarzwalder, station manager, announced last week. He said broadcast hours will be 5 to 9 p.m., Monday through Friday. The station is to be operated jointly by the U. of Houston and Houston Independent Public Schools.

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bells, WRS general sales manager; Jess Hodsell, WOWO Fort Wayne; Paul Woodland, KYW Philadelphia; Paul E. Mills, WOWO; Robert Teter, KYW; Tom Meehan, WBZ. Also taking part in the Westinghouse Stations sales discussions were officials of Free & Peters, station representatives.

D. C. Train Wreck, Blast Brings Radio-TV to Scene

RADIO newsmen were on hand with all modes of paraphernalia—cameras, microphones, tape-recorders and other equipment—when a Pennsylvania train crashed a concourse at Washing-

ton, D. C.'s Union Station last Thursday morn-

ing injuring nearly 50 passengers.

To make activities more harried for the area's broadcasters, there were an explosion and a three-alarm fire.

At the train crash, WNBW (TV) (NBC) claimed a beat on live coverage. WTOP-AM-

TV (CBS) came away with film clips and tape-

recorded eye-witness accounts. WWDAC-AM-

FM (Mutual) said it speedily identified victims. WMAL-AM-TV (ABC) reported full coverage.

NBC live cameras, geared for Inauguration coverage, were on the scene at 10:20 a.m.—about 90 minutes after the accident—and piped in a direct visual account at 11:03 during its regular Ask Washington show with studio com-

mentary by Frank Blair. Audio contact was established later, with Ray Scherer describing the scene. Camera pickup was directed by Ralph Burgin, WNBW program director. Engineer- ing staff was supervised by Charles H. Collinge, John Rogers and Sherman Hildreth. Complete radio coverage to NBC was reported at 11 a.m. NBC-TV also filmed the fire-explo-

sion at a tire-battery-radio store.

Two WTOP engineers—Bernard Swandic and Don Horner—lipped that station, having been on the Boston-to-Washington train. Bill Shadel aired news on his 9 a.m. CBS Radio News of the World, and Claude Maloney taped interviews. Mr. Horner later appeared on local programs giving eye-witness accounts. WTOP-

TV claimed it was first with film coverage, using cueins on local and network programs.

WMAL radio claimed remotees by newsmen Harold Stepler and John Edwards and coverage of the wreck with tape descriptions. A special film interview program was telecast Thursday 8-8:30 p.m. by the ABC-TV outlet, which car-

rried running accounts of the wreck and ex-

plosion with bulletins, pictures and films.

WWDC highlighted eye-witness accounts and newscasts stressing identification of victims, plus news spots on Transit Radio (WWDC-FM).

Station sent two announcers to Union Station at 9:15 a.m., aired a telephone interview and tape-recorded accounts. Taps were fed to the Mutual Newssheet at 7:45 p.m.

Representatives

Pearson TV Inc. Formed; Employs Buy 40% of Stock

FORMATION of John E. Pearson Television Inc., TV station representation firm, was an-

ounced last week by John E. Pearson, presi-

dent of the new company as well as head of John E. Pearson Co., radio station representa-

tives.

Emploes of the new company have sub-

scribed up to 40% of the stock issue, but no shares will be available to persons outside the firm. Mr. Pearson continues as sole owner of the radio representation organization.

Officers of Pearson Television include Mr. Pearson, Russell Walker Jr., and William H. Pearlman of the New York office; Frank Reed of Chi-

cago, and James Bowden of Minneapolis, all vice presidents, and Mrs. Agnes Ann Pearson, New York, secretary and treasurer.

Headquarters will be maintained at 250 Park Ave., New York, with branch offices at: 333 N. Michigan Ave., Chicago; Northwestern Bank Bldg., Minneapolis; 13125 Commerce St., Dallas; 2330 W. Third Ave., Los Angeles, and 57 Post St., San Francisco.

Mr. Pearson said the new company officially became active when WFPG-TV Atlantic City went on the air Dec. 20, 1952, and that the following outlets, currently under construction, also have signed Pearson Television to repre-

sent them: KGUD-TV Lubbock, Tex.; WHIZ-

TV Zanesville, Ohio; WOSH-TV Oshkosh, Wis.; KGKL-TV San Angelo, Tex.; KFSA-TV Fort Smith, Ark., and WOUVC-CTA Cha- nanooga.

Other TV stations to be represented by the new company will be announced shortly, Mr. Pearson said.

He noted that in each case to date, stations signing Pearson Television are under approxi-

mately the same ownership as radio stations represented by Pearson Co.

"We firmly believe that radio and television can be sold very successfully by the same rep-

resentative in any market and that both media can live and prosper side by side," he said.

Kennedy Opens N.Y. Offices

KENNEDY Co., radio and television station representation at the Lincoln-Liberty Building, Philadelphia, last week announced the opening of New York offices at 342 Madison Ave. New offices will be managed by Foster G. Bowen.

Capper Joins Headley-Reed

GLY CAPPER, formerly of ABC's TV Spot Sales Dept., joins Headley-Reed TV, tele-

vision station representation firm, as account executive effective today (Monday). Formerly with ABC owned stations and the ABC Pa-

cific radio network, he has been engaged in radio and TV time sales for past 10 years.

Spot Radio Estimator

STATION Representatives Assn. last week distributed to advertisers and agen-

cies the second edition of its Spot Radio Estimator for making rapid estimates of the cost of spot campaigns. Estimates, according to SRA, can be made for the cost of any time unit in any time segment for the most expensive station, average net network affiliates or average of non-

etwork stations in any market.
there's something good to hear right now—

**ON KTUC TUCSON, ARIZONA**

And part of the good news is that KTUC reaches a buying market of 180,000 people who spent more than $275,000,000, last year.

Malcolm Claire has a Pied Piper effect on young listeners. A trouper with more than 20,000 broadcasts and nearly 30 years in show biz and radio.

Pete Tufts, Manager, after 5 years of Chemistry changed to—5,000 Watts—radio activity! Skillful program director and 4 hours at the mike, daily, keep Pete slim.

Hilde Clark, keeps the women happy and informed. Excellent radio voice and lots of talent. Radio 6 years; KTUC, two years.

Fred Finney, Tucson's Number One news commentator. Former reporter and editor, over 25 years of news gathering and analysis.

Lee Little, the boss. Radio since 1924, KTUC Mgr. since 1942. Promotion expert. Does Sears' "45 Minutes From B'way", daily... new in its 4th year.

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EXAMINING the new signal range calculator for television stations, being distributed by Headley-Reed Co., among agency timebuyers and research chiefs, is Tucker Scott (seated), chief timebuyer of BBDO, under the watchful eyes of (l to r) Jerry Zucker, of BBDO, and William Faber, Richard Hogue and Sterling Beeson of Headley-Reed.

TV’s Signal Range Whipped By Headley-Reed Slide Rule

UNIQUE slide-rule for quick calculation of the signal range of a television station—any television station—was revealed last week by Headley-Reed Co., stations representatives, which is distributing it to timebuyers and agency research heads.

Headley-Reed officials said the slide-rule makes it possible to estimate the service area of any TV station within 30 seconds, as against, say 30 minutes or more by the mathematical methods which have been standard in the past.

They quoted agency authorities as saying the new device would save timebuyers thousands of hours’ work in the course of a year. They said this slide-rule has been checked by television engineers and found to produce results consistent with FCC engineering standards within an error factor of not more than 10%—which, they said, researchers find satisfactory.

By adjusting the slide-rule to align the markings for channel, power and antenna height, it is possible with the signal range calculator to find quickly the approximate Grade “A”, Grade “B”, and “Principal City” coverage—within the meaning of FCC’s standards—of any TV station, either uhf or vhf, Headley-Reed authorities asserted.

The calculator was devised and copyrighted by J. B. Epperson, an associate member of Federal Communications consulting engineers, and is being manufactured by Pioneer Electronic Supply Co. of Cleveland. It employs the physical mechanics of a slide-rule, with markings substituted in terms of channel number, antenna height, power, miles decibels, etc.

Spokesmen for Headley-Reed, which is distributing the device free to agency timebuyers and others to highlight its expansion in TV, said it already had been adopted for use by BBDO.

STATIONS

NBC to Wage Merchandising Drive for Kate Smith Show

In an aggressive move to show the impact of multi-sponsored TV programs, NBC has mapped plans for a campaign involving participation of food retailers in 60 cities.

A WEEK-LONG merchandising campaign will be conducted by NBC in connection with its Kate Smith Hour and in conjunction with cooperating food stores in 60 cities from Feb. 26 through March 5, Fred N. Dodge, merchandising director of NBC, announced last week.

Designed as a pilot effort in a forthcoming merchandising drive to demonstrate the impact of multi-sponsored television programs, the campaign will use a combination of point-of-sale material, on-the-air promotion, exploitation, newspaper and trade paper advertising, publicity and special programming both before and during the week.

Current food sponsors on the Kate Smith Hour (Monday-Friday, 4-5 p.m. EST) will be offered special services by all departments of the network during the campaign week, and the food chain stores and independents who sell sponsors’ products in the 60 cities in which the program is heard will reciprocate by saluting Miss Smith, “the lady of song.”

Clients participating in the drive were listed as Gerber’s baby foods, Simoniz Co. (floor wax), Procter & Gamble (Oxydol), Dreft, Ivory Snow and Prell), Nestle Co. (Nescafe), Minute Maid Corp. (frozen orange juice), Doeksin Co. (tissues), and Block Drug Co. (Amm-i-dent toothpaste).

Eastern Baseball Network

REGIONAL network of some 15 eastern stations will carry 155 National League daytime games during the regular baseball season from April 13 through Sept. 26.

New York Giants home and away games, as well as those played by other National League teams, will be sponsored cooperatively on stations taking a feed from WMCA New York.

All sales are being handled by AM Radio Sales Co., Chicago, which represents WMCA and WIND Chicago.

WHBF Replaces WQUA

SIGNING of WHBF Rock Island, III., to replace WQUA Moline as the CBS Radio affiliate in the Quad-City area, effective July 1, was announced last week by William A. Schudt Jr., the network’s national director of station relations. WHBF is with ABC.

WMNC Affiliates With NBC

WMNC Morganton, N. C., became affiliated with NBC, effective Jan. 1, Harry Bannister, NBC vice president in charge of station relations, has announced. WMNC operates on 1490 kc and 250 w. It is owned by Nathan J. Cooper.
Federal’s FTL-20B transmitter is the latest in UHF equipment available today!

**New in design** — with trim, modern cabinet featuring simplified operating control and meter panels, new “look-thru” door construction and entirely redesigned internal arrangement. Swing-out sub assemblies provide utmost accessibility.

**New in circuitry** — with latest ceramic seal tetrodes for economical initial and operating costs. Rated power output — **1 Kw**.

This UHF unit comes complete with its own Master Control Console. Its self-contained two channel video and four channel audio switcher gives the added flexibility so necessary for modern TV station operation.

Call your nearest Graybar office for further information on this all new Federal Transmitter.
**ENJOYING** broadcast of CBS Radio Lux Radio Theatre are (1 to r) Thomas Murphy, merchandising department, Pepsodent Div. of Lever Bros.; Deborah Kerr, motion picture guest star, and J. L. Dampier, vice president in charge of sales, Lever Bros., sponsor.

**NBC Chicago Fuses AM and TV Staffs**

NBC Chicago, in line with new network policy, reshuffled its radio and television staffs into a single operating unit last week.

Biggest change in the move is appointment of Jules Herbaveux, formerly director of television operations, to assistant general manager of WMAQ and WNQ (TV), reporting to Harry Kopf, vice president and stations manager.

Radio and television programming now comes under supervision of George Heinemann, former WNQ program manager, whose new position is director of programs. Homer Heck, WMAQ program manager, has been named manager of consolidated radio and video production staffs. News, special events and public affairs, under the jurisdiction of Mr. Heinemann, are managed by William B. Ray.

John Whalley, former controller and now director of operations, will have reporting to him: Howard Luttgens, manager of technical operations; Leonard Anderson, manager of production and building services, and Thomas H. Compere, legal counsel.

John Wehrheim, formerly assistant controller, has been promoted to controller. Working with him will be Neil Murphy, chief accountant, and Glenn Uhles, office services supervisor. Messrs. Heinemann, Whalley and Wehrheim will report to Mr. Kopf.

John McPartlin continues as sales manager of WNQ with Rudi Neubauer remaining as WMAQ sales manager. They will report to Mr. Kopf.

**Snader Cedes TV Films For Cash Settlement**

Arbitrator Rosenbaum has set new hearings for Friday to resolve finances in the Telepictures dispute.

RIGHTS to some 750 Telepictures which have been the subject of lengthy litigation were relinquished last week by Louis D. Snader after arbitration and an undisclosed cash settlement.

Mr. Snader had sued Alexander Bionso and Samuel Markovitch, part owners with Mr. Snader in Snader Telepictures Sales Inc., after the pair several months ago sold the Telepictures for $600,000 to Ben Frye of Studio Films Inc., Cleveland, in 1952.

The arbitration, conducted by Samuel R. Rosenbaum, Philadelphia and New York attorney and former judge, gives Mr. Snader the right to produce and distribute new TV films as Snader Telepictures Corp.

Mr. Snader originally had sued to prevent Bionso and Markovitch from selling the Telepictures and asked for dissolution of STS. His amended complaint by him charged the two with conspiracy and fraud and added as defendants United Television Programs, which now distributes the films for Studio Films; UTP President Gerald King, Mr. Frye and 103 limited partners; it also asked for declaratory relief and an accounting of funds.

The arbitration by Mr. Rosenbaum gives UTP the right to continue distributing the musical library under the Telepictures name. Mr. Rosenbaum also terminated all claims by Reuben R. Kaufman Inc., of which he formerly was president. Mr. Kaufman had filed a counter-suit naming as defendants Mr. Snader, Mr. Bionso, who is STS treasurer, Mr. Markovitch who is an STS director, STS, BSM Telepictures, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Bionso Telefilm Sales, Henry Bionso, Nathan Dicker and Sidney Dorffman.

One question is on division of net proceeds among two sets of several hundred investors who contributed $1 million to finance the deals and who, according to reports, have received only $200,000 in return.

Disposition of a group of Alexander Korda feature films and a Dick Tracy video film series, controlled by Snader Telepictures Sales Inc., also will be resolved.

Mr. Kaufman had charged a conspiracy between Messrs. Alexander Bionso and Markovitch, claiming Mr. Bionso spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of STS funds for himself and kept company money in his personal account. Mr. Kaufman, now president of Guild Films Inc., New York TV film distributors, charged STS received $2.1 million income up to May 1952 while spending $1.8 million, and demanded an accounting of the difference.

**Crosley Buys Assets Of Johnston Film Company**

PURCHASE of assets of Bert Johnston Productions Inc., TV industrial and commercial film firm, by Crosley Broadcasting Corp. was announced last Thursday by Robert E. Dunville, Crosley president. The purchase price was not disclosed. Crosley is buying physical assets of the firm on its liquidation and will operate it as a subsidiary of WCN.

Mr. Dunville and G. Carlton Hill, executive vice president of the film company, closed the negotiations for the purchase, effective last Friday. The firm located in Deer Park, Ohio.

No change in personnel is contemplated, Mr. Dunville said.

**Preliminary Injunction Granted in Film Damage Suit**

PRELIMINARY injunction restraining Chesapeake Industries and Motion Pictures for Television Inc. from releasing a feature film, "Shed No Tears," to distributors of a $500,000 damage suit has been granted Frost Films and Equity Pictures in Los Angeles Superior Court [BET, Nov. 24, 1952].

The restraining order, Jan. 9, also affects two Los Angeles TV stations: KNXT KNBH KTTV KLAC-TV.

Maintaining that it has not yet become a commercial practice to televise newly made television pictures, the producers in their suit charge that video showing of the film will destroy future theatre release.

Besides the injunction as part of the $500,000 damage suit, the producers request the existing contract between themselves and Chesapeake be cancelled and the film be returned.

Also named as defendants are United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

**Availabilities . . .**

United Artists Television has announced 11 new sales of TV programs series distributed by the company. Heading the list is "Clete Roberts World Report," sold to WGN-TV Chicago, WSBT (TV) South Bend, WEEK-TV Peoria and CBLT (TV) Montreal.


**Production . . .**

Louis D. Snader, Beverly Hills, has started production on the Liberace Show in cooperation with KLAC-TV Hollywood. Under a recently signed contract involving $1,521,000, 117 half-hour programs, starring the pianist, will be filmed during 1953 and distributed nationally by Guild Films Inc. Duke Goldstone is the director and George Liberace continues as musical director for his brother. Robert M. Snader is the associate producer.

In conjunction with Wally Kline, Louis Sna-
"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

Work on the first Mitchell Camera was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are sharper, clearer, and steadier on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.

Among the users of Mitchell Cameras:

- Department of Commerce
- National Film Board of Canada
- Fitzpatrick Pictures
- General Electric
- Caravel Films
- Paramount Pictures Corp.
- Reel II Ray Films
- Wilding Pictures
- Teleshof of California
- Hartley Productions
- Universal International Pictures
- National Maritime Union
- Alexander Films
- Sportsreel Productions
- Societe Belge Industrielle R.K.O. Radio Pictures, Inc.
- University of Washington
- Director National Institute of Health
- National Advisory Committee U.S. Army
- George Colburn Laboratories
- Jerry Fairbanks, Inc.
- Audio Productions
- Warner Brothers, Inc.
- Gillette Productions
- Arthur Krienne
- U.S. Navy
- Robert Richie
- Walter S. Craig
- U.S. Air Corps
- Metro-Goldwyn-Mayer Studios
- Camera Equipment
- Mark Armstead
- A. B. Theriaque
- Jam Handy Organization
- Gulf Coast Films, Inc.
- American Film Producers
- Republic Productions, Inc.
- Rocket Pictures, Inc.
- Tom Kelley Studios
- Desi-Lu Productions
- Cathedral Films
- Shakers Telescriptions Corp.
- Roland Reed Productions
- Monogram Pictures, Inc.
- Frank Wisbar Productions, Inc.
- Collins Radio Corp.
- Dallas Jones Productions
- Calvin Company
- Coffman Films
- Bob Jones University
- Moody Bible Institute
- Film Graphics
- Coronet Films

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
Here's a glimpse of results of actual sales roped in by WTCN-RADIO personalities.

JIM BOYSEN—He made a one-minute announcement for National Jewelers in Minneapolis. Within two minutes, the jeweler was swamped with calls and couldn't handle the influx of store traffic.

SEV WIDMAN—Muntz-TV sold more sets from the Widman Show than the next three stations combined.

JIMMY DELMONT—He made only two announcements... sold eight 1951 Kaisers and six Henry J's.

JACK THAYER—With one announcement for Hallicrafter-TV, Thayer received calls for 300 TV demonstrations.

These boys are real sales hands. They're proven and experienced. Talk to your Free & Peters representative. Ask him about these new personalities who have the ability to move your merchandise.
AM, TV Shows Receive Christopher Medals

TWO radio programs and three special Christmas teletasts received quarterly Christopher Awards at a luncheon at New York’s Waldorf-Astoria last Wednesday.

The broadcasts were selected as creative works that “reflect the power for good that can be exerted, with God’s help . . . in the literary and entertainment fields.” Each award recipient received a bronze medal. Eight other awards were made.

In radio, awards were presented to John Driscoll, John Zoller and Warner Law for their part in presenting Barbed Wire Christmas on NBC Dec. 18.

An award went to Henry Denker, writer-producer-director of The Greatest Story Ever Told, based on the book and aired on ABC.

In television, awards went to Fred Waring’s special Christmas presentation in song and dance of some of the many traditions which have stemmed from the birth of Christ. Bob Banner, director, and Hugh Brannum, writer, also received awards for this CBS Television presentation Dec. 14.

Cal Kuhl, producer, and Fielder Cook, producer, were honored for their Lux Video Theatre presentation Dec. 22 on CBS Television of “A Child Is Born,” based on Stephen Vincent Benet’s Christmas story.

Awards went also to CBS-TV’s Studio One presentation of The Nativity, based on a cycle of medieval “mystery plays.” Fletcher Markle, producer; Franklin Schaffer, director, and Andrew Allen, writer, were selected for the special Christopher medallions.

Rupert Lucas

RUPERT LUCAS, 58, sales manager for Barry & Enright, New York, television program producers, collapsed and died after a heart attack Tuesday night in the DuMont Television Network studios in New York.

Mr. Lucas served previously as a radio producer with Young & Rubicam and as sales executive with ABC.

Surviving are his wife, Mrs. Constance Lucas of Hartdale, N. Y., and a daughter.

ATAS Awards Dinner

ANNUAL awards dinner of the Academy of Television Arts and Sciences will be held Feb. 5 at Los Angeles’ Hotel Statler and will be televised locally on KLAC-TV, according to Charles Ruggles, membership chairman and president-elect, who said the event may be sponsored and teletacted nationally. Membership is at a record high of 350, he said. Barbara Britton, star of CBS-TV’s Mr. & Mrs. North film series, will act as “Miss Emmy” in presenting local and national ATAS “Emmy” awards.

Loew Leaves Telemeter

DAVID LOEW, former president of International Telemeter Corp., Los Angeles, has withdrawn from the firm and sold his approximately 20% stock interest in the pay-as-you-see subscription TV corporations. A new president is to be elected Feb. 13 by the board of directors.

Paul Raibourn, vice president of Paramount Pictures Corp., continues as board chairman of Telemeter with Carl E. Leserman, executive vice president. Paramount is a 50% owner of ITC.

RCA Thesaurus Adds

RCA Recorded Program Services has announced that RCA’s Thesaurus has added Music Hall Varieties, half-hour show featuring Beatrice Kaye and Joe E. Howard, to its library program series. Company has sent brochures and promotion kits to subscribers.

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COMPATIBLE COLOR SPECIFICATIONS
APPROVED BY NTSC AT IRE MEET

With standards for compatible color approved in principle last week at the IRE meet, the National Television Systems Committee findings will be put to several months of thorough field-testings. Subsequent step would then be application to the FCC for such type commercial telecasting.

FULL set of signal specifications for a compatible system of color television was approved Thursday by the National Television Systems Committee, meeting in full session at Institute of Radio Engineers headquarters in New York [B*T, Jan. 12].

Approval of the specifications in principle marks a red letter day in the history of NTSC, all-industry group which for more than two years has been struggling with the problem of perfecting a system of colorcasting which would provide for the reception of colorcasts in black-and-white on the millions of monochrome TV receivers now in use as well as reception in full color by color receivers.

Before the group applies to the FCC for authority to telecast commercially under the NTSC standard, however, the specifications approved by the group last Thursday will be given exhaustive field tests, lasting perhaps three or four months. Dr. W. R. G. Baker, General Electric Co. vice president and chairman of NTSC, told Broadcasting & Telecasting Thursday that these field tests are designed "to adjudicate the specifications beyond the slightest question of a doubt."

Transmitters operated by DuMont, RCA, Philco and General Electric will definitely be employed for the tests, Dr. Baker said, with others perhaps participating as well. Knox McIlwain of Hazeltnore Corp., chairman of NTSC Panel 16, will direct the testing program.

The editorial committee of NTSC Panel 12 was instructed to prepare the full set of approved signal specifications for color TV and to distribute them to the industry at the earliest possible moment. Donald Fink, Philco Corp., chairman of the editorial committee, said he would get his group together to prepare such an industry release within the week and would forward the material to the NTSC secretary for dissemination throughout the TV broadcasting and manufacturing industry. It was estimated that the task might be completed in two to three weeks.

Specifications approved by NTSC last week involve perhaps a 50% change from the tentative specifications issued by the group some months ago, Dr. Baker reported. Their present form he believes will stand up throughout the field testing period with only minor changes, he said, quickly adding that this is a personal, not an official viewpoint.

Dr. Goldmark Pointed Out

The presence of Dr. Peter C. Goldmark, CBS vice president in charge of engineering research and development, at the NTSC meeting was especially pointed out by several committee members. Dr. Goldmark conceived and directed the development of the non-compatible CBS system of color TV which won FCC approval for commercial operation in 1950. A court case attempting to block that decision was decided in CBS favor the following year but at a government request to withhold production of color receivers for the present so as not to divert essential materials, CBS has not put its color sets on the markets. Dr. Goldmark was accompanied at the Thursday meeting by John W. Christensen, chief engineer of the CBS Laboratories Div.

Also present at the meeting were: Dr. Baker; A. W. G. Jensen, Bell Labs; A. L. Beers, RCA Robert E. Shelby, NBC; Mr. McIlwain; B. F. Tyson, Sylvania; E. W. Engstrom, RCA; P. Neuwirth, Teleking; George H. Brown, RCA; W. W. MacDonald, Electronics; John V. L.

7 New TV Outlets, 2 Others
To Get Blaw-Knox Towers

ORDERS for towers for seven new television stations have been received by Blaw-Knox Co.'s Tower Dept., the firm announced last week.

Towers will be supplied to KBTW (TV) Denver; KRTV (TV) Little Rock; KFSA-TV Fort Smith, Ark.; WTVC (TV) Belleville, Ill.; WICC-TV Bridgeport, Conn., and WLSL-TV and WROV-TV, both Roanoke, Va.

Replacement towers for pre-freeze TV stations have been contracted by WHO-TV Dayton, which will replace its 500-ft. tower with one 1,104 ft., and which will include an elevator to the top, and WMCT (TV) Memphis, which will substitute a 1,050-ft. tower for its present 750-ft. structure.

Philco's '52 Sales Up 18%

WILLIAM BALDERSTON, president, Philco Corp., reported last week that Philco sales in 1952 exceeded $360 million, an 18% increase over 1951.

If general business continues at present levels, Philco has an opportunity to manufacture and sell more than one million TV receivers in 1953, Mr. Balderston predicted, in view of the planned opening of some 100 new video broadcasting stations.

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You need both to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available only on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch.

And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

The new larger hub on this improved reel does its part in combatting timing errors, but remember . . . for split-second accuracy and flawless reproduction every time, you need the extra advantage of "Scotch" Brand Dry-Lubricated Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and Dry-Lubricated Tape!

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

- NEW LARGER HUB measures 2¼" compared to the 1¼" of standard reels
- SINGLE THREADING SLOT minimizes distortion of lower tape layers
- DRY-LUBRICATED TAPE practically eliminates sticking, squealing, cupping
- 100% SPlice-FREE. All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices

TV PROBLEMS TO TOP AIEE WINTER SESSION

Electrical engineers will converge on New York this week to hear technical papers on a number of timely subjects including transistors, color TV, uhf broadcasting, civil defense and 'Conelrad'.

TELEVISION problems will be dealt with in two Tuesday sessions of the Winter General Session of the American Institute of Electrical Engineers, being held this week, Monday through Friday, at the Hotel Statler, New York. TV pictures will be discussed during a Thursday afternoon session on high-vacuum tubes. Broadcast engineers may also be interested in a Thursday morning session on radio communications systems and in two Tuesday sessions on semiconductors, chiefly transistors, included in the 86 technical sessions scheduled for the five-day meeting.

At a general session on Monday afternoon, AIEE President D. A. Quarles will present the Edison Medal to Dr. V. K. Zworykin, RCA scientist who invented the electronic tube which is the heart of present day TV. Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., will discuss the career of the medalist and Prof. J. F. Calvert, chairman of the Edison Medal Committee, will describe the establishment of this award during the afternoon general session, whose principal address will be delivered by Dr. H. T. Heald, chancellor, N. Y. U.


Radio Sessions


Minnesota Mining to Build

MINNESOTA Mining & Mfg. Co., which is conducting extensive and secret research into magnetic tape recording of pictures for television, has purchased 125 acres near St. Paul for construction of a $3 million research laboratory. Construction of this first in a series of additions will begin this spring, and it is expected to be completed by the fall of 1954.

It will house the central research department, where the "more fundamental and longer term" projects are carried out under the direction of Dr. Harry N. Stephens.

Minnesota Mining also maintains a research unit for each of its product divisions, and has realized $25 in sales for every $1 it has spent on research, according to William L. McNichol, board chairman.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:
Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

Washington, D. C. Office:
3738 Kanawha St., N. W.
Phone Emerson 2-8071

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Fables of the leopard and the hippo — 5

ON GOOD TIMING

THE HIPPO: "Alas, the victuals that pass me by. I always seem to miss the biggest share, at least."

THE LEOPARD: "Then study, sir, your timing in stalking and in snaring game."

THE MORAL: Wily television advertisers (like the Spotted Leopard) know, too, the importance of good timing. Of best-selling hours—and seasons—to pin down important sales.

So they choose Spot TV. Because they can buy just the hours that fit local viewing tastes best. In every time zone.

They can start fast. Or change pace easily during best selling seasons. In every market.

At low cost-per-sale.

Prove for yourself the importance of good timing... with Spot TV... on these thirteen select stations.

WSB-TV ......... Atlanta
WBAL-TV ......... Baltimore
WFAM-TV ......... Dallas
KPRC-TV ......... Houston
KECA-TV ......... Los Angeles
KSPB-TV ......... St. Paul
WSM-TV ......... Nashville
WJZ-TV ......... New York
WTAR-TV ......... Norfolk
KMTV ......... Omaha
WOAI-TV ......... San Antonio
KGO-TV ......... San Francisco
KOTV ......... Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger ... CONSTANTLY GROWING ... audience that will BUY what YOU have to sell!!
The controversy over film vs. live production is as old as commercial television and doubtlessly will exist years from now. Much can be said for both techniques. Here’s the first of a two-part series. Next week John L. Sinn, president of Ziv Television Programs Inc., will present the case for films on TV.

the case for **LIVE** television

**By Martin Stone**

ALL television programming, like “Omnia Gallia,” is divided into three parts:

1. Film projection,
2. Studio origination, and
3. Use of the mobile unit.

The case for live television is not being stated in terms of a plea against the first method, film origination. Programming there must be, and a great deal of it performance will be on film. The plea here is for more television, more faith in the medium. For to state the case for live television is to plead the cause of television itself. This new miracle of communication deserves no distinction if it does not preserve a quality that makes it different. Film in abundance on television is the equivalent of the home movie in continuous performance. Live television is magic of its own.

The television broadcaster who draws upon celluloid for his daily programming reduces his role to that of an exhibitor. His programming is at the mercy of others; his selection of fare is limited. Where the broadcaster tackles live television, however, he refuses to be bound by the product of distributors. He holds the threat of competitive production.

**Live Is Troublesome**

Live television—let’s face it—is grueling, wasteful, ulcerous. It demands production on an assembly line basis where the standards are not mechanical but creative. There are some who even demand that television be an art form. To fill the airwaves, though, with artistic performances—alive and skillful, day and night—is impossible even for the extravagance of a network. There is no reservoir of creative talent vast enough to accommodate the continuous spilling-over-the-dam of television programs. The prospects are even more frightening for the intrepid broadcaster who attempts to meet the challenges of live programming on a local basis with a limited budget and meager equipment.

Why, then, should the broadcaster attempt live television? Some of the answers may here be suggested:

1. The community demands it. Certainly television has a public service to perform which no mere transmission of film can provide. Whether it be local meetings, parades or Boy Scout jamborees, the local broadcaster will have to establish his cameras for coverage of community events—on the scene—as a condition of his privilege of broadcasting.

2. No film, and no mechanical recording, can act as an equivalent for the immediacy of television coverage which comes from the use of the mobile unit in a special event. Whether it be boxing or baseball or wrestling or the Mummers’ Parade, there is an excitement and color which comes from the transportation of the viewer to the scene that no other medium can duplicate. Television needs no intermediary, no commentator, no reporter. It is a fishbowl into which the world can peer, where real-life dramas and contests take place without benefit of script. The World Series game that hinges on the performance of the batter who has just stepped up to the plate, the roll call at the political convention that will determine the identity of the next President of the United States, the crime hearing at which an underworld king must choose at once between admission of guilt and contempt of Congress. Here is television at its best as it offers the exciting spectacle of news as news is made. Filmed television can offer no substitute for the quality of NOW.

3. No film, or tape, or any other reproduction, can capture the live—a better word is alive—quality of the personality in television. Whether it be Arthur Godfrey, Bishop Sheen or Adlai Stevenson, if a personality’s purpose is to face a camera and by sheer talk establish a sense of communication with his audience at home, film remains a hurdle. “Talk” personalities on television make the bridge by sharing in common a simplicity: They do not pretend to be other people, or in a situation comedy, or in a “show.” The fact that Mr. Godfrey is supported by a cast, or sets or costumes, doesn’t spoil the

When Gabby Hayes (l) visited Howdy Doody and Bob Smith, it was a meeting of two of Author Stone’s profitable television ventures. The Howdy Doody character has spawned a swarm of merchandising sidelines that have become a multi-million dollar business. It is among the oldest and most popular shows of its kind on the air.

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fact that he never pretends to be putting on a "production." It's all dressing, revealed as a device to the viewer. Mr. Godfrey himself is most effective when he sits behind a desk and sells tea, man to man. Consider his loss of effectiveness when for a time he sold orange juice via kinescope. Mr. Godfrey, live, is talking to you—not to a cameraman who made a film, which was transmitted on television and which you happened to see.

Mr. Godfrey, Walter Winchell, John Cameron Swayze, share this characteristic in common: They are playing directly to the audience at home, in contrast with performers in a dramatic show who play to each other for an audience. Or, indeed, compare Sid Caesar or Milton Berle, or even Groucho Marx, who put on shows for an audience in a theatre. The personality in television derives its strength from a sense of intimacy enjoyed by his subject at home. Certainly Bishop Sheen is the kind of television personality that fairly crosses the camera into the living room. This is nigh impossible of achievement on film. It has nothing to do with the quality of celluloid. It has to do with being alive.

Mobility Is Key

4. The greatest potential for the expansion of the use of the television camera lies in a fuller employment of the mobile unit. I believe that this remains pioneer territory in television programming. The wide concentration on vaudeville, situation comedies and dramatic shows in expensive studio productions may make sense to the networks because of heavy investments in real estate and the luxury of the full time studio staffs, but the time is fast approaching when even the networks can afford only a few extravaganzas. The local broadcaster, without mammoth accommodations, expensive scenic designers and large construction shops, must from the start rely on the luxury of his imagination. He will, I feel, inevitably turn to his mobile cameras for realism on a low budget, which only natural settings and on-the-scene action can afford.

The greatest asset which television has to provide is truth. Compare radio, where one had to rely on repertorial technique; the announcer had to portray by appeal to the ear, and the listener had to supply his own imagination to add realism to the scene. Newspapers have a similar limitation, and perhaps the nearest approach to the realism of television is in the pictorial magazines like Life. Yet even here editorial restrictions and the limitations of space confine the story. Only television illuminates reality with a vivid impact that approximates actual witnessing.

The American public wants to know; television can be a mirror of America at

![Image of Martin Stone](image)

**ABOUT THE AUTHOR**

Martin Stone is a lawyer turned executive and program producer. He is president of Kragen Corp., which, among other things, produces Howdy Doody and merchandises the freckled dummy. He is creator of Author Meets the Critics and the Gabby Hayes Show. Other programs he has produced include American, which Firestone sponsored on NBC-TV; Gulf Road Show for Gulf Oil on NBC-TV, and the Jackie Robinson Show, now on NBC radio.

The approach to television which is measured by truth demands the use of the uncompromising eye of the mobile camera. The Kefauver hearings, for example, were a merciless revelation of truth. In another direction, President Truman's tour of the White House was a stimulating ex-

![Image of Senator Taft and Tex McCrary](image)

No more lively show was ever aired than "Author" on the night Sen. Taft tangled with Tex McCrary.
Business is Hum-m-ing in Detroit

Market-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . and it'll continue to be in '53. The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a “hum sweet hum” of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

Media-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been first in programming, in public services, and in getting results for its advertisers.

Money-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

Merchandising-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

Make '53 a humdinger. Put more “sell” into your Detroit campaign by putting more of your ad money into WWJ.
An ingenious partnership has built a $12 million business by adapting an old profession to modern media. The pitchman is off the streets and in the parlor.

THE PITCH ON

OF ALL the toilers in the mercantile world, none has lived more precariously than the pitchman. His has been a nomadic and sometimes hounded trade, complicated not only by the usual vagaries of commerce but also by cruel changes in the weather and, in some communities, the oppressive diligence of the police.

For generations, the pitchman was obliged to endure another inconvenience. His sphere of influence extended only as far as he could project his voice, and even that range was limited, since there was always a chance that an instantaneous shout would attract a hostile cop. It is a tribute to the resourcefulness of these vagrant merchants that so many survived such obstacles and accomplished their intricate purpose of bewitching passers-by into buying the potato peeler they had not until then realized they were dying for or the vitamin compound to cure debilities they had never suspected they had.

The limitations that have plagued the pitchman have now been relieved. Thanks to the miracles of radio and television, he not only has been taken off the streets but installed in the American home. He makes his pitch without, undistracted by fears of sudden thunderstorms or roving flatfeet. Millions hear and watch him, and millions buy his wares. He has climbed from the society of carnival and boardwalk to the company of artists and millionaires. His astonishing transformation was arranged, not surprisingly, by two of his kind, perhaps the two most resourceful pitchmen who ever hawked a hair cream to a bald man.

Zooming Business

Aside from achieving the social elevation of their former colleagues and themselves, Charles D. Kasher and Leonard Rosen have made gratifying advances in their personal finances. A three-man partnership including them and Leonard's brother, Jack Rosen, set up shop in July, 1930. Their gross sales that year were $225,000. In 1951 sales were $4 million and in 1952, $12 million. It is the official estimate of the Messrs. Rosen and Kasher, who like to speak in round numbers, that gross sales will be $18 million this year.

Radio and television are responsible. In the last six months of 1950, Mr. Kasher and the Rosenes spent $50,000 on radio-TV (mostly TV); in 1951, more than $1 million; in 1952, $4.5 million. The budget is expected to be about the same this year as it was last.

The enterprises which have amassed these records in so short a time are Charles Antell Inc., distributor of Charles Antell Inc. No. 9, a hair cream and shampoo; National HealthAids of Baltimore Inc., distributor of NHA Vitamin Complex and Fastabs, a weight reducing pill; and Ronald Research Laboratories Co. Inc., which manufactures the products sold through the other two companies and conducts research into new products that the Messrs. Rosen and Kasher intend to unloose upon a market already reeling from the effects of those that have been introduced.

The origin of the half-hour pitch on radio and television, cornerstone of the Antell advertising technique, may be charged to a fateful meeting of Messrs. Kasher and Leonard Rosen in 1935 in Dayton, Ohio, where Mr. Kasher was temporarily established in a department store, pitching a lanolin hair shampoo called Albu-Lan. Mr. Rosen had stopped off en route to Cincinnati where he had an engagement for a similar enterprise with another hair product.

Old Pros

At that time both were experienced pitchmen. Mr. Kasher had entered the profession in 1930 at the age of 18 and Mr. Rosen the same year at the age of 15. A rapport was established and the venture into partnership to demonstrate Albu-Lan at whatever store would provide refuge. In 1938, they decided to diversify their sales by adding a vitamin-mineral product, Vigor-8, to their portable inventory. Vitamins were becoming popular at that time and Vigor-8 sold profitably, but despite his improving income Mr. Rosen decided to stay in one place for a while. He was 23 when he went back home to Baltimore to provide the mature and stabilizing influence in partnership with his younger brother, Jack, who by then was 20 years of age and chafing to establish his own business before he grew old. The Rosen brothers opened a house-to-house installment trade, traveling through Baltimore with possibly the most extensive and varied assortment of merchandise ever peddled door-to-door. The principal items in their line were home furnishings, jewelry and appliances.

Mr. Kasher, for the time being, continued as a transient vendor of Vigor-8.

Watching the Store

In 1941 the Rosen brothers took shelter. They opened a Baltimore store to sell the random merchandise they had previously sold door-to-door. By 1943 they had four such stores in the city, and Leonard was ready to branch out.

He and a friend became partners in Wood Products Inc., which manufactured furniture. Coincidentally Mr. Kasher quit the road and acquired an interest in Belforte Cosmetics Co. The corporate history of these enterprises is somewhat vague, but in 1945 Belforte absorbed Wood Products, putting Messrs. Kasher and Rosen in partnership again.

In 1949 they consolidated their retailing into one store and began using radio advertising on WTH Baltimore. In February, 1950, they made their first excursion into television. One of the numerous products they were selling was an air conditioner. Financed by the Baltimore distributor of the unit, Leonard himself performed two demonstration programs on TV. Since neither radically upset the normal sales of air conditioners, he decided to obtain the skilled assistance of Mr. Kasher, celebrated in his circles as an adroit writer of pitch copy.

Mr. Kasher meanwhile had returned to active demonstration and was presiding over a lucrative pitch in Toronto, shoving a lanolin hair cream called Lee Harris. He was at first reluctant to leave a rewarding stand, but he yielded when Leonard explained the possibilities of going into the pitch business on television.

Once Mr. Kasher was in Baltimore, it was only a matter of weeks before a new vitamin compound of inacalculable therapeutic effect had been discovered, perfected and bottled by him and his new partners. At the end of July 1950, Mr. Kasher himself went on WMAR-TV in Baltimore in the first 30-minute pitch for NHA Complex, to be sold by mail.

Avalanche

Within an hour after Mr. Kasher had described the benefits of NHA Complex, 300 telephone orders for the wonder preparation had been received at WMAR-TV, enough to more than cover the $240 it cost to buy the time. It was plain to the Messrs. Kasher and Rosen that the pitchman's trade had become big business. They decided at once to expand. In less than a month after the introduction of NHA vitamins, the partnership performed a second chemical miracle of discovering, perfecting and packaging a new and revolutionary hair cream which they named Charlie Antell, borrowing Mr. Kasher's first name and his mother's maiden name. The appendage, "Formula No. 9," was a stroke of merchandising inspiration, suggesting as it did the years of experience that had been attained in the making of the non-existent Formulas No. 1 through 8.

A half-hour TV commercial for Formula No. 9 was filmed with a professional actor, Richard Llewellyn, delivering the pitch. Mr. Llewellyn's fluency did not measure up to Mr. Kasher's, but he was able to suit the television presentation of a hair treatment. Despite years of incessant massage...
while demonstrating ungents containing lanolin, the same magic ingredient of Formula No. 9, Mr. Kasher had developed a receding hair-line. The Charles Antell promotion was even more successful than that for the vitamin compound. After the half-hour pitch was shown on WDTV (TV) Pittsburgh, 2,800 telephone orders were received in an hour.

It was fortunate that the Antell commercials were so effective, for the progress of NHA Complex was severely curtailed by a rude intrusion of the Federal Trade Commission which refused to believe that NHA Complex would prevent or cure arthritis, neuralgia, sciatica, lumbago, gout, bursitis, coronary thrombosis, rheumatism, high blood pressure, diabetes, bad bones, bad teeth, malfunctioning glands, infected tonsils, infected appendix, gallstones, eye trouble, goiter, overweight, underweight, constipation, indigestion, nervousness, lack of energy, lack of vitality, inability to sleep and grouchiness—as the exuberant commercials of Mr. Kasher seemed to promise.

Last November Federal Judge Calvin Chesnutt, of the U. S. District Court in Baltimore, issued a preliminary injunction restraining the Messrs. Kasher and Rosen from claiming that NHA Complex was an effective treatment for any such disorders. Judge Chesnutt noted the defendants' assertion that the commercials had not specifically made such claims, but he added: "It is true that nowhere in the lectures do I find an express or direct statement that NHA Complex will prevent or cure these specifically mentioned human ailments, but . . . reference to them is subtly interwoven into the lecture in such a way that the overall impression can reasonably be stated to be that one hearing the lecture by radio or on television might well conclude that NHA Complex is a perfect treatment to avoid or cure such ailments."

The commercials that ran afoul of the FTC were in the long traditions of the pitchmen's spiel. An authoritative, seven-point description of the classic technique has been furnished in a short history of the Kasher-Roses enterprises prepared under their direction by their publicity agent, Hal Salzman Inc., of New York:

1. Select a product that fits this sales technique.
2. Locate in heavy traffic areas.
3. Stop passing traffic with humorous, entertaining, informational, educational sales patter, into which is skillfully and unobtrusively (until the commercial comes) interwoven the compelling sales points of the product to be sold at the end of this talk.
4. Keep building a crowd around the counter, until the time arrives for the actual sales commercial.
5. Make the commercial sales pitch.
6. Close hard, fast, with compelling impact.
7. Make sales on the spot.

Point 3 is the critical part of the pitch. Around the New York offices of Television Advertising Assoc. Inc., an advertising agency which the Kasher-Rosen partnership owns and which prepares all commercials, this part of the pitch is candidly described as "the hook." It was in execution of "the hook" that Mr. Kasher's NHA Complex commercials referred to the numerous ills the flesh is heir to, without reference by name to NHA Complex. In the radio and television commercials now used for Charles Antell Formula No. 9, Point 3 is equally important. In the half-hour versions, Point 3 occupies at least two-thirds of the pitch, and Point 5—the naming of the product—is not reached until Point 4—a maximum audience build-up—has been fully exploited.

On radio and television the deliberate delay in reaching Point 5 serves a secondary purpose, in addition to collecting a crowd. It enables the Messrs. Kasher and Rosen to argue that the half-hour pitch is not in violation of commercial limitations in the radio and television codes, since the product name is not mentioned throughout the program.

Station Lineup

Undeniably, this argument has been persuasive to a great many radio and television stations. Antell and NHA Complex half-hour pitches have been broadcast by as many as 800 radio stations, and at one time Television Advertising Assoc. was able to place the half-hour films on 61 television stations.

"The hook" in the Antell commercials consists of a straight pitch on the evils of traditional hair care. The pitchman decives the tragic effects of submitting one's hair to the ministrations of barber shops and beauty parlors, where hair is mercilessly scorched, chilled and doused with useless goo. Twenty minutes of such graphic presentation are apt to impart the fear that the next visit to the barber means instant baldness.

Happily, however, the pitchman confides that there is an antidote to the medieval treatment the audience has been accustomed to accord its hair. The antidote is lanolin. As proof that lanolin is the only substance that hair can feed on, the pitchman points out that sheep are rich in natural lanolin and "Did you ever see a bald sheep?"

When the extraordinary healing powers of lanolin have been thoroughly described, the pitchman reaches Point 5, mention of Charles Antell Formula No. 9. From there on there can be no doubt who is sponsoring the performance.

Some 80 variations of these pitches, in both half-hour and 15-minute form, have been produced on record for radio and film for television. The variations are slight, since all the "programs," as the Messrs.
The prosperous partners inspect a sales report. L to r: Jack Rosen, Charles D. Kasher, Leonard Rosen.

Kasher and Rosen insist on calling these productions, follow the same outline. The records and films are prepared by the creative department of Television Advertising Assoc. in New York. Time purchases are made from the TAA timebuying department in Baltimore, which is headquarters for the numerous Kasher-Rosen enterprises. Mr. Kasher, whom the other partners describe as a creative genius in the advertising world, spends most of his time in New York. He is president of Charles Antell Inc.


In addition to pioneering in the pitch technique on radio and television, the Kasher-Rosen partnership has intrepidly explored new methods of buying time. Probably no other advertiser of comparable size has ever picked up and dropped so much time so erratically.

Till Forbid

It is company policy of TAA to write time contracts on a "til for forbid" basis. Most radio time has been bought with this escape hatch in the contract. Some TV stations have insisted on fixed periods.

With its commitments easily cancelled, TAA is perpetually engaged in, first, buying and, second, getting out of hundreds of agreements. Last November, Antell commercials were on 800 radio stations in 250 markets. Last week they were on 350 stations in 125 markets. Last October Antell half-hour films were on 61 TV stations. In November Antell picked up sponsorship of Live Like a Millionaire on an ABC-TV network of 34 stations and dropped all but two of the 61 on which it had the half-hour spot films. Last week it had replaced the spot films on some 35 stations.

Leonard Rosen recently explained company policy on timebuying. "The amount of time we buy depends on the pay-out in the market," he said. "Radio and television have to produce sales. We learned about that when we were doing mail order."

All Kasher-Rosen products were introduced by mail order. Antell is now sold entirely through retail outlets. The transition from mail order to national distribution may have established a merchandising record.

"Charles Antell pre-sold the United States on radio and television," Leonard Rosen recalled the other day. "We had requests from 500 druggists for retail distribution before we put it into the stores."

Sensing an opportunity, the Messrs. Kasher and Rosen mailed a brochure to 60,000 U.S. drug stores and chains with the catchy headline: "We've been stealing your customers. Now we're going to give them back."

In six and a half months Antell was nationally distributed. It is now sold, according to Mr. Rosen, in 75,000 retail outlets.

Of the other products, Fastabs, the weight-reducing pill, is now sold mostly retail, although about 10% of the Fastabs volume is still mail order. NHA Complex is not being sold heavily. As Leonard Rosen said the other day: "We're not promoting it right now."

Love That Soap

As would be expected of so energetic a partnership, a new product has just emerged from the miraculous laboratory that the Messrs. Rosen and Kasher possess. It is a soap which will bear the Charles Antell name.

The soap will be a pitchman's dream, for in addition to the usual cleansing agents, a single bar contains lanolin, chlorophyll and hexachlorophene, a germicide. It could be claimed that with so formidable a mixture of modern chemicals at hand the American public, in one operation, can wash itself, grow hair, be deodorized and rid itself of marauding bacteria.

The half-hour pitch may have to be lengthened to accommodate the description.
WORKSHOP...

is proud to announce
its new UHF antenna*

the ultimate in-

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.

Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

*Patent Pending. Developed by the GABRIEL LABORATORIES
A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. Here an expert tells why TV and big stores have failed to come together and suggests how they could.

By Samuel H. Cuff

BACK in the mid-40's, when television had arrived technically but was waiting for the end of the war to enter its destined role as star entertainer and instructor of the American home, a favorite sport of the industry's masterminds was predicting what would happen when that happy time arrived.

Prominent in all such predictions was one to the effect that department stores, as a class, would be a major if not the major group of advertisers on television. Stores would install their own TV studios, where fashion shows could be staged, household appliances demonstrated and other merchandise displayed, with coaxial connections to the local TV station, if, indeed, the store had not taken on that operation as well.

Radio had never been too successful in attracting department store advertising, this pre-TV logic ran, but with television the story would be quite different. Fashions have to be pictured—and TV could do that better than newspaper drawings. Appliances sell best through demonstrations—and TV could do them better and far less expensively than run of store salesmen. Why, the best demonstrator could make all the demonstrations, and to all the housewives, just one at a time. Come TV and newspapers, look out. Your best customers will desert you for this great new medium.

Vanishing Dream

It was a beautiful dream, but like most dreams it proved somewhat different in reality. The war ended; TV stations went up (but very few were owned by department stores); TV attracted advertisers aplenty, but department stores did not loom very large in the overall picture. They don't today.

What happened? Why didn't department stores embrace TV with the preconceived avidity? There are a lot of answers—about as many as there are stores in TV markets—but in general they can be summed up as (1) department stores' unfamiliarity with television, (2) TV stations' unfamiliarity with store advertising, and (3) a great lack of interest on both sides in the problems of the other. That summation is certainly oversimplified and probably over cynical, but it's essentially true, nonetheless.

Take the first point. A big city store contracted for time on a station to present a showing of its new fall fashions. The store's fashion expert demanded a runway and potted palms, waving away the protests of the station producer with a haughty "Young man, I've been staging fashion shows for 20 years." When he looked at the dress rehearsal on a 10-inch screen, she shrieked, "But where is the model?"

Another early fashion show featured a finale of fur coats, worn over the new gowns shown earlier in the telecast. TV lights in those days shed nearly as much heat as illumination and the inevitable happened. The models perished; the gowns were ruined; the argument over who should pay for the damage raged for months. That store has not used TV since.

Now, point number two. Newspapers have rate increases by using what they call "re-source" money—sums appropriated by the manufacturers of certain products sold by the store for local advertising of those products. The theory was that since these products were sold in other stores in the station's service area, the manufacturers would get enough sales overall to justify the added cost.

But the stations, or in most cases the package producers owning the programs, needed a minimum number of commercials to make the program pay out, so, when a manufacturer refused to allot any more money to the store for this kind of advertising, the program operator solicited another manufacturer of a similar product, often one who came in just to get his merchandise carried by the store. This was resented by

4 ways to expand TV use by department stores

To Attract Department Store Advertising:

1. TV schedules must be flexible to allow for peaks and valleys in campaigns.
2. Telecasters must appreciate the stores' problems of selling some items one day, others another, never the same the year around.
3. TV must give the store (and its departmental buyers) better results at lower cost than rival media.
4. TV must establish local rates that do not charge for distant audiences outside the stores' trading areas.

The buyer of the store department stocking this type of ware, who felt the new product was being forced on him. So he made no effort to push it; sales were disappointing and this manufacturer, too, dropped out of the store's TV show. When this sort of thing had happened in a dozen departments, the store itself called an end to its TV venture.

Other stores have tried to use TV as they have used radio, with inexpensive daytime shows. But there is as yet no TV equivalent for the phonograph record which delivers, in the course of an hour, a million dollars' worth of talent at practically no cost. Low budget local talent daytime TV shows have in general found the competition for audience with the name talent daytime TV network programs too tough to make it worth while continuing.

So, for the moment, department stores are less than major TV clients and, if the present situation were to continue as is,
Engineered today for your needs tomorrow!

MYCALEX

PRECISION-MOLDED MYCALEX 410

TRANSISTOR SOCKETS

—now in the pilot production stage
—engineered in advance of actual need

In keeping with the MYCALEX policy of progressive design in advance of needs, these Transistor Sockets were engineered months ago and are now in small scale pilot production. They'll be available in quantity in advance of actual needs.

Mycalex 410 Transistor Socket shown actual size

Mycalex 410 Transistor Socket enlarged to show detail

The body is precision-molded of MYCALEX 410, glass-bonded mica insulation for lasting dimensional stability, low dielectric loss, immunity to high temperature and humidity exposure combined with maximum mechanical strength. The loss factor is only 0.014 at 1 MC and dielectric strength is 400 volts/mil.

Contacts can be supplied in brass or beryllium copper. The sockets are readily solderable. The socket bodies will not warp or crack when subjected to high soldering temperature. They function in ambient temperatures up to 700°F.

DIMENSIONAL DRAWING INDICATES THE MINUTE SIZE OF MYCALEX TRANSISTOR SOCKETS.

Mycalex Low-loss Tube Sockets and Multiple Headers

A complete line of tube sockets including sub-miniature types is available in Mycalex 410 and Mycalex 410X glass-bonded mica insulation. Comparative in cost to ordinary phenolic sockets they are far superior in every respect. Dimensional accuracy is unexcelled. For complete information on standard and custom Tube Sockets or Multiple Headers, call, wire or write... there is no obligation, of course.

MYCALEX TUBE SOCKET CORPORATION
Under Exclusive License of Mycalex Corporation of America
30 ROCKEFELLER PLAZA, NEW YORK 20, N.Y.

MYCALEX CORPORATION OF AMERICA
Owners of "MYCALEX" Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20—Plant & General Offices: CLIFTON, N. J.
they would not be likely to become more interested in this new medium than they now are. They feel they don’t really need TV, and the stations, with plenty of other business, are not worrying very much about getting stores into their studios.

But TV is not staying still. New stations, now the freeze has ended, are getting into operation at an ever accelerating pace. Many of these will be primarily local in character, dependent on local and syndicated programming and on local and spot business. To them the department stores will represent a source of business well worth cultivating.

To them I say:

Work with the stores, and do it their way, even though that might not coincide with the traditional pattern of across the board broadcasting. (Department stores never advertise horizontally—always in peaks.)

Try to understand their problem of selling a lot of one set of items of merchandise today, a lot of another set of items tomorrow and not the same items day in and day out the year round.

Appreciate that the advertising for each item is charged to a single department whose budget is geared to the cost of a fraction of a newspaper page. Try to give the buyer the kind of TV advertising that will create more sales at comparable advertising cost.

Above all, establish a local rate in keeping with the shopping area of your community’s stores and don’t charge them for remote audience they can’t sell to, no matter how valuable these out-of-towners may be to your national and regional advertisers.

Do those things and you will find that department stores can form the solid basis of profitable local TV station operation.

The “Calo Pet Exchange” finds homes for pets that might otherwise be destroyed. It’s a commendably humane project, but Calo also knows that . . .

Dead dogs don’t eat dog food

FOR 16 years on radio and more than four on TV, the Calo Dog Food Co. of San Francisco has been enduring itself to dog-lovers and presumably to dogs by sponsoring the Calo Pet Exchange, a program that finds homes for the floating canine population.

The rewards of this endeavor are more than spiritual. It would be an incorrigible ingrate indeed who, after acquiring a loving pet through the Calo Pet Exchange, installed it on a diet of a rival dog food. Calo sales records indicate that the proportion of ingrates in the broadcasting audiences of San Francisco and Los Angeles is reassuringly small.

According to Charles R. Williams, vice president of the company, Calo out sells all other dog foods in San Francisco, and its sales have risen 55% in Los Angeles since the program was introduced there.

The Pet Exchange came into being after Frank Wright, then a newscaster on KWBR Oakland, Calif., slipped a filler item into a news show on a dull day in 1936. The filler statement, “wanted: A home for an abandoned puppy, breed undetermined. The people who owned this dog left town today. We don’t want him killed.”

The Gas Chamber

So many compassionate listeners volunteered to cheat the canine gas chamber that Mr. Wright decided to find a supply of homeless dogs equal to the demand. A visit to the San Francisco pound convinced him that an adequate throng of stray canines existed, and in a trice the Pet Exchange was on the air, with Calo as a skeptical and short-term sponsor.

The show was immediately profitable—for the several unemployed telephone operators who were hurriedly drafted to handle calls, for the suddenly-discovered multitude of dogless dog-lovers who were provided with pets, for the dogs that were repressed at the eleventh hour, for the sponsor who noted a flurry of demand for Calo dog food, and for Mr. Wright who began a new and more remunerative business career as a promotion and advertising man.

He now heads the Frank Wright National Corp., with offices in San Francisco and Los Angeles, and handles Calo advertising.

After a year, the Calo Pet Exchange moved from KWBR Oakland to KFRC San Francisco, and then to KRON through December 1951. It then became a television feature on KGO-TV San Francisco. Meanwhile, it had been started in 1948 on KTTV (TV) Los Angeles. It now is also broadcast on KGBM Honolulu, and a somewhat similar show, Animal Fair, is on WBZ-TV Boston. All of these are sponsored by Calo.

Mr. Wright, himself presides over the San Francisco and Los Angeles television productions, traveling by train between the engagements in a drawing room regularly reserved for him and a companion, which, not unexpectedly, is a dog—Calo Jr., a personable mongrel that also appears on the shows.

The programs open with an introduction: “And here is Frank Wright, the dog’s best friend.” Mr. Wright then pleads with listeners who may be bent on canicide not to destroy their pets but to give him a chance to dispose of them less drastically. Those who are swayed by his argument join the supply list which Mr. Wright’s 10 assistants perpetually try to match with the list of demands.

Traffic Jam

Mr. Wright learned long ago not to disclose on the air where an available animal is actually located. On an early broadcast he spokemovingly about a stray German Shepherd pup in custody at San Francisco police station. Traffic patrols had to be called to clear the congestion from the precinct.

In the 16 years of the Calo Pet Exchange, Mr. Wright estimates that a quarter of a million displaced dogs and cats have been relocated in new homes. Occasionally, other species of pets have been satisfactorily exchanged, though some would have seemed to challenge even Mr. Wright’s resourcefulness.

Once a man telephoned the program in obvious distress to report he owned two alligators that were breaking up his home. Although he was fond of them, his wife objected violently, on both ethical and sanitary grounds, to his keeping them in the bathtub. It was no trick at all for Mr. Wright to find a listener with a fenced pond and an affection for reptiles.
“Camera work on the Waring Show is... art photography”  
JOHN CROSBY

and the cameras are GPL

Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television “pure television.” Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

“The pictures move... are a combination of light and shadow, of form and substance that catch and hold the eye.”

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

“The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies.”

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with automatic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows... GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for modern television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

For full details, write, wire or phone

General Precision Laboratory

Incorporated

Pleasantville New York

Export Department: 13 East 40th St., New York City
Cable address: Prelab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

NEW STATION OPERATORS:
Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.
When an advertiser buys into a "Feature Foods" show on any of these three radio stations, he gets a valuable merchandising plus. Cooperating stores push his products with special displays and promotion.

**merchandising with meaning: the story of feature foods**

MERCHANTISING undoubtedly is radio's most bandied-about word in these days of TV popularity. Like the meaning of gimmick, a term the word seems to have superseded in the most-frequent-usage poll, the meaning of merchandising is a wispy and elusive thing known only to the individual currently saying it.

A Chicago man, however, seems to have added up all the possible meanings of merchandising, subtracted those inept and meaningless, and arrived at a total preceded by large dollar signs for advertisers and stations alike. He is Lyman Weld, president of Feature Radio Inc. and a veteran specialist in merchandising via an advertising agency.

Mr. Weld and the late Paul Faust, officers of Mitchell-Faust agency in Chicago from 1920 to 1950, developed, discarded and disinterred various food merchandising subterfuges over the years, finalizing their efforts in the success, Feature Foods, on WLS Chicago in 1934.

In 1950 when the agency was disbanded, the formulas developed on Feature Foods in almost two decades were trimmed to meet current competitive conditions and trends in food marketing, sale and consumption. They then were adapted to two additional markets, Philadelphia (KYW) and Des Moines (WHO), as a full-time service, Feature Radio Inc.

**Results Guaranteed**

Last year, Feature Radio Inc. and Mr. Weld again streamlined the sales and merchandising formats of the homemaker's feature in all three areas, coming up with a guaranteed-results plan for manufacturers of various consumer food and household products.

Clients participating in any of the Feature Radio homemaking shows on WLS, KYW or WHO now receive the following: Reports on personal merchandising calls made by Feature Radio employees in the largest and highest-volume independent stores in each area; personal checks in corporate chain stores with data on their and the competition's exposure and distribution; monthly personal demonstrations of the radio-advertised product at the point-of-sale (with sampling and couponing) and special displays of the product within the stores in the advertising-marketing area.

A canner of tuna fish, for example, who buys the minimum 13-week contract on WLS Chicago, in addition to the regular listening audience and station promotion, advertising and publicity, is guaranteed merchandising calls in 600 large (five or more employees) and medium (three to four full-time workers) grocery stores, along with personal visits to 60 VIS (very important stores) averaging $750,000 annual sales volume each and handling 5% of the total food store volume in metropolitan Chicago (50-mile radius).

The advertiser also is guaranteed a one-week display in each of these 60 grade-A stores during his 13 weeks of sponsorship; participation in 35 Bargain Bar store promotions; demonstration, sampling or couponing in 13 Bargain Bar promotions; monthly merchandising reports outlining distribution of his product, exposure, rate of sale and special comments by the Feature Radio representative; personal checks on 100 corporate chain stores showing distribution and exposure.

This same pattern is used in the Des Moines and Philadelphia areas, where "the biggest, best and largest traffic stores" are surveyed. Average annual volume of each of the 64 top stores in Philadelphia is $650,000, and of the 54 stores in Iowa, $600,000. And these figures, Mr. Weld says, are conservative. In Iowa the stores are located in 12 counties and annually handle 24.2% of all food business in those counties.

The personal checks are conducted only in and with the cooperation of (on contract) the voluntary chains or cooperatives, nominally the independents, as contrasted with the corporate chains, such as Kroger...

---

**By Jane Pinkerton**
WCCO-TV has what it takes...

...studios—equipment—personnel—to do imaginative and good production

When you consider spot Television for the rich Minneapolis-St. Paul market you are unhampered by production limitations.

WCCO-TV has two fully equipped studios, exceptionally flexible mobile equipment, and the personnel to carry through your ideas. Twenty-eight people in production alone ... men with as high as thirty years in television and show production...a selling-minded staff that works well with your client's Twin City district sales office!

Equipment, experienced personnel, and imaginative production...combine here to make spot television more effective and profitable!
magne cord's new one-case portable professional tape recorder

Easiest to Handle — At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remote. The Voyager has been thoroughly field tested and it's been rated the best of travelers. Lighten your remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.

Professional Quality — Frequency response with tape is ±2db from 50 to 15,000 cycles per sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.

A Natural For Advertising Agencies — The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magne cord, Inc.
Dept. B-1, 225 W. Ohio St., Chicago 10, III.
Maurer
16mm
AT WORK FOR
THE JAPANESE
GOVERNMENT!

Ian Mutsu, president of the
International Motion Picture
Company, Tokyo, makes films
for the Japanese Government... and
for United Press-Movietone TV
Newsreel. What camera? The
Maurer "16," of course. "Thoroughly
satisfied," says Mr. Mutsu... as
all the world's top professionals
say of the Maurer "16"... because it
meets so many varied needs, gives
top performance under all conditions
of light, temperature and humidity.

THE 16mm. SOUND-ON-FILM RECORDING SYSTEM
combines the highest fidelity in 16mm. recording
practice with wide flexibility and extreme simplicity
of operation.

THE MAURER 16mm., designed specifically
for professional use, equipped with pre-
cision high-power focusing and view-finder.
Standard equipment includes: 220° dis-
solving shutter, automatic fade control,
view-finder, sunshade and filter holder, one
400-foot gear-driven film magazine, a 60-
cycle 115-volt synchronous motor, one
8-frame handcrank, power cable and a
lightweight carrying case.

THE MODEL F PRIME RECORDING OPTICAL
SYSTEM AND GALVANOMETER. A complete
light modulating unit for recording sound
photographically upon standard film, re-
quires no special servicing or spare parts
(other than recording lamp).

Maurer means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

CABLE ADDRESS: JAMAUER

Broadcasting • Telecasting

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straightened in 92 stores and the exposure improved in 91. Distribution was reported in three super markets in that particular city, but two of the three had a temporarily-out-of-stock condition. Exposure, as contrasted with a competitive product, was checked there also. The reports always detail the names and addresses of stores visited on merchandising checks, for special displays and for Bargain Bar demonstrations.

Because of the intense competition in the food field, Feature Radio cannot release brand names and specific sales increases to point up its successful blending of merchandising and radio.

Distribution Gains

However, when a small New York seafood firm wanted to gain distribution in Philadelphia, where it had only 5%, it bought a small participating schedule there and now has between 35% and 40% distribution in the better stores, and is cracking the chain stores against established competition. And, despite the lack of freezer space to house its product, the firm reports trebled and quadrupled sales.

Several clients have been with Feature Radio on a firm 52-week yearly basis for as many as 10 years in Chicago, and for two years since the program's inception in the other two markets. Rap-in-Wax wax paper, which never has used any advertising but Feature Foods on WLS in Chicago, continues to be one of the best sellers in the market. Sales reports are especially gratifying because the paper for many years cost two cents more per roll than any sold by competitors, who used much heavier advertising campaigns. One mayonnaise maker said his sales rose 37% in a one month period.

In each of the three cities, a "believable" and understanding woman handles the radio show and integrates commercials according to her own style. In Chicago, the program is Feature Foods and the homemaker is Martha Crane, featured on the show 18 years.

At KYW in Philadelphia, the program is Anne Lee's Notebook. Miss Lee appears with Jack Pyle, disc m.c. She also was associated with the similar show at WLS for many years.

Stations Own Shows

In Des Moines at WHO, the daily Iowa Feature Fare is handled by Betty Brady, who originates the show with Duane Ellett, announcer, and Bill Austin, pianist, at the Hotel Savery. In all cases, the station owns the show and handles the sales, in cooperation with its representative, and Feature Radio supplies only the merchandising part of the package.

Mr. Weld, who continues to be delighted at the sales successes of his clients (an ice cream topping went up 700% in one week in Iowa), has instigated a similar package among druggists on KYW and WBBZ Boston. Food and drug merchandising, in the "side show" during Mr. Weld's years in the agency business, is now the "main tent."

Advertisers who have crowded into the main tent with Feature Radio include Nabisco, Cocoa Wheats, Nestle's chocolate, Nutrena dog food, Ball jars, Fleischmann's yeast, Jello, Creamettes, Best Foods, Pillsbury Mills and Peter Pan peanut butter.

Services for these, and other clients have gone beyond "the call of duty." An example of this is outlined in a letter sent to Mary Amsberry, when she worked in the Omaha market at WOW, by H. K. Jansen, head of the household soap division of Armour & Co. there.

"We have checked your report that you were so willing to make up for us on the potential market of a giant-size package of detergent. We find that your accuracy is almost unbelievable, and it has been a great help to me in selling our own people on the idea of making a giant-size package of Ar-

GETTING THE EDGE ON COMPETITORS

One merchandising device used by Feature Radio Inc. for its radio clients is the shelf-extender. In the illustration above, Presto cake flour, on the extended shelf, is more apt to attract the eyes of roving customers than rival flours displayed to the rear on regular shelves. Extender is used one week in four by the merchandising group, remaining three by the store for its own purposes. Sales after use of the extender rose in Des Moines 497% for a Pillsbury product, 450% for Hoffman Dressing (sauce) and 484% for Hunt's canned pears.

With your figures, we are definitely in the process now of making a giant-size package of Armour Suds. I know this information was not in line with what we asked you to do for us, and this makes it doubly appreciated."

R. J. Burmeister of the Good Luck margarine account group at BBDO, New York, wrote Mary Doyle, the merchandising coordinator at KYW Philadelphia: "There is no station doing a more outstanding merchandising job than KYW. Far too many stations fail to realize the effect that this type of response has upon the advertiser." He termed one of the monthly reports on the project "an excellent and very valuable study."

R. L. Harris, advertising manager of the American Chicle Co., Long Island City (Chiclets), commended Miss Doyle and KYW, saying, "We cannot recall a single similar instance when we have received such outstanding promotional support from a radio station carrying our advertising."

Page 92 • January 19, 1953
THREE NEW, ADVANCED PIECES OF TV PROJECTION ROOM EQUIPMENT ANNOUNCED BY G-E ENGINEERS

Automatic Gain Control Amplifier, two new mirror change-over models, and versatile, improved slide-projector are now available to all television stations.

ENGINEERS at G.E.'s Electronics Park have announced the completion and the availability of three new, advanced pieces of television projection room equipment.

The first piece is an Automatic Gain Control Amplifier that will work with any station's film camera channel. The black and white stretchers in this Amplifier make it possible to get the most out of variations in film densities. And once the adjustments are set the Amplifier automatically maintains the level of adjustment.

This simplifies a station's operation and in many cases it will not be necessary to have an operator constantly at the film monitor. The Amplifier is rack mounted, and was developed by G-E engineers Max Diehl and Jack Petrik.

Mirror Change-overs

These two new designs are also adaptable to all TV film projection rooms. The simple V-type design has a provision for mounting a 2" x 2" projector that projects over the First-Surfaced mirrors into the film camera channel. This model costs $225 and allows three inputs to the channel.

The three mirror change-over design allows four inputs. Two are for film projectors. The others are for a 3" x 4" projector and a 2" x 2" projector. The features of this three mirror change-over include First-Surfaced (precision ground) mirrors, aluminum surfaced and vapor-hardened coated mirrors, and multiple adjustments in horizontal and vertical planes. The mirror change-over design costs $750 and has a leveling type platform on a heavy pedestal which can be bolted securely to the floor. It was developed cooperatively by G-E engineer Ed Lederer and Bausch & Lomb, Optical Co.

New TV Slide Projector

General Electric's new TV Slide Projector is a dual projector with a single optical system to eliminate keystoning. It has Variac and mechanical controls for fading and lapping from one picture to another. Opaques and transparencies can be used and the Projector has extra high light intensities.

The extreme versatility of this advanced Slide Projector is derived from the many pieces of accessories that go with it. They include a 2" x 2" slide projector, a single Selectro-Slide, a single slide carrier, a 4 slide rotary head, a roll-through script carriage and a time news tape carriage. Convenient storage space is also included.

Engineer Ed Lederer worked with Bausch & Lomb in the development of this piece of equipment, too. Contact G-E sales reps for detailed information on this projection room equipment.

General Electric says: "Before you buy any TV equipment—check a station using G-E units."

Glenn E. Webster

Glenn E. Webster, G-E district sales manager for broadcast equipment, has his headquarters in the Merchandise Mart, Chicago. He handles G-E broadcast equipment sales in North Dakota, South Dakota, Minnesota, Iowa, Wisconsin, and parts of Illinois and Indiana.

A veteran of 23 years in the electronics industry, Webster served 14 years with NBC as a studio and master control engineer. He served in various engineering and sales positions with other radio manufacturers, and for a time headed the Webster Engineering Company at Cedar Rapids, Iowa.

A native of Trescott, Kansas, Webster was graduated from Kansas State College in 1929 with an engineering degree.

Attention!

TV questions answered!

Television station owners, managers and engineers are invited by the General Electric Broadcast Equipment Section to submit questions on technical problems they have encountered in local TV station operations.

The questions will be answered by highly skilled and experienced G-E engineers and sales representatives as a part of G-E's continuing field service.

Questions and answers which are felt to be of wide interest in the broadcasting field will be reprinted in the Telequipment News series during 1953. Send your questions to Section 213-19-TN, General Electric Co., Electronics Park, Syracuse, N. Y.
WHEN President-elect Dwight D. Eisenhower is sworn in on the steps of the Capitol tomorrow (Tuesday), the Chesapeake & Potomac Telephone Co. will have two mobile microwave relay trucks in operation—to bounce TV signals from pick-up points to the telephone company's central office where they will be fed to the watching nation.

And as the inaugural parade wends its way up historic Pennsylvania Ave. the TV transmitters-on-wheels will be driven to new places along the line of march to serve as funnels for the lenses of TV cameras flashing the gala scene to the American people all over the country.

Mobile microwave pickup trucks are not entirely new for the Bell System's affiliated companies. But it has been only in the last year that TV service has become so important that relay stations on wheels have become a necessity. As of today, there are 11 such mobile units in the Bell System empire. More are on order and undoubtedly will go into operation during 1953.

Heretofore, the local telephone companies took care of TV stations' orders through existing local cable circuits. Where the pickup was from a site not connected, the telephone companies set up temporary receiving dishes and low-powered transmitters to feed the picture image to the nearest telephone facility.

'Bounce' the Signal

In many cases, local TV stations beamed the signal picked up by their cameras directly to the transmitter site. Where it was necessary to 'bounce' the signal more than once, the stations came more and more to rely on AT&T companies.

Mobile trucks, built to specification, with tell-tale "dishes" atop their roofs, are ready to ride in many TV cities.

The two trucks in Washington are an example. One is a regular telephone truck modified by C&P engineers to function as a mobile TV relay station. It has been in operation for a year. The second, ordered from International Harvester Co., was modified by a body contractor to add a roof platform, relay racks and various interior fittings. It went into operation several months ago.

The first mobile unit has been used on several occasions. It was used at the National Airport to pick up the arrival of President-elect Eisenhower on his visit to the White House to confer with President Truman.

It also has been used to transmit football games from U. of Maryland and from the Marine Base in Quantico, Va.

New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

During an Ed Murrow See It Now show on CBS-TV, a mobile truck at Port Jefferson was used to pick up video signals from a submarine lying off Long Island. These were then relayed to the Empire State Bldg. in New York City.

In one instance, New York Bell sent a mobile unit up to New York Gov. Thomas Dewey's home in Pawling, N. Y. The signal was picked up and relayed to the AT&T Long Lines' Birch Hill relay station of the New York-Boston microwave system.

Pacific Telephone & Telegraph Co., which has three mobile units, bounced Bob Hope around quite a bit when the comedian put on a regular show from the flight deck of the U.S.S. Boxer as it was returning from Korean waters. Signals from the Boxer were aimed at Soledad Peak, San Diego, 10 miles away.

Marine Base in Quantico, Va.

New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

When an earthquake hit Bakersfield, Calif., last August, the Pacific company set up a mobile relay system originating on the roof of a department store in Bakersfield with a second hop to Tehachapi Mt. and a third hop Oat Mt. From Oat Mt. the video signals were shot to the telephone company's Grand Ave. building in Los Angeles.

Five Link System

Earlier when a temblor leveled the little mountain town of Tehachapi, the Pacific company set up a five-link system operating from the railroad station in the still rocking area. Signals went from Tehachapi to Mt. Hall (near Mojave), to Mt. Liebra thence to Mt. Wilson and into Hollywood.

Illinois Bell, which has a single truck, found it indispensable when President Truman arrived at the Chicago airport during the Democratic convention this summer. He normally would have been televised on the air strip, with the signals going directly to the CAA Bldg., where an existing loop would have been utilized to feed the images to the central office. However, a new hanger had been constructed which cut off the line-of-sight from the air strip to the CAA Bldg. The mobile unit was rushed in to form a two-hop relay system to get the signals to the CAA Bldg.

Indiana Bell, with two mobile units, has found them a definite requirement for State Fair pickups, Indianapolis Speedway coverage, high school basketball tournaments and for other routine jobs.
Byer Brothers’ Six Years
With the Right Medium

Whether his store is large or small, the local retailer is finding through experience that radio’s selling power outstrips the printed media’s efforts.

BYER BROTHERS, Sandusky, Ohio opened their doors for business in the men’s clothing field six years ago in March.

They started testing their success as a radio advertiser in December, 1947 when WLEC began operations. They have gradually reduced their newspaper advertising since then and now use a bare minimum of space in the local paper. Sixty-seven per cent of their advertising budget is spent on radio. The program is fifteen minutes of local news at 12:30 p.m. three times weekly. The same time and program has been maintained for five years.

In spite of being plagued by shortages following the war and lack of brand names for some length of time, Byer Brothers has been able to build its business to the point where they now sell brand name franchised lines such as, Fashion Park and Michael Stern suits, Manhattan shirts, etc., in addition to Alpagora topcoats, MacGregor shirts, Bates and Freeman shoes.

Yearly Sales Rise

They have shown a steady yearly increase in business even though they have competition from six other men’s stores, a department store and chain stores, in a city of less than 30,000 population.

Perhaps their best promotion is a radio exclusive. A “baby tie” is presented to every proud father whenever his new born is reported on the local news program. This is a maroon tie saying “It’s a Boy” or “It’s a Girl”. Byer Brothers purchases these ties in 24-dozen quantities.

David Byer and his brother, Marvin, operate the business with guidance from their father, Joseph Byer.

Byer Brothers give radio a large measure of credit for their success and acceptance in the community. They are unhappy about only one thing. At one time they dropped two days of their original news program and have been unable to get it back. The sponsor who picked it up will not part with it now.

Consistently Renewed

Incidentally, Byer Brothers is one of WLEC’s original accounts of five years standing. An interesting sidelight is, that the station has batted one hundred per cent on renewals from their original clients, all of whom have signed their sixth continuous contract.

WLEC operates on 1450 kc with 25 w. It is licensed to the Lake Erie Broadcasting Company. Jay E. Wagner is president and general manager.

KONA (TV) Chinese Show

KONA (TV) Honolulu schedule Jan. 11 included the initial airing of The Chinese Hour. Station claims it is the first all-Chinese video show in Hawaii and believes it to be the first such anywhere. Directed and produced by Franklin C. Tong, the first show featured a Hawaiian Chinese newsreel, local Chinese Chamber of Commerce inaugural dinner and an INS world-wide newsreel narrated in Chinese by Mary Ching.

State Furniture Co., Davenport and Muscatine, Iowa, has had a one-half hour program on WOC-TV each week since November, 1950. From the first program, television has paid-off for State. It’s still paying off . . . for example, on their “live” amateur show, Nov. 14 and 21 of 1952, they advertised their line of sewing machines. During 17-day period, they sold 142 machines, average retail price, $60.00. TOTAL SALES, $8,520.00. (Other items were advertised on these same programs; they also did well.)

Schlegel Drug—a local chain serving the Quint-Cities advertised three different toys on each of their one-minute announcements during early December. From one of these announcements (actually only one-third of an announcement), they sold 72 toy fire trucks at $3.59 each. $244.08 IN SALES ON THIS SINGLE ITEM. Yet they were unhappy. Reason? Simply because 72 were all of these fire trucks they had in stock. Could have sold two times 72 from that one announcement (pardon us, one-third announcement), they claim.

Yes, WOC-TV Sells . . . get the facts from your nearest P & F office . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

January 19, 1953 • Page 95
LEGISLATURE BROADCASTS
NEW program presenting a pro and con discussion of bills, hearings and laws which are pending has been conceived by Ken Miller, KVOO Tulsa news director, for broadcast every Friday evening. Oklahoma Legislature consists of live commentary and on-the-spot recordings of legislators at Oklahoma City, state capitol. Show attempts to inform listeners far enough in advance of what is pending, that they may voice opinions on the issues.

STATION-SPONSOR HARMONY
"WEIGHTS and Measurements" cards are being offered to viewers of Margaret's Kitchen on WNBW (TV) Washington by the Washington Gas Light Co., in that city. Firm sponsors several spots on the series. Station passes on this information as what it considers a good example of station-sponsor cooperation. WNBW is paying the printing bills for the cards while the gas company assumes the cost of mailing.

HAZEL BISHOP BROCHURE
SUCCESS in the use of two daytime NBC radio serials by Hazel Bishop Inc. is cited in a brochure distributed by the network. Aiming at a women's audience, Hazel Bishop, through the Raymond Spector Co., sponsored Lorenzo Jones three days a week plus Inside News From Hollywood five times a week. Last August, NBC reported, an offer of a 10-cent trial package of Hazel Bishop Complexion Glow brought in more than 100,000 dimes within the first four days the announcement was on the air.

OFFICIALS ANSWER QUESTIONS
PROGRAM series called On the Spot was launched by WROL Knoxville on Jan. 9 with Knoxville Mayor George Dempster as the program's first guest. Each week, a public official will be heard on the broadcast answering the questions which listeners will phone in during the broadcast.

APPEAL BRINGS RESULTS
SUCCESS story backing up claims of the power of radio is being told by WLIB New York. Windham Children's Service there had 40 Negro children who needed homes. Station agreed to help place the children. WLIB set up "Operation Foster Home" in its daily Negro block, within three days, 209 valid requests were received for children.

FARM SHOW COVERAGE
TOP events of the annual Pennsylvania State Farm Show at Harrisburg, Jan. 12-16 were broadcast each day by KDKA Pittsburgh on the station's Farm Hour show. Homer Martz, station's agricultural director, handled the broadcasts. Broadcasts were taped at a special Westinghouse Radio Stations Inc. display booth on the main exhibit floor which was shared by KYW Philadelphia. Both stations are Westinghouse outlets.

NEW PROGRAM SCHEDULE
PUBLICATION of the "West's most complete program schedule" was announced last week by KSFO San Francisco. The six-page folded program, in addition to program listings, includes a coverage map of the KSFO signal radius, pictures of station personalities and rate information. Station's art department designed the lay-out. Copy on the cover stresses that on KSFO "evening listening is up while evening rates are down since the advent of television in the bay area."

TEXAS NETWORK SERIES
SERIES of five-minute news broadcasts five days per week over 16 stations of the Texas State Network has been started by Wally Blanton, Texas networker and announcer. Sponsor of the program, to be aired for 52 weeks, is Nob Hill Coffee.

NEWS BULLETIN PROMOTION
DAILY distribution of news bulletins to nine Washington hotels is being used by WMAL Washington to promote its radio and television newscasts and sports shows. Biggest news headlines of the day are printed on the bottom of table tents which are placed on luncheon tables in the hotel dining rooms. Top side of the tent promotes the programs aired by Bryson Rash, Joe Campbell, Bill Malone and Jim Gibbons.

PLAYSKOOL TESTS TELEVISION
PLAYSKOOL Mfg. Co., N. Y., makers of Lincoln logs and toy blocks, will start a test campaign when it sponsors Frontier Playhouse, 10-30-11 a.m. Saturdays on WCAU-TV Philadelphia, effective Jan. 24. The show is em...
From where I sit
by Joe Marsh

"Biff" Falls for
His Own Story

Biff Morgan's four-year-old daughter Rusty is something of a night owl. Stays awake way past her bedtime.

Every night Mrs. Morgan complained about how hard it was to get Rusty to sleep. Finally Biff decided to handle the situation. "Anyone can get a kid to sleep—takes a little patience! Here, hand me her storybook."

He grabs the book and goes into Rusty's room. About an hour later Rusty comes padding out in pajamas and hands her mother the book. "Read it quietly," she whispers, "so we don't wake Daddy."

From where I sit, I'll bet Biff won't be so quick to be a "child-care specialist" the next time. If we could just resist being such "know it alls," our neighbors would be better off. Take those who would deny me a glass of beer with my supper—well, I might not care for the buttermilk they like. We all ought to realize that we all have different abilities and different preferences, too.

Copyright, 1953, United States Brewers Foundation
PROGRAMS & PROMOTION

bill, long-standing official program of the New York legitimate theatre, has signed a reciprocal promotion agreement in which each organization will promote the activities of the other. In a campaign "designed to stimulate interest in the two entertainment fields," WNBC-WNBT will carry a series of spot announcements featuring stars of current Broadway hit plays and revues. In return, The Playbill will run a full-page ad each week promoting programs heard and seen on NBC's key eastern outlets.

ROTARY TO SEE WTVJ (TV)

MIAMI Rotary Club has accepted an invitation extended by WTVJ (TV) Miami to hold its Jan. 22 meeting at the station. Meeting, station hopes, will acquaint club members with facilities at WTVJ. Station executives will be hosts at a luncheon and a tour of WTVJ will follow.

LOCAL HAWAIIAN NEWS

FIRST regularly-scheduled TV newsreel covering strictly local events in the Hawaiian Islands was launched Jan. 11 on KONA-TV Honolulu. Return of a number of Hawaii veterans to the Islands from Korea was one of a number of subjects covered on the first in a planned series of weekly quarter-hour telecasts.

PROGRAMS ON ISRAEL

FIRST of two programs on Israel, arranged by the Zionist Organization of America, was broadcast on WDRC Hartford on Jan. 11. Second show was aired on Jan. 18. Programs were entitled "A World to Build" and were placed on the station by the Hartford chapter of ZOA.

MAIL RECORD CLAIMS

NEW TV show on WDTV (TV) Pittsburgh, starring Bill Cullen and titled "Professor Yes 'n' No" is headed for an all-time mail response record, station feels. Show was first televised Jan. 4 and during the week following, 8,000 letters were sent in by viewers. Second show brought 5,000 letters. Sponsored by Crosley appliance dealers, the show has a viewers participation format. Because of the favorable public reaction, producer Alan Trench is lining up a number of stations for the weekly film program.

KFAB’s ‘Big Mike’

NEW trademark of KFAB Omaha, 50 kw CBS outlet, was introduced to the broadcasting industry last week. Harry Burke, general manager, said that the trade paper introductory campaign is being augmented by direct mail and other special promotions. Present plans also call for a special "Big Mike" radio program with accent on merchandising, Mr. Burke added.

PROFESSIONAL SERVICES

William L. Foss, Electronics Pioneer

FUNERAL services were held in Washington, D. C., Wednesday for William L. Foss, 60, pioneer electronics engineer, who died suddenly the previous Sunday after a heart attack. Many persons prominent in the electronics field paid tribute to his industry achievements.

Mr. Foss started his electronics career over three decades ago in Maine, his native state, after being graduated from American U., Washington, D. C., with an L. L. B. degree. From 1912 to 1917 he served as an electrician for Maine Central Railroad and General Electric Co. He served in World War I entering with the National Guard.

Post-war affiliations included Federal Telephone & Telegraph Co. and the Rines stations in New England. He was credited with construction of seven transmitters for the station group. In 1928 he set up a consulting practice in Washington, including broadcast, police and other systems.

During World War II Mr. Foss was consultant for the Signal Corps and Air Force, specializing in radar warning and defense techniques. After the war he set up an agency within the surplus property organization to dispose of electronics gear. After 1946 he operated as an electronics consultant.

Last summer he became a principal in the newly formed telecommunications firm, William J. Scripps Assoc.

Surviving are his wife, Lita S. Foss, and two children.

Mr. Foss was a member of Institute of Radio Engineers, Society of Motion Picture & Television Engineers, Engineers Club of Federal Communications Consulting Engineers, Engineers Club of Washington and Radio Pioneers.

Copyright Lectures

SECOND series of lectures by the Copyright Institute has been announced. It will be held at the U. S. Court House, New York, each Monday evening, starting today and continuing through March 9, according to Theodore R. Kupferman of NBC’s legal staff, chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut. Lectures have been scheduled on "Protective Societies for Authors and Creators" on Jan. 26 and on "Problems of Advertisers and Advertising Agencies," Feb. 2.

Kirby Consultant on Film

LIFE story of Glenn Miller, radio personality and orchestra leader killed in Europe in World War II, will be made into a movie by Universal-International Pictures Inc. Consultant for the film will be Col. E. M. Kirby, chief of the Radio-TV Branch of the Army Dept.’s Office of the Chief of Information. Col. Kirby was a friend of the late Mr. Miller.

Published figures issued by Southern Bell Telephone Company show that the Miami district leads the South in the number of telephones in use...both New Orleans and Atlanta now trail Miami!

And, for more than a quarter of a century, WIOD has served this fast-growing market well...keeping pace with “big town” demands. Your Hollingbery man will gladly bring you up-to-date on the whys and whereabouts in a big way! Give him a ring!

Just Call Me Up Sometime Y

Established January 18, 1926

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC
National Rep., George F. Hollingbery Co.
Advertisers

Lawrence W. Bruff, advertising manager, Liggett & Myers Tobacco Co., elected to firm’s board.

Ray Weber, administrative assistant to advertising manager, Swift & Co., Chicago, appointed manager of department.

Louis E. Wheeler, sales administrator, Joseph Schlitz Brewing Co., Milwaukee, to Blatz Brewing Co., same city, as assistant to president and chairman of plans board.

Neil H. McElroy, president, Procter & Gamble, Cincinnati, elected director of Chrysler Corp.

Neil H. McElroy, president, Procter & Gamble, Cincinnati, elected director of Chrysler Corp.

R. Bruce Wightman appointed general sales manager and Alvin F. Griesedieck Jr. named advertising manager, Falstaff Brewing Corp., St. Louis.

Darwin W. Heath, marketing research director, John Falkner Arndt & Co., Phila., to Morrisville Mills there as advertising and sales promotion manager.

Frank W. Grey, L. A. sales and advertising consultant, to Mission Dry Corp., that city (Mission Orange and other bottled fruit beverages), as vice president in charge of sales promotion and advertising.

Agencies

Byron Bonnheim, account executive, Weiss & Geller, Chicago, elected vice president.


A. V. B. Geoghegan, vice president in charge of media relations of Young & Rubicam, N. Y., named co-chairman of plans board, replacing C. L. Whittier who has retired.

Channing Barlow, vice president, Wilson, Haight & Welch, N. Y., to Marshalk & Pratt, N. Y., as account representative.

H. Ellis Saxton, owner of The Saxton Agency, Milwaukee, serving as head of publicity and advertising committee of bi-annual Boy Scout Circus planned for April at Milwaukee Arena.

Louis J. Carow Jr., account executive, Bozell & Jacobs, Chicago, elected a vice president.

Walter A. Tibbals Jr., BBDO, N. Y., transfers to agency's Hollywood office as supervisor of radio-TV production.


Gault Davis, national food processing sales manager, International Minerals & Chemical Corp., Chicago, to Rhoades & Davis, S. F., as vice president in charge of client relations.

John Alden to Krupnick & Assoc., Inc., St. Louis, as account executive. Other additions to agency staff are: Robert C. Bullen, creative consultant; Lee Cavanagh, public relations director, and Harry Lindemann, art director, replacing Robert L. Miller who transfers to agency's account executive staff.

Robert M. Light, radio-TV director, Abbott Kimball Co., L. A., has resigned. Future plans will be announced.


Floyd Fliet, manager, J. Walter Thompson Co., Seattle, to The Burke Co., Seattle, effective Feb. 2. JWT office there will close Jan. 30.

Edward P. Holland to Lewis & Gilman Inc., Phila., as associate art director.

Howard C. Imhoff Jr. appointed art director, Doremus & Co., N. Y.


J. Allan Hovey, Grey & Rogers, Phila., to Doremus-Ehleman Co., same city, as copy chief.

Dee Tozer, Sunset magazine, Menlo Park, Calif., to Guy-Lee Adv., Palo Alto, as production manager and account executive.

Warl Archer Adv., Memphis, Tenn., relocates at 1903 Sterick Bldg., same city.

Irwin Co., Beverly Hills, opens L. A. office at 4068 Crenshaw Blvd. Frank Warren, account executive, will be in charge. Telephone is Axminster 7146.

Russ Young, timebuyer, Young & Rubicam, N. Y., father of boy, Jan. 2.

Stations

Joseph Goodfellow, eastern sales manager, NBC Spot Sales, N. Y., to WFCO-AM-FM and WNBW (TV) Washington, as director of sales.

Ray F. McCarthy resigns from sales staff of KMOX St. Louis.

Craig Maude, formerly partner in Maudeley-Miller Adv. Agency, Hollywood, and R. W. Clark, manager of NBC-TV technical operations, that city, to KONA-TV Honolulu, as director of national sales and engineering, respectively.

Fred Malz, salesman, KTFI Twin Falls, Idaho, appointed regional sales manager, KLIX same city.


Milton Chapman, assistant local sales manager, WABI Bangor, Me., promoted to local sales manager there. Robert C. McCusland to station as account executive.

Bernard Barth, assistant director of TV, WLWT

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YOUR CHAIN-BREAK'S STRONGEST LINK--

Spot your chain-breaks where heard by a billion-dollar market.

WBNS reaches Central Ohio's rich, 24-county area with 1 1/4 million folks. WBNS holds listeners with top CBS programming plus popular local shows, which make up the 20 top-rated programs. Your spot announcements are heard on WBNS radio!

ASK JOHN BLAIR

COLUMBUS, OHIO

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Economical and efficient medium for covering the mass market.

FOR SALES RESULTS USE KGW

A coffee account, using KGW, increased sales in this area 42 per cent.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

Mr. Advertiser!

IF
AND

You want a testing grounds for your merchandising

But

You want a socko station in a great testing market

Cleveland
WSRS
The Family Station

BEST BY TEST!!

Ask FORGE & Co. for the Complete Success Story!

PEOPLE

C. Merritt Trott appointed assistant sales manager, WBAL-TV Baltimore. William Mason added to station’s sales staff.

William P. Robinson, vice president in charge of programming, WLW Cincinnati, re-elected to board of directors of Sal-Fayne Corp., Dayton.

Klaus Landsberg, general manager, KTLA (TV) Hollywood, received Benjamin Franklin Medallion at 4th Annual Graphic Arts Banquet in L. A., Jan. 17. Printing industries award, first to go to a L. A. citizen, is given to “outstanding citizen in a city who best exemplifies the out-of-spirit and thinking of Benjamin Franklin.”

John Dene, general manager, WICH Norwich, Conn., elected president of Exchange Club there.

Frank C. McIntyre, vice president-general manager, KLIX Twin Falls, Ida., elected first vice president, Twin Falls Council of Camp Fire Girls.

Colin M. Selph, president - general manager, KEYT-TV Santa Barbara, elected a director of city’s Chamber of Commerce for three-year term.

Joe Nory, engineer, WBBM Chicago, appointed chief engineer there. Eugene Euhanks, WBBM producer, elevated to program director there.

Floyd Nicholson appointed chief engineer at KWRO Coquille, Ore.

Carl E. Burton and Richard Stevenson Zian return to WTVJ (TV) Miami after release from military service as senior producer and producer-director, respectively.

Michael Joseph to WJEF Grand Rapids, Mich., as program director.

Chap Rollins, program director, KATY San Luis Obispo, Calif., appointed production manager, succeeded by Shirley Russell from KBCQ San Diego.

George Mulherin, Guy Gannett Pub. Co., to WABI-TV as photographer. Elmer C. Snow, station’s engineering staff, appointed supervisor of Copeland Hill transmitting plant.

Dave Fox, former program director, KEEP Twin Falls, Ida., to announcing staff, KLIX that city. Mary Lee Seidner appointed women’s director at latter station.

Jack Brickhouse, WGN-TV Chicago sportscaster, presented with special award from Cook County Council of American Legion for “pleasure he brought to hospitalized veterans during 1952.”

Johnny Grant, KMPC Hollywood disc m.c., cited by Junior Chamber of Commerce, that city, with Distinguished Service Award for USO trips with armed forces benefits.

Carl Goerch, political commentator and analyst, WPIT Raleigh, elected Reader of House of Representatives in North Carolina General Assembly.

Alvin Lavanaway, graduate of Northwest Broadcasting School, Portland, Ore., to KWRO Coquille, Ore., as announcer-operator. Other graduates and stations where they now are located are: Don Wickroy, KOOS Coos Bay; Fre Scham, KRUL Corvallis; Harry Lanz, KFPM Portland; Robert Griffith, KBLF Red Bluff, Calif.; Bill Baldwin, KWRO Coquille; Steve Montgomery, WALD Walterboro, S. C.; William Menlender, KOMW Omak, Wash.; Roger Bennett, KGEM Boise, Ida.; Forest Lovett, KNPT Newport, Ore.; Allen Parke, KMC McMinnville, Ore.; Bill Hofmann, KGON Oregon City.

Lillian Derbaum, copy chief at KTXT Tucson, named continuity director at WHJP Jacksonville, Fla.

Alpha Thwaites to WDRC-AM-FM Hartford, Conn., as assistant in bookkeeping department.

Ray Perkins, KFEL Denver, Colo., appointed state chairman of radio and disc jockey div., March of Dimes drive.

Wylelta Mounts to KGW Alliance, Neb., as woman broadcaster and traffic secretary.

Jack Bell to WICC-TV Bridgeport, Conn., on production staff.

Gene Law, production facilities department, KNBH (TV) Hollywood, promoted to floor manager.

Herman Hall, WCOR Greensboro, N. C., promoted to chief engineer there. Nell Fulton King returns to station to handle reception and continuity.

F. O. Carver, news director, WSJS Winston-Salem, N. C., elected president of city’s Kiwanis Club.

Jim Bannon, Hollywood radio announcer, to KNX that city in same capacity. He succeeds Clare Fields, who joins KCBS San Francisco.

Robert R. Roberts, KGW Portland, Ore., to announcing staff, WHBF Rock Island, Ill. Joe Grear appointed manager of film and props department, WHBF-TV.

John Galbraith, Hollywood freelance radio announcer-newscaster-actor, to KNX (TV) that city, as newscaster.

Bill Cardin promoted to director of news and special events, KOMA Oklahoma City, succeeding Bob Eastman, who enters private business. Ken Lowe added to station's news staff.

Wayne Harris, WCTM Roanoke Rapids, N. C., to WSRK Shelbyville, Ind., as production manager. Blake Fruin appointed farm director at latter station. Nicki Jordan, KXLA Pasadena, Calif., to WSRK as women’s director.

Jeanne Ruhling, musical director, WIND Chicago, to WMAL-AM-FM-TV Washington, D. C., as musical director.


Johnny Carson, star of KNXT (TV) Hollywood Carson’s Cellar, adds duties as m.c. on station’s Star Hostess Party.


Frank Grasso, 58, musical director, WFLA Tampa, Fla., died suddenly Jan. 11.

Nick Lawrence, 29, program director, WHPE-AM-FM High Point, N. C., died Jan. 8 after eight-month illness.

Jay Creeddon, disc jockey, WICE Providence, R. 1., was suffocated in fire at station, Jan. 3.

Bob Castellon, news editor, KSIG Crowley, La., father of boy, Jan. 7.

Bill Ellison, news director, WHBF Rock Island, Ill., father of boy, Stephen Robert, Dec. 30. John Schermerhorn, announcer there, and Louise Ann Hamilton were married Jan. 3. Jackie
BRONZE PLAQUE goes to Lee Rowitch (r), vice president and general manager of WTVI (TV) Miami, from C. W. Kistler, advisory board chairman of the South Florida Div., AAA, honoring the station's You May Be Next, auto driver education show, "for public service in traffic safety in 1952."

Tatman, WHBF-TV, and Ben Matthews were married Dec. 27.
Marion Pedlow, women's commentator, WPWA Chester, Pa., mother of girl.
Bob Lehman, director, KNX (TV) Hollywood Harry Owens Show, father of boy, Christopher Albam, Jan. 5.
Pat Turner, WICC Bridgeport, Conn., traffic manager, and Ernst Engelbrechts, announcer, WCAW Charleston, W. Va., have announced their engagement.
Norma Shealy, program librarian, WSU Columbus, Ga., and Jack Brock, salesman at WIST Charlotte, have announced their engagement.

Representatives
William G. Rambeau Co., N. Y., appointed national representative for WPFI Fayetteville, N. C.
Larry Coy, space salesman, Look magazine, Chicago, to Edward Petry & Co., that city, as TV salesman.

Networks
Robert H. White, New York sales staff of NBC, to network's Detroit office.
Otis Williams, Video Pictures Inc., N. Y., to WOR-TV New York's sales staff as account executive.
John J. Finley, sales staff, WBBM Chicago, to NBC same city, on radio spot sales staff.
Gene Dadan to advertising and sales promotion staff, ABC Chicago.
Sara Selby, actress on CBS Radio Junior Miss, assigned role in Warner Bros. feature film, "The System."
Marie Wilson, star of CBS-AM-TV My Friend Irma, named "the most glamorous career woman of the year," by Hollywood Business and Professional Women's Club.
Red Buttons, CBS-TV comedian, selected by Advertising Club of Baltimore as "outstanding television personality of 1952."
Nancy Craig, WIZ-TV New York commentator and personality, awarded scroll by John Lester, radio-TV columnist of the Newark (N. J.) Star-Ledger and the Newhouse Syndicate, acclaiming Miss Craig as "television's foremost good neighbor."
Robert Montgomery, actor and producer, awarded 1952 gold medal of International Benjamin Franklin Society for "courageous American citizenship in fighting against communist infiltration of the motion picture and radio fields."
Don Coyle, manager of ABC New York research department, father of girl, Deborah, Jan. 9.
Freeman Goosen, who portrays Amos on CBS Radio Amos 'n Andy, father of girl, Linda, Jan. 10.

Program Services
Bob Schultz, Frank Cooper Asssoci., to Jay Garon-Brooke Assoc. Inc., N. Y., as partner on development of radio-TV packages.
Hallmark Productions Inc., headed by Kroger Babb, has moved headquarters from Wilmington, Ohio, to 9100 Sunset Blvd., Hollywood. Telephone is Crestview 1-6000.
 Commodore Productions & Artists Inc., Hollywood, will move to 971 N. La Cienega Blvd., that city, in mid-February. Telephone is Hollywood 9-8229.
Robert M. Snader, vice president, Snader Teleproductions Corp., Beverly Hills, and Barbara Klowdian, story department, Revue Productions, Culver City, were married Dec. 28.

Equipment
Alter Scott elected vice president in charge of manufacturing for consumer products div., Motorola Inc., Chicago. John Silver promoted to vice president in charge of communications, electronics and operations.
Blair Faulds elected vice president of General Precision Lab. Inc., Pleasantville, N. Y.
Robert L. Anderson named manager of new market and research department, Admiral Corp., Chicago. Joseph R. Grauwe appointed assistant to advertising director at Admiral.
Floyd A. Hayhurst appointed staff assistant to Edward C. Tudor, president, I.D.E.A., Indianapolis.
Robert L. Shaw appointed district sales manager in Missouri, Kansas and Tennessee for radio-TV div., Sylvania Electric Products Inc.
Eugene C. White to tube dept., General Electric Co., Schenectady, N. Y., as industrial specialist to coordinate firm's policies for sales of industrial tubes to electronic equipment manufacturers.
Raymond V. Bulvid named radio sales manager and Thomas J. Nicholson appointed parts sales

Radio-Television
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SEND ENTRIES TO:
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TELECasting YEARBOOK
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Please wire your reservation today! Collect

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January 19, 1953 • Page 101
When Will TV Span Atlantic?—Not in ’53, Says Guy

HOPEs for live TV coverage in the U. S. of the coronation of Queen Elizabeth II of England were roused recently by James Fleming, news editor of the NBC-TV early morning news show Today, who predicted achievement of trans-Atlantic television as one of 10 big stories of 1953.

Those hopes were dashed, however, by Raymond Guy, NBC manager of radio and allocations engineering, who, in answer to a query from Broadcasting • Telecasting, indicated that NBC-TV’s coverage of the Coronation will be by film.

Describing the various possible ways by which trans-Atlantic transmission of TV signals might be accomplished, Mr. Guy said that the most obvious method is shortwave broadcasting. But with so many multipath impulses, pictures at the receiving end would not be satisfactory. Relaying TV signals across the ocean is another possibility, Mr. Guy said, but “it is quite a large project” and he doubted that the many attendant problems could be solved in 1953.

CBS-TV’s ‘Studio One’ Microwaved to Canada

First U. S. commercial program to be aired live in Canada is shown on CBLT (TV) and kinescoped for CBFT (TV).

FIRST American commercial TV network show to be aired live in Canada starts today (Monday) when Canadian Westinghouse brings in CBS-TV’s Studio One by microwave relay from Buffalo to CBLT (TV) Toronto.

Show will be recorded on kinescope at CBFT for presentation next Monday on CBFT (TV) Montreal. The fact that the show’s producer is 31-year-old Fletcher Markle, who started with CJOR Vancouver and then moved to Canadian Broadcasting Corp., Toronto, played no small part in the final decision of CBC to accept the show. Mr. Markle has been with CBS since 1946.

No other U. S. network show, live or sustaining, has been lined up as yet for the CBC TV stations. But agreements are firm with all U. S. networks on the percentage of station time rates to be paid the originating network.

CBC is negotiating with a number of Canadian advertisers whose parent companies have TV network programs which could be relayed to Toronto, and then by film to Montreal until the microwave relay between Toronto and Montreal is ready this spring.

Meanwhile there has been no new Canadian advertiser taking time on CBLT or CBFT. Advertisers apparently are marking time to see what program changes CBC will make to bring a greater audience to the stations.

CBC in its TV programming has started to lighten its fare a bit, scheduling more popular type programs instead of cultural and educational formats which have predominated since CBC began telecasting last September.
station gross revenue.

BMI Canada Ltd. was awarded fees from independent stations based on the issued government receiving licenses, amounting to $46,278 in 1953 as compared to $44,248 in 1952.

Canadian Broadcasting Corp. has a set fee with BMI Canada Ltd., and did not oppose CAPAC rate request for 14% of its commercial revenue plus 1 cent per capita for Canada’s population. CBC will also pay CAPAC a flat $5,000 for use of its music on the CAB International Service. The CBC fee to CAPAC is about $175,000.

CAB is now contesting a ruling that CAPAC fees should be a percentage of station gross revenue on basis this would give CAPAC access to station books.

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CAB Montreal Meet Plans Okayed for March 9-12

PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Montreal, March 9-12, were finalized at the agenda committee meeting at Montreal last Tuesday and Wednesday. They will be discussed at the CAB board of directors meeting this week at Ottawa.

CAB board also will study, aside from other business, a proposed industry pension plan, a hold-up on acceptance of TV station applications by the Dept. of Transport, and brief to be presented Jan. 23 to the Canadian Broadcasting Corp.’s board of governors on proposed new AM broadcasting regulations.

This brief will be based on a belief that proposed controls and restrictions on publication by broadcast are parallel to attempts to control and restrict publication by printing in the 15th century.

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’S2 Canada BBM Report

COVERAGE data on 137 Canadian AM member stations are offered in the 250-page, 1952 Area Report released by the Bureau of Broadcast Measurement, Toronto. Tabular matter covers BBM stations heard in each county, census subdivision and measured city area, showing frequency of listening and total weekly BBM rating.

Data sheets show how to use report’s information, explains bilingual listening, gives BBM rules and regulations, lists all Canadian stations alphabetically by cities and by call letters and includes a map of Canada.

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EDUCATIONAL

CHICAGO TV STUDY RELEASED BY NAEB

Drama occupied fourth of air time, sports 18.39%, entertainment 20%, advertising 14.58%, informational 11.56% in this survey, the third in a series.

THE NATIONAL Assn. of Educational Broadcasters last Wednesday announced the results of a study of Chicago summer TV programming—the third in its series of city monitoring surveys designed to identify “trends in broadcasting.”

In book form and titled Chicago Summer Television, the study was compiled by three authors with the aid of the National Opinion Research Center in that city and was financed through a grant from the Ford Foundation’s Fund for Adult Education.

NORC has made surveys supporting views of the National Collegiate Athletic Assn. on

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WDAY (FARGO, N. D.)

IS ONE OF THE NATION’S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—a average of slightly over 399 letters per day, including Sundays and holidays!

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controlled football TV, subscription video and other enterprises, while the Fund for Adult Education has appropriated sums of money in behalf of educational television.

George Probst, chairman of the Adult Education Committee of NAEB, for whom the survey was prepared, said it should prove a "veritable gold mine" for broadcasters and researchers. He said NAEB is making these studies because of its interest in serving the broadcast industry, FCC and the public at large. The book may be obtained at the U. of Illinois, Urbana, Ill., for $5.

The Chicago survey covered the four TV stations—WNBQ (TV) WENR-TV WGN-TV and WBKB (TV). Highlights follow:

- Drama occupied 26.18% or one-quarter of all broadcast time. Leading types of drama: Adventure and action, 8.09%; Western, 5.78%; crime and horor, 4.84%. Feature films (produced primarily for theatre exhibition) occupied 7.99% of all drama, TV stage productions, 22.53%.
- Sports occupied the second largest block of all broadcast time—18.39%.
- Entertainment accounted for a fifth of total time, with variety programs taking 7.89% of time in this category.
- Programs of an information character occupied 11.56% of total broadcast time and forum shows 1.35%.
- Commercials took 12.37% of all time and all advertising (shopping, promotion stunt programs) occupied 14.58%. Average length of commercials in programs was 12 seconds; in station breaks, 16 seconds. Average proportion of commercials was about 2:06 minutes to each 18 minutes of net program time.

Comparing Chicago with New York and Los Angeles, the study reports: "The general picture is that of a relatively uniform program structure, which shows much less variation than one might expect from city to city or season to season."

WHBC Staff Assists Faculty

EIGHT members of WHBC Canton, Ohio's staff are assisting the faculty of the journalism department at Kent State U. in a radio news course being offered at the school during the current semester.

Al Frances, WHBC news director, will lecture on the organization of a news department. Gathering local news will be discussed by Edwin L. Kaufman, station newsman.

Other personnel in the project are John Baker Jr., assistant news director; Robert C. Fehlman, manager; W. H. Vodrey Jr. legal counsel; Carol Adams, women's director; Jim Muzzy, sports director, and Eugene Carr, director of radio for Brush-Moore Newspapers.

SE Institute Sets Opening

OPENING of the Southeastern Radio & Television Institute at Nashville, scheduled for March, will provide a new source of TV personnel trained in engineering and production, according to Bailey Manthey, president.

Mr. Manthey said beginning classes will be made up of engineers and radio production people sent to the school by southern TV applicants. Classes for inexperienced persons desiring to enter TV will begin at a later date.

NARTDA to Encourage Educational TV Development

Emerson's Ben Abrams sees radio-TV dealers as a 'rallying' force for spurring interest in educational stations and a heavy volume of set sales with opening of new TV markets.

MEMBERS of the National Appliance and Radio-Television Dealers Assn. will work at the local level to hyp0 interest in and development of educational television stations, following a blueprint which is now being completed by the group's board of directors.

This was reported at the association's annual convention, which took place in Chicago last week. The board, however, declined to reveal any of its plans at this time, although during the convention it took formal action to approve participation of its membership in the educational television program. Invitations are believed to be ready for mailing to a select list of members who would serve on the educational television committee, which is headed by Don Gabbert, a dealer in Minneapolis. Mr. Gabbert has been working on the project for some time, and reportedly has made several trips to Washington, D. C., during the past eight months to research the matter.

Advantages of the proposed system of cooperation with local groups in development and construction of educational video outlets were outlined by Ben Abrams, president of Emerson Radio & Phonograph Co., who has...
America's Broadcasters Bringing Inaugural Into The Classrooms

SCHOOLKIDS possibly numbering in the millions will get a chance to see—thanks to the enterprise of American broadcasters—the U.S. demonstration of the most important part of the FCC freeze-lift. With this kind of station and programming, he said, television will be put to the most constructive possible use for the first time, and it will effect the greatest public service ever seen in the U.S.

Seeing the need for a central body which could operate as a cohesive force in all activity in the educational television field, Mr. Abrams termed NARTDA, an ideal group for this purpose because of its common interests and membership in cities where the channels have been assigned. The organization could serve as a "rallying point" for all persons and institutions interested in educational television, and "it could render a great public service as well as do a good public relations job for the association and its members."

The best device in the promotion of educational TV, he said, is "numerical strength," and he pointed out the widespread membership of NARTDA throughout the U.S. Member cooperation, with the proper guidance, could be very important in getting stations on the air.

Citing a need for "first things first," he said the first move to get the stations on the air without delay so that channel assignments are not re-assigned to commercial enterprises. There are enough commercial allocations now, he said, discussing the 2,000 which will ultimately "blanket" the nation as sound broadcasting does now.

Must Be Non-Commercial Educational TV, he said, must be non-commercial to survive. He said educational-only stations are needed because commercial stations do not and would not provide time for educational programming at peak periods when a maximum audience is reached, and would limit the amount of educational time which could be fitted into its commercial schedules. Nothing surpasses the importance or worthwhileness of educational TV," Mr. Abrams asserted.

Opening up of new television markets, as well as those with only educational stations, will bring about a heavy volume of set sales, he predicted. He estimated that seven one-half million sets will be manufactured and sold in 1953. Television is here to stay, and "is on the forward march." The industry "can't help but become one of the five largest industries in the U.S.," he claimed.

Another speaker on the TV panel, which was conducted by retiring president Mort Farr, was Joe Marty Jr., general manager of the electronics division for Admiral Corp. Mr. Marty discussed sales problems in marketing uhf receivers.

Citizens Education Project of Teachers College, Columbia U., under direction of Prof. Robert L. Montgomery of WTVR. Local television dealers will supply sets.

The entire school system of Lebanon, Pa., some 6,300 children, will watch tomorrow's spectacle, because of the efforts of William H. Worrilow, president of the Lebanon Steel Foundry, who offered to buy sets for all the schools in the city. RCA Victor dealers in Lebanon and Camden, N. J., are installing the sets and RCA Victor has loaned three large TV screens. The Lebanon project is being handled by A. A. Schechter Assoc. Mr. Schechter is a former executive of NBC and MBS.
Eleven Schools Back Move For Philadelphia Ubft Channel

FIRST definite move was made by representatives of 11 large educational institutions in Philadelphia to establish a uhf, non-profit educational television station for the Philadelphia-Camden (N. J.) area.

The action was the signing of articles of incorporation and application for a charter in the name of the Delaware Valley Television Corp. Services would be available to every educational institution within a 50-mile radius of Philadelphia, public and private.

It would cost by careful estimate, $400,000 to build the station and $250,000 to $300,000 a year to operate it with a single eight-hour-a-day staff. Memorial Hall, in Fairmount Park, is favored as a studio center and already has been offered by the Park Commission.

WAAM (TV) Seminar Feb. 27

FIRST session of the WAAM (TV) Baltimore third annual Regional Television Seminar Feb. 27-28 will be devoted to "The Career Panel (What Can I Do in Television?)."

This session will feature short talks by Herbert B. Cahan, WAAM program manager; Sig Mickelson, director of news and public affairs, CBS-TV; Jack Harrington, president, Harrington, Rigter & Parsons Inc.; Lester Lewis, president, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Edward B. Roberts, script editor, Armstrong Circle Theatre; Kenneth Tredwell WBTB (TV) Charlotte, and Charles Underhill, ABC-TV.

KO-ED—U. of Wash. and KOMO in Co-op Training

DRY-RUN television experimentation in a weekly cooperative venture is giving practical experience to the technical and programming staffs of KOMO Seattle and at the same time is helping train radio-TV students at the U. of Washington.

With KOMO's $150,000 worth of TV studio equipment already installed but its application for Ch. 4 still pending before the FCC, the NBC radio affiliate has been producing and televising, via closed circuit, a program a week on Tuesday evenings. Selected students from the radio-TV department of the university, under the tutelage of Milo Ryan, associate professor in the School of Communications, develop the program ideas and put the shows on, handling all operations except the camera and audio work. KOMO's engineering staff, under Stanton D. Bennett, chief TV engineer, and the program and continuity departments under Fred Patterson, KOMO program manager, work with the students. George E. Dean, KOMO public service manager, is liaison man with the university.

KOMO's program of technical training started in February 1952, and now includes, in addition to the cooperative effort with the U. of W., a regular Monday afternoon workshop session.

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* Standard Audit and Measurement—1952 Audience Report

Wash. State Educators Urge Funds Be Passed for TV

LEGISLATIVE appropriation of $31½ to $4 million to implement a statewide educational television plan was recommended early this month at a meeting in Seattle of the Washington Citizens' Committee for Educational Television.

The meeting Jan. 9, which attracted some 200 broadcasters, telecasters, educators and civic leaders, recommended also that the state legislature pass enabling legislation to take advantage of the educational TV channels reserved by FCC, and that the governor or the legislature appoint an Educational Television Commission,

Robert Mullen, executive director of the National Citizens' Committee for Educational Television, and Harrison McClung, western division representative of the national group, were among the principal speakers at the Washington State meeting.

Mr. McClung, a retired vice president of J. Walter Thompson, told the afternoon meeting that commercial telecasters are not opposed to the idea of educational video.

The chairman of the Washington Citizens' Committee, Ed C. Whiting, gave credit to the commercial telecasters for their own educational efforts on TV, and noted the interest of Mrs. Scott Bullitt, president of King Broadcasting Company (KING-AM-FM-TV Seattle) in use of Ch. 9 for educational purposes.

The plan as approved by the meeting calls for stations, ultimately linked into an educational network, in the following cities: Spokane, Pullman, Omak-Okanogan, Wenatchee, Ellensburg, Moses Lake, Yakima, Tri-Cities (Richland-Kennewick-Pasco), Walla Walla, Bellingham, Seattle, Tacoma, Olympia, Chehalis-Centralia, Aberdeen-Hoquiam, Kelso-Longview, and Vancouver.
NEW YORK BOARD OF REGENTS HEARS PRO AND CON ON STATE TV NETWORK

Eyes of broadcasters and educators have been on the biggest state of the Union, where a key drive by educational TV proponents to set up a 10 station network is in the critical stage. Second hearing on the proposal was held last week by the New York State Board of Regents.

ARGUMENTS for and against a non-commercial educational television network proposed by the New York State Board of Regents were presented at a two-day hearing in New York Wednesday and Thursday.

Viewpoints on the plan were placed before the Temporary State Commission on the Use of Television for Educational Purposes, headed by Douglas Moffat. The hearing was the second in a series of three meetings arranged by the commission. One was held in Buffalo on Jan. 7 [B*T, Dec. 12, 1952] and a final session is scheduled in Albany Wednesday.

The Regents' plan provides for the establishment of 10 educational stations throughout the state. Proponents of the program have estimated that it would cost $350,000 to build and about $250,000 a year to operate each station.

The commission, set up by Gov. Thomas E. Dewey, must make a report of its findings to the state legislature by Feb. 2. Under an FCC ruling, the state must forward definite plans by June 3 to be assured of 10 uhf channels reserved for the state.

Endorsing the Regents' plan at Monday's session were some 75 spokesmen for educational and civic organizations in the metropolitan New York area. They represented colleges and universities, elementary and high schools, museums, libraries, professional groups, labor unions and religious organizations, among others.

Their main contention was that educational television could make a contribution to the city, state and nation by raising the cultural level of the community. They argued that commercial television was not geared to fulfill these objectives, although certain speakers acknowledged that networks and stations had cooperated with their organizations in presenting programs of an educational nature.

The question of financing the project was put to several speakers by Henry V. Poor, counsel to the commission. Some replied that their organizations were prepared to help the program financially, while others said they could make no definite commitment. All spokesmen asserted they could pledge the cooperation of their members as talent on programs and in preparation of scripts. Several indicated they were prepared to furnish production of programs.

Schutzer Charge

One discordant note sounded at Wednesday's session was a charge by Arthur Schutzer, executive secretary of the American Labor Party in New York State, that Gov. Dewey and the state legislature have "no serious intention" of implementing the Regents' plan.

As basis for his accusation, Mr. Schutzer referred to Gov. Dewey's annual budget message two weeks ago, claiming that the state's chief executive made no direct or indirect mention of the proposed educational TV chain. He told the commission that he was making the charge to warn interested groups to guard against any attempts by Gov. Dewey and the legislature to hamstring the project.

One highlight of the session was a petition by scores of spokesmen for organizations on Long Island for a separate channel for their community. Under the Regents' proposed network, the station in New York would provide coverage for Long Island.

Long Island speakers stressed that their area had a population of more than one million, larger than any of the communities in which stations are planned with the exception of New York and Buffalo. They further argued that programming from New York necessarily would accent urban themes that would not fill the needs of suburban Long Island.

Some of the speakers endorsing the Regents' proposal included Dr. Buell Gallagher, president of the College of the City of New York; Dr. Henry T. Heald, chancellor of New York U.; Dr. Edwin S. Burdell, president of the Cooper Union Institute of Technology; Dr. Harold Taylor, president of Sarah Lawrence U.; Worthington Gregory, president of the Long Island Radio-TV Council; Rev. Daniel M. Potter, associate director of the Protestant Council of New York; and Winthrop Rockefeller, chairman of a coordinating committee for civic organizations interested in educational television.

Critics of the plan voiced their opposition at

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IS THE "1ST AND ONLY" TELEVISION STATION IN WEST VIRGINIA AND IN THE RICH OHIO VALLEY AREA . . . OHIO - KENTUCKY - WEST VIRGINIA

IN THE PRIMARY AREA OF WSAZ-TV ............

- LARGEST ATOMIC PLANT IN U. S.
  COSTING OVER $2 BILLION DOLLARS .... EMPLOYING OVER 36,000 PERSONS.

- $12,000,000 EXPANSION PROGRAM AT SOUTH POINT, OHIO

- HUNTINGTON FIRM AWARDED
  $1,000,000 CONTRACT

**MARKET DATA**

- **103 COUNTIES**
- **POPULATION**
  3,299,300
- **RETAIL SALES**
  $1,828,557,000
- **EFFECTIVE BUYING INCOME**
  $2,873,118,000

For Additional Information
Call, Wire or Write Lawrence H. Rogers II, or your nearest KATZ AGENCY . . .

* S. M. "Survey of Buying" 1952
Thursday's session. Six spokesman for taxpayers, business and women's groups, plus a housewife, urged the commission either to recommend the outright quashing of the plan or further exploration of the subject. 

Advocating a further study of the topic was S. Arnold Witte, manager of the legislative services division of the Commerce and Industry Assn. of New York Inc., whose prepared statement was read by Mark A. Normey, association's public relations director. Mr. Witte asked the commission to hold its report in abeyance until it received complete information on the following points: 

(1) The overall needs of the New York State school system and how a TV network fits in with a program of "first things first"; 

(2) The intractability of alternative methods of presenting telecasts and the comparable value and cost of alternative visual aids in education, and 

(3) The actual cost of establishing, operating and transmission of program of a state-owned and operated TV network. 

Mr. Witte challenged the Regents' estimate of costs on both construction and operational figures. He declared that some experts in the field claim that construction costs may run as high as $10 million as against some $3,850,000 estimated by the Regents and that operation figures may run from $4 million to $8 million. 

Insisting that "first things must come first," Mr. Witte pointed out that schools in New York State are said to be "run down, inadequate and unsanitary." He called on the commission to investigate these reports and to recommend the improving of existing school facilities rather than use funds "on what appears to the laymen to be a possibly desirable but nevertheless luxury item." 

Ralph A. Brooks, executive secretary of the 5 Counties Taxpayers Defenses Inc., and Lambert Fairchild, a trustee of the American Defense Society, voiced outright disapproval of the project. Mr. Brooks asserted that first consideration must be given to repair and modernization of New York City schools before the state contemplates "education for television." Mr. Fairchild branded the proposal as a manifestation of "the boondoggling, socialistic trend in government," adding: "Will of Robert Morris and Mike Quill have one thing in common—complete disregard for the downtrodden taxpayer."

Objecting to the proposal, a mother and housewife, Mrs. Mildred Day, of St. Albans, N.Y., declared that the envisioned plan would compel children to watch telecasts in school for several hours a day and would therefore "lead to eye strain." She insisted that schools are designed to teach youngsters by means of qualified instructors and "not with a TV set."

Other speakers included Mr. Clifford A. Al- lanson, executive manager of the New York State Council of Retail Merchants Inc.; Mr. Isser B. Goodstein, West Side Taxpayers Assn. Inc., and Mrs. Irene W. Mills, New York State Federation of Women's Clubs.

Strikebound Schools End Baltimore AM-TV Classes

BALTIMORE's experiment in education by radio- television has ended and the city's public school system was back almost to normal last week. 

Schedule of special classes, for which local radio and television stations offered their facilities, was terminated Jan. 9. Educators were unanimous in their cooperation by Baltimoric broadcasters. 

Actually all the city's 175 schools reopened early last week as local civic authorities pressed for an early end to the strikes of maintenance workers. The strike was called by International Teamsters Union (AFL), a wage dispute and involved some 3,000 janitors, refuse collectors, engineers and firemen. 

The plan to educate students' participation was cowed by WBAL-TV, which offered its facilities after the walkout New Year's Day. Nearly 40 hours of air time were set aside for allocation of subjects by the Baltimore Dept. of Education. 

Educational TV Questioned By Hillman

'TELEVISION as an educational medium has been overemphasized and should be approached with caution. 

So stated Harry Hillman, member of the Los Angeles Board of Education, last week when he challenged the classroom value of educational television during discussion of a state-wide study of educational TV channels by a committee set up by California's Gov. Earl Warren. Besides a time extension on the study, the school board requested local representation on the Governor's proposed Educational Television Commission. 

Decrying what he referred to as a proposal by a national educational TV conference to place two 20-inch screen sets in every classroom, Mr. Hillman estimated that such an undertaking would cost Los Angeles more than $2 million. 

Questions TV Need

"Nobody has shown me that you can't accomplish just as much with sound motion pictures in classrooms as you can with TV," he declared. "And nobody has told me who's going to pay for all this." 

Mr. Hillman said he understood the plan is to present "favored programs" over the educational TV channels, and if that's the case, movies would do just as well, pointing out that they are cheaper and we already have the projection equipment." 

Dr. Hugh C. Willard, a board member and chairman of the National Collegiate Athletic Assn.'s television committee, explained that classroom use of television is a very small part of the program. "Our primary interest is the education of all citizens through TV," he said.
and Philadelphia Department of Public Health, for "pioneering and developing health education" via TV.

WTIC Helps Spot Bandit Car

MINUTES after a robbery of the Berlin, Conn., branch of the New Britain National Bank, WTIC Hartford reports it aired the license number of the bandit's getaway car as described on the state police shortwave radio. A 12-year-old Berlin schoolboy and self-styled "Junior G-Man," who had noted the license number of an empty car on his way home from school, heard the WTIC bulletin and notified police, who recaptured the abandoned getaway car, but failed to apprehend the bandit.

Delivers Freedomgrams

TO MAKE sure the voice of the industrial area in western Michigan will be represented on the Crusade for Freedom's Radio Free Europe and Asia, Muskegon County Crusade Chairman Martin Whitel, news editor of WKBZ Muskegon, enlisted 1,600 Boy Scouts to distribute 33,000 Freedomgrams, messages on behalf of RFE, to homes in that area.

Raisess $4,000 for School

IMPACT of WJAR-TV Providence's TV Sportse Page was demonstrated when the show's chief personality, sportscaster Warren Walden, used the program to promote within three days the raising of some $4,000 to complete expenses needed for West Warwick High School's local football team to participate in an annual football bowl game at Miami, Fla.
SIX employees, each with 20 or more years of service, are honored by WCCO Minneapolis at a special luncheon. L to r: Larry Fist, studio supervisor, 27 years; Irene Doherty, mail clerk, 25 years; Ivan Anderson, resident engineer-transmitter, 28 years; Larry Hoeg, general manager, who presented $100 bonds to group; Russell Person, studio technician, 20 years; George Collier, technician-transmitter, 25 years; Fred Herman, technician, 24 years.

- Frank Edwards, news commentator for the AFL, began his fourth year of broadcasts for the labor organization Jan. 5. Mr. Edwards is heard at 10 p.m. EST Monday through Friday on some 130 MBS stations.
- WWVA Wheeling, W. Va., claiming one of industry's oldest Saturday night hillbilly radio shows, WWVA Jamboree, on Jan. 3 marked 1,040th consecutive broadcast of the show, first aired Jan. 7, 1933.
- Philco Corp. received special scroll from NBC Dec. 29 commemorating the 200th telecast of Television Playhouse (NBC-TV, Sun., 9-10 p.m. EST). Presentation was made by John K. Herbert, NBC vice president in charge of radio and TV networks, to James H. Carmine, executive vice president of Philco. Company has sponsored the program since its inception Oct. 3, 1948.
- WSAZ Huntington, W. Va., client, Lawrence Drug Store of Huntington, on Jan. 1 began its 10th year of sponsoring the World News.
- James H. Riley, engineer, WLAW Boston, has celebrated his 15th year at the station.

Harkens Back 23 Years
FRANK SMITH, morning news editor, KRES St. Joseph, Mo., himself a polio victim in 1930, was principal speaker at a kick-off dinner of the 1953 March of Dimes in Buchanan County. Mr. Smith also is co-chairman, Radio Div., Buchanan County Polio Drive. In addition, Mr. Smith will address several groups in the area to promote the drive. He "plugs" the March of Dimes on his six newscasts daily.

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HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

**LISTED BY CITY ALPHABET**

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Network Representative</th>
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<tbody>
<tr>
<td>WAAT-VK Akron, Ohio (49)</td>
<td>9/4/52, Weed</td>
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<tr>
<td>WRTV (TV) Albany, N. Y. (17)</td>
<td>7/24/52, Unknown</td>
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<tr>
<td>WFBG-TV Atlantic City, N. J. (12)</td>
<td>5/39/52, McGillivray</td>
</tr>
<tr>
<td>WFTV (TV) Amorillo, Tex. (16)</td>
<td>10/16/53, March, Bramham</td>
</tr>
<tr>
<td>KGNU-TV Amarillo, Tex. (4)</td>
<td>10/6/52, March, Taylor</td>
</tr>
<tr>
<td>WPAG-TV Ann Arbor, Mich. (66)</td>
<td>9/25/52, August, McCullough</td>
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<tr>
<td>WEIS-TV Asheville, N. C. (52)</td>
<td>8/14/52, Ky., Unknown</td>
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<tr>
<td>WPFO-Atlantic City, N. J. (65)</td>
<td>10/30/53, NBC, ABC, DuM</td>
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<tr>
<td>Matto Entreprenu, Atlantic City, N. J. (52)</td>
<td>1/8/53, Unknown</td>
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<tr>
<td>KCTV (TV) Austin, Tex. (18)</td>
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<tr>
<td>KBTX-TV Austin, Tex. (18)</td>
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<td>KTVY (TV) Austin, Tex. (24)</td>
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<td>WITH-TV Baltimore, Md. (60)</td>
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<td>WAWI-TV Bangor, Me. (21)</td>
<td>10/31/52, Holdings, N. Y.</td>
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<td>WABW-Baton Rouge, La. (20)</td>
<td>2/15/53, Adams Young</td>
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<tr>
<td>KHTV (TV) Baton Rouge, La. (49)</td>
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<td>WBRC-TV Battle Creek, Mich. (60)</td>
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<tr>
<td>WBKB-TV Bottle Creek, Mich. (54)</td>
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<tr>
<td>KFMT (TV) Beaumont, Tex. (21)</td>
<td>12/17/52, Adams Young</td>
</tr>
<tr>
<td>WTVF-TV Bellefonte, Ala. (54)</td>
<td>7/12/53, Adams Young</td>
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<tr>
<td>LIEV-TV Bethlehem, Pa. (81)</td>
<td>10/30/52, unknown, Knowner</td>
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<tr>
<td>WQTV (TV) Binghamton, N. Y. (51)</td>
<td>8/14/52, RPP</td>
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<tr>
<td>WJLD-TV Birmingham, Ala. (48)</td>
<td>12/16/52, Unknown</td>
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<tr>
<td>WSGN-TV Birmingham, Ala. (42)</td>
<td>12/18/52, Unknown</td>
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<td>KDD-TV Beloit, Wis. (27)</td>
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<td>WCIC-TV Bridgeport, Conn. (49)</td>
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<td>WDJT (TV) Bridgeport, Conn. (49)</td>
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<td>WTVM (TV) Buffalo, N. Y. (53)</td>
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<td>WBPT (TV) Buffalo, N. Y. (73)</td>
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<td>WRBF (TV) Buffalo, N. Y. (17)</td>
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<td>WCCS-TV Charleston, S. C. (5)</td>
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<tr>
<td>WOICF (TV) Chaffee, Tenn. (44)</td>
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<tr>
<td>WTVF (TV) Chattanooga, Tenn. (43)</td>
<td>8/15/52, Unknown</td>
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<td>WHC-TV Chicago, Ill. (26)</td>
<td>1/2/53, Adams Young</td>
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<tr>
<td>KTVW (TV) Colorado Springs, Colo. (11)</td>
<td>1/19/52, ABC, CBS, DuM</td>
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<tr>
<td>KBCO-TV Colorado Springs, Colo. (13)</td>
<td>1/19/52, March, Headley-Raynham</td>
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<tr>
<td>WDI-TV Danville, Ill. (24)</td>
<td>11/12/52, April, McKinney</td>
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<thead>
<tr>
<th>Location &amp; Channel</th>
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<td>WFTM-FT Danville, Ill. (17)</td>
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<td>WJFP (TV) Dayton, Ohio (22)</td>
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<tr>
<td>WTV (TV) Decatur, Ill. (17)</td>
<td>11/20/52, Headley-Raynham</td>
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<tr>
<td>KBTV (TV) Denver, Colo. (19)</td>
<td>7/11/52, CBS, ABC, DuM</td>
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<tr>
<td>KDEN (TV) Denver, Colo. (19)</td>
<td>7/11/52, CBS, ABC, DuM</td>
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<tr>
<td>KFEL-TV Denver, Colo. (2)</td>
<td>5/15/53, CBS, ABC, DuM</td>
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<tr>
<td>KFIV (TV) Denver, Colo. (20)</td>
<td>10/30/52, CBS, ABC, DuM</td>
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<td>WAKR-TV East Lansing, Mich. (48)</td>
<td>10/16/52, September</td>
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<td>WEEV-TV Easton, Pa. (57)</td>
<td>12/18/52, April, Taylor</td>
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<td>WITV (TV) Elmira, N. Y. (24)</td>
<td>11/18/52, April, Taylor</td>
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<tr>
<td>KGRO-TV El Paso, Tex. (13)</td>
<td>10/24/52, Taylor, Early-Kasell</td>
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<tr>
<td>KRNA-TV El Paso, Tex. (13)</td>
<td>10/24/52, Taylor, Early-Kasell</td>
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<td>WLS-TV El Paso, Tex. (9)</td>
<td>1/14/52, Taylor, Early-Kasell</td>
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<td>WISE-TV Evanston, Ill. (26)</td>
<td>4/1/52, April, Taylor</td>
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<tr>
<td>WTNO-TV Evansville, Ind. (30)</td>
<td>4/1/52, April, Taylor</td>
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<td>KFEL (TV) Fort Lauderdale, Fla. (23)</td>
<td>3/1/53, ABC, DuM</td>
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<tr>
<td>WPTF (TV) Fort Lauderdale, Fla. (17)</td>
<td>7/31/53, Unknown</td>
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<tr>
<td>KFSA-TV Fort Smith, Ark. (22)</td>
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<td>WMWO-TV Frederick, Md. (63)</td>
<td>10/24/52, Unknown</td>
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<td>KMZM-TV Freeway, Calif. (24)</td>
<td>1/18/53, Raymer</td>
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<td>WTVS (TV) Galveston, Tex. (11)</td>
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<td>KOUV-TV Galveston, Tex. (11)</td>
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<td>KTVR (TV) Galveston, Tex. (41)</td>
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<td>WLAZ-TV Green Bay, Wis. (12)</td>
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<td>WOCG-TV Greensboro, N. C. (57)</td>
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<td>WHSB-TV Harrisburg, Pa. (55)</td>
<td>3/1/53, Browning</td>
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<td>WAIZ-TV Hazleton, Pa. (63)</td>
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<td>WENT-TV Henderson, Ky. (40)</td>
<td>11/20/52, Unknown</td>
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<td>WHYN-WV Holyoke, Mass. (53)</td>
<td>1/13/52, Early-Kasell</td>
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<tr>
<td>KGLO-WV Honolulu, T. H. (9)</td>
<td>8/15/53, CBS, ABC, DuM</td>
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<td>KONA-TV Honolulu, T. H. (11)</td>
<td>1/13/52, CBS, ABC, DuM</td>
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<tr>
<td>KUHT-TV Houston, Tex. (14)</td>
<td>1/13/52, CBS, ABC, DuM</td>
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<tr>
<td>KNKX-TV Houston, Tex. (29)</td>
<td>1/13/52, CBS, ABC, DuM</td>
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<tr>
<td>UVFR (TV) Ca., Houston, Tex. (23)</td>
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<td>UHS-TV Iowa, N. Y. (20)</td>
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<td>WJKN-TV Jackson, Mich. (49)</td>
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<td>WTV (TV) Jackson, Miss. (25)</td>
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<td>WARD-TV Johnstown, Pa. (56)</td>
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<tr>
<td>WKM-WV Charleston, S. C. (55)</td>
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<td>WJPM-TV Columbus, Ohio (36)</td>
<td>11/18/52, Unknown</td>
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<tr>
<td>WIAFM (TV) Lafayette, Ind. (39)</td>
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<tr>
<td>RATG (TV) Lenoir, N. C. (32)</td>
<td>1/13/52, Adam Young</td>
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<tr>
<td>WNOX (TV) Lakeland, Fla. (14)</td>
<td>1/13/52, CBS, ABC, DuM</td>
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<tr>
<td>WIIW (TV) Lawton, Okla. (7)</td>
<td>10/24/52, April, Taylor</td>
</tr>
</tbody>
</table>

**FOR THE RECORD**

New grantees' commencement target dates. For all others, the date is June 30, 1953. On the air, operating commercially.* Educational permits.

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**Extras for Advertisers**

- **Card Cards**
- **24-Sheet Posters**
- **Window Displays**
- **Direct Mail**

This hard-hitting sales support, blanketing the entire area, is in addition to complete radio coverage of Philadelphia—America's third largest market...a six billion dollar market for your product!

---

**January 19, 1953**

**Page 111**

**Broadcasting • Telecasting**

**Philadelphia's Most Powerful Newspaper**

**Represented by Radio Representatives, Inc.**

**DIAL 990**

**10,000 Watts**
FOR THE RECORD

Location & Channel  
WIMA-TV Lime, Ohio (35)  
WLOQ-TV Lime, Ohio (72)  
KUON-TV Lincoln, Neb. (10)  
KOLN-TV Lincoln, Neb. (13)  
KRTV (TV) Little Rock, Ark. (23)  
KPLK (TV) Los Angeles (28)  
KUSC-TV Los Angeles (28)  
WKDU-TV Louisville, Ky. (21)  
KBGB-TV Lubbock, Tex. (31)  
KDUB-TV Lubbock, Tex. (31)  
WJVA-TV Lynchburg, Va. (13)  
WWOG-TV Lynchburg, Va. (16)  
WKOW-TV Madison, Wis. (27)  
KSAC-TV Anchorage, Alaska (18)  
WMAQ (TV) Missoula, Mont. (23)  
WCCO-TV Meridian, Miss. (30)  
WALA-TV Mobile, Ala. (10)  
WKAB-TV Mobile, Ala. (48)  
KNOE-TV Monroe, La. (11)  
KFAB (TV) Monroe, La. (43)  
WCCO-TV Montgomery, Ala. (29)  
WIBC-TV Muncie, Ind. (49)  

Date Granted & Target for Start  
12/4/52  
11/20/52  
10/16/52  
10/5/52  
9/18/52  
8/20/52  
12/10/52  
7/31/52  
11/26/52  
8/7/52  
12/4/52  
12/10/52  
4/1/53  
9/18/52  
10/30/52  
3/6/53  

Network Representatives  
H-R Reps  
Fair  
Pearson  
Pearson  
Balancing  
Bolling  

Location & Channel  
WTVM (TV) Muskegon, Mich. (25)  
WNAM-TV Neenah, Wis. (42)  
WBNH-TV New Bedford, Mass. (28)  
WBNK-New Britain, Conn. (30)  
WTLV (TV) New Brunswick, N. J. (19)  
WKST-TV New Castle, Pa. (45)  
WNLC-TV New London, Conn. (26)  
WVTG (TV) New York City (125)  
WOSH-TV Oshkosh, Wis. (48)  
WPTF (TV) Pensacola, Fla. (15)  
WEEK-TV Peoria, Ill. (43)  
WTUH-TV Peoria, Ill. (19)  
WIP-TV Philadelphia, Pa. (29)  
WTVQ (TV) Pittsburgh, Pa. (87)  
WENS (TV) Pittsburgh, Pa. (14)  
WJKF-TV Philadelphia, Pa. (85)  
KPIV (TV) Portland, Ore. (27)  
WEOK-Poughkeepsie, N. Y. (31)  
KCCJ-TV Pueblo, Colo. (15)  
KDDA-TV Pueblo, Colo. (3)  
WETV (TV) Raleigh, N. C. (28)  
KZTV (TV) Reno, Nev. (8)  

Date Granted & Target for Start  
12/25/52  
12/23/52  
7/11/52  
1/31/53  
12/4/52  
9/4/52  
9/12/52  
1/8/53  
11/26/52  
3/26/52  
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7/1/53  
11/13/52  
1/5/53  
12/13/52  
11/13/52  
11/13/52  
3/1/53  
10/12/52  
12/23/52  

Network Representatives  
Unknown  
Unknown  
Unknown  
Unknown  
Young  
NBA  
Headley-Reed  
Headley-Reed  
Unknown  
Avery-Knedel  

Videoex in December shows WOAI-TV with 11 of top 15 programs. Another nationally recognized survey gave WOAI-TV 12 of Top 15.^

11 of top 15 on WOAI-TV

Construction permit for 100 kw transmission has been granted to WOAI-TV—Construction is already under way—MORE POWER—MORE VIEWERS.

Sets in WOAI-TV area increased from 85,023 on July 15, 1952 to 115,531 on January 1, 1953. MORE SETS—MORE VIEWERS.

Repentated Nationally by

EDWARD PETRY & COMPANY, INC.
NEW YORK—CHICAGO—LOS ANGELES—ST. LOUIS
DALLAS—SAN FRANCISCO—DETROIT

Page 112 • January 19, 1953

Broadcasting • Telecasting
Help Wanted

Help Wanted (Cont'd)

Wanted: Combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing. Experience must be good, prefer ad lib experience. Excellent town to settle down in and be part of the future. If you've got what it takes we will pay. Job Plymouth, WSSR, St. Mary's, Mississippi. The Home of Mississippi State College.

Immediate opening, first phone engineer, inexperienced or experienced. Must have 40 watt daytimer, must have ability to work without steady, reliable, weekly. Send full particulars, photo and sample scripts with first letter. Box 4175, BROADCASTING • TELECASTING.

Production-Programming. Others

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience. For mas or young woman who can produce five-voice commercial copy. Send full particulars, photo and sample scripts with first letter. Box 4175, BROADCASTING • TELECASTING.

Wanted: Commercial director who can make stock investment in station. If you haven't had fruitful years in TV or radio set up your business and apply. If you are a drinker or looking for a "soft" salary job, please do not apply. The potentials are here. You will be working with a first class management with a mature family man, State, All Southeastern state. No salaries. Salary plus quite. Must have ad lib experience. Experience radio continuity director for Mid-Atlantic station. Must have ability to direct department, originate announcements, fill in for announcer and take complete over all station experience acceptable. Excellent opportunity with development of a highly successful radio and television stations. Send complete details. Box 3535, BROADCASTING • TELECASTING.

Wanted: Director to handle writing, producing, some of our work. Also TV news pictures. KGKH, Pueblo, Colorado.

Commercial copy-writer capable of creating good selling radio copy. Woman preferred who can take over a station and develop her own program. Give radio station experience, ability, rate status, salary requirements, work experience, and possible if desired. Send complete information on this line. Permanent position with 26 year old station. Box 4175, BROADCASTING • TELECASTING.


News man with good announcing voice to gather, research, compile news. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorders. Ability more important than experience. Send complete information on newscasting. Write Manager, WCOJ, Costeville, Pa.

Cheif to run new station in Nebraska. Must understand local news and be able to write same, preferably with ability to do some spot reporting. Write Mr. George Halley, WNTQ, Portman, Ohio.

WANTED: Commercial director-announcer. 5,000 watt NBC affiliate has opening for highly qualified program director-announcer who can run his own program. Give radio station experience, ability, show, rate status, salary requirements. Must have ability to direct department, originate announcements, fill in for announcer, take complete over all station experience acceptable. Excellent opportunity with development of a highly successful radio and television stations. Send complete details. Box 3535, BROADCASTING • TELECASTING.

Wanted: Man with good announcing voice to gather, research, compile news. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorders. Ability more important than experience. Send complete information on newscasting. Write Manager, WCOJ, Costeville, Pa.

WANTED: Chief to run new station in Nebraska. Must understand local news and be able to write same, preferably with ability to do some spot reporting. Write Mr. George Halley, WNTQ, Portman, Ohio.

TELEVISION

Production-Programming. Others

Television home economist to specialize in cook- books. Must be able to write by leading ladies, permanent position and daily on-camera show. Salary competitive, attractive, good husband and wife situation, and include references and picture. Box 4645, BROADCASTING • TELECASTING.

Television account service, wanted young man knowledge TV production and heavy experience in programming promotion. Must be able to travel approximately 50% of time. Salaryed, Box 5435, BROADCASTING • TELECASTING.

Help Wanted

Wanted-enginer: Engineer-first phone transmitter operator with experience not limited to time. Experience necessary. WMSL, Decatur, Alabama.

Combination or engineer, full details in first letter. WBC, Richland, Washington.

Transmitter engineer for 5,000 watt directional A.M. Write or wire Larry Kilpatrick, WSAT, Inc., Hopkinsville, West Virginia.

First phone; transmitter operator. WSBY, Rutland, Vermont.

Wanted: Combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing. Experience must be good, prefer ad lib experience. Excellent town to settle down in and be part of the future. If you've got what it takes we will pay. Job Plymouth, WSSR, St. Mary's, Mississippi. The Home of Mississippi State College.

Immediate opening, first phone engineer, inexperienced or experienced. Must have 40 watt daytimer, must have ability to work without steady, reliable, weekly. Send full particulars, photo and sample scripts with first letter. Box 4175, BROADCASTING • TELECASTING.

(Continued on next page)
Situations Wanted (Cont'd)

Manager—With 20 years of constructive radio background. Not a has-been, but a man who can grow. Proven ability to program and administer. If you check my background thoroughly, you'll find ample evidence. Box 478S, BROADCASTING • TELECASTING.

Manager—program director—sports. Station seeks aggressive man to handle program, part in syndication, announcing. Idea man. TV experience helpful. Send resume, photo, tape of sportscaster. February ref. Box 515S, BROADCASTING • TELECASTING.

Traffic manager-AM-TV. Intelligent, calm, cool. Thoroughly experienced in local, national, regional sales and programming. Familiar with leading stations now employed. Box 508S, BROADCASTING • TELECASTING.

Efficient, stable, experienced manager available immediately. Requires position in progressive field • location. Box 531S, BROADCASTING • TELECASTING.

Baseball play-play man looking for big market, either with 20 years experience or all-round announcing job. Box 548S, BROADCASTING • TELECASTING.

3 in 1. Station-program and commercial manager. Experience covers all phases of radio 250 to $5,000. Capable, progressive live wire with excellent radio background. Family man with fine personality and 20 years experience. Wants good to your station and town. Box 558S, BROADCASTING • TELECASTING.

Mr. Station Owner!! Husband and wife management team—high profits and community acceptance. Has eleven years between them of all phases involving engineering. Wife has five years in sales, promotion. Will invest if required. Box 566S, BROADCASTING • TELECASTING.

TV film manager. Thoroughly experienced in programming, engineering, and operation, with top company. Box 574S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, announcer, station manager. Has extensive and agency experience over NBC and ABC—also local. Fully competent. Will fill any position. Highest references from past and present affiliations. Presently program manager for ABC. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham 9, Alabama.

Salesmen

Salesman—Experienced, aggressive, steady, reliable, strong on promotion; seeks connection in major market. Box 495S, BROADCASTING • TELECASTING.

Sales manager—program director-announcer, good newsman and sportscaster, station with opportunity, South or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.


Announcers


Newscaster, reporter. SIX- NARMD member, wire service. Also experienced in sport, journal-ism degree, currently network affiliate newsman, 2 years experience. Box 465S, BROADCASTING • TELECASTING.

Announcer. Some experience. Versatile. Work control board, on air, on spot, to earth, in group. Specialty: news. Box 508S, BROADCASTING • TELECASTING.


Tired of deejay without imagination who sound like mechanical jukeboxes? Then you're dreaming. Determine your audience. Learn the available early evening or afternoon shows. Experience so smooth will give you an artist and distinct voice. Excellent appearance, early thirties. Box 525S, BROADCASTING • TELECASTING.

Deejay—Reliable, competent deejay specializes in country music. Has several years—general staff. Draft exempt. Tape. Box 536S, BROADCASTING • TELECASTING.

Deejay, staff, Wheelchair veteran, 21, married. 24 years experience can operate board. Deejays, voice—radio, TV, spot, command. Versatile, strong on DJ and interviews. Box 535S, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Staff announcer and board operator. Strong on DJ, news and sports. Single. 21, draft exempt. Box 358S, BROADCASTING • TELECASTING.

Sportscaster who has handled all phases sports and announds. Will travel wires like full or semi-sports, baseball schedule above class B. Work either full or part-time. Box 359S, BROADCASTING • TELECASTING.

Experienced Western—hillbilly DJ, have ticket, musical talent, ability, ambition, also experienced in news writing. Will do entire musical show myself or augment with records. Marginally one his. Box 541S, BROADCASTING • TELECASTING.

Announcer, continuity, sales. 5 years. Want TV or progressive AM. Pop or hillbilly DJ, morn- ing or afternoon. Contact where, single, employed. Box 559S, BROADCASTING • TELECASTING.

Personalized local news reporting, Distinctive newscasting. Employed. Major market only. Box 541S, BROADCASTING • TELECASTING.

Want better position, now employed. 5 years experience, announcing, programming, selling, disinterested-dramatic newscaster: prefer Missouri market. Box 474S, BROADCASTING • TELECASTING.

Salesman-announcer, interested in moving to station with 4th or 5th TV future. Details by return mail. Box 546S, BROADCASTING • TELECASTING

Two presently employed announcers desire change. College graduates, veterans. Fully experienced news, sports, continuity, special events. West Coast primarily. $85 to $100, Box 555S, BROADCASTING • TELECASTING.

Medicore sportscaster, lukewarm on news, can sell if forced to: looking for job before being fired. If need be, will work in your station, write fast, before sheriff at-tends. Box 560S, BROADCASTING • TELECASTING.

Journeyman-announcer: reliable, versatile, com- pletent, desires placement with established market. Box 563S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ, 26, twelve years experience, single, will travel. Not expensive. Let’s talk. Box 564S, BROADCASTING • TELECASTING.

Staff announcer, 8 months experience. News, sports, deejay. Operate board. Vinctity New York City. Disc available. Box 565S, BROADCASTING • TELECASTING.

Sportscaster-versatile, truly professional radio/TV reporter. Outstanding qualifications. Available immediately. Box 569S, BROADCASTING • TELECASTING.

Experienced sportscaster-announcer will invest while working station. Young. Family. Box 571S, BROADCASTING • TELECASTING.

Announcer, control board operator. news, DJ, all-round announcer, strong on spots. Graduate of radio school. Single. draft exempt. Box 572S, BROADCASTING • TELECASTING.

Capable, reliable, small corps, community preferred. Resume, audition tape available. Box 578S, BROADCASTING • TELECASTING.

Jockey and newman—top voice, worker, five years radio. Desire progressive-agressive sta- tion. References. All answered. Box 580S, BROADCASTING • TELECASTING.

ANNOUNCER—Six years experience all phases net and indie. WJOL, Joliet, Illinois.

Announcer, 20, news, sports, disc jockey-control board. Very versatile, dependable, capable, and reliable. Married, draft exempt, free to travel. Box 581S, BROADCASTING • TELECASTING.


Technician

Chief Engineer or engineer: Experienced with present U. S. and foreign stations, also high powered stations. Can build station from C. P. Available immediately. Prefer southeast. Box 576S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer. No experience. Box 596S, BROADCASTING • TELECASTING.

Engineer first phone desires permanent sta- tion.Experienced three years radio, veteran, marry, drink, drive nothing. Box 596S, BROADCASTING • TELECASTING.

Experienced combo man, first class license, mar- riage or exempt. Presently employed central California. Available on two weeks notice- for $5. Tape & photo. Box 598S, BROADCASTING • TELECASTING.

Responsible position for all-round man, radio, TV, film, audio, experience. 1st phone, college, single. 26, versatile. 571S, RCA graduate, Virginia or N. E. Box 525S, BROADCASTING • TELECASTING.


Combination—eleven years experience. Program- ming, engineering, production, sales, copy, etc. 2 years chief engineer; 2 years program director. 2 years operational manager. South, Jim Miller, 10 Marriage St., Greensboro, N. C. 27401.


Production-Programming, Others

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

Outstanding newscaster desires position with metropolitan station that's tired of presenting ordinary newscasts. Excellent voice, clear, smooth, colorful delivery. Eight years experi- ence. Available. Box 468S, BROADCASTING • TELECASTING.

Chief engineer—8 years all-round metropolitan experience. Currently man new employed desiring small-medium market position. Available. Box 469S, BROADCASTING • TELECASTING.

Energetic gal desires programming, production, public relations, woman's program or combina- tion position. Has background in production, writing, traffic, sales, air work, engineering. Will work for boss who gives me the change to prove it. Box 597S, BROADCASTING • TELECASTING.

News-sports-staff. Two well trained an- nouncers with TV know-how can give your pro- gramming new life. Married, veterans, work well together. Radio or TV or both. Photos, tape on request. Box 598S, BROADCASTING • TELECASTING.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 500S, BROADCASTING • TELECASTING.

Program director—8 years all-round metropolitan experience. Formerly man new employed desiring small-medium market position. Available. Box 599S, BROADCASTING • TELECASTING.

Newscaster: Most sponsored newcomer in two city metropolitan market, seeks senior editor- position. Ivy league, newscaster at 5 kw regional network affiliate. Available mid-February. Box 572S, BROADCASTING • TELECASTING.

TELEVISION

Technical

Engineer, 13 years AM, southeast, some univer- sities. Box 564S, BROADCASTING • TELECASTING.

TV workshop graduate desires position as studio technician or in film department. Photo and references on request. Box 598S, BROADCASTING • TELECASTING.
Wanted to Buy—(Cont'd.)

Wanted 1000 or 5000 watt AM transmitter. Associated equipment including studio. Send details. Box 5959. BROADCASTING • TELECASTING.

Miscellaneous


Help Wanted

Advertising Career Opportunity

VanSant, Dogdale is increasing its staff. We will employ a THOROUGHLY EXPERIENCED man for a job involving client contact, all phases of television and radio advertising and meeting the public. Previous agency or transcription-radio experience essential. This is a unusual opportunity for a versatile man. VanSant, Dogdale is a 4-4 agency of more than 70 people with a reputation for holding accounts and employees. Interested? Tell us enough to justify an interview. DO NOT phone or come in. WRITE, enclosing a snapshot if possible, to Robert E. Daiger, VanSant, Dogdale, 16 E. Fayette St., Baltimore 2, Maryland.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio & TV Film Producer. Exclusive territories granted to “live wires.” Write Box 4955. BROADCASTING • TELECASTING.

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Tremendous opportunity to sales largest transcription network in country for all territories. Two years' experience in transcription in production 3 years. Available one, five, or six programs weekly. Now on more than 300 stations nationally. Speaks by network's leading businesses large and small, news and feature. Sales easy. Acceptance, the best. Part time “traveler” already contacting radio stations and sponsor's representatives coming in. Send resume and recent photograph. Box 5655. BROADCASTING • TELECASTING.

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Well established successful Midwest Independent in substantial market. Financing available.

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(Continued on next page)
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ENGINEERING ADMINISTRATOR

Now engaged as TV engineering consultant. Experience includes director of television commercial production at AAA advertising agency, VP & Executive Producer TV production organization. Author of successful reference books on television engineering and commercial TV operations. Box 576S, BROADCASTING • TELECASTING.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, Norloc Assn. of Home Builders, 1303 Connecticut Avenue, N. W., Washington, D. C.

Want a Job in Radio or TV? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us what you need. Delays are costly.

FOR THE RECORD

NEW TV STATIONS

Applications

Santa Monica, Calif.—KOWL Inc. (KOWL), UHF Ch. 50, operating on 470.9525 MHz, received construction cost $206,660, first year operating cost $256,600. City address: 10900 Third St., South, Santa Monica, Calif. or 13832 Sunnyside Blvd., Pacific Palisades, Calif.

For Sale

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us the UHF-TV frequency, we have a unique selection of Coupling Products Type 576 and 575, 535 ohm transmission lines, originally installed for VHF which had to be replaced. It is now used for a variety of other services as well.

Note: Contact the nearest Coupling Office...

Miscellaneous

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As we like to say, "We're not your ordinary neighbors."

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WANT A JOB IN RADIO OR TV? Reliable, competent, General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us what you need. Delays are costly.

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ACCESS OF THE FCC

January 9 through January 14

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

RECORDS

FOR THE

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Now engaged as TV engineering consultant. Experience includes director of television commercial production at AAA advertising agency, VP & Executive Producer TV production organization. Author of successful reference books on television engineering and commercial TV operations. Box 576S, BROADCASTING • TELECASTING.

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RECORDS
Adair Engineering Co., Washington. Sole owner of applicant is J. D. Weather Jr., 25% voting interest in firm in Texas. Oklahoma, 25% interest in application for new vhf Ch. 11 TV station to be operated in Dallas. holder of 44% interest in applicant for new vhf Ch. 16 TV station in Corpus Christi. Mr. Adair owns 45% of Waskar Productions Inc. (motion picture production).

BROADCASTING

Metro, Md., Mass.—Massachusetts Tele-849a Baker, Corp., Ch. 4 (650-656 mc); ERP 188.75 kw visual, 100.23 kw aud-1231a ter; estimated construction cost $179,000. First year operating cost $115,000, revenue $180,000. Post office address 99 Revere Beach Parkway. Lowest. Studio and trans-1811a mission tower 99 Revere Beach Parkway, in industrial area, 1,200 ft. east of B & M West Div. Railroad and 180 fps. from Revere Beach Parkway. Geographic coordinates 42° 24' 12" N. Lat., 71° 04' 30" W. Long. Technical consultant is Cohn & Marks, Washington. Consulting engineer Sanford A. Schafitz, Ho-821a w. Sole owner of applicant is Leonard A. Shafitz, director of motion picture department of Reyz-1034a ard, Ky., and owner of Cinema Products Co. (aluminum photographic materials for amateur photos). The applicant is Incorporated in Kentucky.

St. Louis, Mo.—Bellevue Best. Co. (WIBV-1011a Bellevue, IL) (result of Ch. 25); Ch. 42 (628-644 mc); ERP 3.6 kw visual, 1.97 kw aud-1039a al; estimated construction cost $20,00, first year operating cost $12,000, revenue $20,000. Post office address 2100 West Main St. Bellevue, Ill. (exact location not available). Studio location St. Louis, Mo. (exact location not available). Consulting engineer Fred O. Grzymko & Co., St. Louis, Mo. Mass. Principals include President and Secretary Treasurer John W. Lewis Jr. (33.75%), Vice President Marvin R. Mollineau (33.75%), and Secretary Clarence J. Conklin. Comment: Viewing area, see TV Applications, Dec. 22, 1952. City priority status: Gr. A-2, No. 192.


New FM Stations

Applications

Spartan, Wash.—Louis Lassman (KREM 29 mc (Ch. 235); ERP 6 kw; antenna height above average terrain 718 ft., above ground 663 ft. Estimated construction cost $12,200, first year operating cost $10,000, revenue $18,000. Applicant is licensed to operate KREM Spokane and applicant for new vhf TV station there. Comment: Accepted for filing.


Sharon, Pa.—Leonard J. Shafitz, Ch. 39 (620-625 mc); ERP 1.72 kw visual, 1.03 kw aud; antenna height above average terrain 355 ft. above ground 323 ft. Estimated construction cost $90,000. First year operating cost $50,000, revenue $115,000. Post office address 543 Soil-1280a d Ave. Sharon, Pa. Studio location to be determined. Transmitter location on Noma-1288a cre Drive. 200 ft. north of North Blvd. Drive, about 15 miles NE of Sharon. Pa. In Hickory Township, Mercer County, Pa. Geographic coordinates 40° 14' 45" N. Lat., 80° 29' 4" W. Long. Transmitter and antenna GE. Consulting engineer Sanford A. Schafitz, Sharon, Pa. Sole owner of applicant is Leonard A. Shafitz, direction of motion picture department of Re-1290a yer, Ky., and owner of Cinema Products Co. (aluminum photographic materials for amateur photos). The applicant is Incorporated in Kentucky. 

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Existing AM Stations...

Applications

KFMB San Diego, Calif.—Kennedy Bestg. Co. Change from 550 kw, 1 kw fulltime, DA-1, to 540 kw, DA-1, for new station having two 320-ft. guyed towers. Transmitter location 1 mi. NE Graniteville; studio location 14th Street, San Diego (no changes). Estimated cost of change $412,000, to save $250,000. Re- 

Existing FM Stations...

Actions by FCC


Ownership Changes...

Actions by FCC


Ownership changes...}

Hearing Cases...

Actions by FCC

Tampa Times Co. and Orange Television Bestg. Co., Tampa. By memorandum opinion and order, Commission denied joint petition requesting dismissal of amendment which had been filed last October by Tampa Television Co. to change site, increase antenna height and change estimated construction cost in its application for vhf station in Tampa. It was mutually agreed with Tampa Times Co. and Orange Television Bestg. Co. that new station be built on Washtenaw Ave., S.W. of existing station. Community found amendment of Tampa Television Co.'s petition for proposal of was not of as much right prior to its designation for hearing. Denial Jan. 9.

Taylor Radio Co., Wichi, Kan. — By order, Commission denied petition to enlarge site of proposed station. By order, Taylor Radio Station KFR Co. and Wichita Television Corp., neither of which is owned by Taylor, wanted to include "its officers, directors and stockholders representing its interest" in order to "determine the legal, technical, financial and other qualifications of the applicants to construct and operate the proposed station" (Dockets 1063, 1064, 916 and 861). Denial Jan. 9.


Port Arthur College and Smith Radio Co., Port Arthur, Tex. — Commission granted petition of Chief, FCC Best. Bureau, for enlargement of issues in proceeding on applications of Port Arthur College and Smith Radio for new vhf station in Port Arthur, Texas, to require determina-

Hearing Calendar...

Hearings in Progress

Denver, Col.—New TV, vhf Ch. 4. Examiner James Condon.

Harrisburg, Pa.—New TV, vhf Ch. 27. Examiner William Butts.

Salem—New TV, vhf Ch. 10. Examiner Thomas H. Denholm.

Tampa—New TV, vhf Ch. 13. Examiner Basil P. Copper.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

Broadcasting • Telemarking

January 19

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 8. Further hearing. Examiner Basil P. Cooper.

January 21

KBO Albuquerque, N.M.—Extension of SSA on 779 kc. Examiner James Cunningham.

January 26

Theatre Television Service, allocation of frequencies (Docket 2056)—To be held before Commission on Jan 26 beginning 10 a.m. at U. S. Dept. of Commerce Auditorium, Washington, D.C., before Constitution Ave., N.W., Washington, D.C.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

February 9

Portland, Ore.—New TV, uhf Ch. 31. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 12


February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Shartman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanny N. Littin.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, uhf Ch. 6. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Shartman.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 44.

New Petitions...

January 9

WBNF (TV) New York and WBNF (TV) Washington (BPCT-1020, 1468)—to increase power. Ch. 4, B.C. 25 kW, F.C. 25 kW, enclosing a petition to withdrawing action pending court appeal or (2) make conditional grant.


KGHS Harlingen, Tex. (Docket 8838, BP-6350) change facilities, 850 kec.—By Metropolitan Television Co., new licensee KDA Denver, petition to substitute it for NBC, former KAA licensee, as party to proceeding.

WJR Detroit, Mich. et al (Docket 12628, BPCT-938) new TV, uhf Ch. 12.—Petition by WJR to amend application.

January 12

Docket 10353, Spurious Emissions—Comments filed by W. R. G. Baker, Director, RTMA En-

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Docket 5525, Theatre TV Service—Comments by DuMont. (Deadline for filing lists of witnesses and outline of testimony, Jan. 12).

Lawrence A. Harvey, Los Angeles (new TV, Ch. 34)—Petition to dismiss competitive bid of Spanish International TV Inc. as defective.

WSTV Steubenville, Ohio, et al (BPCT-1049; new TV, Ch. 2)—Motion by WSTV for immediate action on its petition to require Storer Broadcasting Co. to erect which TV bid at Miami or Wheeling it wishes to prosecute.

KDAL and WEBC Duluth, Minn. (Dockets 10288, 10289; new TV, Ch. 3)—Opposition by KDAL to petition of WEBC for postponement of hearing set Feb. 17. FCC Broadcasting Bureau filed opposition Jan. 13 to extension.
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FOR THE RECORD

KGKO Dallas (Docket 8714, BP-6309; new AM, 1460 kc) — WFMA-FA 570 Dallas and WBAP-570 Fort Worth petition to designate for hearing application of KGKO for license because of "severe and destructive interference they are suffering from equipment test operation" of KGKO. Supplement filed Jan. 13.

January 13

Westinghouse Radio Stations Inc. (KENT), Portland, Ore., et al. (Docket 9115, BCT-494; new TV, Ch. 8) — Motion by Westinghouse pursuant to rule 1.501 for order that its applications be consolidated by North Pacific TV Inc. shall not be taken or that they be later taken after conclusion of hearing set Jan. 26.

KWEM West Memphis, Ark. (Docket 10327, BPM-1953; move main studio to Memphis, Tenn. — Further petition for reconsideration and grant of waiver without hearing of applications which were set for June 25, 1952, designated for hearing.

Ozarks Best Inc. (SWTO), Springfield, Mo. (Docket 8320; increase power, 500 kc) — Motion by Beaumont Inc. (KFDM Beaumont, Tex.) to dismiss Jan. 7. "Petition to issue Amended Decision Consistent with the Appeals Decision Beaumont, Corp. vs Completion of CP (No. 16888), June 26, 1953" on grounds petition does not show grounds for relief.

James R. Fleming and Paul V. McNutt d/b a Anthony Wayne Best Inc., Fort Wayne, Ind. (BCT-1406; new TV, Ch. 69) — Motion for prompt designation for hearing with competitive bid of Radio Fort Wayne (WANE) since delay is "entirely without fault of applicant" and since hearing already has been commenced on Ch. 33 there.

Radio Wisconsin Inc. (WESC and Badger Television Inc. (WIBA), Madison, Wis. (BCT-410, 1477; new TV, Ch. 11) — Motion by Wisconsin to dismiss for lack of jurisdiction the petition of Dec. 28, 1952, for sale of FCC to (1) dismiss application of Radio Wisconsin for Ch. 4 or (2) rule to Radio Wisconsin to show cause why it should not elect to dismiss (to appeal in D. C. Court of Appeals or withdraw Ch. 33 there.

Port Arthur College (KPAC) and Smith Radio Co. (KTOW, Dockets 10035; BCT-891, 10321; new TV, Ch. 43) — Petitions by Port Arthur College, Ohio, to (1) discontinue its application, (2) oppose request of Smith Radio Co. for order to take down equipment and (3) reply to petition of Smith Radio Co. for review and reversal of hearing order of Dec. 30, 1952, limiting depositions. FCC Broadcasting Bureau chief replied application to request review of Smith Radio and petitioned for continuance of hearing, set Jan. 25.

January 14

ML Mitchell Bros., WMFT-FM Clingmans Peak, N.C. — Granted petition to amend Sec. 3.606 and add TV Ch. 18 at Burnsville, N. C., 16 mi. south.

Routine Roundup... January 8 Decisions

BY COMMISSION EN BANC

Extension of Authority


Extension of Waiver

WTBS-FM Manchester, N. H., Granite State Best Inc. — Granted extension of waiver of Sec. 3.285 of rules for period ending July 10, 1953, to permit operation of station and to extend from site of WTTS, with same conditions as those of original grant.

ACTIONS ON MOTIONS

By Commissioner Eugene M. Merrill

WLEA Hornell, N. Y., Hornell Best Inc. Corp. — Granted petition for extension of time to Feb. 3, 1953, to file exceptions to inn in Radio in matter of application for mod. CP (Docket 10001) and to extend time that WWGG in Hornell, N. Y., to mod. CP to change frequency, etc. (Docket 10060).

Sussex County Beest Co., Newton, N. J. — Granted petition to enter into agreement with authorized CP (BP-3568) to specify 1300 kc 500 w D in lieu of 1220 kc 100 w until application, as amended, removed from hearing docket.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc. and Star Best Corp., Grant application for continuance of hearing from Jan. 12 to Jan. 14, 1953, in proceeding re application for CPs for new TV stations (Docket 10272, 10273).

By Hearing Examiner Benito Gagnone


By Hearing Examiner Benito Gagnone


Change Studio Location

WPTX Lexington Park, Md., Patuxent Radio Inc. — Mod. CP (BP-8200), as mod., which authorized new AM, to change trans. and studio location and change name to WPXFM. (BP-4697).

Extension of Completion Date

KDEF Albuquerque, N. M., Frank Quinn — Mod. CP (BP-7756), as mod., which authorized new AM, to change trans. and studio location (BMP-6699).

Change Type Transmitter


January 9 Applications

ACCEPTED FOR FILING

WLPD Loop, Ill., Mutual Best Corp. — Modification of CP for approval of ant. and trans. and studio location (BMP-6699).

January 11 Applications

ACCEPTED FOR FILING

KWPC Houston, Tex., Texas Instruments Inc. — Modification of CP for change of tower height (BMP-6699).

Renewal of License

Following stations request renewal of license: WRAC Birmingham, Ala., KBBK, KOKN, KCTA and KBBK, Nashville, Tenn. (BP-2668); KBBK, Waterloo, Iowa, Waterloo Best Co. (IR-1272).

January 12 Applications

ACCEPTED FOR FILING

Change Studio Location

KPTN Brinkley, Ark., Arkansas Best Co. — CP to change studio and trans. location from Hvil to site to be determined, Brinkley, Ark. (BP-8765).

Extension of Completion Date

Wacam Camden, N. J., City of Camden — Mod. CP (BP-3645), as mod., which authorized new AM, to change trans., and change location, for extension of completion date (BMP-6699).

Change Studio Location

KDFA Amarillo, Tex., Amarillo Best Co., — Mod. license to change studio location from 106 to 109, St. James, Hat Creek, N. Y., at intersection of N. Ong and W. Cherry Ave., 2.8 mi. N of city limits of Amarillo (IR-1335).

January 13 Applications

ACCEPTED FOR FILING

Renewal of License

January 13 Decisions BY BROADCAST BUREAU

Change Studio Location
KFDA-TV Amarillo, Tex., Amarillo Bcstg. Co.,-Granted mod. CP to change studio location from to be determined to designated address in Amarillo (BMPCT-833).

WPTX Lexington Park, Md., Patuxent Radio Inc.-Granted mod. CP to change studio location and change type trans. (BMP-6097).

Change Type Transmitter
KGGD Dallas, Tex., Lakewood Bcstg. Co., Inc.-Granted mod. CP to change type trans. and specify studio location: conditions (BMP-6101).

License Granted
WLAY Muscle Shoals, Ala., Muscle Shoals Bcstg. Corp.—Granted license covering change in type trans. and location (coordinates only), installation of new vertical ant. system, and redesignation of new antenna system in Muscle Shoals Bcstg. Corp. (BMPH-6076).

KPOA Honolulu, Hawaii, Island Bcstg. Co.—Granted license covering changes in ant. system (BL-6066).

Modification of CP
WRHS Reaume, Va., Cy N. Bahakel—Granted mod. CP for approval of ant., trans. location, and chg. mod. CP to change type trans. and studio location (BMP-6076).

WCON Corvallis, Ga., Habersham Bcstg. Co.—Granted mod. CP to change ant. and studio location (BMP-6076).

WTPS Pensacola, Fla.—Granted mod. CP for approval of ant. trans. and studio location and change type trans. (BMP-6074).

Extension of Completion Date
WHRN Hamilton, Ala., Marion County Bcstg. Co.—Granted mod. CP to change type trans. and extend completion date to 8-8-83; condition (BMP-6080).

WAGU-FM Augusta, Ga., Garden City Bcstg. Co.—Granted mod. CP for extension of completion date 4-1-53 (BMPH-6084).

Request Granted
KHTI Lampasas, Tex.—Tejas Bcstg. Corp.—Granted request for waiver of sec. 3.71 to operate from 7-28 to 9-29, p.d. for period of 30 days or until action has been taken on application for transfer of control.

Modification of CP

Extension of Completion Date

January 14 Applications ACCEPTED FOR FILING
FOLLOWING is list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [BWT, Sept. 22, 1952], offering Ex. Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issued Jan. 9 and Jan. 15):

Applicant Location Ch. File No. (HPCF)

GROUP A
Salinas Bcstg. Salinas-Monte- 71222 6048
Bay City, Calif.
Monterey Radio-TV Monterey- 7125 Newsmail Corp.
Monterey- 7125 Pacific
Monterey, Calif.
News Journal Corp. Daytona 71218 Beach, Fla.
Telrad Inc. Daytona 71219 Beach, Fla.

GROUP B
Milwaukee Bcstg. Milwaukee, 12 412 1999
Milwaukee, Wis.
Milwaukee Area Telecasting 12 Tend. Corp.
Milwaukee, Wis.
Batelli Broadcasters Milwaukee, 19 744 Inc.
Milwaukee, Wis.
Northwest TV Milwaukee, 19 Tend. Corp.
Milwaukee, Wis.
WCAN-TV Inc. Milwaukee, 25 Tend. Wis.

Cream City Bcstg. Milwaukee, 31 1427 Co.
North Shore Bcstg. Milwaukee, 31 Tend. Co. (Shorewood)
Wis.

Upcoming Events
Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.
Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.
Jan. 25: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.
Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N.S., Canada.
Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.
Feb. 2-6: NARTB Radio and TV Boards, Belle Vue-Biltmore Hotel, Los Angeles.
Feb. 5-7: Southwestern I. R. E. Conference & Electronics Show, Plaza Hotel, San Antonio.
Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.
Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Bellevue, Wash.
Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.
Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAAM (TV) and John Hopkins U., Baltimore.
April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.
April 18: Seventh Annual Spring Technical Conference, Cincinnati.
April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.
April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.
June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

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January 19, 1953 • Page 121
TV Blackmail

ONE OF the ugliest, most reprehensible blights to develop on the television allocations scene is that of the shake-down artist, who files a "strike" application for a facility to block the genuine applicant from getting an unopposed grant. Usually the application is filed a day or two prior to the expected action on the legitimate grant.

We have been informed of cases where there have been pay-offs to get the strike applicant off the back of the legitimate enterprise. These pay-offs have been both in cash and in stock. That is black-mail, pure and simple.

The FCC is cognizant of these instances. But, informally, it contends that it is almost impossible to prove that an applicant is engaging in such tactics.

Somewhere along the line there must be the show-down. The FCC should have the courage to call a quick hearing, en banc, where it finds even a suspicion of a shake-down. The resultant publicity, in our judgment, should scare off these charlatans, and preserve for television broadcasters their good name.

We are disposed to suggest that thought be given to legislation which would require the posting of a substantial bond by TV applicants, to prove their good faith. Unless something is done to thwart these offenders we can expect a brand of TV racketeering that will make a mockery of the administrative processes, and put the 5 percenters to shame.

Retail Tale Retold

IN THE past fortnight radio and television broadcasters have been given some very sound advice on how to expand and improve use of those media by department stores.

In last week's issue was a report by Department Stores Study on six months' use of radio by Pomeroy's department store in Pontiac, Michigan. Figures reached by this report were that radio can move merchandise more effectively than newspapers, but radio has refused to adjust itself to the peculiarities of big store advertising.

In this issue an article by Samuel H. Cuff, radio-TV consultant to Allied Stores, makes about the same points regarding television.

Both the Department Stores Study and Mr. Cuff suggest that the broadcast media ought to make allowances in their techniques of time selling for the "lots of advertising today and little or none tomorrow" formula that department stores have applied to their newspaper buying for so many years.

It is further suggested that neither broadcasters nor telecasters as a group have made serious efforts to educate themselves to the practices of department store advertising. A deplorable lack of understanding exists.

It seems to us that radio's growing reliance on the local advertiser as a basic source of income would demand that broadcasters do all possible to explore ways of exploiting the rich area of department store advertising. Telecasters at the moment may not be under the same compulsion to develop local accounts, but they will be as soon as new stations begin to eat into national business that pre-freeze stations have enjoyed.

Only the most short-sighted businessman would continue indefinitely to delay exploration of possibly the most rewarding source of income that a television or radio station could develop.

Political Spoils at the FCC?

AFTER A 20-year patronage drought, it isn't difficult to understand the desire of the Republicans to shake loose as many jobs as possible in official Washington. But in their zeal to run the opposition out of office and reward the loyal party workers, there are signs that they intend to use a meat-ax rather than a scalpel.

The reports are somewhat disquieting, at this stage, as they pertain to the FCC. There is the expressed attitude, for example, that the new chairman should be an "outsider" who will have no compunctions about terminating the tenures of staff-level people, to make way for the GOP newcomers.

We certainly agree that there are a good many FCC job holders who could be cut loose without disturbing the efficiency of the FCC. Quite a few of these patronage-office holders were "blanketed in" early in the first Roosevelt Administration, and given civil service status which they did not earn by merit or via competitive examinations. They can just as readily be "blanketed out" by the new administration.

We do not contend that the FCC is a model of efficient independent agency opera-

Dr. Sharey

"What's the AFTRA scale when I go commercial?"
Darling, They're Playing Our Song

John Beck had a problem of classic simplicity. He wanted to find out how to persuade grown men to imitate wild ducks. John Beck sells athletic goods. WMT sells time. (Musical bridge here, "Mating Call of Athletic Goods Store for Eastern Iowa Radio Station.") After locating a copywriter with mallard instincts, WMT went to work. The trick was turned with a recording of a duck call and some rather choice pintail prose. Beck's sold 288 duck calls, twice as many as they sold all last year, plus 288 decoys, plus 41 duck call records—all in four weeks, and before the season opened.

The entire project went off without a loose quack, except for one minor annoyance. We had neglected to say that our duck call was recorded, and, during the fourth week of the campaign, a rather nasty canvassback drake broke into Studio A demanding to meet "that girl with the lovely voice."

Moral: WMT reaches all the ducks and most of the people in Eastern Iowa.

CEDAR RAPIDS

Represented by The Katz Agency • Basic CBS Network • 600 kc • 5,000 watts
The Swing is to WHB in Kansas City

WHB Neighborin' Time

Advertisers who sell to the masses have been quick to ride herd with this dinner winner—21⁄2 hours of noon-time Saddle Soap Opera from "Triangle D Ranch," the Cow Country Club...with music by Don Sullivan and his Western Band, and the country philosophy of Pokey Red. Bruce Ernst is master of ceremonies, assisted by his side-kick, Pokey Red. Bud and Pete enliven the proceedings with their musical novelties and wisecracks. Charles and Grant, the AP and local news report at noon. Broadcast from 11:30 a.m. to 2 p.m. daily, WHB Neighborin' Time carries participating spots (live, and minimum transcriptions) and sponsored quarter-hours. Ask for availabilities quickly to get your share of results when the chuck wagon comes round!

"Big Seven" Basketball⭐ K.C. "Blues" Baseball⭐ "Big Seven" Football and Other Sports

WHB's all-play-play sportscasts, Larry Clay, is now in the winter season of forty-seven basketball games, broadcast direct from the campus at Kansas State College, the University of Missouri, the University of Kansas and other "Big Seven" schools. April 18 begins the baseball season, with 156 games of the Kansas City "Blues" (New York Yankees' No. 1 farm team) at home and away, sponsored by Macheicburk Beer. Next fall, ten "Big Seven" conference football games. And in between, golf, tennis, fishing and all other sports—induded nightly on his 6:15 "Sport Round-Up," sponsored by the Union Pacific and Broadway Motors (Ford). A few availabilities are still open—so get on the bench now if you want to team up with Larry to sell your product to the WHB Market's biggest sports audiences!

DO YOU READ IT?
With "Oh" Wells as Master of Ceremonies

His name is really Lloyd Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oh!" Monday through Friday, from 5 p.m. to 6:30 p.m. **"Oh!" presents the latest-popular records—and the old standards too. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" charts of the week, as reported by Billboard, K-Dash, Cash Box, a poll of local record shops, and the WHB Concensus. A wonderful time-segment for participating announcements—"live" for minutes transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oh" their newest records (never before heard on the air in Kansas City)—and present them personally for these "premieres" in the area.

10,000 Watts in Kansas

Mutual Network • 710 Kilocycles • 5,000 Watts Night