IT WORKED IN '52!

WOR worked for more sponsors in 1952 than in any other year during its 30 year history. As a matter of fact, the number of advertisers using WOR increased 72% over the preceding year.

IT WORKS IN '53!

WOR's continuing success in selling virtually every type of product...in solving virtually every type of advertising problem...explains why more and more advertisers are placing their confidence in WOR.

Let us show you how WOR can work for you in '53.

The New York station where listeners listen and sponsors sell

key station of the MUTUAL Broadcasting System
THE GUARANTEE PLAN
That Sells The
CHICAGO MARKET

WLS—FEATURE FOODS
RADIO PROGRAM AND MERCHANDISING SERVICE

THE PROGRAM
HALF-HOUR DAILY
MONDAY THRU SATURDAY

By far the oldest Homemaker program on any Chicago station, FEATURE FOODS today is more responsive than ever before! Now in its 18th year, the program has outlived dozens of "gimmick" programs... because Martha Crane, the "voice of the program" visits with thousands of homemakers as one woman to another, about all the things they are mutually interested in. Loved and respected by millions of women for her practical advice and philosophy, Martha has developed a loyal, believing following of housewives throughout the Chicago Midwest.

Aiding Martha Crane on FEATURE FOODS is Jack Holden, veteran Chicago radio personality, who adds the male element to the program. Both Martha and Jack handle all commercials, weaving them informally into the basic pattern of the show.

NOW GUARANTEED GREATER EFFECTIVENESS
Every 13 weeks each participating advertiser is guaranteed:

- 600 merchandising calls on large and medium "A" stores
- 100 checks on corporate chain stores showing distribution and exposure
- 60 special displays in a group of 60 top Metropolitan Chicago Supermarts... with shelf extenders, stack displays, etc.
- 35 BARGAIN BAR promotions in chain and independent supers
- Demonstrations, sampling or couponing available upon request
- 3 reports on distribution, exposure, rate of sale of products—with special comments

PROVIDING CONTINUOUS MERCHANDISING SERVICE TO ALL SPONSORS

SEE YOUR BLAIR MAN FOR DETAILS

CHICAGO 7
50,000 WATTS
CLEAR CHANNEL

WLS

ABC AFFILIATE
890 KILOCYCLES
JOHN BLAIR REPRESENTATION
WHK IS CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company
symbol of WGAL-TV’s increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV’s rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.

ANACIN long-time sponsor of WGAL-TV’s “The Weatherman”, now benefits from the new Channel 8 power increase. Many other national advertisers using locally-produced shows on WGAL-TV also see their profit view enlarged. Among them:

FORD
BALLANTINE
SINCLAIR OIL
PYREX
ROPER RANGES

R.C.A.
NESTLE
TYDOL GASOLINE
INTERNATIONAL HARVESTER
HAMILTON WATCH
STANDARDS for “radio shorts,” as station Representatives Assn. designates 8-second spots, being worked out by SRA in cooperation with its members and agency time buyers and are expected to be ready for distribution to country's radio station operators within week. In proposing industry standards for midget radio announcements, SRA is following line pursued successfully last year when it set standards for TV station identification announcements.

WHITE HOUSE expected to reach independent agency level, including FCC, on reorganization any day now. Despite “new faces” approach advocated by some GOP leaders, it looks as though Rosel H. Hyde will get chairmanship under GOP, since he has almost unanimous endorsement of industry and of most GOP stalwarts.

“BE SMART” line being used by supporters of former FCC Comr. Robert F. Jones, who espouse his appointment to FCC chairmanship. They say that Mr. Jones should be supported now for short-term (until June 30 when Walker tenure would expire) and way would be open for elevation of Vice Chairman Rosel H. Hyde, Idaho Republican, and present front-runner, to succeed Mr. Jones, who by then would have handled staff reorganization, and returned to private law practice.

WHITE HOUSE liaison on FCC (and other administrative agency) personnel, is C. F. Willis Jr., one of trouble-shooters for Assistant to President Sherman Adams. Among top names reportedly before him for two FCC vacancies (assuming Comr. Hyde's elevation to chairmanship) are: Paul Marshall, Washington attorney; Charles Garland, manager of KOLL Phoenix; Lewis Allen Weiss, Los Angeles, former Mutual and Don Lee chairman; Thad H. Brown Jr., NARTB vice president and counsel for TV; Fred Palmer, radio consultant of Columbus, Ohio.

ELIMINATE name of Ex-Congressman Albert D. Cole (R-Kan.) as prospective appointee to FCC. Now serving as director of personnel division of Republican National Committee (patronage), Mr. Cole will accept appointment as director of Federal Housing Authority. He had been urged to seek FCC appointment which he could have had hands down.

WHILE scattered information seeps out of Minnesota Mining and Crosby laboratories about progress of TV tape-recording research, there's growing interest in strictly secret development work being done by several groups under government contract at behalf of Pentagon. Signs appearing that new DuPont tape base may help bring transition of movie industry from optical to magnetic film because of money savings and promise of improved fidelity.

FCC'S 9 a.m. schedule for hearings, ordered fortnight ago, isn’t working out. Both its staff people and outside practitioners have argued impracticability of getting on an hour ahead of normal schedule, in view of necessity of handling mail, office routine and coaching of clients. Likely results: Return to 10 a.m. schedule, effective this week. Comr. Eugene H. Merrill had successfully fostered 9 a.m. start.

UPCOMING SOON will be naming of former Senate Democratic Leader Ernest W. McFarland as counsel for three international communications carriers—RCA, IT&T and Western Union—looking toward ultimate consolidation of external communications operations. Project, espoused by former Sen. McFarland for decade, entails lengthy preliminary planning prior to legislative action. Fusion has been advocated by government and carriers alike.

WHEN WILL James C. Hagerty, news secretary to President, name his radio-TV assistant? Apparently it’s up in air, because White House staff now is bigger than its predecessor under Truman administration. One of names mentioned heretofore has been that of Col. E. M. Kirby, Army radio-TV chief and former NARTB (then NAB) public relations director. Col. Kirby expected to muster out of service within few weeks.

PREMATURE disclosure of biggest single-station sale in history—$8.5 million transfer of WPTZ (TV) Philadelphia from Philco to Westinghouse (see story page 27)—almost occurred three times in last fortnight during Portland, Ore., competitive hearing for TV Ch. 8. With Gwilym Price, Westinghouse president on stand, opposing counsel asked about Westinghouse negotiations for acquisition of TV stations and he mentioned Atlanta, Jacksonville and Philadelphia. But counsel didn't follow up. Same thing happened twice with Joe Baudin, Westinghouse Radio Stations Inc. executive v.p., on stand, but there was no follow up.

FACT THAT there's been no formal word emanating from FCC on so-called "shake-down" applications in TV, doesn't mean that effort to root out "strike application" blight has been dropped. Top FCC investigator now is in field on one case, and it reportedly has resulted in leads on others [B*T, Feb. 9]. FCC obviously won't disclose where investigator is working lest suspects drop out. But likelihood is one or more quick hearings will be called as soon as adequate evidence is in hand.

FLORIDA-INSPIRED campaign under way to hold 1954 NARTB convention at Miami Beach. C. E. Arney Jr., secretary-treasurer, has made official inspection of resort, which has large number of small hotels and auditorium suitable for exhibits.

TOWN MEETING at Miami (Fla.) Convention Center Sunday, March 13, for TV Interpreters and Televisers.

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Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco for $8.5 million, biggest price ever paid for any station. Page 27.

ADVERTISERS & AGENCIES
Colgate keeps Strike It Rich on CBS-TV and moves Big Payoff to that network. Levet Bros. gives its Surf account to BBDO. Page 28.

Brewers begin spring buying on radio and television. Page 29.

General Mills reportedly has received approvals from some 20 major stations for long-range saturation spot campaign at special rates. Page 30.

FACTS & FIGURES
Complete post-war record of TV set shipments released by RTMA. Page 35.

GOVERNMENT
First share-time TV grant is made by FCC on Ch. 8 to KSBW Salinas and KMBY Monterey, former competitors. Page 42.

Senate investigation continues into alleged mismanagement and waste in Voice of America operations. Page 50.

TRADE ASSOCIATIONS
Hollis Seavey named director of Clear Channel Broadcasting Service. Page 56.


STATIONS
Here's rundown of operational plans of new TV station grantees. Page 62.

NETWORKS
ABC, fortified with merger money, announces $2 million plan to boost its owned TV stations' power, begins scouting new programs, realigns executives. Page 65.

PERSONNEL RELATIONS
Screen Actors Guild strike against TV film commercials ends with settlement over "use payments." Page 74.

FEATURES
Miami U. survey shows politicians wasted some TV time in last campaign. Page 77.

The Voice of Democracy is described as one of the outstanding industry promotions in the country. Page 78.

How radio and television have provided push behind the March of Dimes. Page 84.

UPCOMING
Feb. 23-24: NCAA TV Committee meets on controlled football plan details, Chicago.


Feb. 27-28: Third Annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.


(For other Upcomings, see page 96)

February 23, 1953 • Page 5
EVISON'S

Week

AD

M

“EASY

Television’s

MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BAST

Never before such
exciting portrayals...
such a galaxy of
dramatic talent.
SMASH HIT!

after week, brilliant beyond belief...

DOLPHE ENJOU
YOUR HOST AND STAR IN
VORITE TORY"
greatest dramatic achievement...

ICENT STORY A COMPLETE AND CAPTIVATING
HALF-HOUR DRAMA!

SOLD...
To SCHAEFER BEER
for NEW YORK!
To TUMS for CHICAGO
and ST. LOUIS!
To BLATZ BEER
for MILWAUKEE!

SOLD...
To DREWRY'S BEER
for 6 MARKETS!
To OLYMPIA BREWING CO.
for 6 MARKETS!
To GENESEE BREWING CO.
for 5 MARKETS!

SOLD...
To SMITHFIELD PACKING CO.
for NORFOLK!
To ZINSMASTER BAKERY CO.
for MINNEAPOLIS!
To SUN DRUG COMPANY
for PITTSBURGH!

ZIV TELEVISION PROGRAMS, INC.
3457 MARION RD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
WSAV reaches more homes than any other Savannah medium!

— and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

WSAV-SAVANNAH

COMPARATIVE ANALYSIS
Based upon Official Published Reports—Standard Audit Measurement For Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Savannah Station</th>
<th>Total 1952 Radio Families:</th>
<th>Total Weekly Audience Families:</th>
<th>Number Counties:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 157,430 N 106,400</td>
<td>D 76,625 N 55,604</td>
<td>D 40 N 25</td>
</tr>
<tr>
<td>Station &quot;A&quot;</td>
<td>D 52,580 N 42,220</td>
<td>D 25,037 N 24,913</td>
<td>D 5 N 1</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>D 54,510 N 42,220</td>
<td>D 25,896 N 28,108</td>
<td>D 6 N 1</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>D 53,300 N 31,390</td>
<td>D 25,216 N 16,280</td>
<td>D 6 N 4</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>D 89,780 N</td>
<td>D 25,019 N 16,280</td>
<td>D 19 N</td>
</tr>
<tr>
<td>Station &quot;E&quot;</td>
<td>D 97,500 N 92,020</td>
<td>D 59,954 N 50,050</td>
<td>D 22 N 21</td>
</tr>
</tbody>
</table>

Average Daily Circulation (ABC Reports):
Savannah Newspaper
"A"—48,567
Savannah Newspaper
"E"—24,499

It's 630 in Savannah

WSAV

REPRESENTED BY

JOHN BLAIR & COMPANY

630 kc. 5,000 watts Full Time

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS
NEW MOVES in its rejuvenation program under new ownership by American Broadcasting-Paramount Theatres (also see story page 63) being announced today (Monday) highlighted by realignment of Saturday-Sunday-Monday radio evening programs to make music and news predominant.

On each of those nights starting March 14, name star will preside over two hours of varied musical programming: Singer Margaret Whiting on Saturdays, 8-10 p.m.; actor Burgess Meredith on Sundays, 7-9 p.m. plus his "Adventurer" program, 9-10; opera star Jan Peerce on Mondays, 8:30-10 p.m. including Metropolitan Opera Auditions on the Air. News programs and summaries will be integrated in and around musical shows in new music-news format, which Charles T. Ayres, vice president in charge of radio operations, said "is the most possible use of one of radio's strongest potentials."

Plans for meeting of ABC radio stations advisory group in New York on Feb. 27 [B*T, Feb. 16], first since merger of ABC and United Paramount Theatres, also being announced, with stations group slated to get first official details of ABC hopes and plans under merged ownership at that time. Date for similar session of network officials and TV stations advisory board, originally set for March 26, was uncertain late Friday but was expected to be scheduled in early March.

**INTERNATIONAL TELEVISION**

**IKE GREETS VOD WINNERS**

Battery of television newscast cameras caught President Eisenhower Friday afternoon during quarter-hour session with four young winners of Voice of Democracy contest (story page 44, feature article page 79). Movie and still photographers also filmed proceedings as contest winners gave President gifts and plaque. Robert K. Richards, chairman of VOD committee and NARTB administrative vice president, presented students to President.

**CBS Plans Multiple Sponsor Weekend Sales Plan**

CBS RADIO working on new multiple-sponsor weekend sales plan, combining features of its "power plan" and its "Checkerboard." Subject to change if any programs involved are sold in meantime, tentative blueprint calls for two quarter-hour, one ten-minute and two five-minute news shows, all on Saturday and Sunday, to be made available for three advertisers, each of which would get one spot on each quarter-hour program and have one five-minute segment of others to itself, on rotating basis. Tentative program lineup: Saturdays, Larry Leesuer, 6:45-7 p.m., and Edward P. Morgan, 10:30-35 p.m.; Sundays, Bill Costello, 12:45-1 p.m.; Mr. Leesuer, 5:45-55 p.m., and Mr. Morgan, 10:30-55 p.m.

**BUSINESS BRIEFLY**

**SATURATION SPOTS** Instant Maxwell House Coffee, through Benton & Bowles, N. Y., placing radio saturation spot campaign using chain breaks and minutes each day starting March 16 for 2½ weeks in several markets.

**MANHATTAN SOAP CAMPAIGN** Manhattan Soap Co., N. Y. (Blue White flakes), through Scheideler, Beck & Werner, N. Y., placing radio campaign to start March 30. Agency: Simons, chain breaks, five, ten and fifteen-minute programs.

**PEN FIRM DRIVE** Paper-Mate Eastern (Paper-Mate pens), through Erwin, Wasey & Co., N. Y., preparing radio-TV spot announcement campaign in 15 eastern markets effective March 2 for 17 weeks.

**COHEN TO BE NAMED** Proctam Corp., N. Y., mail-order products, expected to name Harry B. Cohen Adv., N. Y., as agency. Dowd, Redfield & Johnstone, N. Y., has been handling account.

**NEW MARKET FOR ZEST** Procter & Gamble, Cincinnati, for Zest (bar detergent), through Benton & Bowles, N. Y., adding another market, Austin, to radio spot campaign test area.

**FRENCH ANNOUNCEMENT** French Chamber of Commerce of U. S. Inc. to start special six-week campaign March 9 announcing Paris International Trade Fair in May. Radio will be used in 14 cities. Agency: Hicks & Greist, N. Y.

**CADILLAC ON NETWORK** Cadillac Div. of General Motors, in first use of network radio in 16 years, signs for sponsorship of Cadillac Choral Concert on CBS Radio, Sun., 5:30-65 p.m., starting March 15. Program will present orchestra and chorus under direction of Dr. Frank Black. Agency: MacManus, John & Adams, Detroit.

**WEIDEMANN BUYS ZIV** Weidemann Breweries, Newport, Ky., has bought Ziv TV program "Favorite Story," for Cincinnati, Dayton and Columbus, increasing total markets on show to 68.
You get top TV ratings plus top TV merchandising on KEYL

KEYL-TV Channel 5
11:00 A.M. to Conclusion

FOOTBALL THIS WEEK' Norman Spier... top football in action and featuring favorite products of the winners. KEYL 9:30-9:45 P.M. Friday

WRESTLING FROM CHICAGO
KEYL TELEVISION CHAIN

NOW ADDED SELLING IMPACT ON TV
IN KEYL'S
TOMMY REYNOLDS SHOW
Mrs. Teacher's Shortening
MEADOLAKE MARGARINE
Mondays thru Fridays 2-3 p.m.
CHANNEL 5
STOCK AND DISPLAY THESE ITEMS

BIG GILLETTE BONUS SPECIAL: 133
Pay Nothing for 35c Tube Gillette
Orange Bowl over KEYL
SHAVING CREAM

San Antonio's
KEYL
Channel Five

CBS ABC DUMONT

Look! We have all the beautiful
New Parker Pens

ADVERTISED ON TV'S EXCITING NEW
Late Friday FCC Actions

FCC Friday reported following TV grants:


KXTV -TV Wichita Falls, STA transmitting out past for new operation. Ch. 3, Feb. 18-Aug. 17.

KWIT-AM Dallas, Texas, Loudon 131.31 kc; True Broadcasting at Dallas for new station. Ch. 9.

KXLY -TV Spokane, Washington, Ch. 4.

KWIT-AM Austin, Texas, Lost Conelrad Emergency. Ch. 9.

KWIT-AM Denver, Colorado, Ch. 9.

KXLY -TV Spokane, Washington, Ch. 4.

FCC to reconsider order for KXLY -TV Spokane against grant KXLY -TV Spokane interference beyond normally protected contours.

At Deadline

TV BOSSES MUSEUM

TELEVISION is credited with increasing attendance at Chicago Natural History Museum 18.5%. Live TV spots aired by WNBL (TV) Chicago received credit for increase, according to Christine Tardy, museum public relations director. "We find the live breaks an excellent method of stimulating interest," she said. Boost was recorded for four-month period over same time last year.

FCDA Asks Manufacturers

To Build Low-Cost Sets

SMALL low-cost AM radio set will be developed by members of Radio-Television Mfrs. Asn. in cooperation with Federal Civil Defense Admin. It will be of "family protection" type enabling public to receive civil defense information despite power failures and other handicaps.

Manufacturers were asked by FCDA to show Conelrad plan agency settings via suitable markings on AM radio dials. FCDA will encourage public to buy AM receivers and portable battery sets. Frequencies 640 kc and 1240 kc are utilized in Conelrad plan which goes into formal operation this spring.

KFMB Sales Signing

PRINCIPALS in $3.15 million sale of KFMB-AM-TV San Diego, Calif., were to meet in New York over past weekend to execute formal papers for filing with FCC for its approval (B&T, Feb. 2). Seller is John A. Kenney, buyers are G. M. Wallace and H. J. Wetherill, owners of KOTV (TV) Tulsa. Transfer application to be filed at FCC this week, according to Leonard Marks, Washington radio counsel.

KVTV (TV) CBS-TV Affiliate

KVTV (TV) Sioux City, Iowa, will become CBS-TV affiliate starting March 29, B&T has been informed by Robert R. Tichenor, of Cowles Broadcasting Co. Mr. Tichenor said story in Feb. 16 B&T, based on FCC announcement, in error. This story indicated KVTV was to join CBS April 1 as primary, supplementary noninterconnected affiliate. KVTV is assigned to vhf Ch. 9.

WMBR-AM-TV to CBS Spot

WMBR-AM-TV Jacksonville named CBS Spot Sales and CBS-TV Spot Sales as national sales representatives, effective March 1. Appointments follow transfer of stations to Washington Post, majority (55%) owner of WTOP-AM-TV Washington (CBS is 45% owner) also represented by CBS Radio and TV Spot Sales. WMBR-AM-TV Chicago, newly acquired by CBS, expected to name CBS-TV Spot Sales shortly.

Canada Drops Listener Fee

CANADA’s annual $2.50 radio listener license abolished in pre-election budget announced at Ottawa late last week. Canadian Broadcast-

BROADCASTING • TELECASTING

FEBRUARY 23, 1955 • Page 11

people

THREE vice presidents of Rutrauff & Ryan elected to board of directors: F. M. ROSS, MEM., with BRR in ERP; C. L. SMITH, since 1940, and HAAKON GROSETH, with Chicago office since 1939.

Appointment of ARTHUR GROSS as manager of advertising and publicity department of Guild Films, N. Y., in connection with all-out exploitation campaign of Guild’s series of 117 26-minute films featuring Pianist Liberace, was announced by President Reub Kaufman last week. Series has already been going for showing in 11 cities. Mr. Gross has been associated with Smaller-Ross Advy, N. Y., and Skouras Theatres Corp. in promotion and management capacities.

FOUR men added to Chicago staff of Calkins & Holdren, Calkins, McClinton & Smith. They are: JAMES EHRILICHER, former public relations director of City of Chicago, who head public relations for agency office; WAYNE FICKINGER, advertising manager of Sears, Roebuck, to writing staff; ROY KOSINSKI, Mall Tool Co., who will supervise production, and RICHARD BEHERENDS, Raymond Lowey organization, who becomes art director.

GEORGE B. ADKISSON, formerly with Chi-


WAIR-TV Buys Theatre

WAIR-TV Akron, Ohio, has bought Copley Theatre, that city, and will start at once to convert it into $500,000 television center, according to S. Bernard Berk, WAIR-TV president.

KXLY-TV’s Debut In Spokane

KXLY-TV Spokane, Wash., was to go on air officially at 3 o’clock yesterday (Sunday) afternoon following program and equipment tests, according to Ed Craney, general manager and operating partner of station.

Harkins Buys DuMont

NEWLY granted Ch. 12 outlet of Harkins Broadcasting Co., license for KTLY Mesa, Ariz., plans April 15 commencement using all DuMont equipment, Red Harkins reported Friday. Mr. Harkins filed his own application, he said, at total cost of $30.

B • T Receives Citation

CITATION “for emphasizing the value to radio and TV stations of the important listener and audience interest and advertising potential of the million Dollar Network Broadcasting • Telecasting Feb. 20 by Government Standard, national weekly newspaper of American Federation of Government Employees (AFL). Series of citations to radio stations announced Friday during WTTG (TV) Washington Your Government and Mine TV program.

PREVIOUS PAGE
index

WBBW

ABC in Youngstown, Ohio
Represented by Forjice

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; I. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; David Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. Staff: Don Dilley, Harold Hopkins, Patricia Kietty, John Osbon, Keith Trantow. Editorial Assistants: Evelyn Boone, Kathryn Ann Fisher, Joan Sheean, Harriet Wiseman; 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, Shirley Harb; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE
John P. Cosgrove, Manager; Elwood M. Slocum, Subscription Manager; Betty Jacobs, Shelia Byrne, Harold Flynn.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Orater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Farniglietti, Dorothy Munster, Liz Thackston.
BUSINESS: S. J. Paul, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
William H. Shaw, Midwest Advertising Representative. Jane Pinkerton, News Editor.

HOLLYWOOD
David Glickman, West Coast Manager; Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION

Annual subscription for 22 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. Air Mail service available at postage cost.

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*Reg. U.S. Patent Office
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WBBW

ABC in Youngstown, Ohio
Represented by Forjice

That's getting more than is expected—True WBBW is not first with the most listeners in Youngstown, at all times. But then considering the cost involved—they shouldn't be. In spite of this fact WBBW is FIRST part of the time and NEVER LESS THAN SECOND. First or second it delivers the lowest cost per thousand.

WBBW

ABC STATION B STATION C
Mon thru Fri 8 A.M.-Noon 26.1 40.9 17.3
Mon thru Fri Noon-6 P.M. 26.3 43.4 18.4
Sunday Noon-6 P.M. 26.7 20.7 25.6
Saturday 8 A.M.-6 P.M. 30.0 28.2 19.2
Sun thru Sat Eve. 6 P.M.-10:30 P.M. 21.3 47.1 20.2

(Hooper Radio Audience Index—Nov. Dec. 1952)

Modestly—We deliver more for the money than can be expected.

Serving Ohio's third largest market.
Here's the guy people buy from in Memphis

One of the truly great radio personalities in Memphis is Aubry Guy.

Heard daily over WMC from 7:00 to 8:00 A.M., his bright chatter, and selected popular recordings make it the top morning show in Memphis.

For 15 years, Aubry Guy has been synonymous with "sell" in Memphis.

Today his style is paying off bigger than ever before.

Reprinted from the December 10, 1952, issue of the Memphis Commercial Appeal.

During the Christmas holidays just past, Aubry Guy went to Korea.

There, he made hundreds of recorded interviews with Memphis and Mid-South servicemen.

He sent these recorded interviews back to play for the families of these servicemen throughout the Mid-South area, direct on his morning broadcasts.

Merchandising features like this keep Aubry Guy and the Dixie Merry-Go-Round on top of the news, and in tune with the vast audience the program enjoys.

If you have something to sell in Memphis, Aubry Guy is the "guy" to do the job.

For complete details as to availabilities on the Dixie Merry-Go-Round, contact your nearest Branham Office or write, wire or 'phone Earl Moreland, WMC, Memphis.
MORE LISTENERS ALL THE TIME *

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the Hollingbery Representative for Complete Details.

WHAM ROCHESTER, N.Y.

“THE STROMBERG-CARLSON STATION”
AM-FM-TV * NBC Affiliate

WHAM DOMINATION OF 16-COUNTY AREA

IN REVIEW

MR. PEEPERS
Sun. 7:10-8 p.m. on NBC-TV.
Sponsor: Reynolds Metals Co.
Agency: Russel M. Seeds Co.
Producer: Fred Cox.
Director: Hal P. Keith.
Writers: Jim Fritzell, Everett Greenbaum.
Musical Director: Bernie Green.
Cast: Wally Cox, Marion Lorne, Tony Randall, Patricia Benoit, Ernest Truex.

ORIGINALLY brought to television as a summer replacement, then elbowed off the air by the more assertive crowd of "regular" programs returning in the fall, and finally restored to the NBC-TV program schedule at the insistence of a comparatively small but enormously loyal audience, Mr. Peepers could be commended for its durability alone.

Happily, it has other merits, more, indeed, than any other comedy of its kind. It is made of flimsy stuff—gentle satire and sentimentalism in its nicest sense—which would disintegrate if handled clumsily. As managed by the skilful hands of the writers, production men and cast who have been assembled here, the material is carefully shaped into as pleasant a half hour as can be found on anybody’s picture tube.

These observations were generally made by critics at the time of the show’s original appearance, and again when it returned to the air by popular demand. They seem the more valid now, after it has run through a full test against the opposition of “regular” programming. Mr. Peepers, it may be said with certainty, has triumphed, that most difficult of assignments, maintaining a freshness of approach and a subtlety of presentation well past week after week. It is a television classic.

The Personable Cox

Mr. Peepers would not, of course, be the appealing show it is without the delicate personality of Wally Cox in the title role. His part is rooted in a theatrical stereotype, the teacher who is long on learning but short on knowledge of worldly goings-on. Mr. Cox, however, has left the stereotype for lesser talents to play. His teacher is a complex and full-dimensional person, combining shyness and tenacity, naiveté and sophistication, certainty and uncertainty. He is a very human being.

Mr. Cox’s skilled characterization was the principal support on which the series was built in its earlier stages. It is a tribute to the imaginativeness of the creators of this show that it now has been given additional support from other characters almost as finely drawn and almost as cleverly played as Mr. Peepers. Chief among these are Mrs. Gurney, the added English teacher, and Harvey Weskit, a male member of the faculty, both performed impeccably by Marion Lorne and Tony Randall, respectively.

Weskit, who pretends to the cosmopolitanism that Peepers lacks, is a natural running mate for Peepers. Mrs. Gurney provides a fullness and effuse off-beat to Mr. Peepers’ low-key behaviour and Weskit’s faltering attempts to fit the mature-town. A fourth character, the school nurse, with whom Peepers carries on one of the most subdued love affairs of theatrical history, brings still another personality to the show, a quiet, warm and somehow attractive plainness.

The addition of other important parts to assist the central character has guaranteed even greater longevity to Mr. Peepers. Mr. Cox and company seem destined to be around forever, and this reviewer is concerned that run will be all too short.

SEE IT NOW
Sun. 6:30-7 p.m. on CBS-TV.
Sponsor: Aluminum Co. of America.
Agency: Fuller & Smith & Ross.
Co-producers: Edward R. Murrow and Fred Friendly.
Director: Don Hewitt.
Editor: Edward R. Murrow.

WHILE Edward R. Murrow’s experiment Feb. 15 in televising a session of the Arkansas House of Representatives may not have set any new highs in public entertainment, it undoubtedly did the thing that Mr. Murrow intended.

It established the fact that television, at least the Murrow brand, can bring to the people the deliberations of a legislative body without interfering in any way with those deliberations. It also gave a nationwide audience a large-as-life character study of duly elected representatives of the people at work.

In this case the “work” was a floor debate on a resolution to investigate Erskine Caldwell’s controversial play, Tragic Ground, which had moved to that state after being chased out of Tennessee by the “law”.

Gamut of Lawmakers

Since the debate was supposed to be un-staged it is presumed that Mr. Murrow had no hand in picking the legislators who took part. But no carefully selected cast of character actors could have played a more widely diversified cross-section of typical lawmakers. There was the earnest public servant doing his best, according to his convictions, to protect the people of the sovereign state of Arkansas from immoral influences. There was a southern orator of the old school. And there was a speaker who gave as good an interpretation of a ward heeler as you could find on any Broadway stage.

The resolution to appoint a commission to see the play and report back was defeated. Presumably Tragic Ground is still playing to capacity crowds just across the river from Memphis.

Electric Voting

One incidental bit of public education on a national scale was the practical demonstration of the Arkansas Assembly’s electric vote tabulator which made possible the calculation of the total in seconds after the vote was taken. Memories of the televised proceedings of the intermittent vote were at the recent national conventions are in sharp contrast.

Altogether there can be no doubt that CBS’ “distinguished analyst” did the nation a good turn. The short statement he made at the conclusion of the program summarizes the event in typical concise Murrow fashion.

He said:

“While our cameras were in the House of Representatives (in Arkansas), action was taken on 39 bills. There were no complaints about the lights, about the cameras, about the cables, no complaints of interference in the ordinary processes of the House of Representatives.

“Perhaps you do not care about Mr. Caldwell’s play. Neither do we, but each week important action is being taken on important matters in the House and in the Senate in Washington. We rather believe that if it can be done in Arkansas, perhaps this type of reporting can also be done from the House and from the Senate in Washington.”
FOR CIVIC service, Burt McMurtie (r) KMO Tacoma commentator, receives plaque of appreciation from Evert Landon (l), president, Tacoma Chamber of Commerce, and Major John H. Anderson.

TWELVE hours weekly for 52 weeks is king-size contract Woodland Merchants Assn. signs with WSRS Cleveland. L to r: Samuel R. Segue, WSRS pres.; Hyman J. Kaye, pres., Woodland; Willard L. Dougherty, asst. sales mgr., WSRS.

OWL Drug Co., L. A., spends $42,000 for 3,120 five-minute slots on KMPC Hollywood, with details supervised by (l to r) seated, Robert Benveniste, adv.-sales prom. mgr., Owl Drug; H. C. Bender, Owl pres.; standing, Bernard Weinberg, pres., Milton Weinberg agency; and Stanley Spero, KMPC salesman.

PAUL SHUMATE, (seated), is welcomed to WKRC-AM-FM-TV Cincinnati as prog. dir. by (l to r) Robert Huber, TV prod. dir.; Byron Taggart, prog. dir., WKRC; Helen Nugent, assist. prog. dir., WKRC-FM.
Pick your own time-and-program pattern—
and build your audience turnover

Checkerboard

CBS Radio introduces a new pattern of sponsorship—a way to reach nighttime listeners at a daytime cost-per-thousand. It works like this:

TAKE THREE TIME SLOTS—three quarter-hours of the early evening—ideal for listening:
(7:00 to 7:45 EST, Monday through Friday.)

TAKE THREE STAR ATTRACTIONS—three of radio’s most popular nighttime programs:
Beulah, Junior Miss, and Jo Stafford.

NOW STAGGER YOUR USE OF THESE SHOWS—for example:

CHECKERBOARD spans a wide range of listening tastes and the varied routines of early evening. A sponsor using the plan attracts more different listeners. It offers a new freedom to work out time and program combinations best suited to an advertiser’s needs.

Here is audience-building strategy as sure of success as Beulah’s throaty wisdom…the charm of Junior Miss (in a new party-dress format)…the delight of a Jo Stafford song.

With its “Power Plan” now completely sold, CBS Radio’s CHECKERBOARD is a new use of radio’s flexibility to take advertising into more and more homes.

THE CBS RADIO NETWORK
22% gain for BAB-0

says D. J. Horgan
District Sales Mgr.
B. T. Babbitt, Inc.

"We delayed writing until after we made a final check on results. According to our figures we showed a gain of approximately 22% during the weeks this sale was in progress."

LISTENERS RESPOND TO WGAR MerchAindising!

Sales increases are reported on products ranging from soaps to cereals, from desserts and drinks to dog food:

- 7-Up
- Durkee Marg.
- Leisy's Beer
- Mazola
- Creamettes
- Junket
- Super Suds
- Cheer
- Corn-fetti
- Coca-Cola
- FAB
- Crackin' Good
- Rival Dog Food
- Peter Paul
- G. Wash. Coffee
- POC Beer

With MerchAindising you contract for WGAR's effective selling, plus tie-in displays in 191 outlets of two leading national chains. Send for "MerchAindising In Action!"

A MAILING campaign, trademarked by the gadget with a message, has kept the cloy glances of agency timebuyers turned for nearly 16 years toward a Kansas radio station and its entertaining general manager.

Master of these three-dimensional billets doux—which have given WIBW Topeka a unique fame while adding to the station's good will, its new accounts and its renewed contracts—is Ben Ludy, general manager of WIBW and of KCKN Kansas City, Kan.

Agency executives since 1937 have been showered several times yearly with WIBW mailing pieces, enclosing such items as coathooks, yardsticks, egg timers, grapefruit spoons, screwdrivers, Christmas Carol books, biscuit cutters, fingernail polish and brass tacks—each keyed to a sales point made by WIBW in an accompanying message.

Mr. Ludy entered radio engineering and construction work in 1922 after attending the U. of Iowa. He was born Oct. 25, 1900, at Cedar Rapids, Iowa, where his father was in the jewelry business.

In the mid-twenties he branched out to the sale of advertising novelties, thus acquiring a background for his present gadgeteering promotion. In 1929 he joined KOIL Omaha, and in 1933 went to WIBW.

When WIBW's gadget mailing campaign started in 1937, Mr. Ludy was assistant station manager and the next year became manager. The three-dimensional mail campaign was originated for the station by Carter Advertising Agency of Kansas City, which still creates and prepares for the station an average of six mailings a year. Mr. Ludy and his staff confer frequently with the agency on ideas for the gadgets.

National Recognition

Mr. Ludy and his staff have fun themselves in thinking up new gadgets to illustrate WIBW sales messages. "We're proud of the "fan mail" the mailings have brought us, and we appreciate the national recognition that has come to us for the campaign," he says.

"The primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign," according to Mr. Ludy.

Gadget and Sales

The first WIBW gadget, mailed in 1937, is a good example of the tie-in of the gadget and the sales message. The gadget was a plastic desk ruler [see feature story, B*T, Sept. 15, 1952]. On the ruler and the folder were printed: "By the yardstick of LISTENERS . . . WIBW is TOPS!"

The direct-mail campaign has won Mr. Ludy and WIBW six major awards—the last by National Advertising Agency Network, which gave WIBW a high award in its national competition in 1952.

Realizing that countless pieces of mail are thrown into the wastebasket before they reach the executive for whom intended, WIBW combined gadget and sales message to catch attention from the right person. And the effectiveness of the mail pieces in getting attention is attested to by the requests that go to WIBW asking for "extra" gadgets.

Since WIBW began keeping records four and a half years ago, some 37,305 extra gadgets have been requested by return reply cards the station encloses in each package. The mailings are sent out regularly to a selective national mailing list of 2,200 to 2,300 names.

Hundreds of gadgets have been used by WIBW since 1937, and WIBW was the cause of one postal regulation being issued. The regulation was passed against the use of windows in mailing envelopes for anything other than the address—after WIBW mailed out envelopes whose windows gave recipients a peek at the gadget inside—but which gave postal employees trouble in handling.

The WIBW gadget promotion was the subject of a BROADCASTING & TELECASTING cartoon on May 21, 1945, which showed a postman delivering a bathing beauty to an advertising executive, and which was captioned: "What'll those WIBW promotion people think of next!"

Mr. Ludy is a Mason and Shriner. He married Elizabeth Harris in 1944 and they are the parents of a daughter, Joy Ann, 7.

He is serving his second term as president of the Kansas Broadcasters Assn., which he helped organize in 1951.

His recreation time is spent on his Osage County, Kan., farm, where he raises cattle and other livestock. The Ludy's all are fond of horses and Joy Ann has her own pony.

Page 18 • February 23, 1953
Look at these Sales Facts

1. 587,600 POPULATION
2. 173,430 RADIO HOMES
3. 569,031,400 RETAIL SALES
4. 1ST IN RETAIL SALES PER TEXAS HOUSEHOLD (10TH IN US)
5. 51,479,644,000 FOOD SALES
51,475,534,000 AUTOMOTIVE
51,117,714,000 BUILDING MATERIAL

LUBBOCK, TEXAS
790 KC
5000 Watts
1000 watts at night
AVALANCHE JOURNAL STATION

Represented by
THE O. L. TAYLOR COMPANY
General Manager Gordon Thompson

ON 790 KC - 5000 WATTS*
NOW THE STRONGEST VOICE ON SOUTH PLAINS OF TEXAS

The old favorite on a new frequency 790 KC after 21 years of broadcasting in Lubbock. Largest metropolitan area between Fort Worth, El Paso, Albuquerque, Denver, San Antonio, and Oklahoma City. Lubbock retail territory extends over 26 counties and wholesale trade covering 51 counties in West Texas and Eastern New Mexico.

KFYO has the highest percentage of listening homes among all radio stations in Lubbock—(Conlan Surveys 1945 thru 1952—Standard Audience Report 1952).

* 1000 watts at night
International Coverage
EDITOR:

The International Broadcasting Service of the United States Department of State would like to secure permission to make radio use of material contained in the article "They Can Put a City in Your Parlor," by Rufus Crater, which appeared in the Feb. 2, 1953 issue of Broadcasting • Telecasting, page 77.

This would be used in connection with our non-commercial broadcasts to and within worldwide areas, exclusive of the United States. . . .

Evelyn Eisenstadt
International Radio Program
Division
United States Department of State
New York

Left Out
EDITOR:

Please do not construe this letter as a querulous whining voice from out of the dark, but the personnel at this station feel that your publication overlooks the excellent TV services which we afford the Lower Rio Grande Valley of Texas and the adjoining territory in Mexico.

First omission came with a survey of important television markets and coverage published by you that covers every crossroads and junction in the entire U. S., it seems, except the four counties which we serve in Texas. If my memory serves me, there was even a listing of Potter County with its four TV sets, or maybe that's a slight exaggeration.

In your current issue, Pages 78-79, there is a map which locates TV markets and future markets. Surely the thousands of people who watch our programs daily attest to the fact there is a television service down here, and a pretty good one too. I do think we rate something more than a marginal footnote.

Bert Metcalf
Director of Operations
XELD-TV Matamoros,
Mexico

[EDITOR'S NOTE: Neither of these stories was a B.T survey. The first was report of a survey by J. Walter Thompson Co. and the second an article by John Crandall, media director of Sherman & Marquette, New York.]

Community TV
EDITOR:

That was a splendid round-up article on community TV [B*T, Feb. 9] and I want to thank you for it. It has certainly given me some new slants on the problem which I was studying because of the growing interest of publishers in this form of communication. . . .

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York, N. Y.

Headless Headline
EDITOR:

I was disappointed at B*T's handling of the story of my appearance before the education and legislative group in Hartford on non-commercial educational television in Connecticut. As property-owners and tax-payers we feel it only fair that a realistic approach be made to costs of operation (including especially depreciation) personnel, programming, replacement, etc., and that a more nearly true tax figure be revealed to the people of the state before legislative action is taken.

While the body of your story modified and, in essence, reversed the headline, wouldn't it have been better to have avoided the malapropism in the first place?

Edward C. Obrist
Manager
WNHC-AM-TV New Haven, Conn.

Yippee
EDITOR:

[Here is an] action shot taken during the Jan. 31 Fat Stock Show rodeo that WBAP-TV fed to NBC-TV for the first nationwide tele-

cast of a rodeo. Appropriately, it was WBAP-TV's first feed to the network.

To date over 2,500 cards and letters have been received by WBAP-TV complimenting us on the origination . . .

Thaine Eagle
Dir. Promotion, Publicity, Merchandising
WBAP-TV Fort Worth

Red Tape
EDITOR:

It was interesting and amusing to me to read your editorial in the Feb. 9 issue of Broadcast-
ing • Telecasting on Faster TV Decisions. It seems to me that no matter how much red tape is taken out of the FCC's rules and regulations one Commissioner of our governmental group, Comr. Hennoch, will always dissent for some reason or another. In the Feb. 2 issue of Broadcasting • Telecasting (page 48), we find an article concerning the ABC-UPN merger, and low and behold, we find it reported that Comr. Hennoch has written a 90-page thesis concerning her reasons for the downing of the merger. Now, I 'thinks' that it's well

and good that Miss Hennoch takes the pains to give such a full explanation of her reasons for dissent, but I'm quite sure that 90 pages are quite a lot of pages, and I'm sure also that Miss Hennoch could have shortened her 'thesia'. That's what I call red tape, or is that just one man's opinion.

Wallace M. Bradley
Syracuse U. Radio and TV Center
Syracuse, N. Y.

[EDITOR'S NOTE: For the record, Miss Hennoch's dissent was 65 pages, but the editors suspect that even that length falls within Mr. Bradley's description.]

Broadcasting • Telecasting
Only G.E. offers such an advanced TV slide projector. You'll find an unlimited variety of laps, fades, dissolves, super-positions, etc., are now possible. You are also able to get additional special effects produced by accessories like the roll-thru and the motor-driven news tape carrier. This dual projector—with its single lens optical system that prevents keystoning—will handle both 2" x 2" and 3½" x 4½" slides. For the most versatile, the most advanced money-making piece of TV equipment—insist on a G-E Slide Projector. Write for complete information: General Electric Company, Section 223-23, Electronics Park, Syracuse, New York.

• Generous work surface and convenient storage space is a special feature of G-E's Television Slide Projector. The roomy storage cabinet will hold your accessories safely... reduce breakage, help you avoid mishandling and miscuing.

Complete Television Equipment for UHF and VHF
AN AYE FOR AN EYE
That's the verdict for Jeffrey Jones, TV's fastest-moving private eye. And it's unanimous with viewers and sponsors, the country over.

In less than eight months on the air, "Files of Jeffrey Jones" has soared into Telepulse's Top Five syndicated film shows. Current ratings:
Chicago, 20.4, Boston, 16.6, San Francisco, 17.8, Pittsburgh, 50.5 (December, 1952).

And sponsors in more than 25 TV markets concur. Jeff has successfully sold biscuits, bread, pharmaceuticals, radios, automobiles, gasoline, beer, milk, laundry service, many other products.

With "Files of Jeffrey Jones," you have action that gets a big reaction...from the cast (starring TV-movie-and-Broadway hero Don Haggerty) through scripts (39 half-hour mystery adventures of a sports-minded private eye whose favorite game is murder) to production (by Hollywood's Lindsley Parsons).

For top TV results in your local and regional markets—at a cost that'll make you cheer—ask the CBS Television Film Sales representative nearest you about Jeff now.

FILES OF JEFFREY JONES
a presentation of CBS TELEVISION FILM SALES with offices in New York, Chicago, Los Angeles and Memphis

That's right!

Take a slide rule . . . or

A calculator . . . or

Your pencil.

Then

The November Pulse Report for Tulsa . . . and

The 1952 NCS Market Area Figures for KVOO . . . and

Our rate card.

Figure any angle you like . . .

You'll find that

Per thousand families

KVOO is by far the

GREATEST ADVERTISING BUY IN

OKLAHOMA'S NO. 1 MARKET!
on all accounts

A NATIVE of Belfast, Ireland, Robert Brewster has come a long way, figuratively and literally, to his present post as assistant to the vice president in charge of radio and television at McCann-Erickson, Chicago.

Mr. Brewster is in charge of administration for several radio-TV clients. In this post, he makes use of his experience in the production end of the broadcast media. McCann-Erickson ranked eighth last year among advertising agencies in AM-TV billings.

He was born in Belfast March 14, 1914. Five years later, the Brewster family traveled to St. Louis where young Brewster received his early schooling. He moved east in the early '30s and attended Princeton U.

Upon his graduation in 1936, Mr. Brewster entered the agency field as an apprentice with J. Walter Thompson Co., New York.

JWT's Hollywood office beckoned in 1937 for what was described to Mr. Brewster as a "summer hiatus" stint. He stayed eight years, during a period when name radio performers increased on the West Coast. Among his production laurels are The Kraft Music Hall (with Bing Crosby), and many other shows with big name stars.

Returning to New York in 1945, Mr. Brewster became an executive on the RCA account. In April 1948 he left J. Walter Thompson to join WOR New York, where he was an executive producer and later radio program manager.

In May 1950, he came to McCann-Erickson in Chicago, taking on production chores. Among the accounts on which he rides administrative herd are Standard Oil (of Indiana), Muehbach Brewing Co., Maytag Co., Bell & Howell, Allied Vans, Swift & Co. (chicken products), Chrysler-Plymouth Dealers of Cook County, Chicago Milk Foundation and others. The agency handles considerable spot radio and TV as well as network for its clients.

There has been heavy emphasis on regional TV network commitments, too, particularly for newscasts, musical shows and football. Mr. Brewster cites the regional Wayne King show as an example of a high quality TV program turned out for a minimum production cost. He feels that more and more advertisers will turn to package shows using the music format, and also to localized newscasts.

Mr. Brewster married the former Sheila Witherspoon, a native of Manhattan. They have a daughter, Sheila Jane, born in Los Angeles. The Brewster family lives on Chicago's near north side. Mr. Brewster has no particular hobbies—he likes the outdoors—and is a non-joiner of fraternal groups.

You ride with the winner when you ride with WGR...the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.
Like a cat goes for milk

Just like a cat goes for milk, 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 big results at low cost. 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 big results for you, too—at low cost. Get your Forjoe man to give you all the details.
WESTINGHOUSE BUYS WPTZ (TV) FOR RECORD $8.5 MILLION

Pioneer WPTZ Philadelphia, which began in 1932 as Philco's experimental outlet, is to join the ranks of Westinghouse Radio Stations Inc. Move expands WRS' TV operations to two outlets.

A NEW HIGH price in television station transactions—$8.5 million—was established last week when Westinghouse, through the WRTB-owned WPTZ (TV) Philadelphia, bought the Philco-owned WPTZ (TV) Philadelphia.

The transaction, announced jointly Saturday by E. V. Huggins, president of WRS, and James H. Carmine, executive vice president of Philco, and subject to the usual FCC approval, tops by $2.5 million the previous $6 million paid by CBS for the facilities of WBKB (TV) Chicago a fortnight ago following FCC approval of the ABC-United Paramount Theatres Inc. merger [B*T, Feb. 16].

Acquisition of the 20-year-old WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which went on the air in 1948.

WPTZ began operating experimentally in 1932. It was the third commercial TV station in the U. S. when it was given an FCC permit in 1941. It is an NBC-TV affiliate and operates on vhf Ch. 3 with 16.2 kw visual power, charging $1,500 for a one-time Class A hour program and $500 for a minute spot. It is represented by NBC Spot Sales.

Profit for '52

The TV-only Philadelphia station, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952.

WRS has had, for the last five years, a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the Ch. 3 station. Westinghouse's 50 kw clear channel KYW (on 1060 kc) and the Philco TV outlet have cooperated in their operations through the use of similar background identifying announcements.

"This is another step toward the completion of our plan to bring additional service to the millions of people living in areas served by Westinghouse," Mr. Huggins said Saturday. "Since KDKA (Pittsburgh) first went on the air with its first scheduled broadcast Nov. 2, 1920—the Harding-Cox presidential election returns—it has been Westinghouse practice to broadcast a comprehensive schedule of programs in the public interest."

Mr. Carmine said: "Television broadcasting, on an experimental basis, was undertaken 20 years ago in order to augment the company's early research and engineering program on television receiving sets.

"Sale of station WPTZ at this time will enable Philco to concentrate its activities in its principal fields of research development and the production of television receiver sets, radios and major appliances which are merchandised through its distributors and dealers, and the manufacture of electronic equipment for government and industry."

Contract for the record transaction calls for $500,000 on agreement and the balance in cash on FCC approval of the sale.

Preliminary negotiations over a period of months were carried on by Joseph E. Baudino, executive vice president of WRS, and Ernest B. Loveman, vice president and general manager of the Television Broadcasting Division of Philco. Mr. Loveman will remain with WPTZ.

Messrs. Baudino and Loveman have assured the WPTZ staff that personnel and operating policies would not be affected by the ownership change.

Other recent TV station sales include the still pending buy of Edward Lamb's WTVN (TV) Columbus by the Taft family (WBRC-AM-FM-TV Cincinnati) for $1.5 million [B*T, Jan. 29], the pending purchase of John A. Kennedy's KFMB-AM-FM-TV San Diego by Jack D. Whrater Jr. and Helen Marie Alvarez, who own KOTV (TV) Tulsa, for $3.15 million [B*T, Feb. 2] and the recently approved sales of WLTV (TV) Atlanta from a group of Atlanta businessmen to Crosley Broadcasting Corp. for $1.5 million [B*T, Feb. 2], and of WMBB-AM-FM-TV Jacksonville, Fla., to Washington Post (55% owner of WTOP-AM-FM-TV) Washington for $2.47 million [B*T, Feb. 2].

Application for FCC approval of the sale will be made in about a week, it was understood. Upon FCC approval, WPTZ and KYW will move toward integration of their operations, but some months may be entailed, since separate locations are involved. Since 1947 WPTZ has occupied two floors and additional studio space in the KYW building on Walnut St. KYW is affiliated with NBC and is represented by Free & Peters.

All Westinghouse radio and television properties are operated by subsidiary Westinghouse Radio Stations Inc. WRS grossed $9,280,300 with an operating profit of $2,107,193 in 1952.

TERMS of arrangement to buy WPTZ (TV) Philadelphia are discussed by Westinghouse Radio Stations' President E. V. Huggins (I) and Philco Executive Vice President James H. Carmine.


Westinghouse is a TV applicant in Pittsburgh, where KDKA is competing with WJAS and WWSW for vhf Ch. 11, and in Portland, Ore., where KEX is competing with North Pacific Television Inc. and Portland Television for vhf Ch. 8.

KYW is an applicant for uhf Ch. 17 in Philadelphia. This will be withdrawn upon FCC approval of the WPTZ purchase.

Earlier application by WOWO for uhf Ch. 21, Fort Wayne, has been withdrawn.
CBS-TV GETS C-P-P SHOWS; LEVER BROS. MOVES SURF ACCOUNT

Struggle for “Strike It Rich” ends in renewal contract for CBS-TV as well as capture of “Big Payoff.” Big Surf account, including $3 million in annual billings, moves from N. W. Ayer & Son to BBDO. Other changes pending in program lineups.

A ROUND of switching activity, affecting both programs and agencies, last week highlighted advertising developments of two major soap-detergent manufacturers, Colgate-Palmolive-Peet and Lever Bros.

The tug-of-war between CBS-TV and NBC-TV for Colgate’s daytime Strike It Rich and Big Payoff programs [B*T, Feb. 16, 9] ended in victory for CBS-TV, which not only won renewal of the former program, representing two hours a week, but also pulled the latter show, totaling an hour and a half a week, away from NBC.

Lever Bros., meanwhile, moved its Surf account, representing approximately $3 million in annual billings, from N. W. Ayer & Son, New York, to BBDO, also New York. Although BBDO also handles Breeze, another Lever product and competitive to Surf, BBDO will service both accounts.

Other Changes in Works

Aside from the blow which NBC-TV suffered through the loss of Big Payoff, there were reports that another loss was impending — possible dropping by Lever of the Hawkins Falls quarter-hour daytime TV strip. NBC had wanted the Strike It Rich show particularly to bolster its TV daytime schedule, of which Big Payoff and Hawkins Falls are a part.

Surf, along with other Lever products, currently sponsors, in addition to Hawkins Falls (Mon.-Fri., 5:15 p.m.), CBS Radio’s Aunt Jenny, a quarter-hour strip; a quarter-hour of House Party on CBS-TV three times a week, and spots on the Arthur Godfrey CBS-TV morning show.

In addition to switching the Surf account to BBDO, Lever also named G. M. Basford Co., New York, as agency for its new Industrial Sales Division, which handles the sales of bulk shortening, gyclerine, hotel soaps, and industrial soaps and detergents.

In retaining Strike It Rich, CBS-TV kept an account which, in 1952, represented gross time sales of approximately $2.1 million, while in acquiring Big Payoff it got a series whose 1952 gross time charges amounted to almost $2.5 million.

**Volume Discounts**

It was understood that, net, the two contracts would mean approximately $800,000 each to CBS-TV, and that, through discounts under the CBS-TV structure, Colgate stood to save almost $790,000 as a result of a contiguous rate by having both shows on CBS-TV. Colgate also sponsors Mr. and Mrs. North on CBS-TV, Fri., 10:10-30 p.m.

Colgate sponsors the Mon., Wed., Fri. portions of Strike It Rich (Mon.-Fri., 11:30-12 noon) and also a Wednesday evening version (9-9:30 p.m.) of the show. Big Payoff is scheduled to go into CBS-TV’s Mon.-Fri. 3:30-4 p.m. spot, with Colgate sponsoring Mon.-Wed.-Fri. segments, starting March 30.

But CBS-TV still had some arrangements to complete late last week. Lever’s Surf—a competitor of Fab, which Colgate plans to promote on Big Payoff—sponsors the quarter-hour of Art Linkletter’s House Party Mon., Thurs. immediately preceding the 3:30-4 p.m. time slot aside for Big Payoff, thus raising the possibility of a product conflict on Mondays and Wednesdays.

CBS-TV officials said, however, that they were confident Surf would agree to switch quarter-hours with other sponsors to avoid this conflict.

Both Big Payoff and Strike It Rich are Walt Framer productions. William Esty & Co., New York, represents Colgate for both programs.

**$8 Million Contract Signed by Philip Morris for ‘Lucy’**

With a new king-size product to be sold, Philip Morris last week signed a king-size contract for its Monday night TV show, already with a king-size audience of nearly 50 million.

SIGNING of Lucille Ball and Desi Arnez by Philip Morris & Co. and CBS-TV to an $8 million non-cancellable contract for 2½ more years of the top-rated I Love Lucy television series was reported last week by the network, which hailed it “the largest single contract ever signed in television.”

On the basis of 39 shows a year, it was estimated the cost per show under the contract would approximate $80,000 and that about $35,000 of this would go for time charges and about $45,000 would represent talent and production costs.

The contract, which Miss Ball and Mr. Arnez, her husband, signed on behalf of their Desilu Productions, will carry the film series through 1955. Featually, the contract was signed under Philip Morris sponsorship, the program is on CBS-TV on Mondays, 9-9:30 p.m.

‘No Option’ Provision

The agreement is a “no option” document, containing no cancellation provisions. It was signed Wednesday in Hollywood in the presence of Harry W. Chesley Jr., vice president of Philip Morris; Harry Ackerman, CBS-TV vice president in charge of network programs Hollywood, and Terrance Clyne, vice president of Biow Co., agency for the cigarette company.

Stars of the show are slated to return to General Service studios in Hollywood to resume filming the series about March 20, after a filming hiatus occasioned by the birth of a son to them last month on the same day a son was born to them in the script of the program.

At the contract signing, Mr. Chesley said on behalf of the sponsor:

“We are delighted to sign this contract. With the introduction of the king-size Philip Morris cigarette [see above box] and the guarantee of presenting Desi and Lucy for the next 2½ years, Philip Morris is looking forward to an all-time high in sales.”

**CBS-TV GETS C-P-P SHOWS; LEVER BROS. MOVES SURF ACCOUNT**

**King-Size Success**

SALES SUCCESS of the month-old king-size version of Philip Morris is credited greatly to the impact of its I Love Lucy show on CBS-TV, the firm announced last week. The first commercial appearance of the Philip Morris king-size cigarette was made by Desi Arnez on the Jan. 26 show to an audience estimated at approximately 50 million. Since then the new product has been promoted by other Philip Morris radio and TV shows. Success of the cigarette was based on reports from many areas which ran out of the new product. Demand for the king-size cigarette was so great that the firm had to use a “sellout! be patient” advertising campaign. Biow Co., New York, is the agency.


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BROADCASTING • TELECASTING
AM-TV ACTIVITY AMONG BREWERS PREVIEWS SPRING CAMPAIGNS

Beer and ale companies continue to follow their long-set pattern of buying heavy baseball and sports schedules, with some concentrating on spots and network shows.

MOST ACTIVE group of advertisers in the radio-TV industry last week were the brewers, with at least a dozen of the beer accounts underwriting baseball sponsorship, spot announcement schedules and network programs, most of them to begin in the spring.

Falstaff Brewing Co. is preparing a radio spot announcement campaign to start March 9 on the West Coast for 13 weeks. Falstaff also will sponsor home games of the St. Louis Browns on a regional radio network, and assume co-sponsorship of the Chicago Cubs games on a 25-station custom tailored regional radio network in Illinois.

The firm has renewed sponsorship of Game of the Day on Mutual and will continue local sponsorship of wrestling matches, several sporting events and newcasts in about 20 TV markets. Dancer-Fitzgerald-Sample, New York, is the agency.

Prepare Spot Campaign

Pabst Sales Co., Chicago, for Pabst Blue Ribbon beer, is preparing a radio and TV spot announcement campaign to start March 16 in Florida, Texas and the Middle West. This adds to the year-round sponsorship of Blue Ribbon Bouts Wednesdays on CBS-TV, 10 p.m. EST, Warwick & Legler, New York, is the agency.

Standard Brewing Co., Cleveland (Erin Brew), will sponsor coverage of the Cleveland Indians for the fifth straight year on WERE Cleveland. The same games will be sponsored on a tailor-made regional network of some 30 stations in the Cleveland area. Gerst, Sylvester & Walsh, Cleveland, is the agency.

Oertel Brewing, Louisville, will underwrite broadcasts of games of the Louisville Colonels, of the American Assn., on WINN Louisville.

Schlitz Brewing Co., Milwaukee, continues to sponsor its Schlitz Playhouse on CBS-TV, Fridays, 9-9:30 p.m., and will supplement the network operation with a spring campaign in Wisconsin and other areas. Lennen & Newell, New York, is the agency.

Gulf Brewing Co., Houston (Grand Prize beer), through Foose, Cone & Belding, Houston, is known to be buying programs for a regional campaign in southwest markets.

Blatz Making Plans

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is pondering the future of its Amos 'n Andy program on CBS-TV, with indications the program will be renewed. The company also is expected to start a limited supplementary spot radio and TV campaign. Blatz is expanding its distribution and the spot activity is designed to broaden with market-by-market expansion.

Narragansett Brewing Co., Cranston, R. I., will co-sponsor broadcasts of the Boston Red Sox home and road games on WHDH Boston. Broadcasts will be fed to a New England network of 21 stations.

P. Ballantine & Sons, Newark, will sponsor once again the New York Yankee games on WPIX (TV) New York and on WINS (radio) New York. Both home and road games will be heard on a special network in New York State, Pennsylvania and Connecticut. Ballantine continues to use a 52-week radio spot announcements campaign in Boston, Philadelphia and New York. BBDO, New York, is the agency.

Piel Bros., New York (Piel’s beer), has added two more TV shows in the New York area, bringing its total of local video programs to eight [B*T, Feb. 16]. Young & Rubicam, New York, is the agency.


Jackson Brewing Co., New Orleans (Jax beer), through Fitzgerald Agency, New Orleans, carries a quarter-hour musical program on a 15-station lineup in the Texas area and during the spring expands its budget to include news programs.

G. Kruger Brewing Co. is planning the largest advertising campaign in its history with a radio spot schedule. Grey Adv., New York, is the agency.

New Godfrey Show Buy

ANOTHER Arthur Godfrey program—a new Sunday afternoon half-hour to be sponsored by Vitamin Corp. of America (Rybutol)—was set by CBS Radio last week to start March 1, bringing total weekly Godfrey time to nine hours on CBS Radio and five and a half hours on CBS-TV. The new show will be heard 4:30-5 p.m. The Rybutol show will be known as The Arthur Godfrey Hour.

Agency for Rybutol is Kastor, Farrell, Chesley & Clifford, New York.

Participations are bought on NBC-TV’s Today by Trailer Coach Mfrs. Assn., Chicago, on one-a-week basis starting in April. At signing (1 to r) are Gordon Mills, NBC account executive; James B. Keithley, account executive; J. Walter Thompson agency; Edward L. Wilson, managing dir.; Trailer Coach, and Edward Hitz, NBC Central Div. sales mgr.

Admiral Bouts on 92 Outlets

WHAT DuMont claims is “the largest television network ever assembled for any program or event,” totaling 92 stations, has been ordered by Admiral Corp. for its coverage of the Golden Gloves New York-Chicago intercity Boxing Bouts on DuMont TV on March 26 [B*T, Feb. 9], the network has announced. Fights will be carried 9:30 p.m. EST to conclusion. Admiral also is sponsoring the Chicago finals on 34 DuMont stations on March 6, and is sponsoring radio coverage of both events on Mutual. Agency is Erwin, Wasey & Co., New York.

Television commanded the third largest share of Admiral’s advertising budget from 1946 to 1952, with last year rated as “TV’s best year” in point of expenditures, reports the radio-TV set firm in commenting on its new 1953 $20 million outlay, largest in its history.

Admiral spent $69 million in the previous six-year period, of which $40 million (nearly 60%) was for printed space. Company spokesmen report that this year’s TV budget is probably just as large—an estimated $1 million for the Bishop Sheen DuMont show, Life Is Worth Living, plus a liberal slice for special events (the Golden Gloves boxing tournament, all-star College-pro football classic). Dealers also buy local radio coverage as in the past.
GENERAL MILLS PLANS SPOT PUSH

The firm's long-range spot saturation plan has already received approval of "20 of the better stations" with many others seeking additional information, reports GM's Lowry Crites.

GENERAL MILLS Inc. last week was reported to have received approvals—from "borrowed money to options"—from at least 20 major stations and letters from many others expressing interest in its plan for a long-range saturation spot campaign in key markets throughout the country.

At the same time it was revealed that the company would pace its spot plan "almost entirely" to radio spot announcements—with very little television involved—and retain "most or all" of its present radio and TV network properties.

The plan and one or two alternative proposals were to have come up for discussion at General Mills last week at a meeting of key officials, including Lowry Crites, GM advertising manager, who was sidetracked at the last minute. Announcement of the campaign is anticipated sometime this week.

Heard From 20 Stations

Mr. Crites told Broadcasting & Telecasting that the firm has heard from "20 of the stations" on the saturation blueprint—stations with "top listenership," but belonging to no particular network or group. Others had written in asking when it would become operative and for further materials.

This year's drive—expected to be similar to the one last year which provoked considerable controversy but was far different from GM's forays into network rate structures in 1950—is pegged to start in the spring, advent of the cereal season, thus indicating that cereal products—probably Wheaties or Kix—would be advertised. The campaign will extend through the summer months.

Details have not been worked out, Mr. Crites said. He explained that last year General Mills used over 900 announcements, split among two stations in many individual markets, at an average of 10 per day over a 17-week period.

Stations accepted the plan individually and by groups, with "many" CBS Radio and stations and some affiliates of the Yankee Network participating, he said. About 100 other individual or non-group markets were involved. He declined to estimate how many stations had evinced interest in the plan this year.

Last Year's Plan

Last year stations were asked to take four-fifths of the GM schedule in Class A time. The overall rate was based on one-half the stations' or market's average rate. Mr. Crites declined to say flatly whether this percentage would be followed this time. Under the old formula the discount to the client was estimated in some quarters to be about 60%. Mr. Crites added that spots would be purchased around baseball where there are availabilities.

Radio station representatives in Chicago were reluctant to comment on the proposal pending its announcement. One station representative said it was conceivable that General Mills might seek perhaps one-third of each station's daytime one-time rate. This possibility was discounted, however, indirectly by Mr. Crites. He added that there might be no set formula for all covering all markets.

Another station representative said flatly he would refuse to offer the plan to his clients or take the initiative in any way.

Mr. Crites said the campaign will get underway early in March but denied that station representatives would be bypassed on any discussions.

An official of Knox Reeves Advertising, Minneapolis, GM agency, said earlier that "we will try to establish the same sort of plan as last year but with modifications." He said a "great many" stations—he described it as "enough"—had evidenced interest in it.

Neither the agency executive nor Mr. Crites felt at this time that the single daytime-night time rate card adopted by some stations, including ABC's and properties, would have an immediate bearing on the plan for 1953—and probably not, in fact, until an established trend takes place.

Video Costs Going Up,

Pabst's Fraser Says

TELEVISION costs are going up and still are far from the top. Television, in fact, is a "triumphuous, beautiful, frightening and expensive" medium and advertisers must maintain a balance between expenditures and actual returns.

These opinions were expressed by Forrest Fraser, vice president of Pabst Brewing Co., in a luncheon address before the Chicago Federated Ad Club last Tuesday.

Mr. Fraser, who coordinates his firm's advertising, sales and merchandising activities, said advertising by itself will not sell products. He suggested a "sales hook" at the point of selling and follow-up through advertising programs.

Citing Pabst's sponsorship of the Gavilan-Davye championship fight on CBS-TV, he said the firm had used newspaper ads asking readers to buy Pabst beer "because we brought you the fight."

Toni Mulling New Daytime Buy

TONI division of the Gillette Co., which has earmarked over $9 million for radio-TV in its 1953 advertising budget, last week was understood to be in the early stages of negotiation for a new quarter-hour daytime segment, across the board, on ABC Radio.

This move was reported to be under study as the Toni firm laid the groundwork for cancellation of Crime Letter From Dan Dodge on ABC Fridays to make room for Fun for All, now Saturdays on CBS Radio. The program would continue on CBS Radio, it was understood. Latter features Bill Cullen and Arlene Francis.

The identity of the product and the agency was not known. Toni also has reportedly been considering the dropping of It Happens Every Day, 3:55-4 p.m. daily, and sponsored four times weekly by Toni, on CBS Radio, and substituting another show, though the format was undetermined.

Toni is expected to spend about $3 million on TV and about $6.4 million on radio this year [B&F, Feb. 16].

NEW BUSINESS

Spot

Dixie Distributors, Memphis, Tenn., which had started Uncle Bob's Dixie Varieties on 22 Alabama stations for 13 weeks.

City of Cars, L. A. (used car dealers), started two-75 minute feature films weekly and half- hour weekly Fredy Martin Show on KLAC-TV Hollywood, for 13 weeks from Feb. 11 and 13, respectively. Also started were weekly feature films on KNKN TV (KLTV and KMH-TV that city. Firm is using TV spot announcements on KNKN TV, KNNT (TV) and KBNS (TV) with similar campaigns on radio, using KFWB, KMPC, KECA, KBIG and KGFJ. Agency: Irwin Co., L. A.

Network


River Brand Rice Mills Inc., N. Y., sponsoring 3:30-3:40 p.m. EST Wednesday portion of The Paul Dixon Show (DuMont, Mon.-Fri., 3-4 p.m. EST), for 13 weeks, effective last Wednesday. Agency: Donahue & Cee, N. Y.


Animal Foundation Inc. (Hunt Club dog food) signs to sponsor the Gun Drake Show on CBS Radio, Sat., 10-10:15 a.m., effective March 1. Agency: Moser & Cotins, Utica, N. Y.


Agency Appointment


Taylor Provision Co., Trenton, N. J. (Taylor pork roll), appoints Al Paul Lefton, Phila., to handle advertising.


La Premlata Macaronii Corp., Connellsville, Pa., appoints Adv. Syndicate of America, Pittsburgh. TV will be used.
In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativity continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received widespread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.
1952 POLITICS BRING TV NETWORKS $4.5 MILLION IN GROSS REVENUES

Political groups buy $1,448,092 in network TV time, while Admiral, Philco and Westinghouse tab total $3,074,810 for conventions and election coverage and related programs, Publishers Information Bureau reports. Much of the time was reclaimed from other sponsors, however, and the appliance trio might have bought other programs.

POLITICS, directly and indirectly, contributed more than $4.5 million to gross revenues of the four TV networks last year, according to data on gross network time sales compiled by Publishers Information Bureau.

Political parties, committees and organizations supporting Presidential and other candidates during the 1952 campaign season purchased a total of $1,448,092 in TV network time at gross rates. Admiral Corp., Philco Corp. and Westinghouse Electric Corp. spent $2,444,553 in sponsoring network telecasts of the Democratic and Republican political conventions in Chicago in July and $213,370 for TV network time to report results of Nov. 4 voting. In addition, Westinghouse bought $416,887 in TV network time for its Pick the Winner series, presenting candidates and party spokesmen during the interval between conventions and Election Day.

All the more than $4.5 million in time sales was not that much additional revenue for the TV networks, however. Some of the time used for campaign speeches, convention and election coverage was reclaimed from other advertisers normally sponsoring programs during those periods and so represented no additional income, nor profit, for the TV networks.

P&G Top Client

Also, if Admiral, Philco and Westinghouse had not sponsored these political events, they might have purchased TV network time for other programs. But it is a reasonable conclusion that the Presidential campaign of 1952 left the TV networks richer in dollars as well as in experience in political telecasting.

In December, Procter & Gamble Co. was again top client of the TV networks and again the only advertiser to purchase more than a million dollars' worth of time from them (at gross rates). For other top TV network advertisers see Table I. Leading advertiser for each category of TV network advertising is shown in Table II. Table III lists total expenditures of each advertising class for TV network time during December and the complete year of 1952, compared to the same month and the full year of 1951.

NIELSEN REINSTATES TV PERCENT IN HOMES

A. C. Nielsen Co., Chicago and New York market research firm, has reinstated its practice of listing percentage of homes reached by programs appearing in its TV ratings.

The reversal was prompted by the interest shown in the percentage listing, it was understood. The table was dropped fortnight ago [B&T, Feb. 9] because of "misunderstanding" over the comparative popularity of ratings, particularly with reference to the number of one-station TV markets. It was never the practice of listing percentage was dropped with the ratings for the two weeks ending Jan. 10. It was reinstated with ratings for the week of Jan. 24, released last week.

Total Jan. 24 report follows:

**TABLE I**

**LEADING TV NETWORK ADVERTISER IN EACH PRODUCT GROUP FOR DECEMBER 1952**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Category</th>
<th>Gross Time Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>Agriculture &amp; Farming</td>
<td>$2,738</td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>Automotive, Auto.</td>
<td>$1,070</td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>Automotive, Auto.</td>
<td>$987,772</td>
</tr>
<tr>
<td>Beverages &amp; Liquor</td>
<td>Beverages &amp; Liquor</td>
<td>$741,689</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Confectionery &amp; Soft Drinks</td>
<td>$9,585</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Consumer Services</td>
<td>$3,519</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Drugs &amp; Remedies</td>
<td>$4,021,504</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>Entertainment &amp; Amusements</td>
<td>$196,229</td>
</tr>
<tr>
<td>Food &amp; Drug Products</td>
<td>Food &amp; Drug Products</td>
<td>$763,360</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$135,823</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Household Equipment &amp; Supplies</td>
<td>$3,519</td>
</tr>
<tr>
<td>Industrial Equipment &amp; Supplies</td>
<td>Industrial Equipment &amp; Supplies</td>
<td>$1,038,008</td>
</tr>
<tr>
<td>Jewelry, Gold</td>
<td>Jewelry, Gold</td>
<td>$106,475</td>
</tr>
<tr>
<td>Jewelry, Silverware &amp; Other Metalware</td>
<td>Jewelry, Silverware &amp; Other Metalware</td>
<td>$2,470,437</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>$60,930</td>
</tr>
<tr>
<td>Paper &amp; Allied Products</td>
<td>Paper &amp; Allied Products</td>
<td>$2,738</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>Religious Organizations</td>
<td>$1,070</td>
</tr>
<tr>
<td>Smoker, Tobacco &amp; Other Tobacco Products</td>
<td>Smoker, Tobacco &amp; Other Tobacco Products</td>
<td>$9,170</td>
</tr>
<tr>
<td>Soap, Detergents &amp; Other Household Products</td>
<td>Soap, Detergents &amp; Other Household Products</td>
<td>$109,627</td>
</tr>
<tr>
<td>Telecasters &amp; Telecasters' Equipment</td>
<td>Telecasters &amp; Telecasters' Equipment</td>
<td>$60,930</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Miscellaneous</td>
<td>$49,980</td>
</tr>
</tbody>
</table>

**TABLE II**

**PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Love Lucy (CBS)</td>
<td>10.0</td>
<td>9.6</td>
</tr>
<tr>
<td>2</td>
<td>2 Inaugural Day Ceremonies (General Motors Corp.) (NBC)</td>
<td>9.1</td>
<td>8.3</td>
</tr>
<tr>
<td>3</td>
<td>3 Arthur Godfrey &amp; Friends (Toni-Gillette Razor Co.) (CBS)</td>
<td>8.9</td>
<td>8.7</td>
</tr>
<tr>
<td>4</td>
<td>4 Texaco Star Theatre (NBC)</td>
<td>8.0</td>
<td>7.8</td>
</tr>
<tr>
<td>5</td>
<td>5 Colgate Comedy Hour (NBC)</td>
<td>7.9</td>
<td>7.7</td>
</tr>
<tr>
<td>6</td>
<td>6 Arthur Godfrey &amp; Friends (Toni-Gillette Razor Co.) (CBS)</td>
<td>7.7</td>
<td>7.5</td>
</tr>
<tr>
<td>7</td>
<td>7 Dragnet (NBC)</td>
<td>7.3</td>
<td>7.1</td>
</tr>
<tr>
<td>8</td>
<td>8 Arthur Godfrey &amp; Friends (Toni-Gillette Razor Co.) (CBS)</td>
<td>6.8</td>
<td>6.7</td>
</tr>
<tr>
<td>9</td>
<td>9 G. M. Weatherford (NBC)</td>
<td>6.7</td>
<td>6.5</td>
</tr>
<tr>
<td>10</td>
<td>10 Arthur Godfrey &amp; Friends (Pillsbury Mills Inc.) (CBS)</td>
<td>5.6</td>
<td>5.4</td>
</tr>
</tbody>
</table>

**TABLE III**

**GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER, 1952, COMPARED TO SAME PERIOD 1951**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Dec. 1952</th>
<th>Year 1952</th>
<th>Dec. 1951</th>
<th>Year 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$315,741</td>
<td>$2,976,411</td>
<td>$267,741</td>
<td>$2,738,741</td>
</tr>
<tr>
<td>Apparel &amp; Footwear &amp; Access.</td>
<td>$2,976,411</td>
<td>$2,976,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Beverages &amp; Liquor</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Bldgs., Materials, Equip.</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Food &amp; Drug Products</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Industrial Equipment &amp; Supplies</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Jewelry, Gold</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Jewelry, Silverware &amp; Other Metalware</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Paper &amp; Allied Products</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Smoker, Tobacco &amp; Other Tobacco Products</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Soap, Detergents &amp; Other Household Products</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Telecasters &amp; Telecasters' Equipment</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
<td>$2,890,411</td>
</tr>
</tbody>
</table>

BROADCASTING • TELECASTING

5/17/46,217 $180,794,705 $14,267,061 $127,997,713
IN SAGINAW'S NEW SOUTHWEST SUBDIVISION

89 out of 126 homes

HAVE TELEVISION SETS, and regularly view WJIM-TV, Lansing ... the station that serves 5 MAJOR MARKETS in Michigan — Saginaw, Flint, Lansing, Battle Creek, Jackson.

This new home area is representative of the city of Saginaw ... a steadily growing industrial center of 25,000 homes and 5 great General Motors plants.

Mrs. Elmer Fuhrhop, of Saginaw, pictured here with 4-year-old daughter, Linda, says: "Our family enjoys many hours of wonderful entertainment through WJIM-TV every day."

You get 100% of the audience when you buy WJIM-TV. It's a market of ONE MILLION PEOPLE with annual retail sales of more than ONE BILLION DOLLARS!

MICHIGAN'S AREA STATION

serving 5 major markets

Lansing, Saginaw, Flint
Battle Creek, Jackson

WJIM-TV
Lansing, Channel 6
PERCENTAGE OF FAMILIES WHO LISTEN TO WICC AT LEAST ONE HOUR PER DAY IN THE 12 COMMUNITIES SURVEYED!

<table>
<thead>
<tr>
<th>Community</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRIDGEPORT</td>
<td>63.1%</td>
</tr>
<tr>
<td>FAIRFIELD</td>
<td>54.3%</td>
</tr>
<tr>
<td>STRATFORD</td>
<td>54.3%</td>
</tr>
<tr>
<td>NORWALK</td>
<td>45.0%</td>
</tr>
<tr>
<td>NEWTOWN</td>
<td>45.0%</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>28.4%</td>
</tr>
<tr>
<td>DERBY</td>
<td>67.6%</td>
</tr>
<tr>
<td>WEST HAVEN</td>
<td>28.0%</td>
</tr>
<tr>
<td>ANSONIA</td>
<td>70.6%</td>
</tr>
<tr>
<td>HAMDEN</td>
<td>30.0%</td>
</tr>
<tr>
<td>SHELTON</td>
<td>61.8%</td>
</tr>
<tr>
<td>EAST HAVEN</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

Yes, it’s true! A recent survey by Forman Market Research proved beyond a doubt that by far more Bridgeport and neighboring families listen to WICC than any other radio station in this area. What’s more, 91.5% of these families knew that radio station WICC was putting WICC-TV, Channel 43 on the air. Yet, WICC radio was the only medium used to exploit WICC-TV! If you’re looking for complete coverage of the Bridgeport area, WICC-TV and AM are musts! See your Adam J. Young, Jr. representative or write direct.

*COMPLETE SURVEY RESULTS ON REQUEST.*
NEW RTMA DATA SHOW SHIPMENTS OF TV SETS TO DEALERS

For first time, destination of TV sets after leaving factory is disclosed by trading areas. Figures, however, are not to be confused with tables showing number of TV homes in areas served by each TV station.

FIRST television set figures showing where manufacturers have shipped video receivers since 1946 have been compiled by Radio-Television Mfrs. Assn.

The new figures were made public over the weekend by RTMA, based on compilations by William E. Long, RTMA director of statistics. They cover the period from 1946 through the third quarter of 1952.

Since production of TV sets started after the war, manufacturers have shipped 19,175,738 receivers to dealers in the United States (through September, 1952), according to Mr. Long's tabulations.

This breakdown of shipments is based on Rand McNally trading areas. Rand McNally breaks down the nation into 60 arbitrary trading areas. These areas bear no relation to the metropolitan area classification used by the U.S. Census Bureau in publishing results of the 1950 decennial census.

Mr. Long makes clear that the RTMA figures do not attempt to show TV circulation—that is, the number of TV homes in any given area.

On the other hand, they show for the first time total sales to dealers. In other words, the data reveal the areas where TV sets have gone after leaving the factory. Their basic purpose is to show each manufacturer what percentage of an individual market he has, based on shipments to dealers.

The RTMA figures have been condensed by Broadening Telecasting to show 60 major trading areas, as classified by Rand McNally, with principal subdivisions. This table, however, does not show detailed county and city breakdowns in some of the major areas, since the RTMA figures are not broken

TELESTATUS

Weekly TV Set Summary—February 23, 1953—TELECASTING SURVEY

City / Outlets on Air / Sets in Area

Albuquerque / KBTV / 24,454
Anson / WTV / 109,771
Atlantic City / WAWA-TV, WSB-TV, WITV / 215,000
Austin / KOX / 3,050
Baltimore / WAAB-TV, WBAI-TV, WMBR-TV, WMAR-TV / 460,454
Bend / WABJ / 12,240
Boston / WJAR / 191,450
Birmingham / WAM, WABC-TV / 150,000
Bloomington / WTVY / 194,000
Baton Rouge / WAFB / 1,029,032
Buffalo / WBKB, WENR / 328,419
Charlotte / WSOC / 295,483
Chicago / WLS, WENR, WGN, WGNR / 1,316,491
Cincinnati / WCPG, WCPG, WLED / 395,000
Cleveland / WEWS, WNKB, WXEI / 711,245
Colorado Springs / KKTV / 14,550
Columbus / WHS-T, WTVN, WLTV, WTVN / 274,000
Dallas / KRLD-TV, WWA, WWA, WWA, WWA, WWA / 225,000
Denver / WOC-TV / 169,000
East Grand Rapids / WAVE-TV / 1,002,032
El Paso / KDOM-TV, KTMV / 17,250
Fort Worth / WAF-TV, WWJ, WXYZ / 817,000
Green Bay / WGBY, WGBY / 817,000
Hammond / WZTV, WWJ / 817,000
Houston / KPRC-TV / 233,000
Indianapolis / WYSIS, WSY / 175,117
Jacksonville / WJAX-TV / 255,000
Kansas City / WDAF-TV, WDAF-TV / 255,000
Kalamazoo / WOKZ, WOKZ / 241,832
Lancaster / WGAL, WAGL / 271,890
Los Angeles / WABC, KTLA, KTLA, KTLA, KTLA / 1,940,007
Louisville / WAVE-TV, WHAS-TV / 258,919
Lubbock, Tex. / KBUS / 7,500

Total Stations on Air 133 * Total Markets on Air 88

* Includes KELD-TV Metamoras, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV manufacturers, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
down that fine.

Mr. Long told BROADCASTING & TELECASTING that broadcasters should be careful to distinguish between these figures and set circulation figures covering major cities having TV stations as shown in the circulation table on page 35 and in other circulation estimates.

He emphasized the need of recognizing what the RTMA figures do not show. These "do not show" factors, he said, are: Obsolescence of sets; trans-ship dealers from one trading area to another; TV set inventories on the shelves of dealers; parts or finished products used and reassembled. The examiner's pitfalls are high in the third quarter of 1952 but that they are now declining.

The table shows trading areas by 60 areas and major subdivisions; number of radio homes (April 1950). Total number of TV sets shipped to area (Oct. 1. 1952), and percentage of TV sets shipped to Oct. 1. 1952 compared to total radio homes in 1950:

As a basic figure, RTMA took the Census Bureau's official count of TV sets in every county, city and territory of the U. S. at the end of 1950. At that time fewer than five million TV sets had been manufactured but the Census Bureau's compilation has been generally accepted as accurate (as of April 1950). By the end of 1952 TV circulation was at the 20 million mark, four times the figure at the time the census was taken.

When census data were collected, RTMA had figures showing set shipments by counties as made available by RTMA member manufacturers (estimated at about three-fourths of total TV set production).

Starting Jan. 1, 1951, RTMA began assembling monthly dealer figures for the entire manufacturing industry, using what it considered reliable projections to include non-member production. These figures were collected by a private auditing firm. Since Jan. 1, 1952, RTMA has handled its own statistics, though not even RTMA officials and members have access to production figures of individual manufacturers. These individual figures are carefully safeguarded to prevent any disclosure.

Mr. Long and his staff of nine faced the job of tracing set shipment data back to 1946 and projecting the figures to cover the entire industry, members and non-members. Then, taking the April 1, 1950, U. S. Census Bureau TV figures, RTMA has added set shipment figures for the last nine months of 1950; all of 1951; three quarters of 1952.

The total figures are those shown in the attached table. Since they are set shipment figures, they do not show dealers' stocks. RTMA, of course, obtained these figures.

The board area, with all areas and major subdivisions; number of radio homes (April 1950). Total number of TV sets shipped to area (Oct. 1. 1952), and percentage of TV sets shipped to Oct. 1. 1952 compared to total radio homes in 1950:

** **

<table>
<thead>
<tr>
<th>Trading Area</th>
<th>No. of Radio Homes</th>
<th>TV Sets Shipped</th>
<th>TV Sets % of Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALBANY, N. Y.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albany, N. Y.</td>
<td>391,549</td>
<td>262,014</td>
<td>67.03</td>
</tr>
<tr>
<td>Bennington, Vt.</td>
<td>6,070</td>
<td>2,202</td>
<td>36.47</td>
</tr>
<tr>
<td>Pittsfield, N. Y.</td>
<td>39,450</td>
<td>16,292</td>
<td>41.35</td>
</tr>
<tr>
<td>Sub Total</td>
<td>437,069</td>
<td>284,508</td>
<td>65.23</td>
</tr>
<tr>
<td><strong>ALBANY, N. Y.</strong></td>
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<td><strong>ALBANY, N. Y.</strong></td>
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<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Tracing Areas</td>
<td>No. of Radio Stations</td>
<td>TV Sets Shipped 3rd Quarter 1944</td>
<td>TV Sets Shipped 2nd Quarter 1944</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------</td>
<td>----------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>EL PASO, TEXAS</td>
<td>16,800,309</td>
<td>1,356,145</td>
<td>1,465,904</td>
</tr>
<tr>
<td>Roswell, N. M.</td>
<td>39,956</td>
<td>166</td>
<td>66</td>
</tr>
<tr>
<td>Sub Total</td>
<td>16,840,265</td>
<td>1,356,166</td>
<td>1,465,966</td>
</tr>
<tr>
<td>EVANSVILLE, IND.</td>
<td>314,866</td>
<td>1,625</td>
<td>1,592</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>218,683</td>
<td>13,481</td>
<td>1,520</td>
</tr>
<tr>
<td>Nashville, Ky.</td>
<td>16,785</td>
<td>1,702</td>
<td>1,579</td>
</tr>
<tr>
<td>Sub Total</td>
<td>232,490</td>
<td>1,581</td>
<td>1,509</td>
</tr>
<tr>
<td>FARGO, N. D.</td>
<td>34,280</td>
<td>1,117</td>
<td>1,218</td>
</tr>
<tr>
<td>Fargo, N. D.</td>
<td>98,420</td>
<td>7,392</td>
<td>6,725</td>
</tr>
<tr>
<td>Sub Total</td>
<td>136,700</td>
<td>8,514</td>
<td>7,943</td>
</tr>
<tr>
<td>GRAND RAPIDS, MICH.</td>
<td>32,040</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>Battle Creek, Mich.</td>
<td>61,685</td>
<td>23,702</td>
<td>58,666</td>
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<tr>
<td>Grand Rapids, Mich.</td>
<td>147,775</td>
<td>29,712</td>
<td>53,894</td>
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<tr>
<td>Kalamazoo, Mich.</td>
<td>65,402</td>
<td>30,080</td>
<td>42,648</td>
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<tr>
<td>Muskegon, Mich.</td>
<td>12,170</td>
<td>1,000</td>
<td>789</td>
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<tr>
<td>Saginaw, Mich.</td>
<td>4,050</td>
<td>14,905</td>
<td>14,277</td>
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<tr>
<td>Traverse City, Mich.</td>
<td>12,680</td>
<td>282</td>
<td>379</td>
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<tr>
<td>Sub Total</td>
<td>345,185</td>
<td>136,835</td>
<td>149,499</td>
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<tr>
<td>GREAT FALLS, MONT.</td>
<td>34,960</td>
<td>212</td>
<td>209</td>
</tr>
<tr>
<td>Billings, Mont.</td>
<td>34,960</td>
<td>212</td>
<td>209</td>
</tr>
<tr>
<td>Bozeman, Mont.</td>
<td>9,280</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>Great Falls, Mont.</td>
<td>28,465</td>
<td>235</td>
<td>33</td>
</tr>
<tr>
<td>Helena, Mont.</td>
<td>7,975</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Miles City, Mont.</td>
<td>9,855</td>
<td>945</td>
<td>975</td>
</tr>
<tr>
<td>Sheridan, Wyo.</td>
<td>10,850</td>
<td>102</td>
<td>78</td>
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<tr>
<td>Sub Total</td>
<td>81,766</td>
<td>746</td>
<td>726</td>
</tr>
<tr>
<td>HOUSTON, TEXAS</td>
<td>40,285</td>
<td>11,314</td>
<td>12,240</td>
</tr>
<tr>
<td>Beaumont, Tex.</td>
<td>66,375</td>
<td>7,464</td>
<td>11,240</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>328,490</td>
<td>156,384</td>
<td>47,600</td>
</tr>
<tr>
<td>Sub Total</td>
<td>394,865</td>
<td>163,848</td>
<td>41,940</td>
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<tr>
<td>INDIANAPOLIS, IND.</td>
<td>20,710</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>Anderson, Ind.</td>
<td>30,470</td>
<td>22,046</td>
<td>7,382</td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>309,120</td>
<td>21,615</td>
<td>69,100</td>
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<tr>
<td>Kokomo, Ind.</td>
<td>26,755</td>
<td>10,475</td>
<td>10,475</td>
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<tr>
<td>Lafayette, Ind.</td>
<td>35,915</td>
<td>6,836</td>
<td>19,030</td>
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<tr>
<td>Lowell, Ind.</td>
<td>46,005</td>
<td>46,774</td>
<td>45,477</td>
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<tr>
<td>Terre Haute, Ind.</td>
<td>107,350</td>
<td>32,469</td>
<td>21,890</td>
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<td>Sub Total</td>
<td>395,835</td>
<td>308,277</td>
<td>51,727</td>
</tr>
<tr>
<td>JACKSONVILLE, FLA.</td>
<td>10,290</td>
<td>3,208</td>
<td>23,234</td>
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<tr>
<td>Brunswick, Ga.</td>
<td>9,990</td>
<td>2,308</td>
<td>23,234</td>
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<tr>
<td>Jacksonville, Fla.</td>
<td>162,985</td>
<td>49,480</td>
<td>34,369</td>
</tr>
<tr>
<td>Tallahassee, Fla.</td>
<td>58,700</td>
<td>7,322</td>
<td>7,322</td>
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<tr>
<td>Vero Beach, Fla.</td>
<td>16,975</td>
<td>1,070</td>
<td>1,070</td>
</tr>
<tr>
<td>Waycross, Ga.</td>
<td>24,500</td>
<td>5,037</td>
<td>6,232</td>
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<tr>
<td>Sub Total</td>
<td>279,056</td>
<td>51,765</td>
<td>47,681</td>
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<td>KANSAS CITY, MO.</td>
<td>30,040</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
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<td>1,134</td>
</tr>
<tr>
<td>Joplin, Mo.</td>
<td>104,315</td>
<td>8,000</td>
<td>7,677</td>
</tr>
<tr>
<td>St. Joseph, Mo.</td>
<td>97,920</td>
<td>17,042</td>
<td>18,389</td>
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<tr>
<td>Springfield, Mo.</td>
<td>40,900</td>
<td>950</td>
<td>950</td>
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<tr>
<td>Sedalia, Mo.</td>
<td>75,250</td>
<td>2,601</td>
<td>9,781</td>
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<tr>
<td>Topeka, Kans.</td>
<td>25,855</td>
<td>961</td>
<td>3,711</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>236,250</td>
<td>3,955</td>
<td>15,785</td>
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<td>Sub Total</td>
<td>756,890</td>
<td>180,854</td>
<td>20,692</td>
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<td>KNOXVILLE, TENN.</td>
<td>100,310</td>
<td>4,423</td>
<td>5,434</td>
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<td>Bluford, W. Va.</td>
<td>74,650</td>
<td>4,066</td>
<td>3,455</td>
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<tr>
<td>Bristol, Tenn.</td>
<td>100,310</td>
<td>4,423</td>
<td>5,434</td>
</tr>
<tr>
<td>Hazel, Ky.</td>
<td>25,885</td>
<td>961</td>
<td>3,711</td>
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<td>Knoxville, Tenn.</td>
<td>256,260</td>
<td>4,428</td>
<td>5,434</td>
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<tr>
<td>Somerville, Tenn.</td>
<td>20,375</td>
<td>482</td>
<td>238</td>
</tr>
<tr>
<td>Sub Total</td>
<td>439,375</td>
<td>12,919</td>
<td>9,556</td>
</tr>
<tr>
<td>LITTLE ROCK, ARK.</td>
<td>27,150</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>El Dorado, Ark.</td>
<td>37,705</td>
<td>489</td>
<td>1,300</td>
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<tr>
<td>Hot Springs, Ark.</td>
<td>27,150</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>160,595</td>
<td>5,536</td>
<td>4,467</td>
</tr>
<tr>
<td>Pine Bluff, Ark.</td>
<td>75,890</td>
<td>1,632</td>
<td>2,035</td>
</tr>
<tr>
<td>Sub Total</td>
<td>235,156</td>
<td>5,265</td>
<td>4,650</td>
</tr>
<tr>
<td>LOS ANGELES, CALIF.</td>
<td>22,040</td>
<td>1,147</td>
<td>1,134</td>
</tr>
<tr>
<td>Anaheim, Calif.</td>
<td>60,110</td>
<td>10,788</td>
<td>17,014</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>147,920</td>
<td>11,683</td>
<td>22,040</td>
</tr>
<tr>
<td>San Bernardino, Calif.</td>
<td>146,790</td>
<td>6,777</td>
<td>45,491</td>
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<tr>
<td>San Diego, Calif.</td>
<td>163,170</td>
<td>11,242</td>
<td>72,230</td>
</tr>
<tr>
<td>Santa Ana, Calif.</td>
<td>125,270</td>
<td>7,014</td>
<td>6,670</td>
</tr>
<tr>
<td>Sub Total</td>
<td>1,852,555</td>
<td>1,395,903</td>
<td>75,355</td>
</tr>
<tr>
<td>LOUISVILLE, KY.</td>
<td>52,185</td>
<td>4,460</td>
<td>4,314</td>
</tr>
<tr>
<td>Bowling Green, Ky.</td>
<td>33,100</td>
<td>4,460</td>
<td>4,314</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>253,175</td>
<td>132,623</td>
<td>59,238</td>
</tr>
<tr>
<td>Sub Total</td>
<td>309,675</td>
<td>138,042</td>
<td>63,850</td>
</tr>
<tr>
<td>MEMPHIS, TENN.</td>
<td>38,190</td>
<td>876</td>
<td>2,290</td>
</tr>
<tr>
<td>Greenwood, Miss.</td>
<td>64,455</td>
<td>4,915</td>
<td>4,384</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>111,840</td>
<td>1,859</td>
<td>1,606</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>74,045</td>
<td>10,809</td>
<td>11,099</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>74,045</td>
<td>10,809</td>
<td>11,099</td>
</tr>
<tr>
<td>Sub Total</td>
<td>205,920</td>
<td>100,237</td>
<td>38,271</td>
</tr>
<tr>
<td>PINE RIDGE, S. D.</td>
<td>52,185</td>
<td>4,460</td>
<td>4,314</td>
</tr>
<tr>
<td>Pine Ridge, S. D.</td>
<td>52,185</td>
<td>4,460</td>
<td>4,314</td>
</tr>
<tr>
<td>Sub Total</td>
<td>52,185</td>
<td>4,460</td>
<td>4,314</td>
</tr>
<tr>
<td>PORTLAND, OR.</td>
<td>66,700</td>
<td>120,193</td>
<td>19,331</td>
</tr>
<tr>
<td>Sub Total</td>
<td>667,200</td>
<td>120,193</td>
<td>19,331</td>
</tr>
</tbody>
</table>
Trendex's Feb. 1-7 Listing

TOP 10 evening sponsored network TV programs for the week of Feb. 1-7, as listed by Trendex, were as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy (CBS)</td>
<td>68.1</td>
</tr>
<tr>
<td>2 Godfrey's Talent Scouts (CBS)</td>
<td>67.9</td>
</tr>
<tr>
<td>3 Dragnet (NBC)</td>
<td>43.0</td>
</tr>
<tr>
<td>4 Godfrey's Friends (CBS)</td>
<td>42.0</td>
</tr>
<tr>
<td>5 Lux Radio Theatre (NBC)</td>
<td>41.4</td>
</tr>
<tr>
<td>6 Call of the Caddie (CBS)</td>
<td>37.0</td>
</tr>
<tr>
<td>7 What's My Line? (CBS)</td>
<td>35.8</td>
</tr>
<tr>
<td>8 You Bet Your Life (NBC)</td>
<td>34.0</td>
</tr>
<tr>
<td>9 Our Miss Brooks (CBS)</td>
<td>32.9</td>
</tr>
<tr>
<td>10 Strike It Rich (CBS)</td>
<td>31.1</td>
</tr>
</tbody>
</table>

Watered Ratings

NEWS REPORTS from St. Louis and Hartford indicate a connection between sudden drains on the cities' water supplies and the intervals or commercial periods between TV and radio programs.

In both cities, the drain on water supplies coincides with intervals between shows, indicating dishwashing, baths, water drinking and other use of the plumbing is postponed until after shows.

The St. Louis Water Co. blames commercials for the jumps in water usage.

Water gauges at the Hartford Water Bureau even measure the ratings of TV shows by the amount of extra water used. With most programs drawing an average of 500,000 extra gallons, I Love Lucy, at the show's end, registers 800,000 extra gallons.

Viewing for specific days of the week also may be measured, with Monday, Tuesday and Wednesday ratings about the same until the Wednesday fights on TV, when the water gauge goes up. Thursday and Friday are drier with the exception of the Friday fights. Saturday in Hartford is "pretty damp" and becomes a "flood" after the wrestling. Sunday is the wettest night of the week.

The Gavilan-Downey fight Feb. 11 drew one of the largest ratings ever—900,000 to a million gallons.

Joe Ward Outlines Radio Approach to Retailing

PSYCHOLOGICAL gulf between retailers and radio was cited by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle, speaking before a Radio Executives Club of New England luncheon earlier this month. Blaming radio executives for the breach, he decried their use of Hooper, Pulse and Nielsen ratings as the basis for sales approaches, adding that retailers are not interested in ratings.

They want results, he said, and are interested in a medium which brings customers to their store. Mr. Ward, speaking on "Putting the Dollar Sign in Sales," and "It's the Results That Count," referred to 201 radio-newspaper comparison studies from all parts of the U. S. except New England. These studies, he said, show there are two, evenly-split markets, one reached by radio and the other by newspapers, with a small overlap which developed more than 10% of store traffic and sales volume.

Commending radio executives on the flexiblity of the medium, he recommended that they learn to speak the language of the retailer in order to increase revenue from that advertising quarter.

Among those at a Radio Executives Club of New England luncheon were (1 to r) Edward R. Mitton, president, Jordan Marsh Co.; Joseph B. Ward, president, Advertising Research Bureau Inc., Seattle, a speaker, and Rudolph Bruce, president of the club and advertising manager of New England Coke Co.
STUDIOS ALLOWED DELAY FOR ANTITRUST ANSWERS

DELAY until March 11 for answering the Dept. of Justice antitrust suit to force release of 16 mm films to television was obtained last Wednesday by RKO Radio Pictures, Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.

Extension of the deadline (last Wednesday) was set after Leonard Kaufman of the law firm of Mitchell, Silberberg & Knupp, said he had been engaged constantly in court appearance since the deadline was set last Jan. 19 [B*T, Jan. 26].

General denial of the charge of conspiracy to withhold the films was filed last week by other defendants, 20th Century-Fox, Warner Bros., Republic Pictures, Films Inc., Pictorial Films, Universal-International Pictures and its subsidiary, United World Films Inc.

The Justice Dept. earlier had clarified specific charges and amended slightly its original action filed July 22, 1952 [B*T, July 28, 1952].

GT WITHDRAWS SUIT ON LEASE OF MUSICAL FILMS TO KLAC-TV

GENERAL Teleradio Inc., operator of Don Lee Broadcasting System and KHJ-TV Los Angeles, last week withdrew its Los Angeles Superior Court suit to prevent United Television Programs Inc. from leasing 750 Snader Telescriptions to KLAC-TV Los Angeles.

The suit was withdrawn with signing of a new two-year “dual exclusivity” contract giving KNBH (TV) Los Angeles and KJJ-TV continued exclusive rights to the filmed musicals.

The suit, filed in January [B*T, Jan. 19], had charged a breach of contract was threatened by lease of the Telecasts to another station. It asked declaratory relief as well as specific performance.

Tabakin’s Films Off ‘List’

PRODUCER Bernard Tabakin has been removed from AFL Hollywood Film Council’s “unfair” list after agreeing to confine his future TV film production to the U.S. In its campaign to halt video film production abroad, the council had protested the six programs in the Affairs of China Smith series which were shot in Mexico [B*T, Feb. 9]. Series, produced by Mr. Tabakin, is sponsored on KECA-TV Los Angeles by Thrifty Drug Stores.

New Beverly Subsidiary

TELEVISION Exploitation Co., new subsidiary of Beverly Pictures, New York, was opened officially Thursday by Beverly’s president, Oliver A. Unger, who also is president of the new firm. According to Mr. Unger, TV Exploitation expects to have 27 “exchangers” in operation shortly.

Other new officers: Seymour Scott, treasurer; Harold Goldman, national sales director, and Milton Gettinger, counsel. New company already has acquired 52 half-hour Roller Derby TV films and 22 TV feature films, and within a month officials expect to begin production on Gulliver and the Little People, to be produced by the Roller Derby owner, Leo A. Selitzer, and directed by Ron Ormond.

Obviously Outstanding...

The new STANDARD STATION AUDIENCE REPORT shows once again how WMBD dominates the rich Peoria area market. With an audience of 87,328 daytime radio families, WMBD reaches 89% of the Peoria County total...90% of the total in adjoining Tazewell County. WMBD audiences in the 9-county market account for 68% of 127,870 daytime radio families. Nighttime figures show equal dominance.

New WMBD Station

To Sell the Heart of Illinois, Buy WMBD!

February 23, 1953 • Page 39
Snader Talks Resume March 2
FURTHER arbitration sessions in the case in- 
volving Louis D. Snader and his ex-partners,
Alexander Biano and Samuel Markovitch, in 
Snader Telecommunications Corp. and interlocking 
companies has been postponed to March 2, 
giving an additional two weeks for the parties 
to prepare briefs. [B&T Feb. 9].

Film Sales
Increase in sales during past few weeks have 
brought total subscribers to TV Disc Jockey 
Films, produced and distributed by Screen 
Gems Inc., New York, to 20 stations, the firm 
announced last week. New station subscribers 
include: WCAU-TV Philadelphia, WNOV-TV 
Columbia, S. C., and CBL-TV Toronto. The 
increase is due in part to "the many new 
stations going on the air," John H. Mitchell, 
Screen Gems' vice president in charge of sales, 
reported.

* * *
DuMont Film Sales, New York, announces the 
signing of Tide Water Associated Oil Co. to 
sponsor Madison Square Garden for 13 weeks 
and KGBB-TV Honolulu, T. H. This was 
11th sale of the program by DuMont in recent 
weeks. The sports film show is under contract 
for 20 half-hour episodes in the U.S. and four foreign markets. 
Winik Films, New York, produces the series.

* * *
United Television Programs has sold the Studio 
Transcription Library of musical shorts to 
three additional TV stations, bringing total sub-
nscribers to 83, according to sales director, 
Aaron Beckwith. Latest sales were to WJIM-
TV Lansing, WEEK-TV Peoria and KONG-TV 
Amarillo.

* * *
KTLA (TV) Hollywood has leased a new-to- 
TV group of feature films from Robert L. 
Lippert Productions, that city, for approxi-
mately $80,000. Films, which were released in 
1951 and 1952, may be shown over a two-
year period on an unlimited basis. 
Programming is scheduled for Saturday, 9-11 p.m., and 
Sunday, 7:30-9 p.m. All exploitation used in 
the theatrical release goes to the station.

Distribution
Cornell Film Co., New York, has signed to 
distribute films produced by Keufilm, Israel 
production firm, in TV, theatrical and non-
theatrical fields.

Availabilities
Alexander Film Co., Colorado Springs, Col., is 
releasing two new "package series" of TV film 
commercials, one on bread and the other on 
milk. Both series employ combination cartoon 
animation and live action scenes, both include 
13 20-second and four 60-second films, and are 
designed to give local and regional sponsors 
personalized film commercials. Series is avail-
able to dairies and bakeries on an exclusive 
 basis. Sponsors are given rights to unlimited 
use of the films for six months.

Production
Family Theatre, Hollywood, is in production 
on a long-hour TV film for Easter week 
release. Filmed by Roland Reed Productions, 
Calver City, and titled "Trial at Tara," script 
is based on the religious story of St. Patrick. 
Arthur Pierson is director.

Video Pictures Inc., 1515 N. Western Ave., 
Hollywood, has been formed as a self-packag-
ing, self-financing TV film production firm. 
Headed by Hank McCune, one-time NBC-AM-
TV comic, the firm is producing 13 half-hour 
situation comedy films, The Hank McCune Show.

Film People
Brandt Enos, business manager of Transfilm 
Inc. and former business manager of the March 
of Time, has resigned to launch Brandt Enos 
Assoc., New York, TV film and motion picture 
management consultant firm.

Martin Leeds, chief of business affairs depart-
ment for CBS-TV West Coast network pro-
grams, joins Desilu Productions Inc. Holly-
wood, as executive vice president in charge of 
production. Firm, which films CBS-TV I Love 
Lucy and Our Miss Brooks, plans production 
expansion with enlargement of commercials de-
partment in addition to several new TV film 
packages.

Eugene Wooten, independent Hollywood motion 
picture producer, joins Bo-Mor Productions, 
that city, as executive producer, succeeding 
Richard Morley. Firm is in pre-production on 
Don Willson Show, half-hour TV film series.

* * *
Siegfried M. Herzig, playwright and motion 
picture scenarist, has been signed by Filmmart 
Productions, Hollywood, to assist Robert 
Nathan in preparing scripts for Mark Twain 
Television Theatre.

World Hikes Budgets 35%; 
Predicts Boom for Local Radio
World Broadcasting notes its 
business last year was 40% 
higher than the previous year, 
giving basis for its vice presi-
dent's notation: "... local 
radio is a better investment 
than ever..."

PREDICTING a boom year for local radio, 
Robert W. Friedheim, vice president of World 
Broadcasting System Inc., last week announced that 
World's 1953 budgets for production, ad-
vertising and merchandising have been 
increased by 35%. He said:
"We are spending this additional money and 
ensuring our sales department because of our 
faith that local radio is a better investment 
than ever, for a growing list of advertisers; 
the local level and for those of us who have 
cast our lot in this business."

Pointing out that 1952 local radio sales were 
up more than 7% over 1951 on a nationwide 
basis, Mr. Friedheim noted that World's 1952 
business was 40% higher than 1951. He pre-
dicted this year's sales will top the 1952 record 
level.

New Birthday Show
Some of the "name" personalities included 
in World's 1953 programming are: David Rose, 
Jack Soo, Dick Haymes, Milt Renzell, 
Ray Block and the New World Singers Male 
Chorus. World is releasing special half-hour 
 holiday programs for St. Valentine's Day, Wash-
ington's Birthday and St. Patrick's Day. 
A new show is Whose Birthday Is This?, a human 
interest program centering around the birthdays 
of more than 1,500 world-renowned persons.

"Assignment" Principals Sued
WORLD TV radio actress Joan Miller last 
Tuesday filed suit in Los Angeles Superior 
Court for a total of $300,000 against NBC, 
program packager Don Sharpe, NBC Danger-
ous Assignment radio star Brian Donlevy, 
Donlevy Development Corp. and others. Miss 
Miller charged the defendants damaged her 
professional standing in "willfully and ma-
iculously" using her name as that of a Nazi 
spy depicted on the NBC radio program Feb. 
18, 1952. Miss Miller said she did confidential 
work in World War II with the Office of 
War Information and the Office of Strategic Services.

McKean Gets New Post
GILBERT S. McKEAN, merchandising man-
ger of Columbia Records' Masterworks Div., 
has been named director of the company's 
newly-created special products division, which 
will handle promotion and market development 
of current and new products for Columbia 
Records and its transcription division. Douglas 
H. Duer, assistant merchandising manager of 
Masterworks Div., succeeds Mr. McKean as 
merchandising manager.

Gloria Swanson discusses business in New 
York before returning to Hollywood, where she 
will emcee and star in Crown Theatre, a 26-
time half-hour dramatic film series which goes 
into production shortly at Bing Crosby Enter-
prises' studio. With her (l to r) are Wilbur S. 
Edwards, general sales manager, CBS-TV Film 
Sales; Merle S. Jones, vice president in charge 
of CBS owned stations and general services; 
Evelyn Crosby, president, Bing Crosby Enter-
prises, and Fred J. Mahlstiedt, operations direc-
tor for CBS-TV Film Sales, distributing group.

PAGE 40 • February 23, 1953
WFBG-TV
ALTOONA, PA.

the most powerful VHF in eastern USA

is pleased to announce the appointment of

H-R TELEVISION, INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

AS NATIONAL REPRESENTATIVES

With full power of 316,000 watts on May 1 and interim power of 75 KW. WFBG-TV Covers Western Pennsylvania from Pittsburgh to Harrisburg.

OVER 300,000 FAMILIES
OVER 69,500 TV SETS (Certified!) 
N.B.C. PRIMARY INTERCONNECTED—CHANNEL 10

FOR AVAILABILITIES . . . RATES . . . TECHNICAL FACILITIES . . . COMPLETE FACTS

CALL YOUR NEAREST OFFICE OF

H-R TELEVISION, INC.

NEW YORK
405 Lexington Avenue
Murray Hill 9-2506

CHICAGO
35 E. Wacker Drive
Randolph 6-6431

SAN FRANCISCO
110 Sutter Street
Exbrook 2-3407

LOS ANGELES
6253 Hollywood Blvd.
Granite 1480

NBC Primary Interconnected

Jack Snyder, managing director.
FCC OKAYS TV TIME-SHARING FOR KSBW, KMKY ON CH. 8

Commission authorization is for sharing of time on a single vhf channel in the Salinas-Monterey area in California. Approval apparently based on fact AM stations do not overlap in competing for sponsors.

FIRST authorizations for sharing of time on a single TV channel by two stations—considered one practical solution to application deadlocks particularly in “hyphenated” cities—were issued by FCC last week to KSBW Salinas and KMKY Monterey, Calif. Previously competitors for Ch. 8, allocated to the Salinas-Monterey area, the two stations now will share the same transmitter facilities but will maintain separate studios in their respective markets. Their mutually-exclusive applications were amended a fortnight ago to specify sharing of time pursuant to Sec. 3.622 of the Commission’s rules which permit voluntary sharing of TV facilities [B&T, Feb. 16].

FCC’s approval of the plan is understood to have been based upon the fact Ch. 8 is allocated to a twin-city area in which the two AM stations involved serve their respective markets without competitive overlap for local sponsors. The TV stations will serve both cities on the vhf facility, FCC noted.

One Commission spokesman indicated, however, there may be policy questions involved should two AM stations in the same market propose to share time on the same channel. He noted that while there have been several outstanding successful share-time operations in radio, notably WENR and WLS Chicago and WBAP Fort Worth-WFAA Dallas, the history of share-time since the medium’s early days has weighed against such a policy.

The Commission representative cited the waste of dual transmitter and studio facilities, disproportionate cost of operation over available time to earn income, the eventual demands of the share-time operators for full time facilities and administrative headaches for FCC.

He indicated though, respecting TV, that the Commission will consider each share-time proposal on its individual merits. KSBW and KMKY plan to use the same transmitter facilities, sharing the cost, and will operate with the same effective radiated power of 10 kw visual and 5 kw aural. The site is on Baldy Peak, some nine miles from Salinas, providing antenna height above average terrain of 2,630 ft. Separate studios will be maintained in Salinas and Monterey, about 14 miles apart.

Each station will program 42 1/2 hours a week, according to the present plan, with a two-week cycle scheduled in which each will have evening hours for every night of the week over the period.

KMKY is owned 30% by President Kenyon Brown, 24% by Vice President-Treasurer Bing Crosby and 26% by Vice President-Secretary George L. Coleman. KSBW is owned 25% each by President-General Manager John C. Cohan, Secretary-Treasurer and Assistant General Manager William M. Gates, Vice President Lewis A. Terven Jr., and The Chronicle Pub. Co., licensee of KRON-AM-FM-TV San Francisco.

The share-time plan came on the heels of other Commission actions approving the joining of forces of previously competitive applicants. These were the grant of Ch. 47 at Macon, Ga., to Macon TV Co., comprising stockholders of both WMBL and WNEX there, and the grant of Ch. 10 to WIS-TV Corp., Columbia, S. C., owned chiefly by WIS Columbia with minority interest held by a group of stockholders withdrawing from WMSC there [B&T, Feb. 16].

At Tulsa, competitors for Ch. 2, have joined in a common TV application under the name of Central Plains Enterprises Inc. They are Sen. Robert S. Kerr (D-Okl.), with his wife chief owner of KRMG, and W. G. Skelly, owner of KVVO (see Actions of the FCC, page 99).

The respective licensees of KRMG and KVVO will each hold a major interest in the new firm, with balance of control vested in a minor interest to be shared by Tulsa U. and Oklahoma A & M. Separate, competitive AM operations are promised.

Although the merger bid removed competition between the two stations for Ch. 2, FCC last week received two other new applications for the facility. Oil Capital TV Corp. filed for Ch. 2 while Fryer TV Corp., previously seeking vhf Ch. 23, amended to vhf Ch. 32.

Principals in KUGN and KORE Eugene, Ore., competitors for Ch. 13 there, have joined in a consolidated application soon to be filed with FCC, the stations reported last week. A group of local businessmen not identified with the radio stations are included in the proposed new applicant.
"MOVING THE GOODS"
IN THE
Memphis Market

Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods out of the stores is a selling job best performed when you select WREC—the station that gets the “better half” of the audience. Ask to see the latest Standard Audit and Measurement Report and Hooper ratings that prove it!

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
Bills in N. Y. Legislature Would Cut Radio-TV Liability

BILLS were introduced in the New York State legislature last week to limit the liability of radio and television stations in suits for slander and libel based on the programs they broadcast.

Sponsors of the measures, Sen. William S. Hults Jr. of Port Washington, L. I., and Assemblyman Joseph F. Carlino of Long Beach, L. I., explained the bills would make the sponsors of the program, rather than the station that carries it, responsible for any slander or libel, unless the station examined the script before it was broadcast.

Messrs. Hults and Carlino pointed out that on network programs particularly, local stations often have no knowledge of program content until the actual broadcast or telecast is made and therefore have no opportunity to correct a statement they may consider libelous or slanderous.

Idaho Enacts Liability Law

NEW LAW enacted in Idaho fortnight ago relieves Idaho broadcasters of liability for defamationary statements broadcast by candidates for public office, according to Henry H. Fletcher, KSEI Pocatello, president of Idaho Broadcasters Assn. The bill (H-51) through both House and Senate, with Gov. Len Jordan affixing his signature. Walter E. Wagstaff, KIDO Boise, chairman of the IBA Legislative Committee, and Earl Glade Jr., KDSH Boise, were active in contacting legislators and explaining reasons why the libel injustice should be corrected.

TV Tower Report

ONLY 19 applications requesting approval of the Airspace Subcommittee of the Air Coordinating Committee for TV tower locations or heights were turned down during 1952, the Air Coordinating Committee has indicated in its report.

The Air Coordinating Committee is composed of representatives of the State Dept., Defense Dept., Commerce Dept. and the Civil Aeronautics Board.

Annual report said the nine regional Airspace Committees had handled 190 cases regarding TV towers during the last year and had recommended disapproval of only 10%.

VOD Winners End Tour

WEEK of events involving prominent personalities in official Washington was concluded Friday as the four winners of the Voice of Democracy radio-TV essay contest received the acclaim of government and industry (see VOD article, page 78).

The students received $500 scholarships and radio-TV receivers at the annual awards luncheon held Wednesday at the Mayflower Hotel, Washington. Sen. Margaret Chase Smith (Maine) and Assemblyman Joseph B. Connolly, both of N. Y., picked up the program. Dr. Earl James McGrath, U. S. Commission of Education, presided at the affair.

The four winners were Robert Davis, Maui, Hawaii; Frank Lammodee, San Marino, Calif.; Adelaide Nacamu, Peckskill, N. Y., and Thomas J. Walsh, Washington, D. C.

FCC ENDS PUSH ON UNCONTESTED BIDS

Commission begins processing backlog of cases is lightening station grant pace.

THE TEMPORARY expediting policy—effected by FCC last Oct. 15 to push processing of uncontested TV applications by passing over contested bids—quietly died last week.

The Commission, concurrent with issuance of grants for eight more TV outlets, disclosed it once again is sending McFarland letters to applicants notifying them they are mutually exclusive with the bids of others for the same facility.

Last week's grants were less than the number the Commission usually has been issuing in previous weeks because its staff once again is processing bids which must go into hearing. The new grants included two permits for the sharing of Ch. 8 at Salinas-Monterey, Calif., by KSBW Salinas and KMBY Monterey, former competitors for the assignment (see story page 42).

The Commission's resumption of processing hearing applications was explained by FCC representatives last week to indicate the backlog of cases now before examiners is beginning to lighten and some may be able to take new cases soon. They also noted that at the present pace of grants, not counting incoming applications, the Commission staff would have handled most remaining uncontested bids in the next couple of months.

With last week's grants, the total number of TV stations authorized in the U. S. and its territories stands at 363, including 2 vhf and 12 uhf noncommercial, educational outlets. Since lifting of the freeze last spring, FCC has issued permits for 74 vhf and 177 uhf stations. Of all stations authorized, 124 vhf and 12 uhf outlets are in operation commercially.

More than 1,000 applications have been filed with the Commission since lifting of the freeze and resumption of processing, of which some 750 remain to be acted upon. A large number represent competitive bids for the same channels, many of which already have been, or are expected soon to be, set for hearing.

FCC officials, however, are hopeful that with the revision of hearing procedures the new cases will be disposed of more quickly than those to date [8*T, Feb. 9]. One spokesman guessed at least 500 TV CPs by year end.

Under the streamlined hearing procedure, effected by FCC last Oct. 4, FCC renewed its thorough respect of basic legal, financial and technical qualifications prior to the competitive hearing, thus leaving for such proceeding only comparative issues relating to the applicants' experience, proposed operating policies and program service.

McFarland Letters

Several dozen McFarland letters have gone out to mutually exclusive applicants during the past fortnight pursuant to the new hearing procedures. The majority were sent by the FCC Broadcast Bureau. Virtually all were new, more detailed letters to contested applicants who were among the first to receive such notices last summer shortly after provisions of the McFarland Act took effect.

Here are last week's new grants:

Wichita, Kan. (City priority Group A-2, Number 6)—The C. W. C. Co. (Stanley H. Durwood, theatre operator), granted construction permit for uhf station to be built at 2,630 ft. above, antenna height above average terrain 960 ft. Monterey, Calif. (Group A-2, No. 164)—KMBY Radio Television Co. (KMBY), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna height above average terrain 1,583 ft.; station to share time with Salinas Broadcasting Corp. (KSBW).

Salinas, Calif. (Group A-2, No. 164)—Salinas Broadcasting Corp. (KSBW), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna height above average terrain 2,630 ft.; station to share time with Monterey Radio Television Co. (KMBY).

North Adama, Mass. (Group A-2, No. 240)—Greylock Broadcasting Co. (WBWK Pittsfield, Mass.), granted uhf Ch. 74, ERP 1 kw visual and 500 kw aural, antenna 570 ft.

Hannibal, Mo. (Group A-2, No. 250)—Courier—Post Publishing Co. (KEMO), granted vhf Ch. 7, ERP 10.5 kw visual and 5.4 kw aural, antenna 220 ft.

McAllen, Tex. (Group A-2, No. 263)—Texas State Network Inc. (KRIJ), granted uhf Ch. 29, ERP 86 kw visual and 49 kw aural, antenna 500 ft.

Mesa, Ariz. (Group B-3, No. 178)—Harkins Broadcasting Inc. (KTVL), granted vhf Ch. 12, ERP 27 kw visual and 13.5 kw aural, antenna 400 ft.

New Orleans, La. (Group B-4, No. 184)—Supreme Broadcasting Co. (WJMR), granted uhf Ch. 61, ERP 200 kw visual and 100 kw aural, antenna 410 ft.

Storer Broadcasting Co.'s WSPD-TV Toledo, operating on Ch. 13, was granted boost in effective radiated power from 24.5 kw to 316 kw, antenna height substantially unchanged, 520 ft. above average terrain. Concerning overlap with proposed licensed power operation by WJBK-TV Detroit, Chairman Paul A. Walker in a concurring opinion stated, "As a matter of principle I believe that the overlap in this case is objectionable. In view of the Commission's prior grants of the Crosley applications, however, I do not believe the withholding a grant from Storer Broadcasting Co. would be warranted" [B&T, Dec. 15, 1952].

FCC also directed Meco Realty Co. and the co-owners of WQAN Scranton, Pa. (J. W. J. and Elizabeth R. Lynett, to elect in 15 days which of two TV applications there they wished to prosecute. Meco and the Lynetts are principals in Electric City Telecasting Co., Ch. 16 applicant, and also MCL Telecasting Corp. which proposes to purchase a majority interest
just as in the Conventions
and the Election...

AMERICA PREFERRED

NBC FOR

THE INAUGURATION

most people saw the Inauguration
on NBC-TV—more in fact than
on all other networks combined.*

Superiority in news and public affairs is a habit with NBC. It proves that even when all
networks carry essentially the same program, most people prefer to watch it on NBC.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

*Estimate based on Trendex 51% share for NBC.
WDOD is your best buy when you want to reach Chattanooga’s entire marketing area. The latest Standard Audit and Measurement survey shows that WDOD is the most popular Chattanooga radio station in 21 out of 22 counties. In 7 counties, WDOD was the only Chattanooga station mentioned. In most counties our margin of leadership was very decisive.

For sales success in Chattanooga, it’s WDOD. Put our 27 years of leadership and experience to work for you.

WDOD 5,000 watts  
FM 44,000 watts  
CHATTANOOGA’S PIONEER STATION  
National Representatives  
Paul H. Raymer Company
The big names in the food & drug fields are on

**WOWO**

**FORT WAYNE**
HERE'S THE OUTSTANDING LINEUP NOW ON KGMB-TV

I LOVE LUCY
BURNS & ALLEN
ARTHUR GODFREY
OZZIE & HARRIET
STUDIO ONE
WRESTLING
FROM HOLLYWOOD
HOPALONG CASSIDY
AMOS 'N ANDY
HOLIDAY IN HAWAII
BOSTON BLACKIE
ALL STAR REVUE
FRED WARING
YOUR SHOW OF SHOWS
MARTIN KANE
RACKET SQUAD
JEFF JONES
HANK McCUNE
JACK BENNY
ABBOTT & COSTELLO

FAM AMERICAN
WORLD NEWS
FOUR-STAR PLAYHOUSE
DENNIS DAY
TIME FOR BEANY
PLAYHOUSE OF STARS
KIT CARSON
THE UNEXPECTED
BIFF BAKER
TERRY & THE PIRATES
BLUE FLAME THEATRE
PAUL WHITEMAN'S
TV TEEN CLUB
GENE AUTRY
YOU ASKED FOR IT
TOOTSI HIPPODROME
RANGE RIDER
KIERAN'S KALEIDOSCOPE
TONIGHT IN HONOLULU
POPO, THE WEATHER MAN

Choice times are going fast!
FREE AND PETERS can still obtain one for you.
Call them today.

KGMB-TV
CHANNEL 9

CBS • NBC • ABC

GOVERNMENT

APPLICANTS

Channel 62
Trans-American Television Corp.; BPCT-569
Premier Television Inc.; BPCT-1014
W. R. Tuley; BPCT-1026
Akron, Ohio (8-109)

Channel 61
William G. Matta and George C. Matta d/b a Matta Enterprises; BPCT-1580
Allen T. Simmons; BPCT-1501...
Shreveport, La. (A-18)

Channel 3
KTBS, Inc.; BPCT-464
International Bestg. Corp.; BPCT-505

No 2nd letter necessary

Channel 12
Southland Television Co.; BPCT-992
T. B. Lanford, R. M. Dean, Mrs. May Jewel Kimsett Lanford and the Viola Lippe Dean Trust, d/b a Radio Station KAMD; BPCT-989
Don George, Ben Beckham, C. Smith and Keith M. Pyburn, d/b a Shreveport Television Co.; BPCT-1022


Channel 14
Salisbury Bestg. Corp.; BPCT-1059

New England Bestg. Corp.; BPCT-1120

No 2nd letter necessary

Channel 20
WTAG, Inc.; BPCT-1000
Wilson Enterprises Inc.; BPCT-1241

WSAU Protest Dismissed
In Move of WLIN (WOSA)

PROTEST by WSAU Wausau, Wis., against the move of WLIN Merrill, Wis. to Wausau as WOSA was dismissed by FCC last week as untimely.

WSAU objected to the Commission's grant to WOSA, owned by Rep. Alvin E. O'Konski (R-Wis.). on the grounds of economic injury [B*T, Feb. 16].

WSAU also alleged Rep. O'Konski made misrepresentations to the Commission in his acknowledgment of certain preliminary premature construction at the WOSA transmitter site. There were denied by the Congressmen who in turn questioned the accuracy of statements made to FCC by representatives of WSAU.

Grants Power Boost

In addition to approving move of WLIN to Wausau as WOSA, the Commission granted the station a boost in power on 550 kc from 1 kw fulltime to 5 kw day, 1 kw night, directional. The grant was made Dec. 4, 1952, but after acknowledgment by Rep. O'Konski of the premature construction, FCC on Jan. 2 approved a modification of the permit which constituted the condition that none of the pre-grant construction might be used by WOSA. This condition was suggested by Rep. O'Konski, pursuant to the condition included in the TV grant to TV Colorado Inc., permittee for vhf Ch. 11 at Colorado Springs [B*T, Dec. 1, 1952].

WSAU earlier protested the Dec. 4 grant and was turned down by the Commission.

Legislature on TV

WSAZ-TV Huntington, W. Va., has reported it received permission to film proceedings of West Virginia State Legislature for late TV presentation over the station.

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My, how you've grown!

SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement.

Scandia Cosmetics reports more than $5,000 in sales for January alone—supposedly the slowest month in the year.

All this by using only WWDC to advertise its line of beauty aids.

All this with only one cosmetics outlet in town—Julius Garfinckel & Company.

All this by concentrating its sales story on only one WWDC program feature—"The Hazel Markel Show," heard daily on WWDC.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation: "WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. January, 1953 was our biggest month of any we have enjoyed in Washington. We are enthusiastic about the results WWDC has produced."

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

In Washington, D.C. it's WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
SENATE PROBE OF VOA OPERATION CONTINUES THIS WEEK

While the State Dept. and its Voice of America ready new testimony on charges of "mismanagement, waste, corruption and possible sabotage" made in McCarthy group hearings, IIA's Dr. Compton resigns, and reports indicate Secretary of State Dulles is considering transfer of VOA jurisdiction outside his department.

SENATE investigation last week of "mismanagement, waste, corruption and possible sabotage" in Voice of America and its parent body, the State Dept., was highlighted by these developments:

- Resignation of Dr. Wilson Compton, former president of the U. of Washington and administrator of the State Dept.'s International Information Administration (VOA) for the past year, who said he had submitted it early in January.
- Charges of extensive waste in all VOA divisions, with specific mentions of broadcast operations in Latin America and Ceylon and the proposed Baker East and Baker West stations in the U. S.
- Hints that selection of sites for Bakers East and West in transmission locations affected by magnetic storms and "auroral absorption," was deliberate sabotage, followed Monday by cancellation of work on both.
- Reports that Secretary of State John Foster Dulles is considering transferring Voice of America jurisdiction from the State Dept. to a separate propaganda agency.
- Issuance of State Dept. orders Wednesday that no material used by VOA and allied information services can be written by persons accused of Communism or "fellow-traveling." The order rescinds the opinion of an educational and professional book publishing advisory group.

The State Dept. and its Voice of America division were preparing testimony and witnesses for appearance before the Senate permanent subcommittee on investigations, headed by Sen. Joseph McCarthy (R-Wis.), late last week.

Testimony Prepared

Up to late Thursday, officials had not explained the many charges against operative heads. However, it was learned detailed statements are being worked out carefully.

All testimony since the committee hearings started, on Feb. 13, was critical of operations and policy, with the exception of one witness who appeared Thursday morning. Hearings opened in New York, in closed executive session, continuing through Feb. 14, and then moved to Washington for open sessions last Monday.

An attorney for the investigation group predicted hearings may continue "for two months."

He refused to disclose names of people subpoenaed to testify.

A major point in the investigators' attack was revealed in testimony that transmitter locations for two high-powered propaganda stations, Baker East and Baker West, near Wilmington, N. C., and Seattle, Wash., respectively, were spotted in areas which reduced their transmission effectiveness 90% because the signal passed through the 1,000-mile-wide "auroral absorption" zone, affected by the aurora borealis and causing magnetic interference, thus making it easier for the Soviet's jamming operation.

McKesson's Views

Lewis J. McKesson, former electrical engineer for VOA, said the stations should have been located farther south in the U. S., suggesting California and Florida as preferable for both transmission and cost reasons.

Programs to have been aired by these stations were to reach Iron Curtain countries via short and medium wave relay through Munich and Manila. Construction, in which waste of many thousands of dollars was charged, was suspended Monday on orders from Secretary Dulles.

Slyy reports emanating from the State Dept. and VOA conflict with testimony before the subcommittee, and are not expected to be amplified until witnesses appear formally at the hearings. These sources seem to agree choice of transmitter sites is made by the State Dept. after various considerations, one of which is national security, and the final selection is based on recommendations by engineers outside the government.

The radiation laboratory at The Massachusetts Institute of Technology (Cambridge,
Mr. Lee Jones, Sales Manager of Washington Manufacturing Company, makers of Washington Dee Cee work clothing, Guymont and Deer Creek sport shirts, says, "In 16 days we received 50,626 pieces of mail! That to me is SELLING POWER PLUS! From 6:00 to 6:15 AM, Monday thru Saturday with Andy Wilson, we used only a one minute spot to attain this remarkable record. It's no wonder we at Washington believe WLAC is Nashville's station with sales power."

When WLAC Clicks . . . Its Advertisers Click, Too!

Whether we are selling workclothes, watches, chickens . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners.

The Nashville SALES Power Station

CBS RADIO 50,000 WATTS

NASHVILLE, TENNESSEE

For further information contact The Katz Agency, Inc., National Advertising Representatives
Future of FCC Hearings On Theatre TV Uncertain

FUTURE of theatre TV hearings before the FCC remained uncertain last week as the Commission studied the answers given to its questions by theatre TV attorneys two weeks ago [B+T, Feb. 24].

Just how the Commission might decide the worrisome problem of exclusive theatre TV frequencies — requested by motion picture producers and exhibitors — was undetermined last week. One close observer foresaw three possibilities:

- The Commission might resume the two-days-a-week hearings with no change. Or, it might reframe the issues to speed up the proceedings.
- The Commission might suspend the hearings for a certain amount of time, although MIT was reportedly working out a plan involving the issues involved, the fact that the engineering and accounting data were in and that the policy issues were aired by Attorneys Vincent B. Morgan, chief, and William C. Minch, Jr., counsel of NETTC at the oral argument two weeks ago.

At that time, attorneys for the theatre TV interests answered eight Commission questions regarding the possible use of common carriers for theatre TV, who might operate theatre TV services if the FCC approved a special allocation, and how much use the motion picture industry might make of the spectrum space if their request was granted.

In their oral statements, the attorneys argued that common carriers could not furnish the facilities requested, that they intended to present witnesses to discuss how and who will operate the theatre TV services and how much use might be made of it.

Theatre TV hearings began last October with technical and accounting data [B+T, Oct. 27, 1952]. Requested for exclusive theatre TV frequencies were 360 mc in the 5925-6875 mc band (now allocated for common carrier use). As alternates the motion picture interests suggested use of the Industrial Radio frequencies, 35,000-45,000 mc, 6425-5745 mc, and a band beginning at 10,700 mc (band 10,700-11,700 mc is allocated to common carrier fixed circuits).

Sarnoff Says Military Can Save $5 Billion

SAVINGS totaling $5 billion, about 10% of the military budget, can be made in the opinion of the Citizens Advisory Commission on Utilization of Manpower, headed by Brig. Gen. David Sarnoff, chairman of the board of RCA.

The 10-man commission of industry leaders disbanded Wednesday after Gen. Sarnoff submitted a final report to Charles E. Wilson, Secretary of Defense. The report said the armed services could operate effectively with 500,000 fewer members.

The commission began its project last November. Gen. Sarnoff had been named Oct. 22 by President Truman to head the organization.

Secretary Wilson named a new committee Thursday to develop a plan to recommend ways of reorganizing the Defense Dept. Gen. Sarnoff was installed in the seven-man group, which is to report by April 30.

Hearing Coverage

NBC-TV Washington’s production crew sweltered daily in 180-degree temperature in the network’s mobile unit outside the Senate Office Bldg. during Voice of America hearings. NBC installed video cameras, using two for live presentation each morning from 10:30 until 12 and a film camera for newsreel clips in its local and network features. NBC radio recorded all proceedings for a 50-minute edited version aired nightly five minutes after midnight. No estimate was available on the number of viewers. WMAL Washington also covered the hearing.

INDUSTRY TO FIGHT EQUAL TIME RULES

BROADCAST industry began to roll up its sleeves in earnest last week with the avowed purpose of taking the fight out of Sec. 315 of the Communications Act.

This is the provision which requires broadcasters to give all political candidates equal opportunity on the air if they permit one to use their facilities and also forbid them from censoring a candidate’s speech.

Approved by the joint board of NARTB at its Florida meeting three weeks ago, and cleared with non-NARTB members, the all-industry assault on the vexatious no-censorship provision has as its primary aim the elimination of that ban.

Ready for Compromise

Failing that, the industry is prepared to accept a bill which will permit broadcasters to delete libelous and slanderous material from the broadcast orations of political candidates. This would, according to Ralph Hardy, director of NARTB Government Relations, who is representing the fight, put broadcasters back in the same position as the FCC’s 1948 Port Huron decision. This said, in effect, that broadcasters may not touch the speech of a political candidate, whether or not it contained libel or slander.

But this was the FCC’s version which put broadcasters on the horns of a dilemma. On the one hand they could be sued for libel and on the other hand they could not protect themselves by forcing ostinate politicians to delete the offending material.

Mr. Hardy has spent the last two weeks preparing the strategy for putting the industry’s case before the Congress and the public.

Next step, he said last week, was to seek a sponsor for a bill to eliminate the offending no-censorship provision from Sec. 315.

He has conferred with Reps. Walt Horan (R-Wash.) and Joseph P. O’Hara (R-Minn.), both of whom introduced bills in the 82nd Congress touching on this subject.

Rep. Horan recommended that Sec. 315 be changed to grant broadcasters immunity from libel if aired by a political candidate. This was included in the House version of the McFarland Act last year, but was stricken from the final version in conference. This was done, said the conference, because the subject had not been carried in hearings.

Rep. O’Hara suggested that Sec. -315 be amended by giving the broadcasters the right

Jim Berryman in Washington Evening Star

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TEXAS BENT

_ an elevating dissertation_

FLYING across the unfenced sky, or looking from the windows of transcontinental trains, you miss the up-and-downness of the Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly acquired property. He got back a month later, was recognized by the clerk, who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KCNC's 50,000 watts of power climb over, under, around, and through the tamed territory of Texas, New Mexico, Kansas, Oklahoma, and Colorado which makes up our market—78 counties in all—of oil, gas, cotton, wheat, and cattle-rich country. Amarillo is the wholesale and shopping center for this enormous area. If you want to "lean up against" about two million prosperous people via radio we'll be mighty glad to help you. And soon this spring you can lean on TV.

REPRESENTED BY THE O. L. TAYLOR COMPANY
to delete defamatory material, but iterated that there should be no censorship of political material. This was voted down on the floor of the House during consideration of the McFarland Act. Rep. O'Hara reintroduced the bill in this session of the 83rd Congress. It is HR 539.

It is understood that Rep. Horan does not intend to reintroduce his bill exempting broadcasters from damages for libel. General consensus of radio attorneys, as well as NARTB, is that there is doubt of the constitutionality of such a course.

NARTB supported Rep. Horan’s bill last year, but only as a stop-gap measure to give broadcasters some protection during the 1952 elections. NARTB will support Rep. O’Hara’s bill, Mr. Hardy said, if it is managed to indicate that the deletion of slander or libel does not constitute censorship. This is if it becomes obvious that there is no chance to delete the whole provision regarding censorship.

Fundamentally, NARTB would like to see Sec. 315 eliminated entirely, Mr. Hardy explained. Realizing that this is a long-range objective—and not likely to be realized in this Congress—the next best step is the cancellation of the most restrictive censorship section, he said.

NARTB will oppose vigorously, Mr. Hardy added, any attempt to extend the blanket of Sec. 315 to include spokesmen for candidates. This was part of the Horan bill which deleted from the final draft of the McFarland Act.

Petition for reconsideration was scheduled to be filed late Friday by Zenith Radio Corp., asking the FCC to rescind its order dismissing the Zenith application for Ch. 2 In Chicago.

This was done two weeks ago in conjunction with the FCC approval of the merger of ABC and United Paramount Theatres Inc. [B*T, Feb. 16].

As part of the merger, CBS bought UPT’s WBBK (TV) Chicago for $36 million. The merged company had to sell one of its two TV stations in Chicago (ABC owned WENR-TV) under the Commission’s murky rules forbidding the ownership of more than one station in a market by a single company.

Since WBBK is now CBS owned and renamed WBBM-TV, it is due to change from Ch. 4 to Ch. 2 under the FCC’s Sixth Report and Order [B*T, April 14, 1952].

FCC’s Reasons for Dismissal

The Commission dismissed Zenith’s application for Ch. 2, which was filed in 1948, on the grounds that Zenith relinquished its rights by not participating in the allocations proceedings and in the WBBK renewal case (part of the multi-faceted Paramount case).

The Zenith petition, it is understood, will stress that it is being discriminated against. It will cite the Lancaster, Pa., case which it will claim is similar to its position.

In the Lancaster situation, the Commission ordered WAGL-TV to change from Ch. 4 to Ch. 8. LAN C Lancaster was an applicant for Ch. 8 and protested the change without hearing. The Commission ordered both applications to hearing, but granted WAGL-TV a conditional grant to operate on the higher frequency. The Lancaster station is now operating on Ch. 8, with WLAN having an appeal in the U. S. Court of Appeals against the Commission’s conditional grant to do this.

Rumors that CBS and Zenith were working to keep both Ch. 2 and Ch. 4 in Chicago were dubbed unfounded by both CBS and Zenith officials. H. Leslie Atlas, CBS Central Division vice president, said they were “absolutely incorrect.” He said that WBBM-TV had laid an offer to file Ch. 2, and that the transmitter was scheduled to go into operation in three or four months.

Ch. 4 is due to be used by Milwaukee’s WTMJ-TV (now on Ch. 3) when WBBM-TV moves to Ch. 2.

The frequency changes, required by the FCC in 30 instances are to overcome interference in the light of the new allocations.

**FCC Sets in Motion Procedure To Amend Contract Filing Rule**

PROPOSED rule-making procedure was set in motion Thursday by FCC to amend its rule 1.342 covering filing of contracts by broadcast licensees and permittees.

Two objectives are cited by the Commission in proposing the change—to define more clearly the kinds of documents which will be in the files and to eliminate the need for filing some contracts required under the rule as it now stands.

Comments will be received through March 20, with another 10 days for replies. FCC will decide after reviewing these comments whether to hold a hearing or oral argument.

The Commission announced an order adopted Feb. 11 which deletes from its Form 523 (Owner’s Report) paragraphs 6, 7 and 8, requiring that licensees report annually the total sum paid by each stockholder for the stock and date of acquisition. This information is not needed and imposes an unnecessary burden on licensees, it was held. The action applies when the ownership report is used to render an annual accounting of ownership.

See Ambiguity

Purpose of the proposal to revise 1.342 is to give the Commission full information on contracts covering ownership, management and control of stations. Some of the provisions are ambiguous, the Commission believes, and experience has shown it has no need for some of the documents not filed.

The revision covers six main classes. These follow:

(a) Documents, instruments or contracts relating to network service, designed to keep FCC informed of compliance with station broadcasting rules. Not required are transcription agreements; TV film contracts; BMI, SESAC or ASCAP documents; news association contracts. Only network affiliation agreements would be required.

(b) Contracts involving ownership or control of licensees or permittees, or of their stock, rights of interest or voting rights involving transfers and new stock are covered as well as proxies for period over one year; mortgage or loan agreements specifying dividends, purchase of new equipment and maintenance of current assets; agreement showing changes in officers, directors or stockholders as specified in Sec. 1481.

(c) Documents and contracts on sale of broadcast time for resale, including brokerage deals.

(d) Contracts covering functional music

**Michigan VIPS greet Worth Kramer, WJR Detroit**

A reception was held for the broadcast executive after Mr. Kramer’s address at the annual VFW dinner in Washington. L to r are: Sen. Charles E. Potter (R-Mich.); Jasper Kohn, Michigan state VFW commander; Gov. G. Mennen Williams; Mr. Kramer, and Sen. Homer Ferguson (R-Mich.).
WEMP SCORES NEWS BEAT AS AIR FORCE JETS CRASH

MILWAUKEE STATION SHOWS HOW NON-NETWORK PROGRAMMING PLUS WELL-STAFFED NEWSROOM PERMITS SUPERIOR NEWS COVERAGE.

Superiority of WEMP local news coverage demonstrated again January 31 when WEMP News Department broke tragic story of four F-86 Air Force Jets which crashed near Milwaukee.

Station kept ahead of competition during five-day search for planes and two missing pilots. Initial "trouble" flash on police radio January 31 at 6:53 p.m., was broadcast immediately by interrupting music program. Other bulletins followed.

WEMP News Director Don O'Connor hurried to scene of crashes, joined in search, and employed portable tape recorder to gather on-the-spot descriptive material and interviews.

Meanwhile, Newsroom personnel recorded and broadcast phone interviews with USAF Commanding Officer, Truax Field, Madison, home base of the lost jets. WEMP correspondents out in the State accompanied 650 Civil Air Patrol members, Military Academy students and Air Force personnel, plus 10 planes, and advised the newsroom of developments.

Station beat all competition handily with announcement 5 days later that the last plane and pilot's body had been found. News Department received special commendation from Milwaukee Radio Amateur's Club for early notification of crashes that enabled their mobile radio units to aid in search.

NOT CONTENT with wire service reports, WEMP News Director Don O'Connor goes to the scene of USAF jet crashes in Wisconsin with battery operated tape recorder. The disaster took the lives of two jet pilots, cost four planes and endangered the lives of a million people when the pilots bailed out near Milwaukee.

O'Connor joined the Civil Air Patrol and others in the five-day search for two of the pilots later found dead with unopened parachutes. Top news in Milwaukee for a week, WEMP coverage dwarfed other stations.
such as storecasting, transitcasting, background music and similar services.

(e) Time sales to the same sponsor for 2 hours, unless length of the events broadcast is not under control of the station (sports events, musical programs, etc.)

The contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employee but including any other persons in all cases where such persons receive either a percentage of the net profits or shares any losses incurred in the licensee’s operation.

With the exception of the two situations specified, this clause would not require filing of agreements with persons regularly employed, with stations maintained by sales managers or salesmen, with program and technical officers and employees, with engineering- ing consultants, station operators, performers, station representatives, labor unions, and similar agreements.

The proposed rule would not require verification of documents and contracts.

HEARST URGES CH. 10 MILWAUKEE CHANGE

THE TV station proposed by Hearst Corp.’s WISN Milwaukee on vhf Ch. 10 will put on more educational programs than are planned by the pending educational applicant there, FCC has told by the station late last week in its plea for license as Channel 10’s reserved status and for immediate grant of the WISN bid.

WISN’s application, filed five years ago, went through hearing and was in position to receive Commission action as the only applicant for Ch. 10 and then FCC imposed the TV freeze.

The Commission heard oral argument last Monday on WISN’s petition, in effect a request for reconsideration of the Sixth Report and Order which finalized the TV reallocation plan and put an asterisk, or reserved-for-education tag, on Ch. 10 in that city. Also taking part in the argument were FCC’s Broadcast Bureau, the Joint Committee on Educational Television and the Board of Vocational and Adult Education of Milwaukee, all three of whom supported FCC’s reservation of Ch. 10 and opposed the WISN’s application for Channel 10-Area Education last December filed for reserved Ch. 10.

William J. Dempsey, counsel for WISN, pointed out that even though the Sixth Report with its implied reservation of Ch. 10, was passed over by the Commission in its discretion could just as well choose one of four possible uhf channels usable there and reserve it for education, thus freeing Ch. 10 for an immediate grant to WISN, the only long-pending bidder for it.

By this action, he said, FCC could “immediately institute service of a competitive character. We are prepared to go on the air within 60 to 90 days at the most, and will file immediately an application for maximum height and power.”

WFMJ-TV, now on Ch. 3 but assigned Ch. 4 under the reallocation plan, is the only existing station there. A post-thaw grant for uhf Ch. 25 to WCAN there was made by the Commission a fortnight ago. FCC also has allocated uhf Ch. 12 and uhf Chs. 19 and 31 there, but multiple applications pend for these facilities.

Noting the educational application “provides an operation of five to ten hours a week,” Mr. Dempsey stated in behalf of WISN:

I submit to the Commission to give more hours than that to the very same agencies and I think it would be quite feasible for the people of Milwaukee will get exactly the same programs that everyone else is getting, but they will get them on a competitive basis with, I think, a better listening audience, will get them without cost, and produced with far more equip-

ments than the school is going to have available.

Concerning WFOX Milwaukee to retain procedural rights should Ch. 10 be made available on a commercial basis, Mr. Dempsey pointed out that the pre-freeze Milwaukee TV bidding did not include Ch. 10 as all channels in “one pot” as claimed by WFOX, but rather specific bidders for specific channels. He noted WFOX at that time asserted it sought only Ch. 8.

Joseph M. Kittner, assistant chief of FCC’s Broadcast Bureau, asserted WISN no longer has procedural rights to Ch. 10 since the Sixth Report wiped out the hearing as it did 10 other similar proceedings. He argued that if FCC deviates from the allocation plan to grant WISN’s plea, the basic principles of the whole allocation decision would be undercut.

Charles S. Rhyne and William F. Rasche, appearing for the Board of Vocational and Adult Education, supported FCC’s basic legal authority to make the reservation and opposed giving “second class” uhf service to education.

Seymour Krieger, counsel for JCEF, directed his argument to the legal issues involved, contended “it is absolutely crystal-clear that Hearst Radio has no rights whatsoever with respect to Ch. 10.” He noted FCC has ruled on this point of an applicant’s procedural rights four different times during the reallocation proceeding. The only applicant for Ch. 10, he said, is the only applicant when the applicant gets a grant and then he is given protection,” he said.

WNDR vs. WSYR Case To Go to Trial

SUIT filed by WNDR Syracuse charging WSYR-AM-TV with antitrust violations will go to trial following rejection by Judge Stephen I. Newhouse, in U. S. District Court, of a motion by the defendants in which it was claimed WNDR’s suit was not approved by its board of directors.

WNDR charges Samuel I. Newhouse, two Syracuse newspapers and WSYR-AM-TV with conspiring against it, and asks $1,088,112 in damages. The motion was argued last Dec. 26. Judge Brennan ruled that “for the purpose of this motion it is sufficient to say that a lack of hearing appears to exist in the board of directors, at least insofar as the prosecution of this action is concerned. In the consideration of this motion there immediately arises the question of whether or not the defendants may be enjoined from the prosecution if the procedure taken by the plaintiff corporation as a basis for the instituting of this action.”

The court ruled lack of jurisdiction and insufficiency of process had not been shown. The complaint had not been signed, as required by federal court rules, but the court gave permission to remedy the omission.

FCC Grants KWEM Move

KWEM West Memphis, Ark., 990 kc, 1 kw day, was granted permission last week to move its main studio across the river into Memphis. This is an outgrowth of an earlier action which designed KWEM’s request for a hearing.

The application was set for hearing on issues which FCC said related “primarily to future programming policies ... with particular reference to the needs for expression of the inhabitants of West Memphis.” KWEM replied in a petition which contained “all the information” which could be obtained from oral testimony, and which stated that a hearing would delay the station’s development for a long time. FCC granted the petition and original application.

Hollis Seavey Named Director Of CCBS; Succeeding Quaal Clear Channel group in Washington will have its new director “in the immediate future.” Mr. Seavey leaves MBS as director of its Washington operations.

HOLLIS M. SEAVEY, MBS director of Washington operations and retiring president of Radio-TV Correspondents Assn., has been named director of Clear Channel Broadcasting Serv., headquartered in Washington.

In announcing the appointment Ed. win W. Craig, WSM - Nashville, chairman of the board, said Mr. Seavey will assume his new duties “in the immediate future,” possibly within a fortnight.

Mr. Seavey succeeds Ward L. Quaal, who resigned last summer [B-T, July 21, 1952] to join Crosley Broadcasting Corp. as assistant general manager. Prior to Mr. Quaal the CCBS directorship had been held by Victor A. Sholls, now vice president of WHAS-AM-TV Louisville.

For three years Mr. Seavey has been Washington operations director of MBS. He had been with WOL Washington when the station was operated by the Cowles interests.

Two weeks ago Mr. Seavey stated his term as president of Radio-TV Correspondents Assn., in which he had been active four years.

Mr. Craig, in announcing the appointment, made this statement: “CCBS has acquired in Mr. Seavey a director with extensive radio experience. We are confident he will carry on with efficiency and skill the functions performed in the past by Messrs. Quaal and Sholls.”

The law firm of Kirkland, Fleming, Green, Martin & Ellis serves as CCBS counsel. Norma MaDan continues as assistant to the CCBS director at Washington headquarters in the Shoreham Bldg.

ANA Spring Meet Set March 18 in Hot Springs, Va.

SPRING meeting of Assn. of National Advertisers will be held March 18-20 inclusive at The Homestead, Hot Springs, Va., with programs stressing the role the advertising department can play in making an even greater direct contribution to company profits, ANA president Paul B. West announced last week.

George J. Abrams, advertising manager of Block Drug Co., is chairman of the program committee, whose composition this year is representative of several ANA steering committees and industry groups. Attendance at the spring meeting will be limited to members and invited adverter guests.
Runway Tests Prove Gasoline 50% Better Than in 1925

Priced the same as it was then, 2 gallons now do work of 3

Dramatic automobile tests at New York International Airport, "Idlewild," prove that 2 gallons of today's gasoline do the work 3 gallons did in 1925.

Today's gasoline, these tests show, is worth 50 percent more by every measure of automobile performance and economy — even taking into consideration the great improvement of car engines and designs. To make test results even more remarkable, today's gasoline still costs about the same as gasoline did in 1925 — only taxes are higher. In the same period the price of most things you buy has gone up sharply.

This increase in gasoline quality has been the direct result of constant competition in every branch of the oil industry. Every day, oilmen try to win your business by doing their jobs better, faster, more efficiently.

That's why you get the finest oil products at the world's lowest prices. And this is just one way you benefit from the American system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet about the improvements in today's gasoline, "2=3," write to Oil Industry Information Committee, American Petroleum Institute, Box 59, 50 West 50th St., New York 20, N. Y.

GASOLINE PRICES

1925 | 1953
---|---

LIVING COSTS

1925 | 1953
---|---

1953 GASOLINE is an outstanding buy. While general living costs in the U. S. have jumped 52.2% since 1925, gasoline today is priced about the same as gasoline was then — only the taxes are higher.
Continuing a lengthy tradition of notable television "FIRSTS"—WOW-TV, Omaha, is the FIRST television station in the massive Midlands to offer advertisers and viewers—

MAXIMUM POWER*
100,000 Watts Video - 50,000 Watts Audio

MAXIMUM COVERAGE

WOW-TV's NEW 100 K. W. "MAXIMUM POWER" envelops thousands of potential new television viewers in Nebraska, Iowa, and Missouri—in the heart of the rich agricultural-industrial Midwest.

NOW! Your advertising message reaches the largest potential television audience possible in the Omaha market area exclusively on—

WOW-TV
OMAHA - CHANNEL 6

*As Powerful As ANY Station In Its Range Is Or Can Be!
A MEREDITH STATION — BASIC NBC & DUMONT AFFILIATE — Represented by BLAIR-TV, Inc.
AD COUNCIL, NARTB PRAISED FOR ROLES IN 'VOTE' CAMPAIGN

Advertisers, local and network radio-TV contributed heavily to the pre-election vote drive, sponsored by the American Heritage Foundation. From network radio: 308 million radio home impressions; from network TV, 557 million.

RUNDOWN on the contributions of the radio and television industry to the success of the American Heritage Foundation's national non-partisan "Register and Vote" campaign during 1952 was provided by the foundation last week.

Singly out for special praise were the Advertising Council, which mobilized advertising support of all media on behalf of the campaign, and NARTB, which enlisted the assistance of radio and television broadcasters throughout the nation.

The foundation outlined the long range results of the campaign as follows: The participation of 53 national non-partisan organizations with a combined membership of 26,800-000, without reward, from June until November; the assurance that a majority of these organizations will continue in the national effort to increase interest in registration and voting; and a reversal of the trend of non-voting with a majority of the adults determined "reassuming the role of active participants to roll up a record-breaking registration and vote."

Pointing out that the Advertising Council has handled American Heritage campaigns in cooperation with the foundation since 1947, AHF declared that council efforts resulted in "millions of dollars worth of advertising [which] stressed the importance of registering and voting."

Leo Burnett Co., Inc., Chicago, served as the volunteer advertising agency on the campaign.

Four-Month Breakdown

"Between July 4 and Nov. 4, network advertisers, advertising agencies and the four major networks—ABC, Mutual, CBS and NBC—cooperating with the Advertising Council's radio allocation plan, carried more than 7,750 radio "Lights On, Votes Out" programs alone, the campaign received a circulation of 566,971,000 television home impressions."

The task of mobilizing the efforts of local and regional radio and television stations was assumed by NARTB, the foundation said.

Cited as highlights of NARTB's accomplishments were 201,091 unpaid spot announcements donated by 718 stations; 8,173 non-commercial and locally-originated "Register and Vote" programs on the same stations; 172,868 "minute capsules" devoted to voting messages, and 118½ solid 24-hour days of time in the last 11 days before the election.

Highlights of the regional radio and television support of the campaign, as cited by the foundation, were distribution of a series of "Register and Vote" kits by NARTB and the foundation periodically to some 3,000 radio stations; broadcast of five minutes daily for 50 days by NBC of radio messages obtained by the foundation from distinguished Americans; broadcast of a 15-minute Lowell Thomas program, "What Every Voter Should Know," by CBS several days a week; MBS' "Lights On, Votes Out" project, and the carrying by DuMont of 130 vote messages between Oct. 7 and Nov. 4.

Joint BMI-BAB Clinic Proposal Receives Station Acceptance

PROPOSAL for combined BMI-BAB sales-program clinics (3-T, Feb. 16) has been quickly accepted by station operators, and all 42 of the two-day meetings, starting May 25 and continuing through July 11, have been approved, according to Carl Haverlin, BMI president, and William R. Ryan, president of BAB.

Dates and hotels were set last week for seven of the two-day clinics and arrangements for the others were in the works, as well as the complicated travel schedule involved for the meetings, two of which will be in session concurrently approximately 80% of the time. Mr. Ryan stressed the fact that the BAB sales clinics, in the past restricted to personnel of BAB member stations, will be open this year to all broadcasters attending the BMI program sessions.

Clinics definitely scheduled to date are: May 25-26, Hotel Plankinton, Milwaukee; June 10-11, Fort Shelby Hotel, Detroit; June 17-18, Seaboard Hotel, Chicago; June 24-25, Mulin- mah Hotel, Portland, Ore.; July 1-2, Cosmopolitan Hotel, Denver; July 8-9, Roanoke Hotel, Roanoke; July 9-10, Radisson Hotel, Minne- apolis.

NARTB Exhibitors Sign

NARTB associate members have been notified of plans for the services and light equipment exhibits to be held during the annual convention April 25-27 at the Biltmore Hotel, Los Angeles, and are reserving space. The association has 90 rooms available on the second floor of the Biltmore, according to Arthur C. Stringer, executive manager.

Four large exhibit halls will house heavy equipment.

WOR-TV Makes New Strides in Engineering and Programming

When FCC approves, WOR-TV will have its transmitter placed atop the Empire State Bldg., at an estimated cost of $484,830. Coincident with this move, station announces pro-

WOR-TV New York took two major steps last week—one in engineering, one in program-

programming—to advance its claim to the title, the "Easy to See" station.

It signed for installation of its transmitter atop the Empire State Bldg., already in use by all other New York City TV stations, and applied to FCC for permission to make the change, which it estimated would cost a total of $484,830.

In the program field, the station announced that its pioneering policy of repeating live dramatic shows five nights a week would be expanded to include two "Matinee" performances, and that another block of live repeats on a five-night-a-week basis would be inserted into the regular evening schedule, effective March 7.

Subject to FCC approval, WOR-TV transmissions from the Empire State locations would start in early summer, Mr. O'Neil said.

The application for FCC approval of the change estimated that "acquiring or construct-

buildings" would cost $110,000 and modifi-

cation of existing equipment, $25,000, and placed total cost of change at $484,830. They estimated the station's operating cost the first year after the change would amount to $3,240,000 and that revenues for that year would exceed the estimated operating cost by $260,000.

Station spokesmen said no plans had been made for disposition of WOR-TV's present tower in North Bergen, N. J., which was erected in 1949 at a cost of $100,000. They said it might be dismantled (at an estimated cost of $100,000) and sold to a new TV station, or might be retained as a supplementary tower.
DEAR TIME BUYER:

The station that SELLs is the station to buy in Cincinnati. It takes more than AUDIENCE TO SELL.

It takes AIR SALESMAIHSHIP. WCKY gives you BOTH.

We at WCKY have the salesmen to do the job—salesmen like Rex Dale and the Makebelieve Ballroom, Leo Underhill and Breakfast Time, Nelson King and the Daily Hit Parade, Paul Miller and the Paul Miller Show, Nelson King and Marty Roberts on the Jamboree.

WCKY backs up the “know how” of its salesmen with solid, well established local programming of news and music.

Buy WCKY—the station that sells because of its “know how” — the station that concerns itself with your share of sales—the station that is known as THE SELLINGEST STATION IN THE NATION.

Sincerely,

L. B. Wilson

WCKY . . . ON THE AIR EVERYWHERE . . . TWEN
The Sellingest Station in the Nation

JOIN THIS LIST OF OUTSTANDING NATIONAL AND LOCAL ADVERTISERS ON WCKY FOR INCREASED SALES:

Tide • Zest • Ford • Premium Crackers • Waverly Fabrics • Shulton Old Spice • New York Central RR • Bavarian Brewing Co • Cincinnati Transit-Co • Bayer Aspirin • Florida Citrus • Spic & Span • Hudepohl Brewing Co • Muntz TV • Cincinnati Bell Telephone • Dr. Lyons Tooth-powder • Puss 'n Boots • Cincinnati Gas & Electric Co • Vaporub • Vatronol • Dr. Caldwell • Kroger • General Electric • McCormick Tea • Virginia Dare • Wonder Bread • MGM • B & O RR.

FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281
NEW TV GRANTEES PREPARE PLANS

Both new and "old" TV station grantees summarize latest target dates, network affiliations, construction and other plans.

WHEN will last week's new television station grantees get on the air?

Here are their reports, as told to B* T:

WJMR-TV New Orleans, uhf Ch. 61 grantee, will begin construction immediately and the station will be rushed to completion, according to a joint announcement from Chester F. Owens, president, George A. Mayoral, executive vice president, and James E. Gordon, vice president and general manager.

Mr. Mayoral, who also is associated with General Electric as a TV advisory engineer, will supervise the construction.

The joint announcement said it was impossible to set a definite date, but earlier Mr. Owens reported to B* T that he hoped to have the new station on the air within 90 days. He declared negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

Time SAVING

The announcement said much time will be saved because the TV antenna will be atop the present WJMR tower on the Jung Hotel, which, according to the station officials, is the highest tower in the city of New Orleans. Since the transmitter and studio equipment will be housed in the hotel, weather conditions will in no way hamper the construction, they said.

Gene Cagle, president of Texas State Network, told B* T that no definite target date yet could be set for the uhf Ch. 20 operation at McAllen, Tex. He is hopeful of placing the station on the air by September, he said, but this is dependent upon delivery of equipment. DuMont equipment was specified, Mr. Cagle reported. No national representative has been named and network affiliation has not yet been negotiated, he said.

The Hannibal (Mo.) Courier-Post, permittee of KHMO-TV, said last Wednesday, following FCC's action in granting vhf Ch. 7, that a target date for operation would be set as soon as problems in connection with the transmitter location are settled. It was thought the station would be on the air by fall. RCA equipment is specified. KHMO representative is John Pearson Co. Negotiations for network affiliation will be undertaken promptly, it was stated.

Leon Podolsky, president of Greylock Broadcasting Co., uhf Ch. 74 grantee for North Adams, Mass., said he has no plans for starting date, network affiliation or national representative.

Beloit Broadcasting Co., which was granted uhf Ch. 57 a fortnight ago, expects to begin telecasting sometime this fall, Sidney Blum, president of WGEZ Beloit, said. The new station has named George W. Clark as national representative, Mr. Blum added. He said equipment and personnel necessary for beginning operation have not had the type determined. He will negotiate network affiliation within the next fortnight. The station, he said, would operate with a 1 kw transmitter, using a 500 to 600 ft. antenna.

Allen R. Leach, of Labco, Glenwood, N. J., said it shipped a 500 w transmitter last Thursday to KCJB-TV Minot, N. D., vhf Ch. 13 grantee. The station was to apply for special temporary authorization from FCC last week to begin operation, DuMont representatives said.

The equipment firm reported the station has been operating a closed circuit TV service to bars, eating places and hotels as an interim substitute for regular on-the-air operation, meanwhile training personnel to operate TV equipment.

Temporary Antenna

DuMont said that the station will build a 187 ft. temporary antenna tower atop KCJB (AM)'s building at 104 Main St.

John W. Boler is president and general manager of the station, target date of which is set for May 1, according to DuMont Labs.

WKBZ-TV New Britain, Conn., which began operating Feb. 13, was hooked into the Bell System's nationwide TV network facilities the following day, AT&T. New York, reported. The new Ch. 42 station is one of the two stations in the New York-Boston relay system, beamed over a new microwave link to a receiving tower near WKBZ-TV, the announcement said. With WKBZ-TV, 120 TV stations in 76 cities, the telephone company said.

The official start of operations for WKBZ-TV, on uhf Ch. 20, came when the station put its test pattern on the air at 11:35 p.m., Feb. 11, the station said (see picture).

The station went on with full 20 kw radiated power, it reported. WKBZ-TV claimed it received 150 telephone calls from "all parts of central Connecticut reporting very good reception," during the midnight to 1 a.m. test pattern period the opening night.

WKBZ-TV said it is New England's first uhf station, and it said first reports from dealers and distributors indicate a "phenomenous" demand for uhf converters in the area.

WROW-TV Roanoke, Va., assigned uhf Ch. 27, aired its first test pattern at 12:35 a.m. Sunday, Feb. 15, Frank E. Koehler, general manager, told BROADCASTING • TELECASTING.

"Reception at five widely scattered pick-up points included the downtown area and various residential areas showed the best test patterns ever seen in this area—excellent," Mr. Koehler said.

"Some inside antennas—some outside" were used, he reported.

Mr. Koehler said test patterns would be aired daily from 10 a.m. to 5 p.m., and 7:30 p.m. to 9 p.m.

According to George Burgeon, chief engineer of WPPG-TV Alton, Ill., that station, assigned vhf Ch. 10, is ready to go on the air as soon as an 86-foot General Electric 12-bay antenna is erected atop an 89-foot tower on Wopsy Mt., five miles northwest of Altona. General Electric said the antenna height above average terrain will be 990 ft.

Network affiliation for two stations was announced last week:

KING-TV Seattle, Wash., a pre-freeze station on the air since 1948, has announced basic primary affiliation with NBC-TV in the Seattle-Tacoma area effective March 1.

Harold Cowgill, manager of WTVP (TV) Decatur, Ill., said his station would be affiliated with CBS-TV.

WBZ-TV Boston was to have increased its power to 100 kw last weekend, barring unforeseen delays, according to W. C. Swarey, manager of Westinghouse Radio Stations in New England. WBZ-TV is a pre-freeze station, having gone on the air in 1948.

Change in call letters for North Jersey's first uhf station was announced by the Atlantic Video Corp., Asbury Park, N. J., of which Walter Reade Jr., motion picture theatre circuit executive, is president.

The new call letters for the Ch. 58 outlet are WRTV (TV), which stand for the "Walter Reade Theatre of the Air," according to the station. Station officials claim there should be good reception in an area 30 miles from Asbury Park, which will include the lower portion of Manhattan, as far north in New Jersey as Newark, as far south as Toms River and as far west as Hightstown.

Harold C. Turke, appointed coordinating director for WRTV (TV), is formulating equipment and operational plans for the station.

Further Staff Changes Made For CBS-TV's New WBBM-TV

APPOINTMENT of William L. Ryan as program director of WBBM-TV Chicago was announced last week by H. Leslie Altiss, vice president of CBS Central Div.

Mr. Atlas, who also is general manager of WBBM, will broaden his duties to include similar managerial responsibilities for WBBM-TV. Mr. Ryan has been an executive with the old Balaban & Katz WBKB (TV) Chicago.

Earlier, George J. Arkedis, CBS-TV central network sales manager, was named WBBM-TV sales chief [AT DEADLINE, Feb. 16].

Other changes at WBBM-TV involve Joseph Novy, who became chief engineer. He was replaced in this post at WBBM by William Fligel. Richard G. Cahill also joined the new CBS outlet as an account executive.

Mr. Ryan's background includes legitimate stage and motion picture production, and radio and electronics engineering. He joined B&K's WBKB in July 1946 as a lighting technician, later became studio manager, and later, in 1947, production chief.

Mr. Arkedis was with CBS in New York prior to joining CBS-TV sales in Chicago in June 1949. He later was an account executive with CBS-TV Network Sales in New York. Previously he was associated with McGillvra Co., station representative firm.

Mr. Cahill formerly was with NBC-TV film sales and WNBQ (TV) Chicago, NBC television outlet.

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facts show you need kglo

TO SELL THIS RICH MARKET

There's one sure way of selling northern Iowa and southern Minnesota. Facts and figures prove you get your message across to this rich midwestern farm market by KGLO radio. You reach a total weekly responsive buying audience of 59,400. Make sure you include KGLO ... for dollars well invested.

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>KGLO</th>
<th>Station &quot;A&quot;</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
<th>Station &quot;E&quot;</th>
<th>OTHER AM &amp; FM</th>
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<tr>
<td>Mon. thru Fri, 8:00 AM — 12:00 Noon</td>
<td>28.2</td>
<td>59.2</td>
<td>0.3</td>
<td>16.1</td>
<td>6.3</td>
<td>4.4</td>
<td>10.5</td>
<td>3.3</td>
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<tr>
<td>Mon. thru Fri, 12:00 Noon — 6:00 PM</td>
<td>26.6</td>
<td>73.2</td>
<td>1.3</td>
<td>11.8</td>
<td>7.2*</td>
<td>2.1</td>
<td>4.7</td>
<td>1.5</td>
</tr>
<tr>
<td>Sunday 12:00 Noon — 6:00 PM</td>
<td>24.3</td>
<td>52.0</td>
<td>0.8</td>
<td>31.6</td>
<td>5.5*</td>
<td>1.5</td>
<td>3.8</td>
<td>6.2</td>
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<tr>
<td>Sun. thru Sat. Eve 6:00 PM — 10:30 PM</td>
<td>38.4</td>
<td>81.7</td>
<td>0.4</td>
<td>7.9</td>
<td>—</td>
<td>0.6</td>
<td>7.4</td>
<td>1.9</td>
</tr>
</tbody>
</table>

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at 4:45 PM in November and December.

kglo, mason city, iowa

1200 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois
For availabilities, write:
Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois
Represented by Weed & Company
WXOK Takes the Air; Third 'OK' Station

LOUISIANA Gov. Robert Kennon took part in dedication ceremonies for WXOK Baton Rouge. Station went on the air Feb. 16 with 1 kw on 1260 kc as the third in the "OK" group. Other outlets are KAOK Lake Charles and WBOK New Orleans, all owned and operated by Jules J. Paglin and Stanley W. Ray Jr.

Show, on which other civic leaders appeared, was aired by all three stations.

WXOK'S tower and transmitter building are at Port Allen, near Baton Rouge, and station headquarters are in air-conditioned offices in the downtown area. Lee Bullis, formerly of WPNX Phenix City, Ala., is general manager; Eddie Bishop, formerly of WBOK, program director, and Charles Hogue, formerly of KEUN Eunice, La., chief engineer.

New Knoxville Station

WXKV Knoxville, Tenn., took the air Feb. 14 with a block program schedule which includes "gospel, race and hillbilly" formats. Station leases quarters occupied previously by WIBK, now off the air, and operates on 900 kc with 1 kw as an independent.

Station manager is Tom Carr, who will continue to manage the Georgia Assn. of Local Stations, Atlanta, which handles regional sales for the new outlet. He is part owner of the licensee, Knoxville Ra-Tel Inc., with his father, Roy Carr, city treasurer of Savannah, Ga., and Ben Akerman, chief engineer, WGST Atlanta, who is technical advisor of WXKV.

Storer Plans Own N. Y. Bldg.

STORER Broadcasting Co. is to move its New York office to a five-story building at 118 E. 57th St., which the company has leased under a long-term contract and is renaming Storer House, around April 1 upon completion of alterations. Ground and second floors will be used for the national sales and executive offices. Upper floors, designed as living quarters, will be used by visiting executives. Pending the move, Storer New York offices remain at 488 Madison Ave.

TV 'Sneak Previews'

WLWT (TV) Cincinnati reports it is using the movies' "sneak preview" technique to pre-test audience reactions to projected new shows. Holdover audiences from live studio shows attend the preview of a new show and are given comprehensive questionnaires for audience remarks. If reaction is completely unfavorable, the show is dropped before being aired, the station reports. If reaction is favorable, the best suggestions from the questionnaires are incorporated into the show. Thus, the new show, when released, has public approval, according to the station.

WCBS-TV Increases Power

CBS-TV's WCBS-TV New York increased its effective radiated power by more than 2½ times Thursday and became the first TV station in the metropolitan New York area to broadcast its signal with the full power permitted by the FCC, it was announced by General Manager Craig Lawrence.

It was estimated that the cost of increasing the power of CBS-TV's transmitting station to 43 kw exceeded $100,000. Station is on Ch. 2.

Philip L. Jackson Dies

PHILIP LUDWELL JACKSON, 59, president of KPOJ-AM-FM Portland, Ore., and editor and publisher of the Oregon Journal, Portland, died Feb. 14 in that city. He had suffered a heart attack earlier.

Survivors include his wife, Mrs. Emma D. Ransom Jackson and his mother, Mrs. C. S. Jackson.

KSTP Adds 'Quickie' Spots

TEN-WORD announcements are included in Rate Card No. 37 released by KSTP Minneapolis. Each "quickie" spot sells without discounts for $20, Class A; $10, Classes B, C, and D. Station also is selling Saturday and week-long packages of 20-second and one-minute announcements. Five one-minute spots on Saturday for example, aired before 6 p.m., cost $75, with no discount allowed. Ten one-minutes per week, all in Class A time, cost $500.

Broadcasting • Telecasting
ABC PLANS ADDED POWER FOR TV; EXECUTIVE REALIGNMENTS MADE

At the end of its first week under the merged banner of American Broadcasting-Paramount Theatres Inc., the network had set up its plans for more power among its owned-and-operated outlets, taken first steps towards stronger programming, and assigned more executives to key posts within the organization.

FORTIFIED by United Paramount's financial resources, ABC began to flex its muscles last week, announcing plans for a $2 million-plus expenditure on power boosts for its owned TV stations [B*T, Feb. 16], negotiating for new program properties and making realignments in its executive roster.

In its first full week as a division of the new American Broadcasting-Paramount Theatres Inc., ABC officially declared its intention of becoming the nation's "first" network with "superpower television" for its owned stations, and followed with a series of moves on other fronts. These included:

- Acquisition of two "top" TV story properties, with pilot films to be produced before the end of April at costs of approximately $18,000 each.
- Election of John Mitchell, general manager of the network's WBKB (TV) Chicago, as a vice president of ABC [B*T, Feb. 16].
- Reassignment of William Phillipson to the post of general manager of radio and TV operations of ABC's West Coast Div., to assist the new vice president in charge of the division, Earl J. Hudson, in expanding ABC West Coast Activities. Mr. Phillipson, who has been Western Div. director, had been slated for transfer to New York as an assistant to ABC President Robert E. Kintner.
- Appointment of Don L. Kearney, national sales manager for ABC's owned TV stations, as assistant national TV sales manager for the network.

Story Properties

The new TV story properties acquired by the network are Pride of the Family, starring Paul Hartman, comedian and dance satirist, and an adventure movie melodrama "which will star a top-ranking movie personality, yet to be selected," according to Alexander Stroham Jr., vice president in charge of the ABC-TV network.

Music Corp. of America was signed to produce the pilot films and was scheduled to start work on the Hartman program last week and on the second pilot before the end of the month. Both pilot films will be available for showing to agencies and prospective sponsors before the end of April, ABC reported.

The power boost project for ABC's five owned TV stations is laid out in a series of stages scheduled for culminaton with installation of KECA-TV's antenna atop Mt. Wilson and on helicopter signal-surveys in connection with WJZ-TV's antenna on the Empire State Bldg.

The new antennas are designed to "recapture" much of the signal ordinarily radiated skyward and concentrate it downward on the service area.

"The final step in the completion of ABC's superpower television program will be the installation of 50 kw transmitters in all five ... stations," Mr. Marx said. "These will be of the very latest design and will incorporate all the latest engineering advances in tubes and circuits."

Can Handle Color

"They will be able to handle the color signals as established by the National Television System Committee and will be the first 50 kw vhf transmitters on the air to use high power tubes designed specifically for these units."

Mr. Marx added that "all of the designs and data have been made generally available to both the television and the engineering industries, and already many consultants have recommended their adoption by their clients."

Among ABC's executive promotions and realignments, the election of Mr. Mitchell to a vice presidency, announced Thursday by President Kintner, came as no surprise. He has been general manager of WBKB (Ch. 4) since 1948 under the station's ownership by Balaban & Katz, a United Paramount Theatres subsidiary, and assumed supervision of WBKB

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

To receive the equivalent of WDBJ Coverage and Penetration in Roanoke and Western Virginia you'd have to buy at least 3 other stations!*

WDBJ TOTAL WEEKLY AUDIENCE
Day . . . 110,861 Night . . . 92,186
and 3 or more days and nights
Day . . . 92,885 Night . . . 67,743

Compare . . . then call . . . Free & Peters, Inc.

* Based on SAMS—1952

FREE & PETERS, INC., National Representatives

February 23, 1953 • Page 65
MORE THAN 1,100 employees of the newly-formed American Broadcasting - Paramount Theatres Inc. met in New York's St. Nicholas Arena to hear details of the company's broadcast plans. Speakers included (l to r) Robert E. Kintner, ABC Div. president; Leonard H. Goldenson, president, AB-PT; Edward J. Noble, finance committee chairman, AB-PT; Robert H. O'Brien, ABC executive vice president; Robert M. Weitman, ABC vice president in charge of talent and programming; Robert H. Hinckley, vice president in charge of ABC's Washington office, and Walter W. Gross, vice president and general counsel of UPT Inc.

Mr. Schudt

Schudt Named CBS Radio Station Relations V. P.

APPOINTMENT of William A. Schudt Jr. as vice president in charge of station relations for CBS Radio was announced Tuesday by Adrian Murphy, president of CBS Radio.

Mr. Schudt, national director of station relations for CBS Radio since September 1951, moves into his new post, after appointment of Herbert V. Axerberg, former vice president in charge of station relations for CBS Radio and TV, as CBS-TV station relations vice president exclusively [B*T, Feb. 16].

The new CBS Radio vice president joined the network in 1929, as manager of publicity for WABC New York (now WCBS). He was appointed general manager of the CBS-owned WBT Charlotte in 1933, and general manager of WKRC Cincinnati in 1938. Mr. Schudt returned to New York in 1940 to serve with the radio transcription division of Columbia Records, a subsidiary of CBS Inc. He was named field manager of CBS station relations in June 1942, and later became eastern division manager and national director under Mr. Axerberg.

CBS Radio Starts Ad Series

CBS Radio will launch an advertising campaign in leading food and drug publications, beginning next Monday (March 2), to sell network radio to local retail druggists and grocers, it was announced last week by George Bristol, CBS Radio director of advertising and sales promotion.

The significance of the ad campaign, Mr. Bristol said, lay in the attempt of CBS Radio to "talk to the man in the middle, the vital distribution link between the network's clients and its listeners." He noted that the network already reaches the sponsor through its advertising and listeners through its programs.
IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW

...but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower*...

SAFETY...Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH...At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick...not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY...When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

*Blaw-Knox type TG towers are available from 300' to 1000' and over.

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers—or on any other TV or AM need—consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you—in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. Graybar Electric Company, Inc.

Executive offices: Graybar Building, 420 Lexington Avenue
New York 17, N. Y.


via Graybar

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

IN OVER 100 PRINCIPAL CITIES
RADIO'S SALES POWER, LOW COST CITED BY CBS RADIO'S JOHN KAROL

Armed with statistics to support assertions of radio's superiority, John Karol answered some of the claims of other media, particularly television, at a dinner last Wednesday in New York.

RADIO is a continuously growing medium that has proved it moves merchandise and does it at a cost that means profits for the advertiser. John Karol, vice president in charge of sales for CBS Radio, declared Wednesday at a dinner meeting of the Media Buyers Assn. of New York.

In a hard-hitting talk that challenged the allegation that television has superiority of impact over radio, Mr. Karol asserted that network radio is presently "the most efficient buy in the national media field although radio's research regularly measures far, far less than radio's complete universe."

He paid tribute to media men by proclaiming that radio "has largely moved out of the plush front offices of the agencies and into the media departments." He indicated that this change has removed radio from the area of "an emotional buy" and paved the way for its acceptance on the basis of audience and cost. But he added pointedly that "the front office is now the guest room of television."

Beside the Point

"It is, I believe, beside the point to say that TV's cost-per-thousand is getting lower or at least not getting higher," Mr. Karol contended. "It's like telling the $15,000 a year man that a Rolls Royce will last longer than a low-priced car. Even though this be true, the Rolls Royce just plain costs too much for him. And the low-priced car does very, very well as a means of comfortable transportation."

In support of his thesis that radio has demonstrated "unbounded ability to move merchandise" at a cost that is profitable for the advertiser, Mr. Karol cited the high percentage of nighttime radio sets-in-use in television homes in the most competitive areas in the country. In New York, Mr. Karol continued, radio sets-in-use in TV homes average "almost 20% straight through the week" and noted that "the four network stations account for over half the listening."

"On the basis of radio sets in television homes, we find more proof of radio's vitality," Mr. Karol declared. "Comparing October 1952 with October 1951, we discover these facts of nighttime radio usage in the four markets with more than one million TV sets: New York, radio listening up 37%; Los Angeles, radio listening up 18%; Chicago, radio listening up 29%; Philadelphia, radio listening up 25%.

Mr. Karol underlined the importance of big TV markets in radio advertising by noting that Colgate-Palmolive-Peet Co. recently added eight major TV markets to its CBS Radio line-up for Mr. and Mrs. North. By way of explanation, he quoted Les Harris, Colgate-Palmolive-Peet's radio-TV director as saying:

"We discovered that being out of these cities deprived us of a considerable audience and it began to show up in the ratings. We figure there is a 30% or better potential for nighttime radio in these markets."

As another example of radio's vitality, Mr. Karol referred to the more than 100 million radio sets that have been produced since the end of the second World War. He stressed that radio is not now primarily "a living room medium" and cited 14 million sets in kitchens, 20 million in bedrooms, and more than 25 million radios in automobiles, adding that he believed radio to be "the greatest outdoor advertising medium in America."

Shaken But Safe

ABC-TV Technical Director John Irvine was back on the job last week after a harrowing experience on Feb. 7 that parallels many TV thrillers. While driving to ABC's studios in New York, Mr. Irvine was stopped by four men who forced him into the rear of his car and sped toward New Jersey. Near New Brunswick, a state trooper halted the car for speeding and discovered the shaken-up Mr. Irvine. The men were arrested and charged with kidnapping.

**EXECUTIVES at the CBS Television Affiliates Advisory Board meeting in New York Feb. 12-13 included (1 to r) James C. Hornahan, WNES (TV) Cleveland; E. K. Jett, WMAR-TV Baltimore; Herbert V. Akerberg, CBS-TV vice-president in charge of station relations; J. L. Van Volkenburg, CBS-TV president; Glenn Marshall Jr., WMER-TV Jacksonville, Fla.; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Lesky, KPIX (TV) San Francisco.**
Humboldt Greig, president of WHUM-TV, says: "We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."

Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target ... with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability ... again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control ... for tops in quality, for utmost in economy.

STATION OWNERS
Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory
Pleasantville, New York

TV Camera Chains  TV Film Chains  TV Field and Studio Equipment  Theatre TV Equipment

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Radio-TV, Media's Advertisers Figure in Freedoms Awards

 RADIO and television, and broadcast advertisers, figures prominently in the $100,000, 1952 awards announced yesterday (Sunday) by Freedoms Foundation of Valley Forge, Pa.

Principal awards were presented yesterday by Vice President Richard M. Nixon at Valley Forge. More than 800 American individuals, schools, and organizations were named to receive the Freedoms Awards for outstanding contributions to a better understanding of the American Way of Life during 1952, according to Kenneth Wells, Freedoms Foundation president.

Winner of the top award for national advertising was Ford Motor Co., a radio and TV advertiser. Top radio award went to Robert Montgomery's A Citizen Views the News, sponsored by Life magazine, while Bishop Fulton J. Sheen's Life Is Worth Living was the top TV award winner.

Special 1952 awards went to ABC, CBS and NBC for radio and television coverage of the conventions and election. Other special awards went to National Committee for a Free Europe for its Radio Free Europe achievement, and to Armed Forces Information & Education Div., for Armed Forces Talks and radio programs.

Second place awards in the general category were made to MBS' press information service, for coverage of the conventions, to RCA Victor Div., for recruiting and training Negro engineers, and to Westinghouse Electric Corp., for candidate interviews and combined radio and TV advertising.

Distinguished Service Awards for having been selected for awards in four annual Freedoms Foundation programs were: Advertising Campaigns—American Oil Corp., Baltimore, General Mills Inc., Minneapolis; John Hancock Mutual Life Insurance Co., Boston; Republican Steel Corp., Cleveland; Union Oil Co. of California, Hollywood; Los Angeles; HDI, Canton, Ohio; radio—E. I. duPont deNemours & Co., Wilmington, Del.; radio program—NBC and WIR Detroit; radio-television programs—GoodYear, Akron, Ohio, and WWJ-TV Detroit; television program—National Assn. of Manufacturers, for 16 mm motion picture.


Local Series Broadcasts—Sam Jones, American Bank of Douglas, Phoenix; What Price America, John J. Dixon, Rockford, Ill.; On the Record, KPOJ Portland, Ore.; The Ohio Story, Ohio Bell Telephone Co., Cleveland; S. The Kingdom, WYPC Philadelphia; Brown America Speaks, WDIV Memphis; Court of Public Opinion, WHAM Rochester, N. Y.


George Washington Medals

The following television programs received the George Washington Honor Medals:


Headliners Awards

NINETEENTH annual National Headliners competition has been announced, including awards for outstanding news coverage during 1952 in four radio-TV classifications—network broadcasting, radio station, newsreel and television. Entries should be submitted by April 1 to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City.
WHUM-TV

...THE ONLY STATION...

completely blanketing

HARRISBURG, PA.

Pomeroy's (the largest department store in Harrisburg) has over 4000 microvolts inside the store even though the Turnpike Authority Building across the street is directly in line with the WHUM-TV transmitter. Both the Turnpike Authority Building and Pomeroy's Department Store are steel and concrete buildings.

At the home of the RCA distributor in Harrisburg, General Electric had a 46,200 microvolt reading off the antenna which insures more than 10,000 microvolts at street level.

The manager of the appliance department at Pomeroy's is able to receive Channel 61 at his home in the suburbs with a VHF antenna, regardless of which way it is turned, and his signal is perfect.

Joe the Motorists' Friend, Inc., a leading dealer with 22 stores in Harrisburg, is also getting an excellent TV picture for the first time in his warehouse and display rooms, including the one downtown on 2nd street.

Watch for announcement of official surveys in other markets as they are completed.

For further details concerning WHUM-TV having the best signal of any TV station in all parts of Harrisburg, please call Reading 4-4805.

Jack Schuler

Operations Manager
MANUFACTURING

TEEGARDEN ELECTED RCA EXECUTIVE V. P.

ELECTION of L. W. Teegarden, vice president in charge of technical products of the RCA Victor Div., to the executive vice presidency of RCA was announced last Thursday by President Frank M. Folsom.

The executive vice presidency has been vacant since Joseph H. McConnell, now president of Colgate-Palmolive - Peet, moved from RCA to the presidency of NBC in October 1949.

In his new assignment Mr. Teegarden will assist President Folsom in handling the presidential load of administrative matters. "Under Mr. Teegarden's leadership," Mr. Folsom said, "the activities over which he has had responsibility have attained new high levels of success. His election to the post of executive vice president of the RCA is fitting recognition of his administrative achievements over the many years he has been with RCA."

The new executive vice president joined RCA in 1930 as a district sales manager. A pioneer merchandiser, he became in 1936 the first to serve as regional manager with responsibility for the merchandising of all RCA Victor products. His success in this post led to the formation of a regional organization on a national basis.

Mr. Teegarden became assistant general sales manager of all RCA Victor product activities six years later, was named general manager of the Tube Dept. in 1944, and was made vice president in charge of the department in 1945. It was under his direction, spokesmen said, that the Tube Dept. achieved mass production of TV picture tubes for home receivers, contributing to the establishment of TV as a home entertainment medium.

In 1949 Mr. Teegarden's responsibilities were expanded to include supervision of RCA Victor Engineering Products Dept., which, officials reported, has established new sales records under his guidance.

A native of Salem, Ohio, Mr. Teegarden now resides with his wife and two children at Berwyn, Pa., a Philadelphia suburb.

NEREM Meet Set April 11

THE New England Radio Engineering Meeting, sponsored by the North Atlantic Region of the Institute of Radio Engineers, will be held April 11 at the U. of Connecticut, Storrs, Conn., A. M. Millard, publicity committee chairman, has announced.


Armour Foundation Silent on Magnetic TV Tape Research

THE Armour Research Foundation of the Illinois Institute of Technology, in Chicago, is quietly pursuing the development of magnetic tape recording of live TV, not oblivious to the claims made by others in the industry but preferring to remain mum on its own progress.

Officially, the Foundation's tape recording experts have nothing to report on its continuing program of research and development, not alone on TV but also types of magnetic recording.

The Foundation professes to be embarked on a scientific venture, along with RCA and other firms, but won’t talk about it in the same breath with the more-publicized pronouncements of commercial companies.

And it acknowledges that, if any pronounce-ments are to be made, its clients or sponsors will have to make them—clients with whom the Foundation maintains licensing agreements. Armour does claim that it has a substantial number of such agreements within the industry itself and conceded that, of course, it is working on magnetic tape recording for TV, as well as other types.

Armour officials had no comment on particular claims made by Bing Crosby Enterprises [BPT, Feb. 16].

Tressel Promotes New Model Of Its Projectall

TRESSEL Television Productions, Chicago, has distributed a circular listing stations using its new Super-300 Projectall equipment. Firm stresses advantage of "versatile low-cost TV programming" and special features. Model combines a double 35mm slide projector, a double 3x4" opaque projector and two 16mm motion picture projectors, projecting them under exact control into one iconoscope film camera. International News Service TV Dept. is sales agent for the company.

UNLOADING of new equipment WPIX (TV)

New York will use to increase its power from 21.7 to 100 kw maximum is supervised by (l to r) Tom Howard, chief engineer, and Otis Freeman, assistant chief engineer.
Plamondon Charges Threat In Board Chairmanship Spat

A. D. PLAMONDON Jr., president, Indiana Steel Products Co., told a Federal District Court in South Bend, Ind., last Wednesday that he was threatened with the loss of his position as a result of a dispute over the creation of a board chairmanship in his company.

Mr. Plamondon, president and board chairman of Radio-TV Mfrs. Assn., testified during hearings on a stockholder's suit seeking a preliminary injunction to restrain a majority of five board members from removing him as president.

He charged the threat was made by Paul R. Doelz, Minneapolis securities executive, who opposed his taking the dispute to stockholders. He said he saw no value in the creation of a board chairman, adding that he also differed with Mr. Doelz and two other principals on a suggested refinancing program.

AT&T Requests Relay

AT&T application filed with FCC Thursday calls for construction of a radio-relay system between New York and Albany which, hooked up with the new Albany-Buffalo relay, will provide a second radio-relay route westward from New York. System will be used initially for TV exclusively. AT&T said, with three of the seven channels devoted to northbound TV service and two to southbound, the other two channels being reserved for protection and maintenance in either direction. Five intermediate relay towers will be erected along the 177-mile skyway, three in Connecticut and two in New York. Present plans call for the route to be ready for TV traffic late this year.

James M. Skinner Dies

JAMES M. SKINNER, 64, retired president and board chairman of Philco Corp., died Feb. 13 at his home in Philadelphia after a heart attack. After graduation by the U. of Pennsylvania in 1911, he went to work for the old Philadelphia Storage Battery Co., later the Philco Corp., and became president in 1931 and board chairman in 1939. Survivors are his wife, the former Florence Sayre, a son, James M. Jr. and a daughter, Mrs. Karl deSchweinitz, Berkley, Calif.

IRE to Hear Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, will deliver the major address of the annual convention of the Institute of Radio Engineers, speaking Wednesday evening. Meeting is set March 23-26 at New York’s Hotel Waldorf-Astoria.

Plan Engineering Meet

MORE THAN 1,000 engineers and technical workers are expected to attend the 1953 electronics components symposium at the Shakespeare Club in Pasadena, Calif., April 29-May 1. Event is to be sponsored cooperatively by the Radio-Television Manufacturers Assn., the American Institute of Electrical Engineers and the West Coast Electronic Manufacturers Assn. Dr. A. M. Zarem is chairman of the conference executive committee.
THREE-MONTH SAG STRIKE SETTLEMENT

First SAG dispute in 20 years ends as a new pattern for actors’ “use payments” is adopted by union board and New York film producers.

SCREEN ACTORS GUILD’s 12-week-old strike against producers of TV filmed commercials throughout the nation was at a virtual end Thursday as the union’s board of directors and the Film Producers Assn. of New York announced they had approved a proposed contract.

The strike, which has affected some 8,500 SAG members since its beginning Dec. 1, will end officially when the entire membership ratifies the proposal. SAG noted that the tie-up will continue in effect at least until next Monday (March 2), when ratification is expected to be completed.

SAG declared that the contract will establish a new pattern for “use payments” for actors engaged in TV film commercials. It was disagreement over this issue principally that touched off the only strike in the 20-year history of the guild. Though the union modified its original demands (B&T, Dec. 1, 1952), an SAG spokesman told Broadcasting & Telecasting Thursday that “we are highly pleased with the proposed contract and especially for the inclusion of the use payment principle.”

Highlights of the contract approved by SAG and the New York producers follow:

1. Minimum “production payment” to actors “on camera” will be $70 for each television filmed commercial delivered by producer to advertiser or his advertising agency.

2. Minimum “use payments” for “on camera” on filmed commercial programs: Class A, defined as more than 50 cities, will be $70, single use; $50, each individual re-use; guaranteed payment for three uses prior to first use, $150; eight uses, $450; no further payment during 18-week period if actor has been paid $650. Class B, defined as 6 to 20 cities, $140 for 13 weeks; Class C, defined as one to five cities, $105 for 13 weeks; $155 for 26 weeks if guaranteed and paid prior to first use.

3. Minimum “use payment” for “on camera” for each film spot announcement: Class A, $110 for 13 weeks, plus $140 for each additional 13 weeks; Class B, $105 for 13 weeks, plus $105 for each additional 13 weeks; Class C, $70 for 13 weeks, plus $55 for each additional 13 weeks.

4. New York, Chicago and Los Angeles are counted as 7 cities each in defining class of “use payments” and any combination of two of these cities automatically puts the “use payments” in Class A.

5. Minimum “production payments” and “use payments” for actors “off camera” are graduated downward from the “on camera” rates with “production payments” based on two-hour recording sessions rather than eight-hour day.

6. All “production payments” are credited against “use payments.”

7. Spot announcements are defined as commercials broadcast by non-interconnected single stations and used independently on any programs or used on local participating programs available to more than one advertiser but not “sponsored” by any advertiser. All other uses of a commercial are deemed to be program uses and carry program rates.

SAG said the membership meetings will be held in New York, Detroit, Chicago and Hollywood to ratify the board’s approval of the contract. The guild expressed the hope that ratification would be completed by next Monday.

The contract will run for a two-year period. Though film producers are primary signatories, national advertising agencies have agreed to sign letters of adherence to the contract.

Peter Mooney, president of the Film Producers Assn. of New York, expressed gratification that the long strike was at an end. He said that “producers, as well as the actors, are anxious to get back to work.” Mr. Mooney described the proposed contract as “the best agreement we could possibly reach with SAG” and hoped it would work out to the “satisfaction of all parties.”

The three-month strike was marked by exchanges of sharp letters from both unions and producers. Outside of several interim agreements effected by SAG and the producers to permit production of vitally-needed TV commercials, output was at a standstill as some 35,000 members of unions belonging to the Associated Actors & Artists of America lent assistance by refusing to accept work on such commercials.

Retroactive Pay Benefits
71 ABC, CBS and NBC Writers

Staff writers at the three networks are eligible for more than $85,000 total in back pay because of the government’s order removing wage controls.

SEVENTY-ONE dramatic, continuity and news writers at ABC, CBS and NBC are eligible to receive more than $85,000 in back pay because of the removal of wage controls Feb. 6, Hector Chevigny, Radio Writers Guild president, announced last week.

Back pay represents salary increases and commercial fees included in a new contract between RWG and the networks after last summer’s three-week strike (B&T, July 21, 1952). According to Mr. Chevigny, pay rises of $15 per week from Oct. 1, 1951, to Oct. 1, 1952, and $20 per week thereafter have accrued to each writer.

Chevigny, Higley Comments

Mr. Chevigny said this was “the final step in activating the contract won by a three-week strike, the longest in the history of the broadcast industry . . . .”

Phil Higley, the guild’s eastern region vice president, said the new contract was “precedent-shattering” because it established “the principles of commercial fees for network news programs and a commercial writing differential for local news writers.”

Mr. Chevigny estimated that each writer will receive at least $1,100 and in some cases nearly $2,000, in back pay.

KXYZ Union Election

ENGINEERS and technicians at KXYZ Houston will vote before March 5 on whether or not they want to be represented by the National Assn. of Broadcast Engineers and Technicians (NABET-CIO), according to the National Labor Relations Board, Washington.

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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.
take
a long look at
these NBC-TV
CO-OP* Programs

Advertisers and viewers alike are doing so in
ever-increasing numbers with great satisfaction!

Who Said That? (Mondays – 10:30 PM – NYT)
Currently sponsored in 25 markets, WHO SAID THAT? has a current rating of 19.2. Walter Kiernan
guides a panel of celebrities who attempt to guess quotes from the news in television entertainment
continually proving its ability to create customers for a variety of advertisers.

American Forum of the Air (Sundays – 2:30 PM – NYT)
Public service, prestige, promotion, plus profits for any advertiser availing himself of the nation’s
best-known, most-honored forum show. Ted Granik moderates top leaders in vital, current discussions.

The Gabby Hayes Show (Wednesdays – 5:15-5:30 PM – NYT)
A foolproof Western film format, already proving itself for Quaker Oats on Mondays and Fridays.
Excellent adjacency to Hawkins Falls and Howdy Doody. Tremendous merchandising and point of
purchase aids.

*An NBC-TV CO-OP gives you all the flexibility of a syndicated feature
with the added impact of live television. Exclusive sponsor identification in
the market(s) of your choice at a surprisingly low cost.

Among current NBC-TV CO-OP advertisers are:
Pure Oil Company
Pittsburgh Brewing Co.
Reynolds Metals
National Bank of Tulsa
Manor House Coffee
First Fed. Savings & Loan (Wash., D.C.)

Rochester Gas & Electric
Philo Dealers (Portland, Ore.)
Indiana Motor Truck Ass'n.
Lone Star Gas Co.
Shenandoah Life Insurance Co.

NBC Radio CO-OP Programs are:
Bill Stern
Dangerous Assignment
The Jane Pickens Show

Every Day (Meredith Willson)
(Brian Donlevy)
Howdy Doody

H. V. Kaltenborn
Richard Harkness
Morgan Beatty
World News Roundup

Home Edition of the News

for further details consult your nearest NBC-TV station or

NBC CO-OP SALES

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
A new survey suggests changes in political TV

The university conducted the study on a $10,000 grant made available by the Crosley Broadcasting Corp., Cincinnati. Crosley Board Chairman James D. Shouse said the grant was offered in anticipation of questions and speculation "certain to arise as the result of the first nation-wide television political campaign in history."

The Miami U. marketing department selected some 1,000 residents of the Miami Valley as a panel for its study. The two biggest urban areas in the valley are Dayton and Cincinnati. Panel members represented urban, smaller community and rural regions.

The survey, according to Dr. Seibert, revealed that peaks of television viewing came during the political conventions and the 10 days preceding Election Day. Between those high points, Dr. Seibert added, there was a decided let-down, with the exception of Vice President Richard Nixon's talk from Los Angeles in which he explained his financial problems.

"Mid-summer decline in interest could well indicate that candidates might profitably devote their efforts to personal appearances—whistle stops—confined to local areas," Dr. Seibert commented.

The survey also revealed, Dr. Seibert noted, that television viewers were better acquainted with campaign issues than non-viewers. He cited the case of the Democratic Party's opposition to a federal sales tax, pointing out that 19% of those who saw and heard the platform read to the convention were aware of the party's position, in contrast with 12% who received their information in other ways.

Dr. Seibert reported the survey indicated the ability of TV to project personality traits. Approximately four times as many TV viewers believed President Eisenhower to be more sincere than Mr. Stevenson while the latter impressed the TV audience with his humor and speaking ability.

A final report on the entire study will be published in June, Dr. Seibert said. The Miami U. survey is the third such study made under Crosley grants. In others, the U. of Cincinnati explored TV as a tool of education and Xavier U. of Cincinnati examined effects of TV on students' homework.

HOW MANY SAW TV SPEECHES; WHEN THEY CHOSE CANDIDATES

The upright bars in the chart above indicate the percentage of members of the Miami U. panel who saw particular TV speeches by key political figures. The bandwagons below the bars indicate the percentage of panel members who made up their minds about their choice of candidates in the periods shown. Note that 22%, all apparently party die-hards, had decided to support party nominees before they were selected.

By far the most made their choice during the conventions, when, as shown by upright bars, viewing was also heavy. Each upright bar represents TV speech by political figure pictured in upper part of chart. The September Nixon speech, which outranked all other pre-convention TV appearances of candidates, was, of course, his explanation of personal finances. MacArthur keynote got biggest audience of all.
HE other day a demure immigrant girl of 14 raised herself to her full five-feet-one and spoke fervently on the blessings of democracy.

She stood on a hallowed spot—the Burgess' Chamber in the historic capitol at Colonial Williamsburg, Va. In ringing tones she said:

"Heading the privileges my country gives me are the right to express my personal opinion, the right to write what I think, and to worship in the way I believe... Since that day, three years ago, when I became a citizen, I have been and still am proud to say that I am an American."

On that very spot 188 years ago Patrick Henry, unabashed by the cries of "treason" shouted by fellow legislators berating him for opposition to the Crown's Stamp Act, had uttered these famed words:

"Tarquin and Caesar each had his Brutus, Charles the First his Cromwell and George the Third may profit by their example. If this be treason, make the most of it."

Adelaide Nacamu, Italian born but 100% American, spoke as the voice of freedom as she stood in the historic Williamsburg chamber. She spoke as one of four high school students who last week held the national spotlight as winners of the radio industry's Voice of Democracy contest. The quartet had been picked out of a million young people who participated in the competition, itself symbolic of the American way of living.

All last week the four students associated with Washington's highest personages, from President Eisenhower to members of Congress, the Supreme Court and the Cabinet. This itinerary was preceded by participation in a Democracy workshop at Williamsburg.

Their pilgrimage was highlighted by the annual Voice of Democracy awards luncheon held Wednesday at the Mayflower Hotel. There they were given $500 scholarships, awards certificates and radio-TV consoles, with Sen. Margaret Chase Smith (R-Me.) making the presentations.

The sixth annual Voice of Democracy contest again represented the cooperative effort of three national associations, the National Assn. of Radio & Television Broadcasters, Radio-Television Manufacturers Assn. and U. S. Junior Chamber of Commerce.

Five Million Entries 

Since the first contest was started in 1947, five million students in the 10th, 11th and 12th grades have written and voiced five-minute essays on the topic, "I Speak for Democracy." Fourteen boys and 10 girls have been national winners, surviving carefully organized eliminations that start at the classroom level. All 48 states plus Alaska, Hawaii and other territories are encompassed in the contest area.

This year's group of winners is typical. For the second time a 14-year-old student has won national honors, this of course being pretty Miss Nacamu, a native of Milan, Italy, who came to this country in infancy. She had acquired citizenship rights from her father, but has been an American citizen in her own right only three years. Her school is Peekskill High School, Peekskill, N. Y.

Robert Davis, who lives in the little town of Paia, on the Hawaiian island of Maui, is aged 17. He is the first national VOD winner to come from beyond continental boundaries of the United States.

Frank Lammedee, also 17, coming from South Pasadena High School, in the Los Angeles area, had the benefit of radio experience in voicing his winning essay. He is an announcer at KPPC South Pasadena.

Thomas J. Walsh, 17-year-old student at Gonzaga High School, Washington, D. C., has enjoyed school radio training and once won a newspaper writing contest. He aspires to a radio-TV career.

Like their million fellow students, these four studied basic material on the fundamentals of American democracy and prepared their scripts. They survived eliminations until only 12 finalists remained. A board of distinguished judges selected the national winners on a point basis—40% for content (organization and development
SPEAK FOR DEMOCRACY

By J. Frank Beatty

of ideas, presentation, writing); 40% for delivery (broadcast technique, voice quality, effectiveness, sincerity); 20% for originality.

The statistician doesn't live who would attempt to evaluate the cumulative impact of this eloquent voice of freedom. The spread of democracy's message starts with the first classroom assignment of listening to official broadcast discussions prepared by the contest committee. Reinforced by this instruction obtained via local radio and TV stations, the young folks start their individual research, combing books and publications in thousands of school libraries. Their essays completed, first audiences are family groups. Voice coaching is provided by teachers and friends. Then come the classroom competitions, with students hearing their classmates cite the blessings of democracy and inferentially the curses of its absence.

Next come school eliminations, community contests, county and state competitions. The 48 state winners are carefully screened on a "blind" basis by a judging committee, using transcriptions carrying code numbers. The official board of judges then selects four out of the remaining 12 finalists for national honors.

Two Near Misses

Everyone wins in this contest—participants, listeners, viewers, judges, classmates. All are winners because they learn, and take refresher courses, about democracy.

A dramatic episode of the contest just ended centers around a two-time finalist, Janet Clowers of St. John, Kan. She reached the finals but just missed top honors. A good sport, Miss Clowers sent this message to Robert K. Richards of NARTB, chairman of the Voice of Democracy Committee:

"For the second time in two years, I have placed as one of the 12 finalists in the contest. Although I did not receive the high honor of being one of the top four co-winners, I received something much more valuable.

"The thought and time spent on preparing the script was time well spent. This individual effort and thought has made me appreciate the U. S. A. even more than before. I would like to compliment the sponsors on their fine program for the young people of America."

The national welfare, too, has benefited from the contest, its backers sincerely believe. They cite evidence of a new awareness of the meanings of democracy, particularly among young people. The participations point to signs of improved relations with the American people as a whole and their government.

The story of the contest's conception and its execution is a story of free enterprise operating in the public interest. It is a

PAST WINNERS OF THE CONTEST

Of the five million youngsters who have entered the Voice of Democracy competition, these 20 plus the four on the opposite page have captured the top prize, a trip to Washington, introductions to the nation's governmental leaders, a scholarship and a radio-TV console.

1948
Janet Geister
Cuyahoga Falls, O.
Laura Shatto
Hagerstown, Md.
Rose Ellen Mudd
Missoula, Mont.
Alice Tyree
Lawton, Okla.

1949
Kerron Johnson
St. Paul, Minn.
George Morgan Jr.
Hutchinson, Kan.
Charles Kuralt
Charlotte, N. C.
Richard Caves
Everett, O.

1950
Anne Pinkney
Trinidad, Colo.
Robert Shanks
Lebanon, Ind.
Gloria Chemiak
Wilmington, Del.
Richard L.
Chapman
Brookings, S. D.

1951
Robert A. Burnett
St. Louis, Mo.
Marcia Anne
San Bernardino, Calif.
Ricardo Romulo
Washington, D. C.
Norita Newbrough
Baton Rouge, La.

1952
Mara Gay
Massillon
Burlington, la.
George A.
Fyido, III
New Orleans
Dwight Clark Jr.
Fort Collins, Colo.
Thaddeus S.
Zukiewicz
Buffalo, N. Y.
story of a successful promotion that has attracted worldwide attention, particularly among non-democratic nations where its emulation would never be sanctioned.

In the confused post-war year of 1947, democracy, as Americans had understood it for nearly two centuries, was starting to waver a bit as a result of attacks from without—and from within, too.

Radio and its baby sister, television, were targets of those who wanted to take over these powerful mass communications media for their own ends and those who had been misled by pious pleas of democracy.

Dawson, assistant public relations director for Radio International, was serving the electronics casters and manufacturers who served the electronics industry and famed Mr. Richards, at the time the new public relations director of NARTB, his young daughter, Susan Richards, asked the meaning of the word “Communism” and wondered if Americans were Communists.

Higher Authority

Mr. Richards performed his fatherly duties by hemming through an attempt to define the term—and then postponed his answer until he could consult a higher authority: Judge Justin Miller, NAB’s president, and famed for his battles on behalf of free speech.

This convention produced the conviction that there should be some opportunity for young people to learn more about democracy, and that radio was the medium to handle the assignment.

An idea was starting to assume signs of definite form. A few days later a joint committee representing NAB and Radio Mfrs. Assn. held its first session of the year in the office of James D. Secrest, RMA’s public relations director. The group faced the job of planning the 1947 National Radio Week.

Out of that meeting came a fully-conceived project—the first Voice of Democracy contest. Taking part in the discussion were Messrs. Secrest and Richards; W. B. McGill, advertising manager of Westinghouse Radio Stations; Ronald Loudermilk of the U. S. Office of Education, and James Dawson, assistant public relations director at NAB.

This group represented radio stations and networks, set manufacturers, government and education. It included specialists in public relations, manufacturing, broadcasting, teaching and advertising—all serving organizations dedicated to freedom.

The germ of an idea had emerged in a few hours as a project that became the high spot of 1947’s National Radio Week. With-in a year the tail was wagging the Radio Week dog, and it still dominates an event that otherwise might have been lost amid Starched Collar Week, Feed-Your-Dog Horsemeat Week, and a thousand other more or less hackneyed promotions.

Time was short—much too short, it appeared, to organize a nationwide contest before school opened in September.

But Labor Day came and the Voice of Democracy Committee, with Mr. Richards as chairman (a post he still holds), was ready with a complement of literature, promotion and contest rules. The assignment was performed so ably that the original rules still stand. Only a few brief paragraphs, they offer a model for those who stage contests—and America is a land of many and varied contests.

The promotion had to be executed with care and tact to avoid the stigma of “commercialism,” an evil word at that time. It had to be executed in thousands of schools and hundreds of communities if a goal of 15,000 entries were to be approached.

A ready-made organization with units everywhere was needed. The answer was found in the U. S. Junior Chamber of Commerce. Support of school officials was required. How the answer came—and with enthusiasm—from the Assn. of Secondary School Principals.

There was the setup. The Jaycee’s had the task of community organization and promotion, working with local broadcasters and radio dealers. Their role extended everywhere.

Broadcast scripts were to be original; source material may be used, if identified. Voice script not to exceed delivery time of five minutes.

Students who have been national winners previously are not eligible to compete again. State and local winners are eligible.

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There was the setup. The Jaycee’s had the task of community organization and promotion, working with local broadcasters and radio dealers. Their role extended everywhere. NAB was assigned multi-faceted duties. Conduct the contest by radio and the then limited TV facilities; preparing model broadcast talks on the contest topic, “I Speak for Democracy”; having them broadcast; helping students with radio techniques; recording community winners’ reading of their scripts for state and national judging.

RMA set about to provide school and community awards, with dealers and manufacturers supplying radio and TV sets as prizes for local winners and their schools. The Office of Education endorsed the contest as worthy of attention from school principals and teachers. The combined groups divided the work of promotion and publicity. A fund of $10,000 was set up by NAB and RMA to finance cost of recording, promotion, four $500 scholarships, trips to Washington for the winners and chaprons, and finally the awards luncheon.

Broadcasters, dealers and manufacturers bolstered this budget with services and products of in calculable value.

That year National Radio Week was observed with genuine interest in hundreds of cities and towns. It was observed in 20,000 homes as eager students enlisted Dad, Mom, and the other kids as audiences for their spoken essays on the meaning of democracy. It was observed in hundreds of schools covering 38 states as classes, school assemblies and community groups listened—and learned. It was observed on hundreds of radio stations as the competitors used the most far-reaching of all communications, the radio microphone.

The culmination came Jan. 28, 1948 when four excited young winners came to Washington for their awards. They were no more excited than those who had conceived and fathered the event. By that time the nation, and its official, had become invested. Attorney General Clark had taken judicial notice of the contest by agreeing to present the awards.

Female Sweep

Jan. 28, 1948 was Ladies Day in the South American Room of the Statler Hotel. The winners, much to the surprise of everybody involved, were four girls—and highly photogenic as well as oratorical.

Attorney General Clark handled the awards ceremonies, held after such distinguished personages as Gen. Omar N. Bradley; FCC Chairman Wayne Coy and Dr. John W. Studebaker, U. S. Commissioner of Education, to mention a few. The board of judges that picked the four finalists after the list of winners had been screened to a dozen, included Messrs. Clark and Bradley; Father Edward J. Flanagan, director of Boys Town; Mrs. Oveta Culp Hobby, operating KPFC Houston; Fleet Admiral Chester W. Nimitz and James Stewart, actor.

The first contest was a complete success. Scarcely a detail in the pattern has been changed in the intervening years. Last Friday the sixth contest ended, a freedom-promoting project described by the Office of Education as “the contest for high school students.”

Six years of planning by businessmen and educators, plus the earnest literary and vocal efforts of five million students, have brought results which Mr. Richards describes in this way:

“I believe the unselfish sponsorship of this annual event by the broadcasters, manufacturers and the Jaycees reflects credit upon all of them—and certainly such credit extends to the nation’s public, private and parochial schools which have supported it so enthusiastically.”

Page 80 • February 23, 1953
To sell cake mix to inland Californians (AND WESTERN NEVADANS)

Be on the Beeline

Cake mix—or whatever your product—the way to sell in inland California is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA  Paul H. Raymer, National Representative

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*Note: The schedule includes multiple programs running concurrently across different networks.*
Radio and television have always done a major job in the annual fund raising campaign for the National Foundation for Infantile Paralysis, but this year their contributions were bigger than ever. Here's how stations, networks and advertisers participated in the drive.

THE NATION'S radio-TV stations and networks surpassed their usual high public service quotas in behalf of the infantile paralysis fund this year, contributing a record amount of time, talent and facilities to the March of Dimes campaign. Basil O'Connor, president, National Foundation for Infantile Paralysis, told Broadcasting • Telecasting the industry's many contributions in the recently-completed fund drive were the greatest in the foundation's history.

National and regional networks, he said, cooperated 100 percent under the direction of Harold E. Fevold, NARTB president. Station managers and performers, along with big-name stars and unknown behind-the-scenes personnel, worked together in an all-out broadcast effort to collect pledges and donations.

On the national level, Marie Wilson, star of My Friend Irma on CBS-TV, offered her services as a secretary for one day to the person or company donating the most money to the March of Dimes. She decided to work a day overtime after getting two large bids, one for $26,000 by employees of Douglas Aircraft Corp. and another for $22,500 from the Resort Hotels Committee of Las Vegas, Nev.

Companies in fields closely allied to on-the-air broadcasting helped, too, with General Electric, for example, installing specially-constructed video sets for iron lung patients in polio wards of City Hospital, Syracuse, its headquarters city.

Among the many stations contributing to the cause was this group from the East:

Eastern Region

To help raise funds for the local March of Dimes campaign, WBUD Trenton staged an all-night benefit program from 9:30 p.m. to 6 a.m. T. J. Martin, WBUD disc jockey, served as m.c., introducing talent from Trenton and Philadelphia.

One hundred consecutive hours marathon was aired exclusively in Boston by WCOP, which fed the program to three New Hampshire stations. More than 100 local and national stage stars helped collect $15,000 during this marathon, which would have cost $45,000 if bought by an advertiser. During the marathon, 7,500 persons called WCOP disc m.c., stationed in a window, and more than 1,000 waited in the rain to watch his final signoff.

WFIL-TV Philadelphia netted $14,700 in a telethon continuing from 11 p.m. until 2:30 a.m., increasing its pledges by $4,000 over last year. The event was telecast for the fourth year under direction of Roger W. Clipp, station general manager who was city chairman of the March of Dimes campaign.

WAGE joined WHEN-TV Syracuse in carrying a two and one-half hour simulcast in which more than 100 performers appeared. Station collected 73,864 dimes.

A month-long drive at WHOB Gardner, Mass., was climaxd by a 10-act stage show handled by Frank Mullen, m.c. High school students, interested in radio as a career and members of WHOB's Radio Club, distributed Record Requests for one day. Individual contributions were larger than in previous years, reports Al Maffie, station manager.

Hour-long remote telecast of the Ice Capades was the high spot of WJAR-TV Providence programming, which used a specially-constructed ramp for camera mobility at a local auditorium. Skaters were interviewed backstage. Station also preempted two commercial shows to aid the "Mothers' March," and aired station breaks, films and interviews on regularly-scheduled shows.

Record Requests

Record requests were aired by two WKNE Keene, N. H. disc m.c.'s for 14½ hours. They charged a minimum of $1 donation for each song played. Joseph K. Close, president of WKNE Corp., contributed a liberal amount in behalf of the 21 station employees.

Donations to WNBF-TV Binghamton, N. Y., totaled almost $25,000 after a 14-hour weekend telecast. Of this sum, more than $8,500 was collected by performers appearing before a studio audience at the station. Some 2,000 telephone pledges came from cities within the station's signal area.

Merchandise and services were auctioned off by WOND Plessasville, N. J. staffers in 48 hours continuous broadcasting. It was the station's third annual marathon "auction-aire." Show originated during daytime hours from a shop window. John H. Strucknell, general manager, was radio chairman for the Atlantic County drive.

Merchandise, donated by local business was auctioned also by WOTW Nashua, N. H., which was sent $1,000 by listeners. At WPTF Raleigh, N. C., Bill Jackson, early-morning announcer, organized a county-by-county contest among listeners, with the county most heavily represented by dona-
Two of a kind were Wess Carr, announcer at KLYN Amarillo, and his friend before the March of Dimes campaign. But only the goat has a beard today. Mr. Carr offered his in exchange for the highest donation from a listener. He shaved when a $100 contribution came in.

lights or to tie a white handkerchief on the front door. Three programs on WHAS-TV Louisville helped point the plight of polio victims. Louisville, hard hit last summer by the disease, saw children of polio victims get a remote reunion with their hospitalized parents on Mary Snow Ethridge’s special show. She later brought three polio victims before the cameras, each in a different stage of recovery. Technicians explained therapy to the audience, and direct appeals for funds were made. Third program, a drama called Revenge, was shown seven times throughout an eleven-day period.

WHAW Weston, W. Va., located in a small community, led its first drive in 1951, netting $2,273. This year the sum was more than $3,000—an average of 17 cents per person in the area.

WLOW Norfolk, Va., pushed promotion of Sheriff Tex Davis, hillbilly disc jockey, in its campaign.

Radio performers Helen Farmer, Herb Johnson, Peggie Milton and Dick Ashby teamed up and competed for contributions at WMAZ Macon, Ga. The ladies went out on streets and painted traffic lane markers at $1 contribution per foot, accompanied by the Lanier High School Band. More than $2,000 was collected.

Every announcer on staff at WRBL Columbus, Ga., handled one and two-hour stints in the center of town, soliciting donations via a loud speaker. George Davis, announcer and production man, organized a dinner at a local country club, with proceeds going to the dimes drive.

Tobacco contributions were asked of farmers in the WROL Knoxville, Ky., area. The slogan “Give a Hand (of Tobacco)” raised a total of $8,576.34 and 303 spots and four special programs were presented during the drive.

Bill Hickey, announcer for WSGN Birmingham, Ala., auctioned goods donated by local merchants from 7:30 p.m. to 1 a.m. The entire station facilities were turned over to Auction on the Air. Listeners were asked to offer items for auction, and response was so great that sign-off time was extended an hour. Nearly $1,000 was raised.

Midwest Region

Denver viewers saw their first telethon when KBTV (TV) aired 6 hours, 10 minutes of programming to collect $10,000. Sum was implemented by appearance of a construction firm official at the origination site in the Broadway Theatre and his donation of a check for $1,100 to station newscaster Bill Michelsen.

Combination marathon and basketball game, sponsored by KELO Sioux Falls, S. D., resulted in a total contribution of $1,500 to the drive. All staff announcers and musicians took part in the 10:30 p.m.-2:45 a.m. broadcast. A marathon-auction was used by KFH Wichita to solicit donations, with a song, skit and merchandise auction continuing from 6:15 p.m. until 2:30 a.m., two and one-half hours past the station’s usual signoff. Show incorporated on-the-spot recordings of interviews with local polio victims.

Three stations in Monroe, La.—KLIC, KMLB and KNOE—broadcast simultaneously an auction with each represented by a staff announcer. Auctioneering of prizes donated by merchants brought in $3,643 with much of the return credited to advance promotion by Irv Zeidman, KNOE program director.

KSTP-TV Minneapolis-St. Paul collected $10,000 worth of merchandise, including a 1953 Chevrolet, 17-inch Philco television set and $1,000 diamond ring, and launched a public service “giveaway” with “The Marching Man” contest. Viewers were shown a silhouette of a well-known American personality and asked to identify him, sending with their answers $1 donation to the drive and a letter stating their reasons for supporting the March of Dimes. Idea was a promotion co-sponsored with the station by Chevrolet Dealers of the Twin Cities.

The Alexandria (La.) Daily Town Talk sponsored a four-hour Radio Rodeo for
Polio on KSYL and KALB there. Broadcast, picked up from four remote locations, brought in $2,000 in donations during four hours of air time. One remote was originated in Polio Center wards.

Jay Roberts, chief staff announcer at KXAR Hope, Ark., admits the $73 he collected is no huge sum, but in consideration of the facts it's bigger. Talking to listeners nightly for 45 minutes during the entire month of January, he asked only for dimes. He received 7,300, and there are only 8,613 residents of Hope.

Pounds of Pennies

Skip Maddox, disc jockey, WANE Fort Wayne, Ind., turned over 142 pounds of pennies or $206.50 to a local drive collection agency after competing with other Indiana deejays to see who could collect the most "Pounds of Pennies to Fight Polio." Idea was originated by Hal Roche, WAOV Vincennes.

An FM station—WCTW New Castle, Ind.—made an imposing record during the drive. In a single show (purchased by 80 local businesses, with the money donated later by the station), staffers took pledges for $5,000 in a town of less than 20,000. Station remained on the air three hours after signoff. Highest return in previous years was $2,400.

WKBZ Muskegon, Mich. reports double the number of contributions to the polio fund this year as a result of its Music Marathon. Station staffers stayed on the air late one night to welcome townspeople to the studios, giving them coffee and doughnuts in exchange for donations.

WLEC Sandusky, Ohio, knows for a fact it has a loyal car radio audience. A man driving through town heard on the station that only $5 more was needed to reach the $500 mark, so he drove to WLEC and deposited that sum. Total donations exceeded $1,455.

Tait Cummins, sports director, WMT Cedar Rapids, got his largest March of Dimes contribution from Collins Radio Co., broadcast equipment manufacturer, where employees collected $3,360, a company record.

Telethon on WCCO

Theo. Hamm Brewing Co., St. Paul, raised $7,855 for the fund drive on a telethon included in its sponsorship of the Minneapolis Lakers and Fort Wayne Pistons professional basketball game on WCCO-TV Minneapolis. During the one and one-half hour show, St. Paul residents pledged $4,700 by phone; Minneapolis, $2,482.50, and out-of-state cities $672.50. WCCO conducted a Polio Party Line, on which volunteers in 11 towns and cities in Minnesota handled calls from 87 counties in that state as well as from Wisconsin, North Dakota, South Dakota and Iowa.

Western Region

Fast collections were made by KGW Portland, Ore. staffers. One driver traveled 100 miles to get $100 from a father of three children with polio. More than 99% of the telephoned pledges had been translated into cash three days after the Phil Irwin Polio Marathon, conducted for the third year. Mayor Fred L. Peterson gave a special version of the 11 p.m. news, assisted by Sheriff Terry Shrunk on the commercials. The program honors the late Mr. Irwin, a KGW announcer, a polio victim. Contributions purchased two rocking beds and a respirometer.

KLYN Amarillo raised $1,900 after several hours of evening broadcasting, $100 of which was pledged by a listener who heard announcer Wess Carr's promise to shave his beard for the highest bidder. He appeared on the "treasure hunt" broadcast, on which the station offered several bonus prizes to listeners phoning in pledges.

Window Pains

Len Allen, disc m. c. at KLO Ogden, Utah, got more than he bargained for after a Dawnbusters show. Offering to work as window washer for the person donating the most money to the campaign, he was "sold" to an officer at Hill Air Force Base nearby. Mr. Allen, thinking he was to wash windows in the Officers' Club, learned to his dismay the officer had a different project in mind: Cleaning 800,000 square-feet of glass panes at one of the plane hangars. Mr. Allen estimates he would be 65 years old before completing the job, working at the rate of 25 square-feet per day.

Seattle businessmen and civic leaders paid $25 each for the privilege of interviewing any of 27 well-known Pacific Northwest sports personalities of KOL there. Interviews, ranging in length from three to six minutes, continued from 8 a.m. until midnight. Archie Taft Jr., station manager, was...
state radio chairman for the 1953 campaign.

Third annual dimes telethon sponsored by KOTV (TV) Tulsa netted $11,147 for the fund after a six hour show in which 100 entertainers performed and another $1,500 after an appeal made by newscaster Cy Tuma, bringing the total to almost $14,000. Mr. Tuma spoke from personal knowledge, as he was hospitalized for many months with polio and is partially paralyzed.

Items from turkeys to a Pontiac were auctioned at a local theatre for two nights by KPQ Wenatchee, Wash., which chalked up contributions of more than $4,300 after 12½ hours of radio programming. An additional $4,500 was raised by selling a carload of Wenatchee apples in New York. Station's total collection was $8,800.

Iron Lungs Donated

All-night "telethon" put on by KROD-TV El Paso, Tex., which had been on the air only four weeks, brought in contributions far exceeding its goal. Complete staff of KROD-TV and entertainers from El Paso and Juarez took part. Bernie Brucher was m.c. More than $24,000 was pledged, and two iron lungs were donated during the telethon.

KRON-TV San Francisco scheduled two special live programs, emceed by Ralph Edwards. The first program pushed the Mothers' March, and the second included a report from the city chapter of the Infantile Paralysis Foundation and a plea for pledges.

Five amateur auctioneers chanted for five and one-half hours on KRIO McAllen, Tex., all selling donated articles. More than 140 items, including a 485-pound live calf, $5 grocery coupons and dolls, were sold to net $4,500.

Cuffs on Curfman

A live talent variety show on KRPL Moscow, Ida., raised $1,500. Broadcast from the local Elk's Temple, the program featured the "arrest" of Raymond (Babe) Curfman, head football coach of the U. of Idaho, and Arthur (Buck) Bailey, baseball coach at Washington State College, Pullman. Listeners pledged more money to keep them in jail. Broadcast details were handled by Bert McAllister, KRPL general manager.

Disc jockey Dick Zook, KVVC Ventura, Calif., conducted his second "disc marathon" this year after chalking up a record of 85 consecutive hours of spinning for the 1951 campaign. Local restaurants donated food, and taxis offered free rides to contributors. Mr. Zook traveled with a mobile unit during the day to make local broadcasts.

WBAP-TV Fort Worth presented the superintendent and assistant superintendent of the polio division, City-County Hospital there, on Sports Previews. Host-m.c. Budd Watson signed over his weekly talent check at the end of the program to Mrs. James Leonard, campaign leader.

The "Triple- Threat" Performer

Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler . . . lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum Performance Security.

Your RCA Tube Distributor has RCA Tubes in stock for immediate delivery. Call him for fast and friendly service.
Advertisers

Rolland W. Taylor, vice president and director, Foote, Cone & Belding, N. Y., to Colgate-Palmolive-Peet Co. effective March 16 as vice president in charge of advertising.

Clark Ramsay, vice president, Monroe Green-thal Co., Universal City, Calif., to Universal-International Pictures, that city, as executive assistant to David A. Lipton, vice president in charge of advertising and publicity.

Michael Keith, manager of national retail accounts for Pepsi-Cola Co., to Philip Morris & Co., N. Y., as sales promotion manager.

James A. Reilly, executive vice president of Colgate-Palmolive-Peet Co. in charge of soap dept., elected to company’s board of directors.

Donald S. Greenleif, commercial manager, WWPG Palm Beach, Fla., to Palm Beach Daily News and Palm Beach Life Magazine as advertising manager.

F. L. Bradway and Cecil P. Kahmann, acting advertising managers, Roma Wine Co. and Cresta Blanca Wine Co., respectively (both subsidiaries of CVA Corp., S. F.), named advertising managers of respective firms.

Agencies

Roy Campbell Jr., chairman of plans board, Foote, Cone & Belding, Chicago, and vice president and director of agency, transferring to New York office as member of management group.

J. Norman McKenzie, John C. Dowd Inc., Boston, to James Thomas Chirurg Co., same city, as vice president in charge of merchandising.

John C. Morse, executive vice president, Dan B. Miner Co., L. A., elected president. He succeeds Dan B. Miner, who remains chairman of the board.

Alfred A. Hutchinson to Budd Gore & Co., Chicago, as vice president.

Roger Verran, copy chief, BBDO S. F., elected vice president.


Howard H. Sharman, director of media and research, Rickard & Co., N. Y., elected executive vice president.


James Stuart Montgomery appointed to board of directors, Lohmeyer-Adleman, Phila., effective April 1 when firm’s name will change to Lohmeyer, Adleman & Montgomery.

George Gale, vice president, St. Georges & Keyes, N. Y., has resigned. Future plans have not been announced.

Charles J. Allen, sales service manager, The Kroger Co., Cincinnati, to Gardner Adv., St. Louis, as vice president in charge of advertising.

Joseph R. Joyce, vice president and account

IOWA and ILLINOIS

together account for over 13% of the U. S. total farm income (average per Iowa-Illinois farm—$10,500)

From its vantage point in the center of this great farming market WHBF radio is a potent media

PEOPLE

IN THE 75th MARKET
- TEXAS 5th

KEPO is your Best Advertising Medium to reach the Nation's Largest Trade Territory. KEPO is the powerful, friendly, influential index to a $500,000,000 Retail Sales market. . . a market made up of approximately 235,000 listeners in the El Paso Trade Zone. . . plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.

Figures from Sales Management, May 10, 1952.

For complete details

EL PASO

THE MOST POWERFUL STATION IS

KEPO

ABC at 690

10 kw

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BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Broadcasting • Telecasting
Custom-made for each channel, this all-new, all-metal antenna is formed by four vertical tubes subdivided into slotted sections. A single inner-conductor feed system simplifies construction and results in a more reliable and easier-to-maintain system.

The elimination of delicate connectors or insulators—of any type—gives ruggedness heretofore unobtainable and allows power inputs limited only by the capacity of the transmission line.

**Specifications include:**
- HIGH GAIN of 14 (11 db) or 25 (14 db)
- VERTICAL BEAMWIDTH 2.1° to 4.2°
- VSWR less than 1.1
- CIRCULAR HORIZONTAL RADIATION PATTERN within 1 db

...all contributing to unusually high performance and operating dependability.

For those installations requiring variations in vertical radiation pattern, null fill-in and beam tilt are available.

Check with your nearest Graybar sales office for details on Federal TV equipment ... the finest in UHF and VHF antennas, transmitters and studio equipment.
executive, Robert W. Orr & Assoc., to Ruth-rauff & Ryan, N. Y., as member of account executive staff.

Bert M. Knighton, assistant to president of Pepsi Cola Co., N. Y., to Criterion Adv., same city, as account executive.

Daniel E. Shea, former merchandising director, Calkins & Holden, Carlock, McClinton & Smith, to Lennen & Newell, same city, as vice president-merchandising director.


L. E. Jemison, general manager of art and production, Hicks & Greist, N. Y., appointed president's administrative assistant.

Philip M. Botfield, associate director of publicity and promotion, Benton & Bowles, N. Y., promoted to account executive on French Government Tourist Office account.

Winston Norman, copy department, Foote, Cone & Belding Inc., S. F., to Guild, Bascom & Bonfigli, that city, as copy analyst and research director.

Fred Beck Jr., TV production department, Dan B. Miner Co., L. A., appointed publicity director. He succeeds Rockey Spiker, who joins Consolidated_Vullee Aircraft Corp., San Diego, as public relations director.

Hazel B. Holmsgren elected secretary and board member, Wyckoff & Downward, S. F.

Joan Morse to art and production staff, Vance Fawcett Assoc., Honolulu.


Emil Reisman to Pardee Co., Hollywood, as creative director.

Garrett E. Hollihan, account executive, Foote, Cone & Belding Inc., S. F., to Arthur Meyerhoff & Co., Beverly Hills, as executive assistant to Jim Ward, West Coast manager.

Kenneth A. Syfrit to Adrian Bauer Adv., Phila., as account executive.

Armand E. Rivechun, specialist in retail jewelry merchandising and allied fields, to Sullivan, Stauffer, Colwell & Bayles, N. Y., account executive group.

Henry White, former business manager of CBS-TV program department, to Blow Co., N. Y., in executive capacity in radio-TV department.

Jerome McAlevey, assistant production manager, promoted to production manager of Anderson & Cairns, N. Y. Arthur Pritchard succeeds Mr. McAlevey.

Winfield C. Goulden, publicity and promotion staff, Benton & Bowles, N. Y., appointed account executive in Post Cereals account group.

Elaine Campbell, Foote, Cone & Belding, to copy staff, Needham, Louis & Brobery Inc., Chicago.

Ralph Draper appointed radio timebuyer, Leo Burnett Co., Toronto.

John McQuigg, media department, Young & Rubicam Ltd., Toronto, appointed media director, James Lovick Ltd., same city.

Helen Andrews to N. W. Ayer & Son, N. Y., as copywriter in radio-TV department.

Robert Fox, group art director, Hicks & Greist, N. Y., appointed executive art director of agency.


John Mather Lupton, president of New York advertising agency bearing his name, appointed chairman of advertising and services committee in 1953 Red Cross fund campaign.

Stations

Neal B. Welch, commercial manager, WSBT-AM-TV South Bend, Ind., appointed general manager, succeeding Robert H. Swinta, now business manager of stations.

Arden E. Swisher, general manager, KOIL Omaha, named general sales manager of May Bestg. Co., licensee of KMA Shenandoah, Iowa, and KMTV (TV) Omaha. He is succeeded by Bill Talbot, KOIL program director.


Jack Weldon appointed station manager, WAIR Winston-Salem, N. C., Donald W. Jarvis and Larry Patrick named program and production managers, respectively.

Albert L. Scheible, commercial manager, WENT Gloversville, N. Y., appointed general manager, WLFIH Little Falls, N. Y.

Bill Wyman Pennell, production staff, KVER Albuquerque, N. M., to WRHT Griffin, Ga., as commercial manager effective March 15.

Ray Brosseau, sales service coordinator, WLWD
Now...

PACKAGED REMOTE CONTROL
for Commercial Broadcast Transmitters
AM — FM

THE RUST INDUSTRIAL COMPANY'S
REMOTE CONTROL SYSTEM

The Rust System is the only transmitter remote control system proven in service in United States Commercial AM Broadcasting installations. It meets all FCC requirements.

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.

WRITE FOR DETAILED INFORMATION.
Carl Langewisch to KOWQ Alliance, Neb., as
salesman-announcer.

Warren C. Ashton appointed commercial man-
ger, KEVT Kerrville, Tex. Dick Hamilton, WINS New York, to KEVT as sportscaster-
announcer.

Harrison Q. Bauman promoted to commercial
manager, WOTW Nashua, N. H.

Stanley D. Brown, owner of his own Hollywood
advertising agency, to KTTV (TV) that city, as
account executive handling industrial, finan-
cial and general accounts.

Walter Haase, general manager, WRCM-AM-
FM Hartford, Conn., appointed radio-TV di-
rector of publicity for Holland Flood Relief
drive in southern New England.

Sam G. Ross, assistant manager of CKWX Van-
couver, elected chairman of advertising and
sales bureau, Vancouver Board of Trade.

Donald W. Thornburgh, president and general
manager, WCAU-AM-TV Philadelphia, named
chairman of 1953 Easter Seal Campaign in
that area.

Floyd Farr, vice president and general man-
ger, KEEN San Jose, Calif., named chairman of
dispatch committee, Chamber of Commerce,
that city. George Saell, station pro-
gram manager, elected board director, San Jose
Salvation Army. Sam Beckwith, KTIN San
Rafael, Calif., to KEEN as announcer, Moutyne
Martin and John Gardner to station as traffic
manager and account executive, respectively.

Harvey Husten appointed program director,
WXKZ Camden, N. J., replacing Jerry Wil-
liams who transfers to WPX Philadelphia. Tom
Fallon added to WXKZ announcing staff re-
placing Harry Smith who also moves to WIP.

James E. McKinney, program director, WSIX
Nashville, Tenn., resigns to become executive
director of Disciples of Christ Historical So-
ciety, Nashville.

Gerry Wells, announcer-disk jockey, WCBA
Corning, N. Y., promoted to program director
there.

Dick Campbell, announcer, KOTV (TV) Tulsa,
promoted to local program director. Phyllis
Metcalfe and Hills Bell Jr. to station in sales
service and production departments, respect-
ively.

John Drew, program and farm director, WASL
Annapolis, Md., to WPTX Lexington Park,
Md., as program manager.

Bob Cockerton appointed resident manager,
CHQC Quebec. George MacDonald, CFCF
Montreal, to CHQC, as chief announcer.

Freddie Vignier, announcer, WISN Milwaukee,
appointed director of recorded music, assisted
by Susan Weber, continuity director. John R. Saxe,
program director, WBEV Beaver Dam, Wis., to
WISN announcing staff.

Don Roberts, reporter, KHI Hollywood Mutual
Newsreel, to KLAC that city in similar capacity.

Grace Meehan, WHOM New York program de-
partment, to WWRL Woodside, L. I., as con-
tinuity writer. Romulada Quick, J. Walter
Thompson Co.'s radio division, to WWRL's
accounting department.

Norman Weinstock, Far East Network of
Armed Forces Radio Service, Japan, to news
desk of WHLS Hempstead, L. I.

Fred Harper and Mark Olds, producers, KYW
Philadelphia, promoted to production manager
and news and special events director, respect-
ively.

Norm Geordan, WTHI Terre Haute, Ind., to
WFMJ-AM-TV Youngstown, Ohio.

Burleigh R. Downey Jr., news director, WKAR
Michigan State Col-
lege, L. Ann., elected executive secretary of Radio-
Television News Di-
rectors Assn.

Tom Duffy to en-
ingeering staff, WICC Bridgeport,
Conn.

Forrest H. Respess,
continuity director and a n n o u n c e r ,
WXLW Indianapolis,
resigns to enter professional training pro-
gram, American Theatre Wing, N. Y.

Norman Gittleson, recently released from U. S.
Navy, to WJAR-TV Providence, R. I., as head of
merchandising and public relations.

Dan Davis, announcer, KGHL Billings, Mont.,
to KJRT Miles City, Mont., as salesman-ann-
ouncer. Don Kern, chief announcer, KEGV
Huron, S. D., to KRJF as librarian-copywriter.
Kurt Forlund, disc jockey at latter station, in-
ducted into U. S. Army.

Art Hives, announcer, CKFH Toronto, named
program director of CKMO Vancouver.

Felipe Cantu to KIWW San Antonio, as head of
sales and merchandising staff.

Jim Proctor, WHAS Louisville, to WIBC In-
dianapolis, Ind., as director of farm programs.

Conway Robison, WBAL-AM-TV Baltimore
agricultural director, appointed to resolutions
committee of National Assn. of Radio Farm Di-
rectors.

Thomas B. Smith, accounting staff, KRON-TV
San Francisco, adds duties of office manager.

Jack Little, traffic manager, KLAC Hollywood,
to KFI Los Angeles, sales promotion depart-
ment.

Networks

Pat McDermott, publicist for CBS-TV Holly-
wood, promoted to manager of press informa-

Charles Von Fremd, producer for CBS Televi-
BROADCASTING • TELECasting
sion news, named first White House correspondent exclusively for CBS-TV.

Norman Smith, sound effects department, Don Lee Broadcasting System, Hollywood, promoted to production supervisor.

George Klayer, account executive in network sales dept., CBS-TV New York, named western sales manager for network, effective last Monday, succeeding George J. Arkedis, who was promoted to sales manager of WBBM-TV Chicago, newly acquired by CBS [B&T, Feb. 16].

Norman Siegel, West Coast managing director of Howard G. Mayer & Dale O'Brien, public relations firm, appointed director of publicity and exploitation for CBS-TV West Coast operations.

Arthur Phillips, radio comic writer, and Austin Kalish, song and fiction writer, to NBC Radio Dean Martin and Jerry Lewis Show. They succeed Ed Simmons and Norman Lear, who continue as writers for comics' NBC-TV Colgate Comedy Hour appearances.

Chet Lauck and Norris Goff return to ABC radio as co-stars on Lum and Abner, after two-year absence.

Jerome Lawrence and Robert Lee, writers on NBC radio Railroad Hour and Ziv TV's The Unexpected and Favorite Story, elected members of ASCAP, having composed 60 songs for the radio program.

Joe Stafford, singing star on CBS Radio Jo Stafford Show, named radio-TV chairman for fourth consecutive year by American Heart Assn.

Dawn Bender, who portrays Margaret on NBC radio One Man's Family, assigned role in Wayne Fellows Productions feature film, "Island in the Sky."

Bob Greene, special events director, Mutual-Don Lee Network, and editor, West Coast portion of Mutual Newsreel, and Lois Fields were married Feb. 13.

Frank D. Tatum, 67, real estate developer and father of Don Tatum, director of television, ABC Western Division, died Feb. 12 in Los Angeles of a heart ailment.

Representatives

Don Staley, southern California and Arizona district representative, Ziv TV Programs Inc., Hollywood, to Weed & Co., S. F., as manager.

John Stebbins, Bolling Co., Chicago, father of girl, Elizabeth.

Equipment

George Krygier appointed administrative engineer CBS-Columbia Inc., Brooklyn, N. Y.

Dwight W. Bloser chief engineer, Transcoil Corp., N. Y., elected vice president.


W. H. Harlott to New York sales staff, Altec Lansing Corp., Beverly Hills, Calif. R. W. Amos and W. H. Johnson to firm in same capacity in Dallas and Chicago, respectively.


Graeme W. Stewart appointed regional sales manager of radio-TV-electronic products div., Stewart-Warner Corp. He will headquarter in Cincinnati.

Roger V. Aimrn appointed district sales manager in Michigan, northern Ohio, western Pennsylvania and western New York for Hallicrafters Co., Chicago.

Services

Claude Ramsey, manager, United Press Bureau, Texas lower Rio Grande Valley, to William Kostka & Assoc., Denver, public relations firm.


From Station Break to Feature... the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES... Precision "F" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE RENT AND SERVICE CAMERAS * MOVIOLAS *

DOLLIES... Complete line of 35mm and 16mm equipment available for rental.


WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm—35mm and TV cameras.
AGRICULTURE SERIES

ELEVEN of the nation's top agricultural authorities will be featured on series of five-hour-long programs beginning today on WOW-TV Omaha. Show, called TV Farm Short Course, will offer farm audiences the opportunity of hearing practical talks by experts on new farming techniques that can be applied on the farm at the present time. Series was originated by Mal Hansen, station's farm service director.

WBMS LISTENERSHIP

MAIL coverage map highlights a promotion piece designed by WBMS Boston. Copy stresses that the station has the attractions that hold listeners. To back up that claim, pictures and data of leading station personalities are used in the promotion. Numbered among them is The Hon. James M. Curley, former governor of Massachusetts, who has a Sunday through Friday broadcast on WBMS.

KOJ COVERAGE STORY

VIRTUES of KOA Denver and its coverage of the western market are told by Bob Hope, screen and radio-star, in a promotion piece recently released by the station. Mr. Hope, part owner of the outlet, claims "I think KOA's so good I put some of my hard-earned cash into it." Coverage map of the station and statistics on the market it serves are included in the piece.

RADIO PROMOTES PREMIERE

PARAMOUNT Pictures has effected a deal with disc m.c.s Gene Norman, KLAC, and Ira Cook, KMPC, both Hollywood, whereby the m.c.s will present the Los Angeles premiere of the new feature film, "The Stars Are Singing," which stars recording artist Rosemary Clooney. Having run a daily contest based on "I'm glad Rosemary Clooney is now a movie star, because . . . " each disc m.c. has awarded 500 pairs of premiere tickets for tonight (Feb 23) to winning letter writers.

PARLIAMENTARY TELECAST

FIRST opening of a Canadian parliamentary session was filmed for telecast by Canadian Broadcasting Corp. on Feb. 12 at Toronto at opening of Ontario provincial legislature. Opening ceremonies, both outside and inside the Ontario legislature, were telecast on the News-magazine program on CBLT (TV) Toronto, on Feb. 15.

FOOTBALL COVERAGE FOLDER

PROMOTION piece of its 1952 football coverage of U. of Pennsylvania games is being mailed by WCAU Philadelphia to agencies and advertisers. The four-page folder shows an audience analysis breakdown, average quarter-hour ratings and total at-home listenership figures for all stations in Philadelphia, which carried the games. Station's schedule for 1953 broadcasts is also listed.

RELIGIOUS WORKSHOP

SOME 40 church leaders of east central Pennsylvania were briefed on problems and techniques of TV production at a religious television workshop conducted by WBRE-TV Wilkes-Barre on Feb. 4 in connection with The National Council of Churches of Christ and its local branch. The all-day session included talks by Franklin Coslett, WBRE-TV program manager, and council officials, and production of a sample program under the supervision of Robert Clement, WBRE-TV staff director.

SENATORIAL REPORT

WGN Inc. Chicago has made public service time available to Sens. Paul H. Douglas (D-III.) and Everett M. Dirksen (R-III.) for a weekly series of programs titled Your Senators Report, designed as a service for constituents. Program is aired each Saturday on WGN, 10-10:15 p.m. and WGN-TV 8-8:15 p.m. Reports are filmed for television and transcribed for radio in Washington, D. C., and will continue while Congress is in session. Senators share time on each program.

ST. LOUIS STORY' HONORS

COPIES of KMOX'S St. Louis Story, aired each Sunday at 12:30 p.m., have been requested by the Missouri Historical Society because of the "wealth of historical interest" contained in the program's scripts. Scripts in recent years have dealt with origin and history of various St. Louis industries, hospitals, colleges and service organizations. Series has been renewed by Boatmen's National Bank for another year.

LENTEN PROGRAMMING

LENT is being observed daily over WTIC Hartford, Conn., with a series of talks by representatives of the Catholic Church and Protestant faiths. Lenten Messages is being aired each day 12:25-30 p.m. and will continue through Good Friday, April 3.

AUDITIONS BEGIN AT WLW

CINCINNATI Summer Opera in cooperation with WLW Cincinnati has announced plans for the third annual "Aria Auditions" competition. Contest, which provides a contract to sing with the opera company, is open to singers between 18 and 28, with voice in the WLW coverage area. Singers entering the competition will be featured on WLW broadcasts beginning March 21.

CHILDREN'S PANEL SHOW

PROGRAM series titled Kid Critics was resumed Feb. 7 on KOIN Portland, Ore. Weekly show, an extemporaneous panel discussion by adults on the plot of children's books, is designed to stimulate reading. Moderator on the show is Barbara Ewalt, children's librarian at the Portland Public Library.

WSM'S MUSICAL INFLUENCE

TEAR-SHEETS of an article on Tin Pan Alley appearing in the February issue of Esquire magazine are being distributed by WSM Nashville. The station and its show, He Opar program are mentioned in the article. Accompanying letter points out that the story is "evidence of further public recognition of the influence that WSM . . . has exerted upon the musical trends of this nation."

KATE SMITH PROMOTION

NEARLY 20,000 promotion kits for Kate Smith Week, beginning Feb. 26, have been mailed to chain and independent food stores throughout the country, according to NBC merchandising director Fred N. Dodge. Throughout the week Miss Smith will pay tribute to the;viron of America on the Kate Smith Hour on NBC-TV, Mon.-Fri., 4-5 p.m. EST.
CAER Gets Special

ABILITY of radio and TV to evoke speedy and effective audience response to an appeal for help was demonstrated again this month when listeners and viewers contributed approximately $100,000 to victims of the flooded areas of England, Holland and Belgium.

Shortly after the floods occurred, the Advertising Council received an emergency request from CARE for broadcast appeals to the American public for funds for blankets, bedding, food, tools and knitting wool. The council passed this request along to the radio and TV networks on Feb. 6 (a Friday) and the following weekend hundreds of messages on behalf of CARE were presented to radio listeners and TV viewers.

By Feb. 13, just a week after the initial request was made, CARE told the council that it had received more than enough money for blankets (the first vital need) and the council notified the networks that the emergency was over. Within the week, CARE had received more than $73,000 in cash, checks and money orders from the radio and TV public.

By the following Monday, (Feb. 16) the broadcast audience contribution total had reached $89,000, with CARE estimating that it would pass the $100,000 mark before the end of the week.

Most of the contributions were small ones, CARE reported, with accompanying letters expressing hope that a $1 to $5 enclosed would help swell the fund to the required total. One day's mail brought two checks for $20 each from the same man, leading CARE to assume that after he had mailed the first a subsequent broadcast appeal led him to send another.

Signed out for special thanks by CARE were Frank Edwards, AFL commentator on MBS, whose appeals were estimated as responsible for contributions totaling $6,000 to $7,000, and WABD (TV) New York, which not only gave scores of announcements to the CARE appeal, but displayed CARE posters on as many telecasts as possible and integrated special appeals into a number of local and network TV programs.

Canadians Prefer U.S.
Radio Network Shows

AMERICAN radio network shows and transcribed programs continue to lead in popularity in Canada, according to the January national ratings report of Elliott-Haynes Ltd., Toronto. The report, made up of 2,000 telephone surveys in 23 Canadian cities with populations of more than 10,000, shows 6 of the top 10 network shows are of American origination.

Leading are Edgar Bergen Show, rating 33.2; Amos 'n' Andy, 31.8; Radio Theatre, 30.1; Our Miss Brooks, 28.3; Your Host, 21 (Canadian); Great Gildersleeve, 20.8; Ford Theatre, 19.4 (Canadian); Wayne & Shuster, 18.8 (Canadian); Suspense, 18.6; and NHL Hockey, 18 (Canadian).

Leading transcribed shows were Take A Chance, 19.5 (Canadian); I Was A Communist for the FBI, 18.7, and Fun Parade, 18.4 (Canadian).

That Spot Announcement Schedule will scamper like a March Hare all over Western Montana if you use

The Art Mosby Stations

KEGVO/KANA

Missoula Show

Butte

Anaconda

Day & Night

250 Watts

Montana

The Treasure State of the 48

Reps: Gill, Keefe & Perna

N.Y., Chi. & S.F.

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• All FCC Rules and Regulations affecting Radio and Television Broadcasting

• FCC Opinions

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• Communications Act of 1934, as amended, and Congressional Committee Reports

• Other relevant statutes

• All materials analyzed and indexed for speedy reference to any point

Just Published

Address Inquiries to

Pike & Fischer

632 Dupont Circle Building

Washington 6, D. C.

February 23, 1953 • Page 95
NEA Group Asks Extension Of FCC Reservation Limit

EXTENSION of the FCC deadline for reservation of educational TV channels for three years was advocated by the Assn. for Supervision & Curriculum Development, a branch of National Education Assn., at the NEA's annual meeting Feb. 12. The present deadline is June 3.

Originally the ASCD resolution called for a 10-year extension of the deadline. Carl E. Smith, vice president of United Broadcasting Co., Cleveland (WHK Cleveland, WHK Co- lumbus), participating as a resource delegate, proposed the time be limited to one year but the three-year compromise prevailed.

Mr. Smith told ASCD delegates the resolution is not consistent in that it states on the one hand that TV channels are an important natural resource of all the people while it also requests that many educational channels be held stagnant for a minimum period of 10 years.

Offers Challenge

"Of all people," Mr. Smith asked, "why should educational people request the government for such favoritism? Do you not have the stamina to pick up and develop this valuable claim in TV that has been offered to you on a silver platter by the FCC?"

"I feel that ASCD members can do the most good by returning home to build a favorable record on which FCC can give individual consideration. If you have an interest in educational TV for your community you should express this fact to FCC with an application for one of the reserved channels or if this is not possible it would be advisable for you to report your progress to FCC before June 3, 1953, and request a minimum extension of time in which to prepare your application."

Rates Shows for Students

SELECTED radio and TV network shows recommended for student listening, covering the winter quarter, have been listed by the Federal Radio Education Committee. Prepared by Mrs. Gertrude G. Broderick, radio-TV specialist for the committee's office of education, the list rates shows for educational significance, instructional adaptability and program quality. TV shows were included for the second time in the quarterly report.

Tuttle Tells Educators Only 21 Bids for Channels

ONLY 21 educational institutions in the country have applied for television channels. Edward M. Tuttle, executive secretary of the National School Board Assn., said Feb. 14 in Atlantic City.

He reminded more than 1,000 delegates at the association's annual convention at Haddon Hall that the FCC had set June 2 as a deadline for applications for the 242 channels reserved for educators.

Mr. Tuttle said he was certain the channels would be held open beyond the deadline if communities could show "bona fide interest" in education-by-television. He added, however, that it would be futile to ask for a blanket extension.

Frank H. Trotter, retiring president of the association, explained that high costs are deterring many school boards which want to use TV.

A TV station costs $250,000 to $500,000, with operating expenses in excess of $150,000 yearly, Mr. Trotter said. The latter figure, he said, doesn't include "talent costs" since it is assumed educators would appear on educational programs without additional salary.

National TV News Seminar Set April 28 by RTNDA, Medill

FIRST National Television News Seminar, with how-to-do-it sessions for newsmen as well as station managers, will be co-sponsored by the Radio-Television News Directors Assn. and the Medill School of Journalism, Northwestern U., April 28-May 2.

The five-day practical session in television news costs and coverage will take place at the Orrington Hotel in Evanston, Ill., near the N. U. campus. Enrollment is limited to 40 persons in an effort to personalize the seminars, which will be handled by guest experts working in the field.

Subjects to be discussed include how to make TV news pay its way, costs of a video news operation, methods of presentation, station processing of news film and pros and cons of keeping a staff photographer.

Speakers will also give their views on writing, editing and producing techniques, cost breakdowns for sponsors, program building, use of news associations and program services and television as affected by law.

Registration fee is $30, payable to Baskett Mose, radio-TV journalism chairman at N. U. He is planning the seminar with Tom Eaton, president of RTNDA, WTIC Hartford, and other members of the association.

"Hey, Joe, which station do you always use in Altoona?"

"Why, naturally, Mo, WVAM!"

"It reaches more people in central Pennsylvania with more power (1000 watts, day and night) with more of radio's best shows on CBS."

"That's why more local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

FOR THE RECORD

Upcoming Events

Fac. 22-24: NCAA TV Committee meets on controlled football video plan details, Chicago.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.


March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.


March 28: West Virginia Broadcasters Assn., annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 12: Seventh annual Francis Holmes awards luncheon, Hotel Statler, Los Angeles.

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 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.


April 29-May 1: Electronic Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NAETB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Florida Hotel, Tampa, Fla.


52 SHOWS READY FOR YOU

They're popular! They're well-rated!

The Sporstan TV Club

15 minutes hunting, fishing and outdoors with Dave Newell. High class panel. Write for audition prints.

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Phone: Express 1-1355
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New Grantees' Commencement
Target Dates

**On the air, operating commercially**
*Educational permits*

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 Target for Start Representative</th>
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</thead>
<tbody>
<tr>
<td>WTVZ (TV) Alhambra, N. Y. (177)</td>
<td>7/18/53 CBS, ABC, Du/Unknown</td>
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<tr>
<td>WAFB (TV) Atlanta, Ga. (64)</td>
<td>9/28/53 ABC, NBC, Du/Unknown</td>
</tr>
</tbody>
</table>
| WTVS (TV) Baltimore, Md. (60) | 12/18/53 
| WTVI (TV) Batavia, N. Y. (125) | 1/28/53 CBS, ABC, Du/Unknown |
| WKGX (TV) Bridgeport, Conn. (3) | 2/15/53 
| WTVF (TV) Buffalo, N. Y. (17) | 4/1/53 
| WTVS (TV) Cedar Rapids, Iowa (51) | 11/22/52 unknown |
| WKBW (TV) Buffalo, N. Y. (17) | 4/1/53

**“Since going on the air we have enjoyed the BEST INCREASE IN (*) SALES since we started handling this product.”**

This quote is from a letter by one of the local merchants who are using an all-time record level of advertising on WSYR. These are the people who really know what keeps the cash registers ringing. You can profit by your experience.

*Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

RCA INSTITUTES, INC.
A branch of Radio Institute of America
38 West Fourth Street, New York 11, N. Y.
<table>
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<tr>
<th>Channel</th>
<th>Grantor &amp; Network</th>
<th>Target for Start Representative</th>
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<tr>
<td>K17926V</td>
<td>WICAL</td>
<td>5/15/53</td>
<td>NBC, Headley-Rede</td>
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<td>K17926V</td>
<td>WICAL</td>
<td>10/1/52</td>
<td>CBS, Avery-Rede</td>
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<td>WICAL</td>
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<td>NBC, Headley-Rede</td>
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<td>WICAL</td>
<td>9/4/52</td>
<td>NBC, Headley-Rede</td>
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<td>WICAL</td>
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<td>CBS, Avery-Rede</td>
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<td>NBC, Avery-Rede</td>
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FOR THE RECORD

JOS. WOOD & CO.
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at

**CHNS**
HALIFAX, NOVA SCOTIA
The Maritime
BUSIEST
Commercial Station

Page 98 • February 23, 1953
New TV Stations...

MESA, Ariz. — Harkins Best, Inc. (KTYL), General Manager Alfred Lowe, general manager visual, 13.5 kw aerial; antenna height above average terrain 400 ft., above ground 400 ft. Engineering condition. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 880, Mesa, Ariz. Studio and transmitter location 1 ml. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24' 46" N., 111° 39' 28" W. Long. Transmitter Downt. Principals include President Harry L. Nace Jr., Vice President Harry L. Nace (55,726%), Secretary Dwight Harkins (36,80%) and Treasurer Lorenzo K. Loeschner (10,42%). Applicant also is licensee of KCLF Clifton, Ariz. File No.: BFC-409. City priority status: Gr. B, No. 178. Granted Feb. 18.

MACON, Ga.—Macon Television Co. (WBML and WNEF). Granted uhf Ch. 47 (668-674 mc); ERP 100 kw visual, 55 kw aerial; antenna height above average terrain 500 ft., above ground 400 ft. Engineering condition. Estimated construction cost $255,500, first year operating cost $260,000, revenue $290,000. Post Office address 200 Second St., Macon Ga. Studio and transmitter location 200 Second St. Geographic coordinates 33° 24' 46" N., 83° 59' 58" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Hall, Washington. Consulting engineer Craven, Lobbes & Culver, Washington. Principals include President Emmett McKenzie, 1/4 owner and vice president of WNEF-AM-FM-Macon and former 1/4 owner of WBML-WNEF Augusta. Vice President Edward M. Lowe, president and 51% owner of WNEF-AM-FM-Macon; Vice President Payton Anderson, vice president of WBML; Vice President Ernest Black, president and 1/4 owner of WBML; Vice President and General Manager Alfred Lowe, general manager, vice president and 51% owner of WNEF, and Secretary-Treasurer Ellsworth Hall Jr., secretary-treasurer and WNEF. Equal (45%) stockholders in applicant are WBML and WNEF-Macon. Remaining 10% held by Vice President W. A. Pickering, real estate man. File No.: BFC-1247 as amended. City priority status: Gr. A-2, No. 94. Granted Feb. 18.

February 23, 1953  Page 99
GULFPORT, Miss. — WGCM Television Corp. (WGCM), Granted uhf Ch. 56 (722-125 mc; ground antenna height average terrain 300 ft., above ground 480 ft.; estimated transmitter power 15 kw), estimated construction cost $161,001, first year operating cost $35,000, revenue $856,000. Post Office address Rebel-Martin Blvd., Gulfport, Miss., Studio and transmitter location Arabian Hill at site used by Ch. 56 (1714-180 mc); file no. BPCT-151. City priority status: Gr. 2-B, No. 147. Granted Feb. 5.

CLAYTON, Mo. — The Luthern Church — Missouri Synod (KFGU). Granted Ch. 9 (260-261 mc; 17 kw visual; antenna height average terrain 500 ft., above ground 1060 ft.; estimated construction cost $190,188, first year operating cost $56,000, revenue $190,000. Post office address 1111 20th St., Clayton, Mo., Studio and transmitter location 30th St. and 22nd St. N., Clayton, Mo.; file no. BPCT-150. City priority status: Gr. A-2, No. 56. Granted Feb. 5.

HANNIBAL, Mo. — Courier-Poost Pub. Co. (KCKM). Granted Ch. 35 (207-208 mc; 17 kw visual; antenna height above average terrain 500 ft., above ground 1060 ft.; estimated construction cost $251,001, first year operating cost $64,906, revenue $250,000. Post office address 301 E. 5th St., Hannibal, Mo., Studio and transmitter location 501 E. 5th St.; file no. BPCT-152. City priority status: Gr. B-4, No. 179. Granted Feb. 5.

ST. LOUIS, Mo. — Missouri Sth Corp. (WILL). Granted Ch. 42 (638-644 mc): ERP 79 kw visual, 46 kw audio; antenna height above average terrain 430 ft., above ground 500 ft.; estimated construction cost $312,051, first year operating cost $87,000, revenue $310,000. Post Office address Chase Hotel, St. Louis 6, Mo., Studio and transmitter location 320 De Baliviere Ave. 70th and Grand St., St. Louis 6, Mo., 17" 00' W. Transmitter DuMont, antenna director type. Consulting engineer Commercial Radio Equipment Co., Washington. President and sole owner of applicant is Lester A. Benson (100%), also 90% owner of Blue Ridge Realty & Investment Co. (operation and ownership of real estate). St. Louis. File no. BPCT-1414. City priority status: Gr. B-4, No. 179. Granted Feb. 12.

COLUMBIA, S. C. — WTV-BC Corp. Granted Ch. 5 (82-91 mc; 10 kw visual; antenna height above average terrain 500 ft., above ground 1060 ft.; estimated construction cost $190,188, first year operating cost $56,000, revenue $190,000. Post office address 109 Magnolia Ave., Columbia, S. C., Studio and transmitter location 5040 Executive Dr. in Columbia; file no. BPCT-1412. City priority status: Gr. B-4, No. 147. Granted Feb. 5.

BILINGS, Mont. — The Montana Network (KOOK). Granted Ch. 2 (54-60 mc); ERP 17 kw, visual; antenna height above average terrain 450 ft., above ground 124 ft.; estimated construction cost $105,000, first year operating cost $37,000. Post Office address 111 North 20th St., Bilings, Mont., Studio and transmitter location 3 two-story buildings; file no. BPCT-1415. City priority status: Gr. B-4, No. 179. Granted Feb. 12.
MILWAUKEE, Wis. — MidWest Lastco. (WCAN) Granted $195,000, 5 kW aural; antenna height average terrain 100 ft. above ground. Estimated construction cost $195,800, first year operating cost $19,800. Post Office address: 303 W. Canal St., Milwaukee, Wis., 53206.

CORRECTION
Madison, Wisconsin, Wisconsin Telecasting Corporation (WOKY Milwaukee and WFMF (FM) Madison) Granted $168,000, 15 kW visual, 9.9 kW aural; antenna height average terrain 300 ft. above ground. Estimated construction $168,000, first year operating cost $16,800. Post Office address: 400 N. Congress Street, Madison, Wisconsin 53703. For further information contact: Mr. Frederick W. Fessenden, President (608) 257-2626.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [8*7, Sept. 22, 1952] effective Oct. 15, 1952, suspending expedite processing of these applications in order to expedite uncontested TV applications.

GROUP A

<table>
<thead>
<tr>
<th>Location</th>
<th>Ch.</th>
<th>Applicant</th>
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<td>Cedar Valley</td>
<td>841</td>
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<tr>
<td>L. Central Minn</td>
<td>32</td>
<td>Minnesota Educational Broadcasting Co.</td>
<td>1331</td>
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<td>Florence, S. C.</td>
<td>8</td>
<td>Pee Dee TV Corp.</td>
<td>1309</td>
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<tr>
<td>Gardner, Kansas</td>
<td>4</td>
<td>Gardner Broadcasting Co.</td>
<td>1341</td>
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GROUP B

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<tr>
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<td>Airfair Radio Corp.</td>
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<td>Chicago, Ill.</td>
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<td>Charles E. Balch</td>
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<td>Rochester, N. Y.</td>
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<td>Veterans Bostic Co.</td>
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<td>New York, N. Y.</td>
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<td>WRC Inc.</td>
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<td>Toledo, Ohio</td>
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<td>WARC Inc.</td>
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<td>Chicago, Ill.</td>
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<td>Shinnie Chain</td>
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<td>Shinnie Chain</td>
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<td>Woodstock, Conn.</td>
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<td>WALTER Co.</td>
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<td>Miami, Fla.</td>
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<td>WKAT Inc.</td>
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<tr>
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<td>WKAT Inc.</td>
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<td>Oklahoma City</td>
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<td>WFOA</td>
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<td>OKLA. TV</td>
<td>539</td>
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<tr>
<td>Allen Town, Pa.</td>
<td>39</td>
<td>Penn. Bostic Co.</td>
<td>539</td>
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<tr>
<td>Allen Town, Pa.</td>
<td>67</td>
<td>PENN Bostic Corp.</td>
<td>1084</td>
</tr>
</tbody>
</table>

New Applications

Phoenix, Ariz.—Arizona Television Co., v/hf Ch. 2 (866-474 mc); ERP 100 kw visual; antenna height above average terrain 1224 ft. above ground. Estimated construction cost $390,000, first year operating cost $390,000. Post Office address: 30 W. Jackson Bldg., Phoenix, Ariz. 85004.

QUINCY, ILLINOIS

FOR ALL BROADCASTING EQUIPMENT NEEDS

THREE OFFICES TO SERVE YOU

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2101 McCulloch Bldg. Telephone TQLL 2-2600

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7501 Western Avenue. Telephone TQLL 1-1600

TQLL, ILLINOIS
1015 Wabash Avenue. Telephone TQLL 8-9475

BROADCASTING • TELECASTING

February 23, 1953 • Page 101
VULCAN TOWER
The Tower of Strength

Tall Towers for Supporting Television Antennas
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

Broadcasting • Telecasting

FOR THE RECORD

owner and general manager KYNO, 12 1/2% Int- terest KSTY, Stockton; J. W. Wasley, general sales manager; Joaquin Telesetem, promotor of uhf. Ch 38 Studio and transmitter, Greenville, S. C. C. W. W. B. Doven, owner and chief engineer, KYNO; and Leena Huffman promotion director.


Tulsa, Okla.—Central Plains Enterprises Inc., uhf Ch 30 (387-443 mc); ERP 6 kw visual, 5 kw audio, horizontally radiation pattern, antenna height above average terrain 643 ft. above ground level 639 ft. Estimated construction cost $35,000, revenue $16,000. Post Office address 2906 Bixby Ave., Tulsa. City priority status: Gr. A-2, No. 254.

VULCAN TOWER
The Tower of Strength

Tall Towers for Supporting Television Antennas
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

Direct to owner or agent.

WKBW-TV New Britain, Conn. — New Britain Radio & Television Corp. Granted mod. of CP to change ERP from 12 kw visual, 2 kw audio to 4 kw visual, 2 kw audio, vertically radiation pattern. Transmitter location Lake Shore Dr., near city limits, Bridgeport, Conn. Estimated construction cost $80,000, revenue $40,000. Post Office address 800 New Haven Ave., Bridgeport City priority status: Gr. A-2, No. 289.

WKNB-TV New Britain, Conn. — New Britain Radio & Television Corp. Granted mod. of CP to operate on a commercial basis on Ch. 30, to start on Feb. 15.

KOLN-TV Lincoln, Neb.—Corhutskarte Radio & Television Corporation, Granted mod. of CP to change ERP from vis. 21.5 kw, aur. 11 kw to vis. 37 kw, aur. 13 kw, antenna 306 ft. (BMPCT-963).

WABD New York — Allen B. DuMont Laboratories, Inc. Granted mod. CP to change main transmitter ERP from vis. 5 kw, aur. 1.5 kw to vis. 37 kw, aur. 18.5 kw; change type from visual to visual, vertically radiation pattern. Transmitter location Lutan, N. Y. City priority status: Gr. A-2, No. 269.

Radio 

Broadcasting • Telecasting

VULCAN TOWER
The Tower of Strength

Tall Towers for Supporting Television Antennas
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

Direct to owner or agent.
of WILK-AM-FM-TV; Dr. Isaac C. Morgan (11%), Nanticoke, Pa., physician and 12 1/2% owner of station and six others with 2 1/2% interest, (BP-8387). Granted Feb. 17.

Broadcasting

Fenner, Tex.—Ben L. Parker. Granted 150 kw, 500 kw in daytime, antenna 235 ft; engineering condition. Estimated construction cost $25,100, first-year operating cost $24,300, revenue $19,000. Ben L. Parker, sole owner of permit, is partne-

Applications

Washington, D.C.—Chas. W. Bullimore, 1278 kw, 200 kw in daytime. Estimated construction cost $15,070, first year operating cost $15,000, revenue $9,000. Thomas President Thomas W. Stegman (74.4%) is auto dealer in Campbellsville, Ky.; stockholder Chas. Watters, Emery W. Wright Jr., Secretary-Treasurer Luther Vance; Vice President James H. Riede; stockholders Nelson McKnight, Ruth Candrell, C. L. Balle, H. E. McGuade, and Mildred Wagers.

Myersdale, Pa.—WJAC Co. Granted 560 kw, 500 kw in daytime, antenna 310 ft; engineering condition. Estimated construction cost $82,200, revenue $10,707,500. Per-

Partners

WENK Union City, Tenn., WDXE Part-

BROADCASTING


Nevada—W-JWIC Co. Granted 560 kw, 500 kw in daytime, antenna 310 ft; engineering condition. Estimated construction cost $82,200, revenue $10,707,500. Per-

Partners

WENK Union City, Tenn., WDXE Part-

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Partners

WENK Union City, Tenn., WDXE Part-

BROADCASTING

Sec. 17.25 of Commission's rules (Docket 9041: RPCT-424), and denial of mutually exclusive application of Detroit Broadcasting Co., seeking same channel at Denver (Docket 10260: RPCT-951). Initial Decision on Feb. 5.

Fred Michr. - Trebit Corp. and W. S. Butcherfield Theatre Co. (Docket 10235) in proceeding seeking review of hearing examiner's memorandum opinion and order of Jan. 14, granting petition of WRJ, The Goodwill Station Inc., for leave to amend its application for new TV station in Flint, Mich., to operate on vhf Ch. 12, to move its transmitter site and to make certain other minor changes. Commission's memorandum opinion and order with respect to its action denying petitions for review and affirming, the hearing examiner's allowance of WRJ's amendment will be released. Petitions for review and order amending Part 6 of its rules governing experimental radio services were clarified and the objects of the above proceeding before February 17, 1952. Petitions for review filed by WRJ, Midwest Television and Broadcasting Co., and Girls in Light of TV. Morris G. Wolpe, general counsel for the applicants, is representing the parties in this proceeding.

Hearing Calendar

Hearings in Progress


February 24


February 25


March 2


March 3

Duluth-Superior, Minn. - New TV, ch. 3. Examiner Herbert Sharfman.

March 4


March 5

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chillicothe, Wash. - Both seeking new AM, 1420 kHz, 2 kw daytime.

March 16


March 25

WCVI Chester, Pa. - Existing AM. Application to increase power to 236 kw to 1 kw, operating daytime on 740 kHz. Examiner Gifford Trion. Docket 10989.

April 15


Canton, Ohio - New TV, ch. 29. Examiner Finley N. Latvin.

Continued Without Date

Duluth-Superior, Minn. - New TV, ch. 6. Examiner Herbert Sharfman.


Sacramento, Calif. - New TV, separate hearings for vhf ch. 3, 5, 8, vhf ch. 7, and vhf ch. 28. Examiner Thomas H. Donohue.


Theatre Television: Allocation of Frequencies - Before Commission.


New Petitions

February 12

WSTV Inc. (WSTV), Steubenville, Ohio. New TV, ch. 3. Petition of WSTV for immediate proceeding of its application so that it will be ready for hearing March 27. Proposals were made April 17, 1952.

Experimental Radio Services (Docket 9515) - By report and order Commission revised Part 5 of its rules governing experimental radio services except those authorized under the developmental rules of the various classes of radio services, effective March 15. This is pursuant to rule-making proceedings initiated Aug. 2, 1950, and rules present Part 5 which dates from Feb. 1, 1939.


Routine Roundup

February 16 Applications

ACCETED FOR FILING

Extension of Completion Date

WHBP Huntsville, Ala., Wilton Harvey Polland (WHP), Huntsville Market (BP - B9486), application for extension of license in and to studios located in and trans., studio and trans. and type, for extension of completion date (Docket 67131); License for CP

KXLR North Little Rock, Ark., Arkansas Air

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone Deurborn 2-1664.

30 N. La Salle St., Chicago, Ill.
CONSULTING RADIO & TELEVISION ENGINEERS

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30 Years' Experience in Radio Engineering
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1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
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WELDON & CARR
Consulting Radio & Television Engineers
Washington, D. C.
Dallas, Texas
1405 Conn. Ave.
Member AFCCE

Craven, Lohens & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republican 7-3984
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 3-3670
WASHINGTON 5, D. C.
Member AFCCE

ROBERT M. SULLMAN
John A. Moffat—Associate
1405 G St., N. W.
Republic 7-4646
Washington, D. C.

Lynne C. Smeby
"Registered Professional Engineer"
1311 O St., N. W.
EX 3-8073
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Appointments arranged for
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Los Angeles Portland Phoenix
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Member AFCCE

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CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 5, CALIFORNIA
SUTTER 1-7545

John B. Heffelfinger
815 E. 53rd St.
Hiland 7010
KANSAS CITY, MISSOURI

Raymond M. Wilmotte
1469 Church St., N. W.
District 2-1231
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H. W. Holt
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NA 8-3698
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These Engineers...
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F O R E M O S T
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Television Engineering Since 1929
2443 MYSTERY HILL NO. 9-3364
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Member AFCCE

IF YOU DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
Broadcasting • Telecasting
Net Press Bldg. Wash., D. C.
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Undisclosed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum
All other classifications 30¢ per word—$1.00 minimum • Display ads, $16.00 per inch
Number for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Blvd., Washington 4, D. C.
APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittances with transcriptions). Attach drawings, photos, etc. sent to box numbers are sent at owner's risk. Bequestors — These replies expressly repudiate any liability or responsibility for, their custody or return.

HELP WANTED

MANAGEMENT

Commercial manager wanted by independent station in progressive, expanding market. The man we want will start at $5000 per month. Will work with the station. Liberal insurance and benefits. Will not promote or coordinate small man who can sell, promote and coordinate small staff. Pleasant dry climate in New Mexico can't be beat. Immediate opening. Present staff knows this ad. Box 9705, B.T.

SALES

Regional radio and television station in northeast has immediate opening for experienced salesman to handle local business. Compensation $3000 per month plus bonus on all sales. Applicant will receive no consideration unless complete resume is submitted. Box 9706, B.T.

Sales-man-announcer. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and personality is necessary for really good man. Southern Minnesota. Box 8135, B.T.

Midwest station. Personality type disc jockey wanted for the ball. Must be a good picture salesman. Excellent opportunity for right man. Box 8063, B.T.

Wanted, announcer who writes copy. Car necessary. New Iowan station with lots of room for growth. Box 8055, B.T.

Personality disc jockey wanted for greater Boston station. Send resume, tape or platter. Box 8065, B.T.

Wanted, staff announcer, authoritative selling de- liveries. To sell all merchandise in coming future. Immediate opening for salable item. Box 7915, B.T.

Salesman, emphasis news and sports. Unusual opportunity Metropolitan Detroit area. Send details, photo and complete background. Confidential. Box 9159, B.T.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in competitive market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

One station market, 18,000 population in primary area. 15% against liberal guarantee draw and expenses. Send complete details with photo and letter. Available to J. J. Garvey, WOLO, Joliet, Illinois.


Proven Muzak salesman. Please call Gene Scan- lans, Plaza 1711, Cincinnati.

ANNOUNCERS


Announcer-disc jockey with proven successful DJ record in competitive large market. $50.00 start. Will carry assigned accounts. Requires $100.00 weekly. Station located in large central station market. Send complete resume with photo and complete background. Confidential. Box 8605, B.T.

Announcer. Experienced, warm, sincere, versa- tile. If you've got it we'll buy it! $50.00 for 45 hours. Box 7295, B.T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and salable. $50.00 for 45 hours. Box 7985, B.T.

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Must work two days. $350.00 per week. Send letter and audition to KREH, Spokane, Washington.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and salable. $50.00 for 45 hours. Box 7985, B.T.

50,000 watt CBS affiliate needs staff announcer with deep, golden voice. Must be a good picture salesman. Send letter outlining background, reference and tape or disc covering several types of material. Experience on own account. No application will be considered without audi- tion, letter and letter. Apply KWHK, Shreve- port, La.

Wanted, two experienced straight announcers for new North Carolina daytime. Good salary and living conditions. Contact John Greene, Manager, WKM'T, Kings Mountain, N. C.

WOND in Pleasantville, New Jersey, is now auditioning announcers for top morning man. Salary excellent. Contact John Struckell, WOND.

Immediate opening for combination man with first or second class license. Write, wire or call Manager. Box 9685, B.T.

TELEVISION

SALES

North Carolina television station needs top-notch salesman. WMFY-TV, Channel 2, Greensboro. Must be a good salesman with good educational background. Salary commensurate with ability. Write in detail to Box 8065, B.T.

AM-TV program director. Regional independent station is looking for AM and TV man. Station is WLS, WLS-TV, Lansing, Michigan.

WANTED—(Cont'd.)

First class or chief engineer wanted. Permanent. Excellent salary and fringe benefits. Start $85.00 per week. Box 8915, B.T.

Engineer-announcer with first phone license. Preferred expert in good pay area. Apply with small Nebraska AM on net. Box 8975, B.T.

Transmitter operator with first phone and car wanted to KOPR, Butte, Montana. Contact Mr. Cooney.

Immediate opening for first class engineer-announcer. Write Bill Smith, WBIW, Bedford, Indiana.

Urgently need first class operator. Transmitter, remote console, recording and mixing experience necessary. Chief Engineer. WCNB, Comers- ville, Indiana.

Transmitter engineer with car. Union scale $50 to $55 with overtime. Write to Lukken, WBIL, Peoria, Illinois.

Chief engineer, who can also announce for 250 Mutual outlet in Ohio has opening for first class engineer-announcer. Write with information, experience necessary. Harry T. Cooney, WTNS, Coshocton, Ohio.

Production-Programming, Others

Midwest CBS station wants good commercial copywriter or combination traffic-copy man. Must have experience and be capable of writing top-notch copy. Excellent opportunity. Submit a line of qualifications, references, required salary and photo. Box 7905, B.T.

Young woman—Wanted for continuity director. Northeast Pennsylvania. Fulltime network affili- ated station needs woman to handle all network newsmen for their custody. Station expects to go into TV. Must have experience and be capable of writing top-notch copy and editing. Excellent opportunity with experienced staff. Send resume, photo and experience, references and salary expected. Box 8135, B.T.

250 Mutual outlet in Florida has opening for girl who can write copy and gather local news. A good personality and the ability to meet the public is absolutely essential. Send full photo, snap shot, sample of news copy and salary ex- pected to Box 8065, B.T.

Promotion writer, capable of analyzing data and writing business producing advertisements, bro- chure copy for newscast and/or television station. Writing ability of utmost im- portance. Must be a good writer and have good educational background. Salary commensurate with ability. Write in detail to Box 8065, B.T.

AM-TY program director. Regional independent station is looking for AM and TV man. Station is WLS, WLS-TV, Lansing, Michigan.

PRODUCTION, PROGRAMMING, OTHERS

WANTED—(Cont’d.)

First class engineer-announcer. Box 8155, B.T.

TECHNICAL

Manager, 12 years in radio. Grass roots experi- ence in all phases. Entering graduate, college graduate. Married. Prefer small market. Box 8045, B.T.

SITUATIONS WANTED

Managerial

Help Wanted—(Cont’d.)

First class or chief engineer wanted. Permanent. Excellent salary and fringe benefits. Start $85.00 per week. Box 8915, B.T.

Engineer-announcer with first phone license. Preferred expert in good pay area. Apply with small Nebraska AM on net. Box 8975, B.T.

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AM-TY program director. Regional independent station is looking for AM and TV man. Station is WLS, WLS-TV, Lansing, Michigan.

PRODUCTION, PROGRAMMING, OTHERS

WANTED—(Cont’d.)

First class engineer-announcer. Box 8155, B.T.

TECHNICAL

Manager, 12 years in radio. Grass roots experi- ence in all phases. Entering graduate, college graduate. Married. Prefer small market. Box 8045, B.T.

SITUATIONS WANTED

Managerial

Announcer-engineer, experienced news commentator. Near New York if possible. Box 9025, B.T.

Available: 15 years all phases radio, 200 to 500 kw, two years on Mutual. Presently commercial manager-program director. 3x-public relations officer. Married, sober, ambitious. Can furnish personal references. Desiring permanent position as announcer-salesman or program director-announcer. Outstanding announcer with proven sales ideas. Worth what you pay. Box 9063, B.T.

Announcer-engineer, 3½ years experience, desires sports position. Box 9085, B.T.


Announcer, program directing experience. Can satisfy sponsors. Prefer middle Atlantic area. Disc available. Post Office Box 246, Camden, N. J.

Announcer, experience as program director for 5 kw network affiliate, good voice for general staff duties; strong on DJ work. Write: W. A. Bernard, 6109 Carpenter St., Philadelphia 41, Penna.

Disc jockey and news. Graduate SBT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 1004 W. 35th St., Cicero, Ills.


TELEVISION NEWS

GATHERING, WRITING, AND PRESENTATION OF NEWS ON TELEVISION AND RADIO

He has a long and successful record of top sponsorship. He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events. He has had extensive station experience in ALL types of programming.

And what's more important, he is not too expensive for your station.

BOX 7658, B.T.

THIS MAN IS AN EXPERT IN

TELEVISION NEWS

This man is an expert in gathering, writing, and presentation of news on television and radio.
Available immediately! Top copywriter and traffic manager. Two years experience. Draft expert. Young, ambitious, original? Box 6825, B.T.

Sports director, five years experience, regional station.急急急 Personal interview preferred. Available April lst. Box 6875, B.T.

Program director, writer, producer, extensive radio and television experience. Familiar with radio program structure to stimulate listening. Increases ratings, programs sales. Box 8675, B.T.

Production assistant, radio programming, producing, advertising agency and Chicago TV experience. Wants New York position. Box 8745, B.T.

Young college graduate increased billings small station group. Now looking for larger market, more compensation. Experienced, professional, enthusiastic. Matute news director-editor. Desires change to larger station. Ten years radio, five in present position as news and program director. Proven record of building news department. Authoritative voice. Presently producing and narrating local news documentary, presenting many newscasts on air and other newsw. Degree, family. All others considered. Box 8805, B.T.

Desires radio or television production opportunity. Experience in advertising and newspaper writing. Two years college, Bay Bev. Ritter, 115 West Monroe, Chicago 7, Illinois.

TV stations

For Sale

One station market, network, 250 watts. Fulltime. $60,000 yearly gross. Fastest growing market in the U.S. This station can sell $60,000 with good owner-operator. Can discuss at California NARTB Convention. Box 8865, B.T.


Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory reconditioned. All inquiries answered. Box 7265, B.T.

TV/FM tower. One 62 foot Idecio triangular tower, $2500, at top of building. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEXT-TV, San Antonio, Texas.

299 foot Ideco guyed tower, welded rod type, designed to permit expansion to 500 feet, complete with top double obstruction light, four signals, 2500 watt amplifier, and Krauschen con flashing switch. Tower now standing at site of new WBCB and WCBG. Indiana. Will consider any reasonable offer based upon good standing, dismantleing and removing tower at his expense and risk. Contact Martin Leach, WCDP, Evansville, Indiana.

For sale—Following equipment recently removed from service following change in operating procedures. Last occasion transmission tunable with MRC vertical and picking leaker heads, condition excellent. Price $6250. First 250 takes it. 2—Rek-O-Kut model D-15 turntable, 2—New Paico 7810 kill switchers, condition first results of $50.00 each taken them. 3—Presto PL-10 tape recorder, condition good condition, best offer above $75 each accepted. 1—New Weston 0-1.5 R.F. ammeter model 425—$25.00. Prices are F.O.B. WCSP, Columbus, Indiana. Contact Chief Engineer.


For sale; Television mobile unit. General Electric TV camera, condition, used less than 4,000 miles. Interior arranged with cupboards and cabinets necessary for TV remote pickups. Save several thousand dollars. Write for description. WKRC-TV, Cincinnati, Ohio.

290 self-supporting insulated tower, two bay RCA Balving FM antenna. 20% 30 cm. Andrew NEC600 AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 200 watt AM transmitter $2500, call or write L. Graham, E-114, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, ban- ners, and other associated materials, complete. $500. Send for details. J. James & James, Inc., 201 Ethan Street, Huntsville, Alabama.

Micellaneous

Free. 20 sure-fire radio gags to introduce new $1 week joke service. Box 8925, B.T.

Wanted: AM console, limiter and modulation monitor. Prices must be reasonable and equipment in good condition. Need one or all. Box 8925, B.T.

25A, 25AB, or 475C General Radio or Western Electric RF frequency monitor. Box 8945, B.T.

Wanted, medium size Audio console in good condition. State all details and price. KCJS, Pueblo, Colorado.

216 copper wire, Wincharger type 500 or similar tower, ground screen, tuning unit, phase moni- tor, coax, modulation monitor, lifter, sampling loops. Lloyd McInnery, WACL, Waycross, Georgia.

Wanted: Used 250 foot tower, Charles Stratton, WOodridge road, Hopkinton, Ky.

Help Wanted

For Sale

One station market, network, 250 watts, fulltime. $60,000 yearly gross. Fastest growing market in the U.S. This station can sell $60,000 with good owner-operator. Can discuss at California NARTB Convention. Box 8865, B.T.


Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory reconditioned. All inquiries answered. Box 7265, B.T.

TV/FM tower. One 62 foot Idecio triangular tower, $2500, at top of building. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEXT-TV, San Antonio, Texas.
SALESMAN WANTED

For Sale

For the best in complete Town and Country service.

Write or Call Wire

J. M. HAMILTON & CO.

M. J. HAMILTON & CO.

For Sale

SALESMAN WANTED

For the best in complete Town and Country service.

Write or Call Wire

J. M. HAMILTON & CO.

M. J. HAMILTON & CO.

For Sale

February 17 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WCHB Fort Wayne, Ind., Western Avenue Station, N. J., North Jersey

BROADCASTING & TELECASTING

$100.00 WEEKLY GUARANTEE, OR LIBERAL COMMISSION ARRANGEMENT

WRITE OR PHONE

KGGK RADIO

CLIFF TOWERS HOTEL

DALLAS, TEXAS

February 23, 1953 • Page 109
Corrupt Voice

CORRUPTION— even possible sabotage— is alleged by a Senate committee studying operations of the controversial Voice of America. It demonstrates the mischief of Government engaging in activity which, prior to the war, was forbidden area.

Aside from the shocking disclosures of gross inefficiency and astonishing waste, one would judge that the Voice has been a liability even in dispensing propaganda. Engineering advice evidently has been ignored. There's apparent proof of favoritism in awarding of multi-million dollar contracts for seemingly worthless installations.

Literally hundreds of millions have been expended in Voice operations, for both plant and personnel, with highly questionable results. In contrast, Radio Free Europe, and latterly, Radio Free Asia, have been eminently successful in combating communism through publicly supported operations. Under auspices of the Crusade of Freedom, ram-rodred by a group of public-spirited citizens, these operations have used long-wave transmission which could be received on conventional sets. They have not been inhibited by State Dept. policies. They have been operated by practical broadcasters.

The Government has no business in the trade of broadcasting. The McCarthy Committee investigation indubitably will hasten the day of full-scale Voice reorganization. Perhaps the Crusade for Freedom, having demonstrated its know-how, is the answer. Or perhaps the whole project should go to the private operators who hold the licenses taken over by the State Dept. before Pearl Harbor.

Parenthetically, it behooves those who have beaten their breasts for educational television to take another look. Our educational system is bureaucratic. It is beholden to local or state Government. The Voice is Federal Government. The parallel is evident.

The Politic Way?

THE industriousness of the NARTB in setting out to obtain a modification of the restrictive law governing political broadcasting deserves unqualified approval. We wonder, however, if in this case industriousness has overwhelmed practical reasoning.

The expressed hope of the NARTB is to effect repeal of Section 315 of the Communications Act which prohibits broadcasters from censoring speeches of political candidates. That failing, the association would settle for an amendment giving broadcasters the power to censor defamatory utterances.

However desirable either accomplishment would be, political considerations probably prevent its attainment. Certainly few Congressmen will wish to relinquish more than a smattering of the extraordinary carte blanche they now enjoy in their aerial appearances during campaigns for re-election. Assuming a majority agreed in principle to a modification, we doubt that a majority would then agree on the language.

Perhaps the more practical way to achieve the much needed relief would be to avoid a frontal attack on Section 315. A new approach is suggested.

The main hope of broadcasters at this time is to extricate themselves from the dilemma of being prevented from censoring libel without also being immunized against damage suits arising from it. There is a way that this hazard could be appreciably reduced—by amending the U. S. Criminal Code to make it a crime for defamatory material to be knowingly uttered or allowed to be uttered on radio and television.

If that statute were in effect, a broadcaster could appeal to the federal courts to enjoin the commission of a crime, if a candidate submitted a defamatory speech and insisted on broadcasting it. Even if the injunction failed, the mere fact that the broadcaster had endeavored to prevent the utterance would certainly serve to mitigate his liability.

It is our belief, based on more than causal discussions with legislative experts, that such an amendment would have a much greater chance of acceptance than any attempt to modify Section 315.

By retaining the anti-censorship provisions of Section 315, the politicians would be assured that the ideology of their campaign speeches would not be tampered with. With a criminal statute preventing defamation, radio and television operators would be provided with a means of avoiding libel actions.

Fair Deal FCC

THE BUSIEST man in America, beyond question, is President Eisenhower. He took over just 34 days ago.

In that time he has put together his first team. He has handled a prodigious sched-

"That agency man's suggestion to the Code Board sure peppe up viewer interest in the Seal of Good Practice."

ule at a terrific pace.

Hence there may be those who will feel that we may be off base in commenting that there's need for prompt Presidential consideration of the regulation of communications.

Indeed, the President himself recognizes the importance of broadcasting to the national welfare. He is the first President to consider direct, regularly scheduled broadcasts and telecasts from the White House on "report to the nation" basis. At his first news conference last Tuesday he opened his remarks by welcoming radio and the press—in that order.

The President should do something about the FCC. It remains Democrat-controlled, under a Democratic chairman and with department heads whose allegiance is to the New Deal and the Fair Deal. Last week the FCC appeared before the House Interstate & Foreign Commerce Committee—four Democrats, two Republicans and an Independent. This week, hearings begin on appropriations, before a House subcommittee organized by the Republicans.

There are important matters of public policy involved in the FCC's operations— notably as to television. Without the naming of names, it is common knowledge that there are at the White House dossiers on a number of candidates for Commissionerhips. The way is open for the appointment of a Republican chairman. There can't be any reorganization until the chairman is named.

We hope the President will see fit to give prompt attention to the FCC. Until that happens, the FCC at best, can only tread water.
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