Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.
FABULOUS RATINGS

Channel 6—Richmond, Virginia

<table>
<thead>
<tr>
<th>Period</th>
<th>Sets In Use</th>
<th>WTVR Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL MORNING 7:00 AM-12:00 NN</td>
<td>27.7</td>
<td>27.3</td>
</tr>
<tr>
<td>TOTAL AFTERNOON 12:00 NN-6:00 PM</td>
<td>43.5</td>
<td>43.3</td>
</tr>
<tr>
<td>TOTAL EVENING 6:00 PM-11:00 PM</td>
<td>85.1</td>
<td>84.3</td>
</tr>
</tbody>
</table>

Source: Television Popular Audience Ratings January 1953

SO GOOD IT'S HARD TO BELIEVE—BUT IT CAN BE PROVED!

National Representative—Blair TV, Inc.
Wilbur M. Havens—Station Manager
RIGHT OUT OF A PRIMER

As fundamental as anything found in a primer, is the fact, well known in advertising, that you can cover efficiently 1/3 of the total national market by advertising in 162 select markets.

WTRY has pioneered pointing out that Albany-Troy-Schenectady is in fact one of 43 markets wherein over 1/2 of the nation's sales are made.

WTRY has the biggest share of audience in Albany-Troy-Schenectady: 31% Morning, 23% Afternoon, 20% Night.

Check with Headley-Reed for facts on WTRY's advantages over the next best station with regard to rates, audience & cost-per-thousand.

the station listened to most in

ALBANY - TROY - SCHENECTADY
980 - CBS - 5000 WATTS

represented by HEADLEY-REED
WDEL-TV
Wilmington, Delaware

opens the door
to successful
selling in a big
prosperous
market

Delaware, parts of New
Jersey, Maryland and Penn-
sylvania constitute this big-
income, big-spending market. When you buy WDEL-TV
—whether through the NBC
network, spot campaigns or
local programs—you’re
reaching this big, pros-
erous market—you’re buying
an audience that buys.

$1,533,373,000
a year to spend

channel 12

Represented by MEEKER
New York • Chicago • Los Angeles • San Francisco.
FCC LAST week gave initial consideration to plan, sponsored by Comr. Robert T. Bartley, for revamping of its processing lines on TV hearings, to give vhf cities having only one service priority, with progression on basis of descending order of population of markets. Staff was instructed to draft papers with prospect of action this week or next. First priority, however, presumably would be given to "white areas" having no service.

AT LEAST THREE proposals for reorganization of FCC, to be accomplished through "ripper" legislation, have been proposed to Chmn. Charles Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee. He said last week that he doubted whether drastic action was necessary at this stage. He has openly supported Comr. Hyde for chairmanship.

THOUGH BASE stock used in experimental TV tape-recording may be costly ($250 per half-hour, $125 with maximum discounts), some insiders predict improved types of tape may cut cost as low as $70 in early days of upcoming art. Mass production, spurred by movies' use of tape instead of film, could combine with technical progress to bring further cost-cutting.

BEST BET is that House Appropriations Committee will now go easier on FCC budget since it was slashed by $1.2 million by President Eisenhower's director of budget—from $8.3 million to $7.1 million (see story page 60). Although conceivable Congress will prune some more off total sum, it's believed it won't touch sums allocated for TV processing—which weren't cut by Budget Bureau either.

CONVERSATIONS between General Tele- radio Inc. and WLAW Boston-Lawrence, looking toward acquisition of 50,000 watter, reportedly bogged down last week with no indication as to outcome. Acquisition of high power station is sought to serve as key for Yankee-Mutual in New England area to replace 5,000 w WNAC.

MILLER BREWING Co. expects to reach 95% of all radio homes in Wisconsin and parts of Iowa, Michigan and Minnesota with regional baseball network for Milwaukee Braves games. WEMP Milwaukee will feed games but will be supplemented by WTMJ. Plans were part of package outlined in Tampa when Braves shift was okayed.

WTMJ EXECUTIVES figure major league baseball franchise shift so important that it constitutes public service. It will tape-record some NBC programs falling during games for later broadcast. NBC schedule will be disturbed little as possible. NBC sources in N. Y. indicate consideration being given to placing some sponsored shows displaced by baseball on other Milwaukee stations.

JOSEPH R. SPADEA, veteran radio sales executive and for past eight years CBS Radio network sales manager in Detroit, has resigned effective April 15. He will head Detroit office of Henry I. Christal Co., exclusive radio station representatives. CBS Radio has not yet named successor.

LEVER BROS.' new Lux Liquid (used for washing dishes), attempting to catch up to sales of older competitors, Glim and Joy, is preparing spot announcement campaign, starting about April 13 on staggered schedule in major markets using both radio and TV spots for six to eight weeks.

BILLS INTRODUCED last week in Illinois legislature would prohibit U. of Illinois from entering educational television station operation and require university to accept offers to telecast football games. Measures have unqualified endorsement of Television Committee of Illinois Broadcasters Assn., headed by Leslie C. Johnson, WHBF-AM-TV Rock Island.

GENERAL FOODS Corp., N. Y. (Swansdown Cake Mix), effective April 8, will use spot announcements on 80 radio stations for 10 to 12 weeks. Agency: Young & Rubicam, N. Y.

NORTH CAROLINA Association of Broadcasters plans no action yet but is keeping close watch on North Carolina Legislature ban of newsmen from its Appropriations Committee sessions. Move to extend the ban to other legislative functions would be opposed strongly by broadcasters.
When stations want a UHF antenna that is known for outstanding simplicity of construction and feed—they immediately turn to General Electric's High Gain Helical Antenna. With a power gain of 5 per bay, this sidefire antenna offers simplicity of construction for the unusually high gain achieved. This simplicity of design enables Effective Radiated Powers of up to 1000 kw to be achieved without modification to the basic antenna structure. Stations already using the General Electric Helical Antenna report coverage results beyond expectations. For further, detailed information, please write: General Electric Company, Section 243-6, Electronics Park, Syracuse, New York.

Lloyd Krause, a G-E engineer, recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band.”

Before this G-E Helical Antenna was shipped to Station WHUM-TV, Reading, Pa., it was put through exhaustive tests at Electronics Park, Syracuse, N. Y. These tests are offered at no extra charge. And before an antenna is shipped it must pass every specification demanded by the station's individual transmitting and installation problems.
CHECK AND COMPARE THE 10 TOP ADVANCED SIMPLIFIED FEATURES OF G-E HELICAL ANTENNAS

1. Extreme SIMPLICITY—gain of 5 per bay—only one feed point per bay for gain of 25. This allows greater ease of adjustment over other UHF antennas having a multitude of feed points.

2. Stable performance—characteristics unaffected by rain, sleet, snow, medium ice. Low impedance throughout. For severe ice, simple de-icing available—helix itself served as heater element.

3. Specially contoured patterns for unusual locations easily provided. Simple beam tilt provided with practically no nose gain reduction.

4. Antenna is galvanized, painted with 3 coats of CAA orange, completely assembled and thoroughly pattern-tested at factory before shipment. Simply mount and connect!

5. Basic antennas now being delivered rated for 1000 KW ERP up to ch. 68.

6. Power gains of 5, 10, 15, 20, 25. High gains have been verified by measurement. Because of simplicity (small number of feeds) rated gains readily achieved.

7. Antenna construction very sturdy—helix of heavy gauge copperweld—helix supports strong enough to hold a man!

8. All antenna finishes and materials are impervious to weather.

9. Horizontal pattern circularity better than ±1.5 db—the accepted standard.

10. Antenna may be shipped in two or more sections when necessary for tough cartage problems.

You can put your confidence in—

GENERAL ELECTRIC
NOW!—THE NEW 50,000-WATT KTHS BROADCASTING FROM LITTLE ROCK GIVES YOU ALMOST ALL OF ARKANSAS!

After operating for 27 years from Hot Springs, Arkansas, with 10,000 watts on 1090 K C, Radio Station KTHS now moves 40 miles eastward to Little Rock, broadcasting on the same frequency with power increased to 50,000 watts. The only Class 1-B clear channel station in Arkansas, it now also becomes the only 50,000-watt station in the state.

With an established listening audience of 72,840 families (BMB Study No. 2) who still hear the station at their accustomed dial setting, KTHS expands its primary coverage to 1,002,758 people—covers an additional 2,369,000 people in its secondary area.

Under the same ownership as KWKH at Shreveport, KTHS is operated under the same proven policies which have made KWKH the dominant station in its area and one of the great stations in the South.

ALSO—ON JUNE 15, KTHS JOINS THE CBS RADIO NETWORK.

Your Branham Man will gladly tell you the full details of the matchless new technical equipment, the tremendous new programming with which KTHS now becomes by far the most important radio station in Arkansas. Ask him—or write us direct.

Represented by The Branham Co.
Henry B. Clay, Executive Vice President
B. G. Robertson, General Manager
TV Adjudged Beneficial By N. Y., Chicago Groups

TELEVISION exonerated of blame for juvenile crime and found to exert good influence in separate reports by Chicago City Council TV Subcommittee and by Metropolitan School Study Council, research affiliate of Teachers Colleges, Council on Higher Education, New York.

Chicago council group found "no evidence" to support charges that TV programs cause high juvenile crime rate in city, according to Alderman Patrick Patrone. He told B&T: Group found no direct connection between medium and crime. Group took no stand on local

RADIO TOO SUCCESSFUL

One of better advertising success stories on West Coast involves Durkee famous foods, Cleveland, which recently canceled part of its radio schedule because it was "oversold." Reason: Firm's advertising on KING Seattle alone moved reported one million pounds of margarine in three days. Schedule originally called for five week's promotion of one cent sale. Agency is Leo Burnett Co., Chicago.

Three-Dimensional Television To Be Shown NARTB Session

PROGRESS report on three-dimension (3-D) television has been added to opening morning's program of NARTB's Engineering Conference to be held April 29-May 1 at Los Angeles during NARTB convention week. Separate demonstration of 3-D system will be given by Alex Quiroga and Glen Akins, of ABC Hollywood, following their joint engineering paper.

While they will demonstrate their own system, Messrs. Quiroga and Akins will summarize three different 3-D systems, according to Neal McNaughten, manager of NARTB's Engineering Dept. Working with Mr. McNaughten in planning Engineering Conference are Raymond F. Guy, NBC, chairman of general guidance committee, and Les Bowman, CBS, chairman of West Coast arrangements committee.

Danish Heads New MBS Commercial Operations

ROY DANISH, manager, western station relations at MBS, appointed director of newly created commercial operations department, to comprise sales service department (sales traffic, contract and estimate sections), affidavit section of accounting department and station traffic section of station relations department.

Mr. Danish, report to E. M. Johnston, MBS vice president. Alma Graef, sales service manager, will assist Mr. Danish in establishing new department.

Small Agencies Discussed

SMALL AGENCIES were urged at open forum discussion of League of Advertising Agencies in New York Thursday night to remain small, lest they grow to point where increased volume would raise overhead and cut into profits. For agencies whose clients demand extra services, consolidation was suggested as possible solution. More than 100 agency executives attended meeting. Program chairman was Lester Harrison, president of Lester Harrison Inc., N. Y.

RCA Divide

RCA BOARD Friday declared dividends of 50c per share of common stock, payable May 25 to holders of record April 17, and of 874c per share of first preferred stock for second quarter, payable July 1 to holders of record June 15.

April 6, 1953 • Page 9
Wednesday, April 15, 1953, is a very important date in Speedy’s life—his
32nd BIRTHDAY

Since 1921 WSPD has pioneered in Northwestern Ohio and observed with interest the rapid development of the rich Toledo Market. Speedy has thoroughly enjoyed entertaining his many friends, and his advice to them on the acceptance of new products has resulted in better living conditions for every home.

Speedy has kept his youthful vitality and progressive attitude. These qualities, coupled with 32 years of ‘know-how’, have delivered proof-of-performance results to WSPD clients. This month, these advertisers (through their sales results in the Toledo Market) are enjoying a delicious slice of Speedy’s birthday cake.
Radio, TV Output Continue Sharp Upward Trend

RADIO set production in February exceeded that one year ago by 60%, according to Radio-Television Mfrs. Assn. TV production was up 80% over 1952 month. RTMA found radio output totaled 1,192,439 sets in February compared to 759,453 in same 1952 month. Factories turned out 730,597 TV sets in February compared to 409,337 in same 1952 month. Both radio and TV showed increases over January.

Of 402,742 home radios made in February, 36,580 contained FM facilities. Another 7,370 TV sets had FM-band tuners.

Two-month radio-TV production for 1953 follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>TV Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>710,594</td>
<td>366,921</td>
<td>9,940</td>
<td>417,687</td>
<td>1,567,142</td>
</tr>
<tr>
<td>Feb.</td>
<td>905,745</td>
<td>431,669</td>
<td>11,690</td>
<td>433,699</td>
<td>2,761,109</td>
</tr>
<tr>
<td>Total</td>
<td>1,616,339</td>
<td>798,590</td>
<td>21,630</td>
<td>851,386</td>
<td>4,318,251</td>
</tr>
</tbody>
</table>

Merger, Drop-Outs Free TV Channels

ANOTHER proposed merger of competitive applicants and several drop-outs of pending applications reported by FCC Friday, freeing TV channels for grants, possibly this week. New York real estate group files new bids for uhf at Cedar Rapids and La Crosse, Wis.

At Fresno, Calif., KYNO drops off uhf Ch. 47 bid and receives option to acquire 33% in proposed station of competing applicant J. E. O'Neill, rancher.

At Cedar Rapids, Iowa, KSTT dismisses its bid for vhf Ch. 2, leaving uncontested pending application of WMT there.

At Great Falls, Mont., KXXL drops application for vhf Ch. 3, leaving uncontested pending bid of AMON Great Falls. Latter is owned 80% by Great Falls Tribune.

Commission also dismissed competitive vhf Ch. 2 bids of WJBO and WLCS Baton Rouge, La., principals in stations having filed merger bid for facility under name Louisiana TV Bstg. Corp. (details page 116). WLCS would be sold after TV grant.

Acting Chief of FCC Broadcast Bureau filed brief recommending Commission deny joint petition of John H. Poole and Jack O. Gross, uhf Ch. 46 competitors at Sacramento, which asked dismissal of Mr. Gross' bid and concurrent grant of Mr. Poole's application (BT, March 23). Broadcast Bureau Acting Chief Joseph Kintner held that under present FCC policy as set by Wichita uhf Ch. 16 case, Poole bid must be returned to processing line before action. He declared applicant apparently qualified to construct and operate proposed Ch. 46 station, however.

TV authorizations announced:

WLTW (TV) Cincinnati granted change in ERP from 25 kw visual and 15.9 kw aural to 100 kw visual and 50 kw aural. Power boost is part of pending switch from vhf Ch. 4 to Ch. 5, pursuant to Sixth Report and Order.

WEPT (TV) Henderson, Ky., granted change in ERP from 26 kw visual and 13 kw aural to 16 kw visual and 8.7 kw aural; assigned uhf Ch. 31.

WPH-TV Harrisburg, Pa., new uhf Ch. 56 permitted, advised FCC it had begun test patrol operation 8 p.m. April 1. Six others began regular commercial operation during week (story page 72).

KFD-A (TV) Amarillo, Tex., vhf Ch. 18 grantee, issued special temporary authority to commence commercial operation, effective April 1-Sept. 9.

WAZL-TV Hazleton, Pa., uhf Ch. 63 permittee, granted assignment from Hazleton Broadcasting Co. to Hazleton TV Corp., new firm of same ownership.

WNET (TV) New York granted extension of STA to April 30 for tests of RCA color TV system during period 9 a.m.-1 p.m.

New TV Applications

Group headed by William Zeckendorf, president-board chairman and chief owner of Webb & Knapp, New York realty and construction firm, filed bids for uhf Ch. 20 at Cedar Rapids, Iowa, and uhf Ch. 38 at La Crosse, Wis. Respectively, applicants are Cedar Rapids TV Co. and La Crosse TV Co.

Mr. Zeckendorf, ex-director of ABC, is president and 68% owner of applicants. Others include Secretary-Treasurer George Becker, New York attorney; Vice President Robert P. McDevitt, partner in Pendray & Co., New York advertising and public relations firm; Norman E. Blankman (2%), New York real estate, and Robert C. Rosenthal (2%), 60% owner Graph- ics Institute, New York. Messrs. Blankman and Rosenthal are principals in Champaign-Urbana TV Inc., seeking uhf Ch. 21 at Champaign-Urbana, Ill. Local ownership participation in proposed Cedar Rapids and La Crosse stations is planned.

Change TV Issues

On petition of Anthony Wayne Broadcasting Co., FCC added issue of comparison of engineering proposals in uhf Ch. 69 hearing April 6. Petitioner and WANE are contestants. FCC also modified and deleted certain issues in Spokane, Wash., uhf Ch. 2 proceeding to start same day, acting on petition of Louis Warmer (KREM). Other contestant is TV Spokane Inc.

Educational Reservations

Governors of 14 states comprising Southern Regional Education Board telegraphed FCC to extend for two years after June 2 present reservation of certain TV channels for noncommercial, educational use. Board of SREB met at Atlanta (early stories 10).

Change in Penalties Asked

Make first violation of Communications Act a misdemeanor, subsequent violations a felony, FCC has asked Congress. In letter to President of Senate and Speaker of House last week, released on Friday, Commission asked that present $50,000 be amended to make first violation punishable by not more than year in jail; subsequent violations liable to two year imprisonment, as now provided. Commission said juries were reluctant to indict or convict violators because of high punishment. No change was recommended in $10,000 fine provision.

P&G Drops Skelton

PROCTOR & Gamble Co., Cincinnati (Tide), announced Friday it is not renewing Red Skelton Show for 1953-54 season, NBC-TV, Sunday, 7-7:30 p.m. Decision part of overall re-alignment of next season's Tide advertising.

Admitting receipt of notice that Procter & Gamble Co. is not renewing his contract with Skelton, NBC Friday said soap company's representatives "are discussing with us our new program ideas for time period involved."

Direct Mail Figures

DOLLAR volume of direct mail advertising in February was $98,142,249, according to Direct Mail Advertising Assn., which reported January-February total as $199,970,024. Both figures are approximately 2.5% ahead of those for like periods of 1952, DMAA said.

Program Counselors

PROGRAM Counselors, script and advisory service for women show directors, has opened offices at 550 Fifth Ave., N. Y., with John Yarbrough as business manager. Telephone: Plaza 7-6434.

at deadline
EXECUTIVE AND PUBLICATION HEADQUARTERS

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

Sol Taishoff, Editor and Publisher

EDITORIAL

Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Carl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; David Bertyn, Assignment Editor; Lawrence Christopher, Technical Editor. Staff: Harold Hopkins, Patricia Kielty, John Osbon, Keith Grant, Don West. Editorial Assistants: Evelyn Boone, Kathryn Ann Fisher, Joan Sheehan, Harriet Wiseman, Gladys L. Hall, Secretary to the Publisher.

BUSINESS

Maury Long, Business 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. Costgrove, Manager; Elfwood M. Slee, Subscription Manager; Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.

EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famiglietti, Dorothy Munster, Liz Thackston.

BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager.

CHICAGO

360 N. Michigan Ave., Zone 1, CENTRAL 6-4115.

William H. Shaw, Midwest Sales Manager.

Jane Pinkerton, News Editor.

HOLLYWOOD


David Glickman, West Coast Manager; Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd Issue): $9.00, or TELECASTING Yearbook ($4th Issue): $9.00. Annual subscription to BROADCASTING or 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 payable in advance. (Postage cost to West Coast $4.60 per year.) ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting Publications Inc., 870 National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1935.

*Reg. U.S. Patent Office

Copyight 1953 by Broadcasting Publications Inc.
Mississippi's First Television Station

WJTV

...We're not worried down here, sir

... No reason to worry, when we've got
UHF INTERFERENCE-FREE
PICTURE PLUS VHF COVERAGE

Down here in Central Mississippi we've been hearing echoes of a controversy that seems to be raging in other places. Which is better... UHF or VHF? We've listened to the controversy, of course, but we haven't been disturbed. Because down here we figure we've got the best aspects of both.

Whether it's VHF or UHF—50 miles in all directions from a broadcasting site is more than just pretty good. And that's the distance we're reaching. Let us quote from a letter concerning a survey which the Product Performance Division of Philco Corporation made throughout our area only a few weeks ago:

"...we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation... Your present coverage of fifty miles radius from Jackson is more than we had anticipated."

And here's a sample item from Philco Corporation's report...

"In Tallulah, Louisiana... 55 miles airline distance west of Jackson... with an antenna elevation of 55 feet, we received 99 microvolts of signal."

We are pleased to have this vote of confidence from the Product Performance Division of Philco Corporation's field strength survey, and to know from these facts that WJTV's performance is far broader than engineers originally anticipated on paper.

That's why we're not worried down here in the Deep South. In the fast-growing Central Mississippi market we're giving the thousands of viewers* smooth, intelligent, adult television performance. There's really no reason to worry when you've got a combination that's unbeatable... a combination like UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.

*March 31 estimate: 13,426 sets

WJTV

MISSISSIPPI'S FIRST

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACkSON DAILY NEWS

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • TELECASTING

April 6, 1953 • Page 13
Blood is still urgently needed everywhere. Give today for the soldier fighting for his life in Korea . . . for a child who might be saved from the horrible paralysis of polio by the blood fraction, gamma globulin. Your blood is fighting on all fronts.

Call your American Red Cross today!
in PUBLIC SERVICE

PUBLIC:—"Of, pertaining to, or affecting the people at large, or the community."
—Funk & Wagnalls New College Standard Dictionary

A hospital in a neighboring community, in urgent need of a rare type of blood, asked Storer Station WMMN, Fairmont, W. Va., to make an appeal for donors.

The station immediately began broadcasting one-minute announcements. After only three of these announcements had gone on the air, the hospital called and asked that they be stopped. Reason: the waiting room of the hospital was jammed with 50 people who had answered the appeal.

Yes, 50 “people at large,” “people of the community,” every one of them having the rare blood type needed, had paused in the midst of their daily pursuits and had gone to the hospital to offer their blood. Because of their immediate response, the lives of at least six people were saved.

The prompt action of Station WMMN in broadcasting the appeal is typical of the services rendered the community by every one of the Storer stations, dedicated since 1927 to “Broadcasting in the Public Interest.”

The seven radio and four television stations of the Storer Broadcasting Company pledge their wholehearted and responsive support to every cause, drive and campaign that will serve “the people at large, or the community.”

STORER BROADCASTING COMPANY

"The Public Service Stations"

WSPD-TV WJBK-TV WAGA-TV KEYL-TV
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas

WMMN WSPD WJBA WAGA WWVA WGS WSAI

TOM HARKER, V.P., National Sales Director

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

---

WOODLAND! AM

From the desk of ALLEN EDWARDS

Hazel—

What about Hiatus in Grand Rapids?

WOOD GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with

WFM-AM and WFBM-TV — Indianapolis, Ind., WDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

---

IN REVIEW

I MARRIED JOAN

NBC-TV, Wed., 8:30 p.m. EST.
Sponsor: General Electric Co.
Agency: Young & Rubicam.
Stars: Joan Davis and Jim Backus.
Producer: Dick Mack.
Associate Producer: Al Simon.
Director: Phillip Rapp.
Music: Robert Wagner Chorale.
Director of Photography: Philip Tamura.
Writers: Arthur Stander and Phil Sharpe.
Filmed at General Service Studios, Hollywood by Joan Davis Enterprises.

LONG overdue in this column is a report on NBC-TV's I Married Joan, a half-hour Wednesday night telecast exploring the blissful ups and downs of a successful (and sane) lawyer and his Little-Miss-Fixit (and not so sane) wife. The series got under way last October under General Electric Company sponsorship and has been seen weekly since.

The mainstay of each program is Joan Davis, a versatile — and certainly double-jointed — comedienne who needs no further identification for the movie fan or radio listener. And Miss Davis, as the perpetually fouled-up lady of the house in I Married Joan, is just as entertaining on TV as she has been in other facets of show business. Her self-inflicted tribulations account in large measure for this light, enjoyable half-hour. Jim Backus, her video spouse, is a capable actor who looks and convincingly plays the husband role. He and Miss Davis work well together.

If there is any one reason why domestic comedy continues to provoke laughter, it is because it deals with a universal idea everyone knows and understands. An audience is encouraged to react favorably to a farcical treatment of a familiar situation such as the one which is the backbone of this series.

The program's theme, as old as matrimony itself, revolves around a scatter-brain young matron who unconsciously promotes one domestic crisis after the other. Luckily she has been blessed with an understanding husband whose sterling trait is the patience of Job. He has long since learned to take his wife's antics in stride. In fact he has progressed to the point where he almost enjoys them. Entrust the repetition of this tale to a competent writer, a director and actors who know their business and the finished product, as exemplified in I Married Joan, will draw an audience.

JIM BACKUS AND JOAN DAVIS

Headaches and Orange Blossoms

for the movie fan or radio listener. And Miss Davis, as the perpetually fouled-up lady of the house in I Married Joan, is just as entertaining on TV as she has been in other facets of show business. Her self-inflicted tribulations account in large measure for this light, enjoyable half-hour. Jim Backus, her video spouse, is a capable actor who looks and convincingly plays the husband role. He and Miss Davis work well together.

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The program's theme, as old as matrimony itself, revolves around a scatter-brain young matron who unconsciously promotes one domestic crisis after the other. Luckily she has been blessed with an understanding husband whose sterling trait is the patience of Job. He has long since learned to take his wife's antics in stride. In fact he has progressed to the point where he almost enjoys them. Entrust the repetition of this tale to a competent writer, a director and actors who know their business and the finished product, as exemplified in I Married Joan, will draw an audience.

BROADCASTING • TELECASTING
THE gory-story theme in its many forms has really been worked over in radio and television. When a new show in this format turns up the big question usually is: "Will it have a new twist?" Since the masters of tension and mystery drama apparently have tried everything, it's always a pleasant surprise if somebody comes up with a unique idea. But Eye Witness, which made its TV bow on NBC-TV last Monday, was pretty patterned video material.

"The Cruel Clinic," first episode in the weekly series, had the stock situation, typed characters, trite dialogue and obvious conclusion that you might find in a primer on how to write a TV script. The line of least resistance, which in this case led straight to mediocrity, was followed all the way.

Montgomery Tie-In

A different host will be seen on the program every week in a tie-in promotion with NBC-TV's Robert Montgomery Presents. The guest personality on Eye Witness on Monday evening will be the star of Mr. Montgomery's show the following week. Ann Rutherford, radio, TV and motion picture actress who introduced the initial Eye Witness telecast, testified to the veracity of the narrative about to unfold with a minimum amount of conviction. Any notion the viewer may have had that this contrived tale once really happened was dispelled at the end of the show when the credit list noted that this was an original story.

Pearson Pharmacal Co. has signed for alternate-week sponsorship of Eye Witness to sing the praises of Ennds, the chlorophyll product to end all chlorophyll products. If you don't go away fully convinced that Ennds are as essential as three meals a day, you can't blame the Pearson firm for not trying.

* * *

BOOKS


ANOTHER volume in the field of communication by UNESCO, this newly-issued paperbound book is a survey on the structure, work and equipment of the news agencies, press, movies and radio in 157 countries and territories. It was begun in 1947 and concluded in December 1951. Originally intended as a study of war damage to communication, the survey later was extended to include countries whose technical equipment in this field is inadequately developed. U.S. administered areas of Alaska, Puerto Rico and the Virgin Islands are included. The survey was made by field workers in 126 countries and by correspondence with 31 others.
TWO TOP CBS RADIO STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

Sales-winning radio schedules for
the Great Southwest just naturally
include this pair of top-producing
CBS Radio Stations. Results prove
this! Write, wire or phone our
representatives now for availabilities
and rates!

National Representatives

JOHN BLAIR & CO.

on all accounts

TOM McDERMOTT, director of the radio and
television department at Benton & Bowles, New
York, was not born in a rear office at B&B.
It only seems that way.

Mr. McDermott has been with the agency
since he was old enough to vote and the
chances are that if the laws of retroaction (not
to mention those of the state) could
be stretched a bit, he would have cast that first
vote for Edwin Booth, the famous actor. Mr.
McDermott is the kind of person who con-
siders his first 19 years spent apart from the
theatre as a sign of a wasted youth.

He began the pre-dramatic—or pointless—
part of his adult career as a student succes-
sively at Columbia and Chicago U. He finally
came to his senses—and to the theatre—at
Manhattan College, where he majored in dra-
matics and English and where he secured his
MA degree.

During the vacation season at Manhattan he
worked as a producer and director in summer
stock and in 1941, his first year out of
college, he directed a Broadway play called
"House in Paris." It ran for a week and critics
agreed the only thing worth salvaging was the
director.

Benton & Bowles took over the salvaging
job and Mr. McDermott took over as
director and writer at Benton & Bowles.

In time he was directing the Prudential
Family Hour, the Burns and Allen show, Glam-
our Manor and similar radio programs.

Presently, he supervises the following tele-
vision shows: Red Buttons, sponsored by Gen-
eral Foods; Captain Video, also underwritten
by General Foods, and Those Two, sponsored
by Procter & Gamble. He also is in charge
of auditioning all new programs.

Mr. McDermott, a native New Yorker, is
the son of Michael McDermott, a retired hotel
man, and Katherine McDermott. He was born
May 27, 1920.

Mr. McDermott is a bachelor and lives at
the New Weston Hotel, directly across the
street from his office. "It helps," he explains.
"Though I'm never at home, still I'm never
far from there, either."

Actually, Mr. McDermott is "at home"
wherever there is a camera or a microphone—
or simply a bare stage with a few memories of
previous action and the promise of another
day doing exactly what he is doing today.

BROADCASTING  •  TELECasting
Put the **3rd dimension** into UHF/VHF station planning—

—with RCA **exact scale** MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA’s newest UHF and VHF equipment

For **UHF and VHF transmitter rooms**
40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipment—transmitter consoles—power equipment, etc.

For **studio and control rooms**
22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.

For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each
Complete "Package"

It's all air-cooled!
1-kw UHF Transmitter, Type TTU-1B.

- UHF 6½" Transmission Line
- UHF 6½" Mitre Elbow
- UHF 3½" Mitre Elbow
- UHF Connector/Inner Conductor and Insulator
- UHF 3½" Gas Stop
- UHF 3½" Transmission Line
- UHF Spring Hanger
- UHF Load and Wattmeter
With the UHF equipment and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you’ll need for the power you use—show you a practical plan for a minimum outlay. Call him today.
SEE THE COMPLETE 1-KW UHF PACKAGE

at

RCA's Planning Headquarters

(Apr. 28 – May 1)

Renaissance Room

NARTB Convention

BILTMORE HOTEL

Los Angeles, Cal.
ABCs in Demand

EDITOR:

"The ABCs of Radio and Television" in your current issue is a most interesting and helpful outline. It would have permanent value as a brief reference manual. By any chance are you planning to reprint it in the form of a booklet or pamphlet?

W. S. Harvey
Gray & Rogers Adv.
Philadelphia

EDITOR:

Last night I missed all my favorite NBC radio and television shows while reading your very informative and interesting "The ABCs of Radio."

This is the story I've been looking for—in one place—for the past four years. Thank you.

If reprints are made available I could easily use 25 copies.

Robert M. Adams
Director of Press and Promotion
WRC-WNBW (TV)
Washington, D. C.

EDITOR:

I thought that "The ABCs of Radio and Television" in your March 30 issue was an excellent summary.

How about making this available in reprint form? If you do, I'd be glad to order some copies. They would be very useful reading for students.

Robert M. Pockrass
Assistant Professor
Dept. of Journalism
Pennsylvania State College

[EDITOR'S NOTE: The article is being reprinted in booklet form and is available at $1.05 for a single copy, $1.25 for 10 copies, $5.00 for 25 copies, $12.50 for 50 copies, and $20 for 100 copies.]

'Music' Hit in S. A., Too

EDITOR:

Congratulations on the ("How to Set Your Sales Talk to Music") article by Phil Davis appearing in B&T Feb 16. It was a pip, and I am going to have it translated to pass along to the lads in the radio department. . . .

Bucky Harris, Radio & TV
Grant Advertising
South America

Who's on First?

EDITOR:

In your issue of March 23 you published a comment by Mr. William S. Halstead on the FM multiplex system announced by Mr. John Bose and myself. Mr. Halstead claims a priority of two and one-half years for the Multiplex Development Corp. and the Crosby Laboratories in the multiplexing of FM signals.

From an article in the November, 1950, issue of Electronics describing Mr. Halstead's demonstrations, it is clear that his equipment employed the system of FM multiplexing first used by me on April 22, 1935, when the programs of the NBC Red and Blue networks were transmitted simultaneously on a single carrier from the Empire State Building to Haddonfield, N. J., a distance of 85 miles. The arrangement of apparatus then used was described in my Institute of Radio Engineers paper published in May, 1936, and in my U. S. Patent #2,104,012 issued on Jan. 4, 1938.

While the original system as described in these publications multiplexed facsimile from New York to Haddonfield successfully and worked well on aural transmissions according to the standards of the time, it did not meet the rigid cross-modulation requirements or signal-to-noise ratios of present day FM transmission; hence the new system of transmission was devised. This system, while proceeding from

Time Buyers

can save
time by
using

WJBO's
booming
Baton
Rouge
market

For instance,
population is
up more than
250% in the
last decade.

Reach the largest audience on NBC's
5,000 watt affiliate. Affiliated with
the State-Times and Morning Advocate.
National reps: Geo. P. Hollingbery Co.

. . . that's what you
like about the South

April 6, 1953 • Page 23
Another Coveted Award to WAAM BALTIMORE 13

In 1950: The Peabody Citation for the "Johns Hopkins Science Revue"... and now the 1952 Alfred I. du Pont Award

To WAAM'S Distinguished Staff Commentator
GERALD W. JOHNSON

Question: Does the fact that WAAM is the only Baltimore television station that has been honored with two major awards mean anything in particular to advertisers and advertising agencies?

We think it does.

The same alert, talented staff that collaborated in producing two award-winning programs stands ready to televise your live programs in America's sixth city.

Don't underestimate the big difference this can make in Results.

The WAAM staff knows how to stage your commercial for maximum effect. And they're always willing and eager to pitch in if you say so.

Drop your Baltimore television problem in our laps and see how successfully we work it out for you.

Maryland's Most Honored Television Station
WAAM Baltimore Channel 13

AFFILIATE DUMONT TELEVISION NETWORK—AMERICAN BROADCASTING COMPANY
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.—NEW YORK—CHICAGO—SAN FRANCISCO

OPEN MIKE

the 1935 work, employs additional principles that provide not only technical solution of the problem but, as demonstrated from the experience of the Alpine transmissions, an eminently practical one as well.

As a matter of historic interest for your readers, some of whom may not be familiar with FM's genesis 20 years ago, the first FM multiplex transmission took place on Oct. 22, 1934, when a facsimile signal furnished by Mr. Charles Young of the RCA Victor Corp. was modulated on a super-audible AM subcarrier and transmitted with an NBC network program from New York to Haddonfield. The April 22, 1935, Red and Blue network transmission multiplexed a super-audible FM subcarrier on the main FM carrier as described in my I.R.E. paper (presented November, 1935).

A paper describing the new method of transmission which has been under development since 1946 will be presented by Mr. Bose and myself before the Radio Club of America. It seems a wise custom (and a long-established one) to describe before a recognized engineering society the technical details of any new radio development so that judgment by the engineering profession may be critically applied.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U.
New York

Hot Damn
EDITOR:

Every once in awhile a radio-television trade publication prints an article which doesn't do the industry any good. In my estimation the piece entitled "How's Your Local TV Future?" in your March 23 issue falls in this class. I find no fault with any attempt to present comparative cost figures, but in this case the basis and method are certainly open to question.

The estimate of TV homes in 1958, at least in our case, is ridiculous. The author uses 409,000 for Milwaukee five years hence whereas our census of sets installed in the area served by WTMJ-TV was 416,706 as of March 1, 1953. How can you reconcile that discrepancy?

In setting up his sets-in-use figures the author arbitrarily uses 40% or 60% of the projected TV homes in each market. With that I have no quarrel but then he allocates to each station an equal share of that potential audience. What earthly justification can there be for an even division of audience between the stations in any market? In all the surveys and ratings made in radio and now in television, who ever heard of anything regularly approaching such an even division?

The author may attempt to justify the equal division on the ground that he used the average of the existing rates in each market as the time service cost in that market. Such a procedure is just as unrealistic as the equal division of audience. Anyone who has had any experience in commercial radio or television knows full well that you just can't work with such averages. Each individual station presents a different picture. Stations with higher rates sometimes have large enough audiences to give a lower rate per thousand homes than stations with lower rates, and sometimes the reverse is true. . . .

Walter J. Damm
V. P. & Genl. Mgr.
WTMJ-AM-TV Milwaukee

[EDITOR'S NOTE: As Don W. Lyon, author of the article, pointed out, the tables only illustrated the formula and were not intended to be accurate reflections of market situations.]
WDEF
CHATTANOOGA, TENNESSEE
EFFECTIVE APRIL 7

5000 Watts Day and Night

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen'l. Mgr.

REPRESENTED BY BRANHAM
REPRESENTING LEADING TELEVISION STATIONS:

WCSC-TV Channel 5 CHARLESTON, S. C.
WOC-TV Channel 5 DAVENPORT
KBTV Channel 9 DENVER
WBAP-TV Channel 5 FORT WORTH—DALLAS
KGMB-TV Channel 9 HONOLULU
WAVE-TV Channel 5 LOUISVILLE
WTVJ Channel 4 MIAMI
WCCO-TV Channel 4 MINNEAPOLIS—ST. PAUL
WPIX Channel 11 NEW YORK
KSD-TV Channel 5 ST. LOUIS
KRON-TV Channel 4 SAN FRANCISCO
If you are interested in facts and figures, we’ve got ‘em for you!

As you possibly know, the top-flight stations at the left offer coverage of 26.5% of all the TV homes in America. This is a rather impressive fact in itself, but only the barest beginning.

On request we will gladly tell you how many viewers you can expect from any or all the stations we represent — the areas of viewing, the cost per million or per thousand TV impressions, or almost any other data you wish. And all of it as accurate as we conscientiously know how to make it.

&PETERS, INC.
Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
LEONARD GOLDENSON, fresh out of law school and unemployed, arrived in New York from Pittsburgh in 1930, at the bottom of the depression, and pounded the streets for nine months. Thus ends the only faltering, or pedestrian, note in his still relatively brief but eminently successful career.

As president of American Broadcasting-Paramount Theatres Inc., Mr. Goldenson today sits at the helm of the new company formed by the mutually pleasing merger of financially strong United Paramount Theatres and financially anemic ABC. He had been president of UPT before—since its formation on Jan. 1, 1930—and it is his intention that ABC, the home broadcasting division of AB-PT, be operated in a manner akin to that employed with the company's numerous theatre-owning subsidiaries.

This is to say that ABC is practically autonomous. Its officers, augmented by a few key executives from the theatre side, have the responsibility for decisions, policies, and results, their actions needing advance approval only on such fundamental matters as capital expenditures, leases, long-term contracts and the like.

This independence accorded ABC implies no lack of interest in, or concern with, the radio and television business. The degree of interest actually involved is suggested, in part, by the millions of dollars AB-PT has committed to ABC expansion and development in the few weeks since the merger went through on Feb. 9, these millions including $7,662,000 of ABC term debt paid off within the first week.

High Enthusiasm for Radio

Mr. Goldenson's enthusiasm for radio is especially high. This medium, he feels, is grossly undersold and is, in fact, a victim of its own practitioners.

"The fact that there are 25-odd million cars with radios—that 90% of the new cars have radios—that radios are out-selling television sets—the multiplicity of radio sets within homes—all these things show that radio is an accepted service," he maintains.

"Programming should be tailored to play up to the specialized audiences—the people listening in cars, in the kitchen, in the bedroom, on beaches. The people in the business have been guilty of talking radio down. We must realize what a medium we have, and sell it affirmatively."

Like the specialized programming he advocates for radio, "selective" programming in his view is a must for television. He is convinced that TV audiences become more and more selective and, unless programs keep pace, will cease to be audiences in any valuable sense.

The union of theatre operators and radio-TV operators, he believes, will prove valuable to ABC for a reason not calculable in dollars:

Theatre men, dependent for their livelihood upon recognizing and anticipating local tastes and needs, can utilize this grassroots sensitivity with high effectiveness in radio-TV programming.

Leonard Harry Goldenson was born Dec. 7, 1905, in Scottsdale, Pa., the son of Lee and Esther Goldenson. His father owned an investment interest in the local theatre houses, which presumably led to free tickets for young Len and unquestionably led to his infection by the theatre bug.

After Harvard College—he graduated in 3½ years—and a six month term with a Pittsburgh brokerage house, he went through Harvard Law School and passed the Pennsylvania Bar examinations. Then to Pittsburgh for a few months and then the trip to New York, where, history will show, he proved himself more intuitive than the Paramount officials to whom he went first in his quest for a job. They turned him down.

After his nine months of job-looking he accepted a clerkship in a law firm, a prerequisite to law practice in New York.

In 1933 the attorney for the receivers for Paramount Pictures invited him to reorganize the company's New England theatres. He accepted and was on his way. In the fall of 1937 he joined Frank Freeman, then in charge of Paramount's theatre operations, as assistant—a trouble-shooting job that kept him on the move around the U. S. until December 1938, when Mr. Freeman transferred to the West Coast and Mr. Goldenson was asked to look after the theatre interest. He was elected vice president in charge, as well as a board member, in 1941.

This situation prevailed until, as a result of a federal anti-trust suit, Paramount was forced to get rid of its theatre interests. Mr. Goldenson was elected president of United Paramount Theatres, the office he held at the time of the ABC merger.

As an indication of the scope of AB-PT theatre operations, the company owns some 651 theatres outright, has an interest in 57 others, and netted almost $7 million after taxes last year (as UPT, before the merger). It has been consistently active in theatre TV, and, among its other interests, owns 50% of Microwave Assoc., Inc., a small electronics manufacturer.

Mr. Goldenson likes tennis when he has time for it, but his real hobby is almost a profession: The United Cerebral Palsy Assn. He and his wife, the former Isabelle Weinstein, whom he married Oct. 10, 1939, are co-founders of UCP and he is president. A major portion of their time, apart from his ABC-PT hours, is devoted to the UCP project, which in its third year, just completed, raised some $4 million to aid those with cerebral palsy.

The Goldensons have three children: Genise, 9; Loren, 4½; and Maxine, 2½.
GOOD NEWS! "FIRST RUNS" STILL AVAILABLE IN MANY MARKETS...IF YOU HURRY!

3 more great shows from

ROYAL PLAYHOUSE (Fireside Theatre)
The highest rated dramatic film program in its first run as "Fireside Theatre." Series of 52 half-hours, each a hit. Produced by Bing Crosby Enterprises. Outstanding audience-compelling, sales-building TV series.

COUNTERPOINT (Rebound)
26 half-hour dramatic suspense shows with tremendous adult appeal; hard-hitting shock and surprise endings. Produced by Bing Crosby Enterprises. Voted "Best" by Nat'l Foundation for Psychological Research.

HEART OF THE CITY (Big Town)
A leader in national ratings. Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Features popular radio-TV characters, including reporters Steve Wilson and Lorelei Billore.

Smash TV box-office! That was the story with every one of these big shows during their first run . . . and it's the same story now that they're again being brought to anxious TV audiences.

Here's a real bonanza for local and regional advertisers! An unusual opportunity to cash in on a prestige name show at low cost. A once-in-a-blue-moon chance to send sales zooming as never before.

Name your show, name your market . . . and you can just about name your sales ticket.

Don't delay . . . contact UTP today!

Write or Phone for Complete Details

New York, 444 Madison Avenue, FL 3-4620 • Chicago, 360 North Michigan, CE 6-0041 • Hollywood, 140 North La Brea, WE 8-9181
Another Reason Why
WPTF is
North Carolina’s
Number One
Salesman

All-Around Guy . . . SAM BEARD

If you want more sales in North Carolina, Sam Beard’s your boy. He’s Mister Versatility at WPTF which has more Tar Heel listeners than any other station. His daily quiz show “Time Out” pulls 70,000 letters a year. An Esso Reporter for 11 years, he also does his own 2 PM commentary. He’s at ease with the Governor or emceeing the college proms. He’s an all-around guy on the team which makes WPTF the Number One Salesman in North Carolina, the South’s Number One State.

North Carolina’s
Number 1 Salesman

If you want more sales in North Carolina, Sam Beard’s your boy. He’s Mister Versatility at WPTF which has more Tar Heel listeners than any other station. His daily quiz show “Time Out” pulls 70,000 letters a year. An Esso Reporter for 11 years, he also does his own 2 PM commentary. He’s at ease with the Governor or emceeing the college proms. He’s an all-around guy on the team which makes WPTF the Number One Salesman in North Carolina, the South’s Number One State.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 WATTS 680 KC
FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
BASEBALL SPONSORSHIP:
A $35 MILLION PACKAGE

Upward and upward go the yearly totals involved in radio-TV coverage of baseball. Again this year, B&T runs down the major league and some of the minor league contracts as another season is about to get underway.

MAJOR and minor league baseball will be heard and seen this season over 1,200 radio and nearly a score of TV stations—a $35 million package of play-by-play coverage and adjacent baseball programs.

Supported by TV's increased audience, the baseball clubs will benefit by nearly $5 million from sale of radio and video rights, bringing the excitement and drama of the games into nearly all of the nation's homes and stimulating interest in the sport.

When the major league season opens next Monday in Washington, the game (New York Yankees vs. Washington Senators) will receive nationwide coverage on both radio and TV. Then the season will settle down to a pattern of national and regional coverage of the daily National and American League games plus assorted hookups and individual stations that carry minor league contests.

All-Star Game Coverage

In early July the annual All-Star game will receive nationwide coverage and finally the World Series will wind up the seven-month campaign of pre-season, regular season and post-season competition.

All 16 of the major league teams have sold radio rights. In all but three cities (Milwaukee, St. Louis and Pittsburgh) contracts have been signed for telecasts of games. The TV contracts range from all home games in some two-club cities to around 50 games in Washington.

Dominating the major league sponsors are 14 breweries. Joining them are three tobacco and three oil companies.

Since the Dept. of Justice took a close squint at sports radio-TV contracts a few years ago, the American and National leagues have stayed out of negotiations. All contracts are now signed separately by the individual clubs and the leagues no longer maintain radio offices.

TV Play-by-Play: $3 Million

The national radio setup has not suffered because of TV's impact, judging by a survey of major league cities conducted by B&T. Television still draws from club owners who fear its impact at the gate while enjoying fruits of video rights. TV play-by-play has developed into a $3 million project. Radio is less of a worry to operators of baseball teams, who receive substantial income from sale of these aural rights.

While the total number of radio stations carrying games is probably less than was the case two years ago when Liberty Network was operating, it is still the most important single element in the spring-summer broadcast industry. MBS will repeat its Game of the Day on several hundred stations. For the first time MBS has scheduled some 24 minor league games.

Thirty-eight minor leagues embracing 292 clubs will operate this season compared to 43 leagues and 324 clubs a year ago.

200 MBS Outlets for Beer Firm

Falstaff Brewing Co., St. Louis, will sponsor games on 200 MBS stations, through Dancer-Fitzgerald-Sample. An undetermined but large list of stations will carry the MBS games on a local co-op basis. A five-minute post-game feature, Baseball Scoreboard, will be sponsored on a Monday-through-Saturday basis over MBS under sponsorship of R. J. Reynolds Co. (Camels, through Wm. Esty Co.), with General Mills as Sunday sponsor (Wheaties, through Knox Reeves).

MBS announcers this season will be Al Helfer, Dizzy Dean, Art Gleeon and Gene Kirby.

Cost of television rights to play-by-play coverage has moved upward. Some complaints of club owners that TV was murdering the gate seem to have subsided and the owners are getting substantial shares of their total income from sale of radio and television privileges.

At the weekend Pittsburgh remained a TV holdout, a situation marked by a one-station problem and a low-rated team. New element in the Pittsburgh situation is WENS (TV), slated to take the air in mid-summer. At that time WDTV (TV), the DuMont station that has had the field to itself for some years, will have its first local competition. Larry H. Israel, with WDTV some time, is a managing partner in the Pittsburgh baseball club. The ball team has repeatedly invited bids on Pirate play-by-play but has never permitted games on TV.

No TV Baseball in St. Louis?

St. Louis, also a single-station market with KSD-TV, carried five games last year but had no plans at the weekend to sign a 1953 contract.

Shift of the Boston Braves team to Milwaukee adds another major league city to radio coverage. Eventually Milwaukee's regional radio hookup may draw stations from the extensive network fed out of Chicago. The Braves received bids for television coverage of away games. Here again the single-station problem was involved and nothing has been done about television. A second station will start soon.

In estimating the value of the radio-TV baseball package, an accepted formula is based on the premise that the total rights-facilities-programming figure is more than double the cost of rights (about $5 million). Including minor leagues, the basic package figure for baseball will run at least $12 million and perhaps reach $15 million.

At this point the adjacencies enter the picture. In a lot of cases the pre-game and post-game programs produce as much or more revenue to stations than the actual play-by-play. Dug-out and review programs concededly draw large audiences. On the basis of contracts signed one
week before opening of the season, station and network ads alone involve a round figure of nearly $20 million.

Three other elements then enter the picture. First, hundreds of stations sell segments of daily games, complete games or spots inside games on a spot market system. This is the case in several hundred stations carrying the MBS Game of the Day. Second is the lucrative revenue from sale of assorted spots around the sports package. Finally there is the hard-to-estimate pre-season coverage from training camps.

In the case of TV there are no large network hookups with the exception of a few special packages. Regional feeds come out of several cities.

Some examples of adjacencies are the MBS Scoreboard, Frankie Frisch Clubhouse Interviews on WPIX (TV) New York and Household Finance Double-Header Stretch between Giant doubleheader broadcasts on WMCA.

The season's major league opener next Monday will be carried on ABC-TV network. Falstaff beer (Dancer-Fitzgerald-Sample) will sponsor 10 ABC-TV stations (not including WABC-TV New York). Another 39 ABC-TV stations will carry the opener on a co-op basis. WTTO (TV) Washington, which has an affiliated line under National Bohemian beer auspices, will feed the opener to WAAM (TV) Baltimore, American beer; WTVR (TV) Richmond, National Bohemian; WPIX New York, and WNHQ-TV New York, both Schaefer beer.

Atlantic Refining Co., Philadelphia, placing through N. W. Ayer & Son, Philadelphia, has been in baseball nearly a score of years. Its 1953 project is larger than last year. Coverage is concentrated in its eastern marketing area, including New England, New York, Pennsylvania, New Jersey and several other Seaboard states.

Atlantic shares sponsorship in such cities as Boston, Providence, Philadelphia and Pittsburgh (Giant). At the weekend, the Pittsburgh situation had not been finally worked out, but as usual Atlantic set up feature play Rosy Rowsew and Bob Prince over WSSW Pittsburgh and various stations of the Atlantic system in New York State. Atlantic shares radio play-by-play of Yankee games on a large hookup but does not include New York City.

The New York teams will be covered intensively by radio and TV.

Ballantine beer will sponsor New York Yankee games, home and away, on WINS New York, except the third and seventh innings which will be sponsored by White Owl Cigars. J. Walter Thompson Co. is Ballantine's agency with Young & Rubicam handling White Owl. Commentators are Mel Allen, Jim Woods and Joe E. Brown.

Ballantine and Atlantic White Flash gasoline (N. W. Ayer) will co-sponsor Yankee games on a 24-hour network station, alternate days. Ballantine again will provide two innings for White Owl. Lehigh Valley Coal Co., through Rutherfud & Ryan, will sponsor pre-game and post-game features. Jeff Davis will handle Atlantic cut-in announcements.

On the Yankee baseball network are: WRGB Albany, WKOP Binghamton, WXRA Buffalo-Kenmore, WPCI Corning, WKBK Cortland, WWKB Elmira, WICU Malone, WMLD Middletown, WNHY Newburgh, WSLB Oldsberg, WBEV Plattsburg, WIKP Poughkeepsie, WVET Rochester, WBNJ Saratoga Lake, WNDM Syracuse, WRGB Utica, WDAL Watertown, WLAB Danbury, KWNK Hartford-New Britain, WAVE New Haven, WBEC Pittsfield, WAGE Springfield, Mass., WKBX St. Mary's, Pa., WATS Sayre, Pa., WQAN Scranton, WYPO Stroudsburg, WLYC Williamsport and WLEK Trenton, N.J.

All 154 Giants games will be sponsored on WMCA by Liggett & Myers, through Cunningham & Walsh, with Bob Hoegger and Ernie Harwell. A quarter-hour, Double-Header Stretch, has been sold to Household Finance Corp. through Needham, Louis & Brorby. A Giant radio network under Liggett & Myers sponsorship has been formed.

WMGM will carry Brooklyn Dodgers games with Schaefer beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO handles both, Red Barber, Vince Scully and Connie Desmond will announce. A Dodger network was last year but has not been set up thus far.

Television coverage of Yankee home games will be carried on WPX-T (TV) by Ballantine beer (J. Walter Thompson Co.). Mel Allen, Jim Woods and possibly Joe E. Brown will do play-by-play. The last named will do pre- and post-game features for R. J. Reynolds Tobacco Co. for Camel and Cavalier cigarettes through Wm. Esty & Co.

Cigarette Firm Sponsors Giants

WPX also will televise Giants home games. Liggett & Myers will sponsor, through Cunningham & Walsh. Rus Hodges and Ernie Harwell.

Brooklyn Dodgers home games will be telecast on WOR-TV by Schaefer and Lucky Strike. Adjacent features have been sold to Associated Oil Co. (Lennsen & Newell) and Bank of Manhattan Co. (Kenyon & Eckhardt).

Frankie Frisch, former big-leaguer baseball player and manager, will star in a 10-minute post-game show, Clubhouse Interviews, after all Giant home games on WPX starting April 6. Show will be sponsored by New York Lincoln-Mercury Dealers Assn., composed of 90 dealers in the New York metropolitan area, through Kenyon & Eckhardt, N. Y.

WNHC-TV New Haven has made arrangements to carry weekend home games of the Yankees and Dodgers on feeds from WPX New York (Yankees) and WOR-TV New York (Dodgers). Dodger games are co-sponsored by American Tobacco Co. (Lucky Strike) and Schaefer beer, both through BBDO.

Atlantic Refining Co. (N. W. Ayer & Son), Narragansett Beer, Liggett & Myers Tobacco Co. (both Cunningham & Walsh, Boston) will share all Boston Red Sox games on WHDH Boston which in turn will feed a 35-station New England network under same sponsorship. Pre-game and post-game features totaling over $110,000 have been sold.

WNAC-TV and WBZ-TV Boston will share the Red Sox games, with WJAR-TV Providence as part of the project.

Starting last week, the Kaser-Frazier Tobacco Co. is sponsoring 32 broadcasts of Today's Game on NBC-TV with baseball as a sales motif. A baseball contest will open April 20, with autos included among prizes. Agency is William H. Weintraub & Co., New York.

Coverage of the Washington Senators will reach record proportions this season. National Brewing Co. will co-sponsor the complete schedule with Phillips appliance stores on WWDC Washington. The games have been split into two segments on a rotating basis. Norman Almony, National's advertising director, is directing the project. Agency is Kenyon & Eckhardt, New York, for National's tobacco beer. Cohen & Miller, Washington, is the Phillips agency.

WWDC will key a 30-station daytime network reaching into Pennsylvania, Maryland, Virginia and Washington, D.C., with possibility that a North Carolina leg will be added. A small hookup will carry night games. National is making the game available to network stations on a 4 1/2-inning basis, with the other half of the contest available for local sale.

47 Senators' Games on TV

National will televise 47 Senators games on WTTG (TV) Washington, with 23 of the games scheduled for the pre-season. The publicity rights are reported to have been a quarter-million-dollar package on a two-year basis. Announcers will be Arch McDonald, Bob Wolff and Bailey Goss on both radio and television. Stations on the Senators' radio hookup are: Maryland—WFMD Frederick, WARK Hagers-town, WKIK Leonardtown, WCUW Cumberland, WASA Havre de Grace, WASL Annapolis, WCNM Cambridge—WVFA Frederickburg, WTON Stauton, WNNVT Washington, WSTK Woodstock, WINC WRF (FM) Winchester, WVTB WKBV (FM) Richmond, WPEL Lexington, WVEC Hampton, WILY Lynchburg, WJKZ Roanoke, WEVA Emporia, WCHV Charlottesville; West Virginia—WKYK Keyser, WEMP Martinsburg; Pennsylvania—WARD Johnstown, WHVR Hanover.

American Brewery, Baltimore, will televise 46 Senators games on WCAB (TV) on WAAM (TV) Baltimore. American's agencies are Kuff & Feldstein and Elmer B. Free, both of Baltimore. No Senators games will be televised on WAAM when the Orioles are playing at home. Baltimore radio-TV stations and civic groups are conducting an intensive promotion drive in cooperation with the Orioles to stimulate fan interest in the minor league team following recent failure of the St. Louis Browns to move to the city.

Orioles on WTH

American also is sponsoring the complete Orioles schedule on WTH Baltimore. Out-of-town games will be reconstructed. WTH will feed the games to WNAV Annapolis. Radio rights are said to involve over $60,000.

WMAR-TV Baltimore will televise 23 home games and the first 10 road games on Saturday and Sunday afternoons, Gunther Brewing Co., Baltimore, is sponsor. The account is placed through Braw Co.

Miller Brewing Co. has signed a five-year pact for radio rights to all Milwaukee Braves games. Unnamed is the consideration for the origin-
was understood to exceed $1 million. Miller account is handled by Mathisson & Assoc., Milwaukee.

The Braves rejected bids for TV coverage, though it was reported that WCAN had offered $1 million for radio and TV privileges. WCAN-TV is scheduled to begin operation on Ch. 25 soon.

Tentative station lineup on Braves' games includes a addition to WTMJ and WEMP: WISC Madison, WNAM Neenah, WCRO Richland Center, WKTY La Crosse, WOSA Wausau, WLIN Merrill, WDWM Superior and others in smaller communities not yet set.

Earl Michaux, WEMP, has an announcer from WTMJ, will handle commentary, with road broadcasts live. WEMP has carried Milwaukee Brewers contests for 13 years and has been airing Braves exhibition games.

Eventually, many Wisconsin outlets now carrying some Chicago Cubs games through the Midwest Baseball Network are expected to cover the Braves, though the Cubs network is slated to remain substantially intact through this year [Closed Circuit, March 30].

Braves Not on TV

Braves owner Lou Perini had indicated earlier that only Braves' road contests would be televised if station time and sponsor arrangements could be worked out. He finally turned down all TV, though Miller Brewing Co. and others reportedly were interested.

Walter Damm, general manager of WTJM-AM-TV, had told WTMJ earlier it was questionable whether WTMJ-TV would carry any road games because of network clearance and time problems.

WTMJ-AM-TV will carry four remote simulcasts April 8 when the Braves team arrives in Milwaukee.

WGN-TV Chicago, for the sixth consecutive year will telecast all daytime home games of the Cubs and White Sox on exclusive basis. Co-sponsors are Theodore Hamm Brewing Co., through Campbell-Mithun, Minneapolis, and Liggett & Myers Tobacco Co. (Chesterfield cigarettes), through Cunningham & Walsh, New York.

The schedule does not include night games—the Cubs are the only major league team without lighting equipment and the Sox have adopted a policy, like some other clubs, against night telecasts. Jack Brickhouse and Harry Creighton will describe the games, starting with the city series April 10.

Cubs on 15 Outlets

1 & M again will sponsor radio coverage of Cubs home and road games on WIND Chicago, independent outlet, with Bert Wilson handling commentary. The broadcasts also will go out over 14 other stations comprising the Cubs network.

Radio coverage of all Sox games will be sponsored on WCFL Chicago by General Cigar Co. (White Owls), through Young & Rubicam; Sinclair Refining Co., through Morey, Humm & Johnstone, and General Finance Loan Co., through Gordon Best Co. Bob Elson will announce all games, traveling with the team. Sponsorship will be on a rotating basis, it was understood.

As in Milwaukee, station, time and sponsor problems—not to mention indecision of club owners—may complicate the Browns and Cardinals off local TV in St. Louis, another single-station TV market.

Griesedieck Bros. Brewery Co. for the ninth year has radio rights to all Cards home and away games, on WIL, which will feed a special network of perhaps 100 stations. Agency

for Griesedieck is Ruthrauff & Ryan, Chicago.

George Burbach, general manager of KSD-TV St. Louis, told B&T that while some advertisers had shown interest in TV coverage, "no agreement has been signed yet." He said KSD-TV would be willing to carry some games depending on dates, time and sponsorship. The station carried five games last year.

Griesedieck's radio coverage of Cards' games is not clashing in any way with the fact that the team is owned by the rival Anheuser-Busch Co. Griesedieck has first refusal rights on TV coverage.

Browns on KMOX

Complete Browns' home and away schedule will be broadcast on KXOK and, occasionally for certain games, by KMOX in St. Louis, it was understood. Falstaff Brewing Corp. will pick up the radio tab, with plans set for a network of stations in Illinois, Missouri and Iowa, according to a Falstaff official. This would be similar to last year's schedule. Falstaff, represented by Dancer-Fitzgerald-Sample, New York, plans partial regional coverage of Chicago Cubs games, MBS' Game-of-the-Day and a 16-station TV hookup for the New York Yankees-Washington Senators opening day clash.

The Milwaukee and St. Louis situations pose

CONTRACT for sponsorship of Orioles games on WITH Baltimore is signed by American Brewery. At signing were (seated, l to r): Claude FitzSimmons, American Brewery president, and R. C. Embry, WITH vice president. Standing, Leiter FitaSimmons, of American; Martin Mirvis, WITH salesman, and Nick Compofredo, sportscaster.

what may prove to be a major league problem. A blackout of local television could have a major effect on individual reciprocal agreements among National League clubs. Under league policy, such agreements provide that the visiting club may share home TV receipts. Whether the Braves have signed such pacts is not known. The Cards reportedly have concluded agreements with at least four other clubs and are negotiating for one with still another.

May Upset Reciprocal Agreements

The American League has no such policy, a fact which stirred up a storm involving Browns' owner, Bill Veeck, and Eastern Division teams. Mr. Veeck wanted the Browns to share in TV road receipts but capitulated the past fortnight. In any event, it is conceded that in one-station TV markets this could possibly upset reciprocal agreements in the National League.

WIBK and WJBK-TV will carry Detroit Tigers games, with sponsorship by Goebel's Beer (Brooke, Smith, French & Dorrance) and Speedway Petroleum Corp. (W. B. Doner Co.). WJBK will broadcast a complete 154-game schedule, feeding a regional network of about 30 stations in Michigan and parts of Ohio and Indiana. Van Patrick and Dizzy Trout will handle commentary. WJBK-TV will carry some 35 weekday home games under a policy which bars TV on weekends, holidays and at night. WIBK has been carrying baseball for some years.

Burger Brewing Co. will sponsor radio broadcasts of Cincinnati Reds' home and road games on both radio and TV, with Midland Adv. Agency handling the account. Contract calls for 26 weekday home games on WCPO-TV, which will feed WHIO-TV Dayton, WLWC (TV) Columbus and WSATZ-TV Huntington, W. Va. WCPO radio will serve as originating outlet for some 30-plus outlets in Ohio, Indiana, West Virginia and Kentucky. Waite Hoyt, WCPO sports director-announcer, and Bob Gilmore will describe contests.

All Indian Home Games Telecast

WXEL (TV) Cleveland will telecast the entire 77-game home slate of the Indians, with Pfeiffer Brewing Co. picking up the ball. Agency is Maxon Inc. Additionally, WXEL may pick

up perhaps a half-dozen out-of-town games and will feed WHIO-TV Dayton, WSPD-TV Toledo and WTVN (TV) Columbus. Bob Neal and Red James will describe games.

WERE has radio rights, as in past years, to the full home and road schedule of the Indians, with Standard Brewing Co. (Erin Brew) as sponsor. Agency is Gerst, Sylvester & Co., Cleveland. Jimmy Dudley will handle commentary. Plans for the broadcast network feed throughout Ohio, New York State and Pennsylvania are underway. This is the fourth year of Indian coverage for WERE and Standards.

Tulsa Oiler baseball will have its video debut May 12 on KOTV (TV) Tulsa, according to Grayle Howlett, club president, and John Hill, KOTV commercial manager. The seven-game series will be sponsored by Hamm Brewing Co., St. Paul, and will bring games of six clubs. Bill Shell, KOTV, will do play-by-play with Mr. Howlett as guest commentator.

April 6, 1953 • Page 33
ESTY SOLICITS 10% SPOT DISCOUNT

Following lead of Whitehall Pharmacal Co. for Anacin, William Esty agency solicits station representatives by letter for stations willing to give a spot client—not yet revealed—a 10% discount on radio spots for a guaranteed summer-long contract.

The SPOT rate structure, already invaded by "midgets" and corroded by discount demands, was threatened further last week, B&T learned, as a leading New York agency canvassed station representatives for a list of stations willing to extend the discount to "all" advertisers a 10% discount in return for a non-cancelable April-to-September contract.

The canvass was made in a letter from the William Esty Co., signed by Richard Grahl, radio-timebuyer for the agency. The letter made no mention of the specific advertiser for whom the agency is soliciting the discount, but Esty's list is known to include the following spot clients: Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes) and National Carbon Co.

Only 4 Stations Favorable

The letter—which in fact asked if the stations would extend the discount to "all advertisers"—obviously was referring to the precedent achieved by the Whitehall Pharmacal Co. for Anacin [B&T, March 23]. The Esty letter was sent to about 35 station representatives. At least 30 are reported to have responded, with the four stations indicating they would give the 10% discount for the firm contract. All the other stations, through their representatives, were reported to have said they would not grant the discount.

The Esty agency felt it was defending its clients by canvassing the possible rebate. In effect the agency feels that if such a deal is granted to one advertiser it should be done for all advertisers—in fact, is required by the standard AAAA contract. Universal acceptance of the Anacin offer thus would establish, in effect, a new summer spot rate.

Meanwhile, John F. Murray Adv., the Whitehall agency for Anacin, reportedly has achieved "an appreciable percentage of stations that have agreed" to grant the discount on those terms. B&T estimates that at least three quarters of the estimated 150 stations being used have not made the discount. The latter stations carrying the spots have a two-week cancellation clause. Thus, if Anacin should need the money for a network show it might cancel those contracts.

In explaining their position, the Anacin people maintain the 10% is an equitable bonus for the advertiser freezing his money on those outlets for that length of time. Moreover, it is in the nature of a bonus to those stations which normally suffer a slump in the hot weather period covered by the contract.

Most of the outlets employed by Anacin in this campaign are high-powered stations in major markets.

Distributor Convinced

TELEVISION apparently can sell a product to the distributor as well as to the consumer. KKTU (TV) Colorado Springs reported last week that Meadowgold Ice Cream's sponsorship of the Gene Autry Show on the station, presented locally by "Sheriff Jim," resulted in a decision by the Grove Drug Store chain in Southern California to carry Meadowgold exclusively in its outlets. Commented drug chain owner Art Groves: "After watching the sales results obtained by the 'Sheriff Jim' commercials on the Meadowgold television show, I just can't afford not to go along with 'Sheriff Jim.'"

Advertising Trades Fair

ADVERTISING Trades Institute, New York, has announced an all-advertising-trades exposition to be held at New York's Hotel Biltmore June 9-10. Titled "The Advertising Essentials Show," the trade fair has been established exclusively for advertising executives and buyers of advertising materials. Exhibit space is being provided for professions which service the advertising field, including film producers, photographers, art services and display producers. Each exhibitor will be given an opportunity to display latest advances in facilities serving the industry.

New Ad Agency Established As Platt, Zachary & Sutton

FORMATION of a new advertising agency, Platt, Zachary & Sutton Inc., with offices at 7 East 44 St., New York, and 31 Providence St., Boston, was disclosed last week.

Rutherford Platt, agency president, said that the 28-year-old Platt-Forbes agency with its employees is being merged into the new company. Partners with Mr. Platt are George G. Zachary, who has resigned from Lennen & Newell, and Felix M. Sutton, from Grey Advertising.

Some of the accounts with which P Z & S begins operation are Howe Folding Furniture, National Distillers Products Corp., Oxo Beef Cubes and Fluid Oxo, Paterson Parchment Paper Co., Robinson Aviation Inc., and Selchow & Righter Co.

Manufacturers Urged to Aid Merchandising Effort

ADVERTISING agencies and manufacturers were advised Wednesday by Max E. Buck, director of advertising and merchandising for WNBC-WNET (TV) New York, to cooperate with retailers on merchandising plans and not to indulge in a practice he called "moon-merchandising."

In a talk before the Merchandising Club of New York, Mr. Buck drew upon his experience as sales and advertising manager of the Kings super market chain in northern New Jersey to hammer home the point that manufacturers and agencies, as well as retailers, should be "generous in terms of ideas, work and splitting the cost of promotion."

Mr. Buck was critical of special "deal packs," which he said some manufacturers offer to consumers, such as "buy one package at regular price and get the second package for five cents," adding:

"When a retailer sells two packages, he's entitled to two profits. When you charge him five cents for the second package and expect him to sell it for five cents, you are cheating him of the money it cost him to handle, warehouse, ship, display and sell it. And he isn't fooled by hysterical claims about the traffic-building value of such deals. He knows that whatever value the deal has will be neutralized by his competitor who has the same thing."
RADIOS IN CARS
SELL IOWA MEN!

63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America—and more than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, and radio alone, gives you in Iowa. It is an especially good audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952 Survey, write us or ask Free & Peters. Hundreds of advertising men call it the most valuable book in their data files.

WHO
for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Luyet, Resident Manager

FREE & PETERS, INC.
National Representatives
**Absente Buyer**

CONSIDERABLE advertising on Canadian radio and TV is placed through U. S. advertising agencies, according to a survey of national business placed on Canadian stations. Almost 700 national advertisers are using Canadian broadcast stations, and their advertising was placed by about 150 agencies. Of these, about 85 have offices in Canada, either as Canadian agencies or branches of American agencies. Nearly 25 American agencies now have one or more offices in Canada.

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**Samish Leaves DF&S; Kabaker Goes to New York**

ADRIAN SAMISH, vice president and director of radio and TV, Dancer-Fitzgerald-Sample, New York, for the past seven years, has resigned, it was announced last Tuesday.

From Samish's desk his time should be concentrated entirely on building radio and television programs. His future plans were not announced, however.

Willie Baker, vice president in charge of the Hollywood office of DF&S, is moving to New York and will head the programming department. He has been with the agency for the past 15 years, five spent in the Hollywood office supervising radio and television programs there.

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**NEW BUSINESS**

(Also see pages 104-105 for earlier NEW BUSINESS news)

**Spot**

Charles Antell Inc. (hair preparations) to sponsor RCA Recorded Program Services' Aunt Mary, syndicated daytime serial, on WIRE Indianapolis and WCAE Pittsburgh (quarter-hour, five times weekly). Agency: TAA Inc., Baltimore and N. Y.

**Flo-Ball Pen Corp., L. A., starts radio-TV spot announcement campaign in Chicago and Milwaukee the end of April for two weeks. Agency: BBDO, L. A.**

**The Ethyl Corp., N. Y., will sponsor a quarter-hour TV sports show produced and distributed by Screen Gems Inc., called The Big Playback effective May 15, in approximately 35 markets. Time will be bought on regional basis. Agency: BBDO, N. Y.**

**Frawley Corp., Culver City, Calif. (Papemate pens), renewes spot announcement schedule on KECA-TV, KBBH (TV), KNXT (TV) and KTLA (TV) Hollywood, for 52 weeks from week of April 13. New campaigns have started in Milwaukee, Cincinnati, Detroit and Houston. Agency: Erwin, Wasey & Co., L. A.**

**Network**


Kaiser-Frazer Corp., in addition to its spot campaign [8 BT, March 30] effective April 1 launched its spring drive on behalf of the Kaiser car, using participations on Today on NBC-TV, 7-9 a.m., EST and CST. Agency: William H. Weintraub Co., N. Y.

Page 36 • April 6, 1953

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**FACTS & FIGURES**

**NETWORKS’ RADIO-TV GROSS SALES EXCEEDS $28.5 MILLIONS IN FEB.**

Publisher Information Bureau figures disclose that this represents less than a 1% gain over the previous February. Also released by PIB are further breakdowns of the January 1953 network sales for radio.

GROSS TIME sales of the nationwide radio and TV networks in February amounted to $28,579,838, according to Publishers Information Bureau. Figure is nearly the same (plus 0.7%) as for February 1952 when the combined gross was $28,374,497.

Network radio gross billings dropped 6.6%, from $13,560,894 in February 1952 to $12,659,810 this February. TV gross in the same period rose 7.5%, from $14,813,603 a year ago to $15,920,028 this year.

For the January-February period the combined radio-TV network time sales are 3% ahead of the opening two months of last year —$39,732,913 in 1952 to $37,965,567 in 1953. The 5.5% drop in radio network gross—from $28,080,405 a year ago to $26,337,525 this year—was more than offset by the rise of 11.1% in TV network gross—$33,195,388 now compared with $29,885,162 then.

PIB data for February and January-Feb., radio and TV network by network, this year compared to last, show:

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**Women’s Selling Power**

A SURVEY has been undertaken by the New York chapter of American Women in Radio & Television to determine the selling power of women in both radio and television. A project of the organization’s industry study group, the survey was described as the “first step in a program to determine the influence of women in broadcasting, particularly the problems of daytime programming.” Chairman of the study group is Helen Faith Keane, associate professor of retailing, New York University. The group has sent questionnaires to women broadcasters and expects to make results public by the end of May.

**Census Releases TV Figures**

OFFICIAL U. S. Census Bureau figures on radio and TV homes as of April 1950 in California, New Jersey and Tennessee have been released by the bureau. They show radio and TV homes as of April 1950. The TV figures (only percentage saturation is shown) apply to a period when only 3 million sets had been manufactured compared to 22 million TV sets at the present time. [For complete tables see For The Record, page 111.]

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**GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS**

**TOP TEN RADIO NETWORK ADVERTISERS**

*Revised March 31, 1953.*

**FIGURES—For complete figures see For The Record, page 111.**

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**Broadcasting**

**Telecasting**
WETV
CHANNEL 47
MACON, GEORGIA

WDAK-TV
CHANNEL 28
COLUMBUS, GEORGIA

ANNOUNCE WITH PRIDE
THE
APPOINTMENT OF
Headley-Reed TV

NEW YORK PHILADELPHIA CHICAGO ATLANTA HOLLYWOOD SAN FRANCISCO

AS
National Representatives
EFFECTIVE IMMEDIATELY
New notch for a top-notch audience!

WHIO-TV has moved to channel 7

Channel 7 now brings WHIO-TV into every television home in this rich Miami Valley, and everybody out here knows it! Here's something they don't know yet: WHIO-TV boosts its power to 316,000 watts in September and starts sending from the tallest television tower—1104 feet—in the country. Everything else is the same. Still the top audience in Dayton—still one of the richest markets—still one of the best buys you can find. Ask a George P. Hollingbery representative and find out more.
**FACTS & FIGURES**

### 'Lucy' Away Out in Front

In Nielsen's March TV Report

A. C. NIELSEN Co.'s first report for March, covering top TV programs for the two weeks ending March 7, places *I Love Lucy* (CBS-TV) first both in the number of homes reached and in the percentage of homes reached in each station area. The listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>% of Homes Reached</th>
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<tbody>
<tr>
<td>1</td>
<td><em>I Love Lucy</em> (CBS)</td>
<td>72.6</td>
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<tr>
<td>2</td>
<td><em>Arthur Godfrey's Scouts</em> (CBS)</td>
<td>59.3</td>
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<tr>
<td>3</td>
<td><em>Texaco Star Theatre</em> (NBC)</td>
<td>38.2</td>
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<tr>
<td>4</td>
<td><em>Arthur Godfrey &amp; Friends</em> (CBS)</td>
<td>52.6</td>
</tr>
</tbody>
</table>

### Benny, Godfrey and 'Shadow'

Top Multi-Market Radio Pulse

THE Jack Benny Show, Arthur Godfrey and The Shadow took first place in popularity with...

### TELESTATUS®

**Weekly TV Set Summary—April 6, 1953**

**Broadcasting • Telecasting**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>% in Air</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Albany</td>
<td>WRGB-TV</td>
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<tr>
<td>Atlantic City</td>
<td>WJZ-TV</td>
<td>58.7</td>
<td>2</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>58.7</td>
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<td>Baltimore</td>
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<td>WRGB-TV</td>
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<td>San Francisco</td>
<td>KRON-TV</td>
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**Total Stations on Air 155. Total Markets on Air 103.**

*Includes XELD-TV Matamoros, Mexico*

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn efforts. Station set data in markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in these markets may be partially duplicated. Total sets in use of U.S. however, is undisputed estimate.
Ziv Plans to Film Shows In Both Monochrome, Color

ZIV Television Programs shortly will begin filming its program series in both black-and-white and color simultaneously, and will show them in use from November 1952 through February 1953 for the leading U.S. radio markets. Full lists follow:

EVENING

Program Average Rating
Jack Benny Show 9.3 9.2 9.7 7.5
Rosie O'Neil Show 9.3 9.2 9.7 7.5
Lux Radio Theatre 8.6 8.2 8.4 7.0
Bergen-McCarthy 6.6 6.4 6.6 6.0
My Life With Luigi 6.6 6.4 6.6 6.0
Fibber McGee & Molly 6.6 6.4 6.6 6.0
My Friend Irma 6.5 6.3 6.5 6.0

MON,-FRI. DAYTIME

Program Average Rating
Arthur Godfrey 7.5 7.5 7.5 7.5
Helen Trent, Eisenhower 7.1 7.1 7.1 7.1
Art Linkletter, Teens 7.0 7.0 7.0 7.0
Our Good Sunday 6.9 6.9 6.9 6.9
Road of Life 6.7 6.7 6.7 6.7
Wendy Warren 6.6 6.6 6.6 6.6
Aunt Jenny 6.6 6.6 6.6 6.6
The Guiding Light 6.6 6.6 6.6 6.6
Young Dr. Malone 6.6 6.6 6.6 6.6
Perry Mason 6.6 6.6 6.6 6.6

SAT. & SUN. DAYTIME

Program Average Rating
The Shadow 4.6 4.6 4.6 4.6
Story Over Hollywood 4.4 4.4 4.4 4.4
Theatre of Tomorrow 4.4 4.4 4.4 4.4
True Detective Mysteries 4.4 4.4 4.4 4.4
City Hospital 4.2 4.2 4.2 4.2
The Secret 4.2 4.2 4.2 4.2
Counterpart 4.0 3.8 3.8 3.8
Monogram of the Girls 3.7 3.7 3.7 3.7
Glee & Take 3.6 3.6 3.6 3.6
World News (5:30-6:00 Sun.) 3.8 3.8 3.8 3.8

Video Index Rates 'Lucy' As March 1-7 Favorite

CBS-TV's I Love Lucy led the Video Index top 10 TV network programs for week of March 1-7:

Program No. of Cities No. of Homes
1 I Love Lucy (CBS) 68 60.7
2 Godfrey & Friends (CBS) 64 49.3
3 Talent Scouts (CBS) 55 44.4
4 True Detective Mysteries (NBC) 55 42.7
5 Draget (NBC) 61 42.3
6 Comedy Hour (NBC) 69 40.3
7 Groucho Marx (NBC) 71 40.6
8 Your Show of Shows (NBC) 62 37.4
9 All Star Revue (NBC) 63 35.9
10 What's My Line? (CBS) 65 33.6

Federal Judge Approves CVP Suit Settlement

SETTLEMENT of a suit charging Arthur S. Lyons, president of Camera Vision Productions Inc., Beverly Hills, Calif., and two other defendants with misappropriation and misusing corporation funds was approved last week by Los Angeles Federal Judge Ernest Tolzin.

Agreement came after Mr. Lyons relinquished some of his stock shares in the TV and motion picture camera firm and waived $15,000 due him in dividends. Plaintiffs Mrs. Gloria Dahlberg of New York and Mrs. Rose K. Davis of Hawaii, who said they had invested $100,000 in their company, were represented by Mr. Lyons, Edgar R. Morris and Edward C. Flynn as defendants when they filed the suit last August [B*T, Aug. 19, 1952]. They asked their removal from office.

Studio Sale Appeal Denied

DENIAL of an appeal seeking cancellation of the transaction made last December in the sale of the California Studios, Hollywood, to Gross-Krasne Inc., TV film producers, was made last week by Probate Judge Newcomb Conde in Los Angeles Superior Court. Theodore and Arlyne Sherman, daughters of the late Harry Sherman, independent producer and owner, had filed the appeal seeking dismissal of the $135,000 sale from the Sherman estate [B*T, March 16].

Nielsen AM Ratings

THE Jack Benny show topped evening, once-a-week radio ratings of A. C. Nielsen Co., for the Feb. 22-28 period:

Program Average Rating

EVENING, ONE-A-WEEK

Jack Benny (CBS) 5.326
Rosie O'Neil Show (CBS) 4.972
Lux Radio Theatre (CBS) 4.972
You Bet Your Life (NBC) 4.972
Big Story (NBC) 4.972
Great Gildersleeve (NBC) 3.894
My Little Margie (CBS) 3.609

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BROADCASTING • TELECASTING

BCC, NBC, TELENEWS SIGN FILM PACT

BCC has made separate agreements with NBC and Telenews Productions for the interchange of film coverage of news events, it was announced last week.

Negotiations for the NBC-BCC agreement were concluded by George Barnes, director of TV broadcasting for BCC, and Davidson Taylor, director of public affairs for NBC. Herbert Soyref, president of Telenews, represented his company.

The NBC-BCC agreement, described as a "long-term" one, provides that each organization will have access to all material taken by the other and will take special films for the other as news requirements warrant.

NBC already has similar agreements with Pathé Cinema in France, Belguvco in London, Olygoon in Holland, Cinesuip in Switzerland, and the Rai and Incom in Italy. NBC maintains new film cameramen in England, Korea, Japan, Germany and other critical news areas overseas.

Television Exploitation Gets Rights to 6 Programs

EXCLUSIVE distribution rights to six TV film properties have been obtained by Television Exploitation, New York TV film syndication firm, Oliver Unger, general manager, announced Thursday. They are:

M.D., a daily five-minute series produced in cooperation with the American Medical Assn. and county medical associations in the U.S. and Canada; Gulliver and the Little People, a weekly half-hour family series; Capagina Opera, a 16-minute program produced in Rome by Metropa Film Co.; Roller Derby, a weekly half-hour presentation; Washington Spectacle, a weekly quarter-hour discussion program featuring columnist Marqua Childs, and 34 feature films.

Mr. Unger said Television Exploitation plans to expand its national sales force and in connection has called a meeting of the organization's 27 sales representatives to be held in New York the week of April 13. The firm was formed last September with Mr. Unger as general manager, Milton Gettinger, national sales manager, Seymour Scott, treasurer, and Milton Gettinger, general counsel.

Premiere Projection Granted in Films' Release

FOUR independent film production companies last week were granted a premiere injunction by Los Angeles Superior Court prohibiting distribution of eight old theatrical motion pictures to television.

The four—Equity Pictures, Equity Films, Orbit Productions and Orbit Pictures—are suing for $2 million damages on charges the defendants failed to devote their best efforts in distributing the films to theatres and that the films' release to TV was "wrongful" [B*T, March 2].

Defendants are Chesapeake Industries Inc. (formerly Pathe Industries), Motion Pictures for Television, United Artists, Eagle Lion Classics, Eagle Lion Productions, Filmation Studios and Motion Pictures Unlimited. Also named as defendants, but not for damages, are Bank of Manhattan Co., KTVV (TV) Los Angeles, NBC, CBS, KMTR Radio Corp. (KLAC-TV Los Angeles licenses) and several individuals.

Film Sales

Guild Films, New York, sold its Liberace TV film series to KFOR-TV, Lincoln, WFBM-TV Indianapolis, WTVU-TV Cleveland, the Bowman Biscuit Co. for Lubbock, San Antonio and Albuquerque. KFOR-TV and WTVU (TV) also purchased the entire Guild catalog.

Screen Gems Inc., New York, reported last week that its TV film series, Your All-Star Theatre, now is carried in 59 markets under title of The Ford Theatre, sponsored by Ford Motor Co., and in eight additional markets under independent sponsorship.

Louis Welas & Co., Los Angeles, has leased Custer's Last Stand and The Black Coin, 15-episode film serials, to KNXT (TV) Hollywood
**MPTV**

**Voted Number 1**

**Distributor of**

**FEATURE FILMS**

**FOR TELEVISION**

*By the TV Stations of the Nation.*

Our function is to supply TV stations with . . .

- the largest and most complete selection of feature film programs, westerns, and serials for TV.
- the finest "on the spot" distribution service . . .
- QUALITY

This we have done and will continue doing to the very best of our ability.

There is an MPTV branch office with a complete "on hand" film selection in your area:

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>655 Madison Ave.</td>
<td>E. H. Ezzes</td>
</tr>
<tr>
<td>Boston</td>
<td>216 Tremont Street</td>
<td>Fred Yardley</td>
</tr>
<tr>
<td>Chicago</td>
<td>830 North Wabash Ave.</td>
<td>John Cole</td>
</tr>
<tr>
<td>Dallas</td>
<td>3905 Travis Street</td>
<td>Ken Rowswell</td>
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<tr>
<td>Detroit</td>
<td>2211 Woodward Ave.</td>
<td>Art Kalman</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>9124 Sunset Blvd.</td>
<td>Dave Wolper</td>
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**SEE US AT THE NARTB SHOW IN APRIL . . .**

Call or write your local representative or—

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**MOTION PICTURES FOR TELEVISION, Inc.**

655 Madison Avenue, New York City 21  TEMpleton 8-2000
for showing on Space Funnies, five times weekly by half-hour juvenile program. The distribution firm has also set That's My Boy, a feature film starring Jimmy Durante, for multiple runs during one-year period on WXEL (TV) Cleveland and WCPO-TV Cincinnati.

Hauer Nash Sales Inc., Chicago, sponsor of Grand Marque on WNBQ (TV) Chicago, has purchased $100,000 package of 18 Hollywood feature films from George Baguall & Assoc., Chicago.

KTTV (TV) Hollywood has acquired year's rights to Jeffrey Jones, half-hour series filmed by Lindley Parsons Productions, that city, and syndicated by CBS-TV Film Sales. Station will telecast 26 programs on first-run basis.


Bell Brand Foods Ltd., Los Angeles (potato chips), renewed weekly half-hour TV series, Ramar of the Jungle, filmed by Arrow Productions, Hollywood, on KTTV (TV) that city, for 13 weeks from March 24. Agency is McCann-Erickson Inc., Los Angeles.

Availabilities

Association Films Inc., New York, is offering to TV stations free of charge a group of 12 film subjects varying in length from 7 to 45 minutes. The offering is part of the firm's "Spring Free Film Festival."

Louis Weiss & Co., Los Angeles, has obtained distribution rights to 13 quarter-hour films in Canine Comment series and is making them available to TV stations on a local or regional sponsorship basis. The educational-entertainment series, filmed at dog shows, kennels and Jamieson Film Co. studios, Dallas, and produced by David Wade, known on radio as the "Hymn Singer."

Production

Gross-Krasne Inc., Hollywood, has acquired TV film rights to 13 "Lone Wolf" novels by Louis J. Vance. Production has started on series of 13 half-hour films, planned for regional distribution through United Television Programs.

Proctor Television Productions plans two TV filmed series, one on police work in various countries and the other starring Walter Brennan in a situation-comedy program. Production on both is scheduled for this summer.

Film People

Terry Tashby, program coordinator of The All Night TV Show on WOR-TV New York, has joined Sandy Howard Productions, New York, as program coordinator of its new series, Inside Times Square. Hank Leads and Dale Donenberg have been signed as executive producers, director and associate producer, respectively, of the show. Mr. Heatherton, in association with Sandy Howard, president of the production firm, has formed Heatherton Music Inc., a music publishing firm.

Nevin Paskow, in charge of Paramount Television Productions TV film service department, New York, has been named as sales account executive. Mr. Paskow will report to John F. Howell, Paramount's director of TV sales and merchandising.

Harold Hackett, vice president in charge of radio and television for MCA for the past 18 years, elected to the newly-created post of executive vice president of Official Films Inc., I. D. Levy, chairman of the board, announced last week. Mr. Levy said that Mr. Hackett was added to the staff in line with Official Films' present expansion plans, which encompass the extending of the company's activities into the packaging of live television and tape radio shows. He also will create and package new television film programs to augment the firm's My Hero, Terry and the Pirates and Four Star Playhouse series.

Reorganization of the sales department of Alexander Film Co. in a move to strengthen the firm's sales management force has been announced by M. J. McManus, vice president in charge of sales. Cliff Parker, formerly northern division sales manager, has been promoted to the new post of general sales manager. He is succeeded by Cy Martin, formerly assistant northern division manager.

George King, formerly southern division sales manager, has been named to the newly created post of assistant general sales manager and will operate from Alexander's Dallas office. He is succeeded by Frank Cincibelli, formerly assistant southern division manager. Clarence Inskeep, formerly acting theatre relations manager, will take over the duties of assistant southern division sales manager. Larry Norris returns to his former position as theatre relations manager following a two-year tour of duty with the Navy.

Edmund O'Brien has been signed as host and narrator for a new series of half-hour, TV filmed programs titled The Law Strikes Back, to be filmed by Screen Gems Inc., New York. The series, currently in production at the Hollywood studio of Columbia Pictures Corp., parent company, will be available for national or regional sponsorship.

George Dietrich, vice-president and manager, Keenan, Hunter & Dietrich, L. A., (station and publishers representatives), and Jack Gregory, KGO-TV San Francisco, join Ziv TV Programs Inc., Hollywood, as district representatives headquartered in Los Angeles and Seattle, respectively.

Les Mitchel, writer on former CBS Radio Skippy Hollywood Theatre, joins newly formed Zorro Productions, Burbank, as head of story and casting departments for The Sign of Zorro, TV film series which goes into production this summer.

Irving Pichel, motion picture producer-director-actor-writer, has been signed by Filmcraft Productions, Hollywood, to direct Mark Twain Television Theatre film series.
"COST TOO MUCH", they said...until

people started asking for them!

A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can not be used for replacement.

This brake is exceptionally high quality... and has an unusual safety factor... but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed... and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers... and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes are offered on fifty-four 1953 models... and the brake manufacturer had over $5,000,000 in orders.

If you have a product or service of merit... you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today... and add yours to the growing list of success stories being developed for WLS advertisers the nation over.

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
SRTS CONSOLIDATES OFFICES IN CHICAGO

STANDARD Radio Transcription Services is closing its Hollywood office and consolidating its sales and business operations in Chicago, it was revealed last week.

Reports of the realignment of SRTS involving an expansion of midwest operations were confirmed by Milton M. Blink, executive vice president of Standard and head of the Chicago office. He said the transition would be effected by April 15.

Mr. Blink said that the move would “consolidate interests in one office to fit Standard’s new style of selling.” Standard will retain shipping offices at the California studios, which will serve as headquarters for United Television Programs Inc., of which Mr. Blink is executive vice president and director.

It also was interpreted as a move to concentrate more heavily on the expansion of UTP, formed last December in association with Grosstran Productions Inc. and Studio Films Inc. UTP was set up as a distribution-production firm with operations on the national, regional and local levels.

Policy Alterns Needs

Mr. Blink indicated that under Standard’s new policy of selling its library outright to stations, it no longer appeared necessary to maintain a full-fledged headquarters in Hollywood. He said there would be “several additions” to the midwest office, and that all sales and business will be handled out of Chicago. There also will be no office in New York. Standard has been using its New York and Hollywood staffs for the past seven months.

It was stressed that Standard’s transcription library sales have been moving briskly the past eight months and selling with “great regularity.” More than 300 stations have bought the new service outright, Mr. Blink said.

Standard adopted its outright sale policy last September [B&T, Sept. 22, 1952]. It indicated at the time that it intended to discontinue its monthly library releases to stations.

Mr. Blink is a co-founder of SRTS with Gerald King, president of Standard and board chairman of UTP.

Davis and Hope Partners
In New TV-Radio Company

FORMATION of a new TV-radio package and production firm in partnership with Bob Hope, radio- TV movie picture star, was revealed in Chicago last Thursday by Hugh Davis, former agency executive.

The firm will maintain offices in the Taft Bldg., 1680 N. Vine St., Hollywood. It will be known as J. Hugh E. Davis Co. Mr. Davis said he and Mr. Hope will be partners. There is no executive alignment as yet.

Mr. Davis, executive vice president at Foote, Cone & Belding, Chicago, for nine years before resigning last spring, said he and Mr. Hope had started the firm “for the purpose of packaging and producing TV shows” as well as some radio programs. Production is being launched on a modest scale at the outset, he added.

The company will concentrate mainly on live and film TV packages, branching out into production of commercials at a later date. Eventually, Mr. Davis said, it hopes to open other offices, first in New York and perhaps later in Chicago.

Panel to Discuss Radio-TV
At AFA Convention in June

A PANEL of eight speakers will discuss latest developments in radio and television at a session June 16 at the 49th annual convention of the Advertising Federation of America at Cleveland’s Hotel Statler June 14-17.

Presiding at the radio-television meeting will be John A. Thomas, radio and television director of Ewell & Thuerber Assoc., New York. In this post he has been in charge of both media for Willys-Overland, currently sponsoring the New York Philharmonic-Symphony on radio and Omnibus on television. Mr. Thomas also served 15 years with BBDO, where he headed the TV account service section and was a member of the agency’s radio-televison plans board.

The convention program on June 14 includes a morning session on “Merchandising Problems and Tools for Today,” in which the following will participate: William G. Werner, director of public relations, Procter & Gamble, Cincinnati; Henry Schachte, advertising director, Borden Co., and chairman of the Adv. Research Foundation; James Nance, president, Packard Motor Car Co., and Henry G. Little, chairman, Campbell-Ewald Co., Detroit.

Other discussions will center on “Bridging the Gaps Between Advertising Education and Practice,” “Serving Advertising, Business and the Public,” and “Outstanding Advertising Case Studies.”

Chairman of the convention program is Graham Patterson, publisher of the Farm Journal and Pathfinder and a former AFA board chairman.

RTMA to Fete Electronic Firms

ELECTRONIC manufacturers of Southern California will be guests April 15 of Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA executive vice president. They will attend a luncheon and afternoon meeting at the Ambassador Hotel, Los Angeles. RTMA officers and directors will entertain directors of the RTMA of Canada April 16-17 at the same site.

Plans to expand RTMA services will be considered at the West Coast meetings, according to A. D. Plamondon Jr., RTMA president. The April 15 discussion will include a panel on radio-TV prospects. U.S. and Canadian RTMA directors will hold a joint conference. RTMA committees and divisions will hold separate meetings.

ADVERTISERS and representatives talk about TV at the spot clinic conducted by the Station Representatives Assn. in New York’s Biltmore Hotel. Group includes (1 to r) John Wade, Avery-Knodel; Edward Lier, radio-TV director, and Carl Smith, assistant advertising manager, both Shell Oil Co.; Steve Maschinski, Adam J. Younig Jr. Co., and Taylor Eldon, Bronham Co.

SPEAKERS AGENDA SET FOR 4-A’S MEET

TALKS by Walter Williams, Under Secretary of Commerce; Bennett Cerf of Random House and the CBS-TV show, What’s My Line?, and top advertising agency executives will feature the American Assn. of Adv. Agencies’ 35th annual meeting April 23-25 at The Greenbrier, White Sulphur Springs, W. Va. Annual session of the 4-A Council and chapter governors will be held April 22.

Mr. Williams will speak on the businessman’s responsibility in today’s society, during the business session April 25. Mr. Cerf will discuss the “American taste,” whether it is “inclining, declining or redlining” at the previous day’s business session.

Agency executives who will address the convention or take part in discussions are: Vergil D. Reed, J. Walter Thompson Co., on getting people to live “one-third” better; Henry Dreyfuss, industrial designer, on new products to come; Bruce and Beatrice Blackmar Gould, editors, Ladies’ Home Journal, on what interests the women; Walter O’Meara, Lennen & Newell; John H. Tinker Jr., McCann-Erickson, and William D. Tyler, Leo Burnett Co.

Cunningham to Speak

John P. Cunningham, Cunningham & Walsh, who is chairman of the convention, will address the annual dinner, April 24. Among those scheduled to preside at the various sessions (mornings, April 24-25) are E. E. Sylvester, Knox Reeves Adv.; Earle Ludgin, Earle Ludgin & Co.; Henry M. Stevens, J. Walter Thompson Co. and convention vice chairman, and Henry G. Little, Campbell-Ewald Co.

Events of the last two days of the meeting—April 24-25—will be open to invited advertiser and media guests, but total attendance will be limited to 500. Afternoons will be open for sports and recreation with a golf tournament a highlight. Luncheon, reception and a golf tournament are scheduled for the ladies. Mrs. John P. Cunningham is chairman of the Ladies’ Committee.

Nebraskans Meet May 22

NEBRASKA Broadcasters Assn. has scheduled its annual state convention for May 22 at the Clarke Hotel, Hastings, Bob Thomas of WJAG Norfolk, secretary-treasurer, has announced.
NOW IN USE

Seventeen thousand, five hundred square feet of production space designed to assure artistic and mechanical perfection.

SINCE NOVEMBER 1952

KDUB-TV, first TV station on the air in West Texas, has been telecasting on channel 13. Here are 317,700 potential customers with the third highest per capita income in the nation!

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

affiliates: CBS Du Mont Paramount

National Representative AVERY-KNODEL, INC.
W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

April 6, 1953 • Page 45
Huge money-making Ullman Library of 1600 sponsor-selling jingles available complete to Thesaurus stations... tremendous new profit PLUS for subscribers!

Thesaurus now offers the biggest feature of its kind in transcription library history.

Now every subscriber to RCA's Thesaurus can have this fabulous sales builder—a library of commercial jingles so big, so varied that almost every type of sponsor can be sold.

These 1600 profit-proved jingles are available with Thesaurus at a negligible additional cost. The jingles alone make Thesaurus a gold mine in sales—but add them to Thesaurus’ big-name, easy-to-sell shows, and you have a guaranteed bonanza.

Write for details on this revolutionary news—today!

Here's the key to opening more sponsors' doors. Now, when you go out to sell commercial time to any prospect, you can take appropriate jingles with you—let your prospect hear the snappy commercial that will sell his product through your station. Appliance stores, auto repair shops, beauty parlors, gas stations, jewelry stores—the NEW Thesaurus gives you unmatched sales material to sell them all and hundreds of others!
OFFERS YOU MAKE MONEY!

Auto repair shops  Beauty shops  Bowling alleys  Camera shops

Farm supplies  Florists  Gas stations  Hardware  Ice cream

Children's shops  Loan companies  Meat stores  Music shops

Paint & wallpaper  Real estate  Soft drinks  Taxicabs

Venetian blinds  Women's wear  Appliance  Accesories & Tires

Appliances  Auto Repair  Bakeries  Beauty Shops  Bowling Alleys  Bread

Book Stores  Breweries  Building Supplies  Camera Shops  Children's Shops  Christmas Jingles

Clothing for the Family  Coal and Ice  Commercial Banks  Dairies

Department Stores  Drive-In Restaurants  Drive-In Theatres  Drug Stores  Dry Cleaning

Furniture  Gas Stations  Gift Shops  Hardware Stores  Ice Cream

Jewelers  Laundries  Lumber  Loan Companies

Luggage Stores  Meat Markets  Men's Clothing  Movers & Storage  Movie Theatres

Music Stores  Opticians  Optometrists  Paint and Wallpaper  Plumbing

Real Estate & Insurance  Restaurants  Rugs  Rug Cleaners

Savings Banks  Savings and Loan  Self-Service Laundries  Shoes

Soft Drinks  Sporting Goods  Taxis  Television

Used and New Cars  Venetian Blinds  Westminster Chimes for Banks  Women's Apparel

Sales Announcement  Jingle Time Signals  Safety Signs  Musical Weathercasts  Services

Thesaurus... the library that pays its own way
Doherty Warns TV Men Of Personnel Scarcity

DIFFICULTY of finding trained TV personnel at a reasonable wage scale was pointed out to Florida TV applicants by Richard Doherty, NARTB vice president and director of employer-employee relations, at the first Florida Television Conference at WTVJ (TV) Miami March 27-28.

Sixty-eight TV applicants were represented at the sessions. Mitchell Wolfson, WTVJ president, called the conference to enable Florida television men to exchange information and experience.

Guest speakers with Mr. Doherty were H. Preston Peters, Free & Peters Inc., and Forrest Thorpe, Southern Bell Telephone & Telegraph Co.

GOLF TO SEND OFF NARTB ACTIVITIES

NARTB's convention week in Los Angeles will open Monday, April 27 although the formal management conference program will start two days later.

Date of the annual NARTB golf tournament for the B&T silver cups will be Monday, the 27th. Convention registration will open the same day. The golf tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles.

Following custom, the tournament will be a blind bogey competition. Cups will be awarded for low net and low gross. Play will start at 10 a.m. A bus will leave the Biltmore Hotel at 9 a.m. Entries may be submitted to the Washington or Los Angeles office of B&T or other bureaus. Maury Long, B&T business manager, is in charge of the tournament.

Announcement was made last week by Clair R. McCough, Steinman Stations and chairman of the NARTB Convention Committee, that registration has been moved from Tuesday to Monday, the 27th. Pre-convention registrations indicate that many of the conventions will arrive in Los Angeles the April 25-26 weekend.

Events scheduled Tuesday, the 28th, include a business meeting of the NARTB television membership. Several new TV board members will be elected at that meeting. FM session will be held that morning and the annual equipment-service exposition will open at the same time.

Broadcast Advertising Bureau will hold a Tuesday afternoon meeting open to all broadcasters.

NARTB TV Code Enforcers Set Meeting April 23-24

NARTB's TV Code Review Board, directing body in charge of television code enforcement, will meet April 23-24 at the San Marcos Hotel, Phoenix, prior to the NARTB Los Angeles convention, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman.

The board will review enforcement progress and hear a report by Ed Bronson, director of TV code affairs.

NARFD Plans Sales Talks At Regional Meet in K.C.

NATIONAL Assn. of Radio Farm Directors will hold an all-day regional Radio and Farm Sales Presentation next Monday at the Hotel Muehlbeoch, Kansas City, Mo. NARFD has sent invitations to advertising managers of 65 farms "who have not been using much farm radio or TV but should be in the fold."

Scheduled to talk are Mal Hansen, WOW-AM-TV Omaha, NARFD president; Charlie Smith, research representative, WCCO Minneapolis; Sandy Saunders, WKY Oklahoma City; Sam Schneider, KVVO Tulsa, past NARFD president; George Higgins, vice president-managing director, KMBC Kansas City, Mo.; Leo B. Olson, advertising manager, DeKalb Agricultural & Turf Supply Assn., Inc., DeKalb, Ill.; Chuck Worcester, WMT Cedar Rapids, past NARFD president, and Jack Jackson, KCMO Kansas City, Mo., NARFD vice president.

A panel, "How to Reach the Farm Market," will feature: Chairman Herb Plambec, WHO Des Moines, past NARFD president; Galen Block Jr., midwest sales director, BAB; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., and Maurice Johnson, vice president-sales manager, Staley Milling Co., Kansas City.

Other stations to be represented: KMNO Grand Island, Neb.; KDOK-KDAB Kansas City; KFUM-KFDM Denver; KFYO Lubbock; KSFN Sioux Falls, S. D.; KMMO Marshall, Mo.; KGBX Monroe, La.; WIBW Topeka; KFMA Lincoln; KSLY St. Joseph; W Written. Kansas City.

Recording Change Request Expected

NEW recording standards designed to bring technical elements of reproduction in line with progress in the art will be submitted to the NARTB Recording & Reproducing Standards Committee at a meeting set April 28 at the Hotel Biltmore, Los Angeles.

Neal McNaughton, NARTB Engineering Dept. manager and chairman of the committee, will preside at the meeting, a convention week event.

First change in the NARTB recording curve in a decade is planned for the committee, whose extensive research before and during World War II brought uniformity out of chaos in equipment employed. A disc subcommittee headed by K. R. Smith, Allied Record Mfg. Co., will propose that the disc curve be changed from 100 to 75 microseconds (us/s).

This change, based on long subcommittee study, will reduce the pre-emphasis on higher frequencies. Originally this pronounced pre-emphasis was required to overcome noise in recording material. The new hot-stylus cutting of masters, improved vinyl products and smaller grooves permit less pre-emphasis without loss of quality. Listeners should notice no difference, it was explained, nor will present libraries be affected.

NARTB plans to express the factor in mathematical terms instead of on graph paper. This is expected to permit easier design of equalizers. Included in the proposed new standards are 45 rpm recordings.

The magnetic tape subcommittee, headed by W. E. Stewart, RCA, will recommend standards with a 20 u/s/s pre-emphasis at 15 inches per second. This will remove one of the most serious problems in tape recording—lack of pre-emphasis uniformity between stations. It is expected to speed up development of libraries.

The committee has not yet taken up standards for magnetic tape TV recording, awaiting development of the art.

BAB Adds Pinkerton, Lawsuy In Expansion Staffing

IN LINE with an expanded operation to service a new all time high in membership, BAB announced last week the addition of Jane Pinkerton and Arnold Lawsky to the New York staff, starting this month.

Ms. Pinkerton, Chicago Bureau news editor of B&T for the past two years and a staff writer since 1948, will join BAB's national promotion staff on April 15. She will edit the BAB Radio Advertising Newsletter and also work as "case history" reporter and writer.

Mr. Lawsky, production assistant at Sherman & Marquette, New York, for the past five years, joined the production department of BAB in a similar capacity. He will be assistant to William L. Morrison, assistant secretary-treasurer of BAB.

4-A's Chapter Elects Witt

4-A's has elected Harold L. Witt, manager, Calkins & Holden, Carlock, McClintock & Smith Inc., Los Angeles, as its new chairman for the Southern Calif. Chapter, American Assn. of Ad. Agencies. Other new officers are Norton W. Mugg, vice president and production manager, as vice chairman, and Charles E. Lasher, copy chief, Young & Rubicam Inc., secretary-treasurer. Robert M. Hixson, president, Hixson & Jorgensen Inc., was elected to the board of governors.

Page 48 • April 6, 1953
ON THE AIR

APRIL 12, 1953

REPRESENTED NATIONALLY BY

THE O. L. TAYLOR CO.

ABC-NBC

KFDX-TV

CHANNEL 3  ERP 60 KW

WICHITA FALLS, TEXAS
some spots are better
than others

You're always sure of top coverage when you sponsor local Radio news programs.

More people depend on Radio for rapid news reporting than on any other medium.* The news programs on the five Radio Stations represented by NBC Spot Sales feature the top newsmen in their markets. They command attention for your sales message by giving your customers the local and national headlines first... long before the extras hit the street.

To get the scoop on sales with local Radio news, call your NBC Spot Radio salesmen for programs available now and throughout the summer.

*BAB

representing
RADIO STATIONS:

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NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N.Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lawrence Associates
SENATE CONFIRMS DOERFER AS FCC'S NEW GOP MEMBER

Republicans gain Commission member and are closer to assuming control. When current Chairman Walker leaves FCC, Republicans will have certain majority. Speculation still high on appointment of new Chairman.

FOR THE first time since it was established 19 years ago, the FCC stands on the threshold of being Republican controlled, following Senate confirmation last week of Commissioner-designate John C. Doerfer, former Wisconsin Public Service Commission chairman [B&T, March 30, 23].

Actually, the Republicans will have a three-to-three stand-off with Democratic members of the Commission until a successor to Democratic Chairman Paul A. Walker is named and seated. Mr. Walker's term runs to June 30, and every indication is that he will be permitted to fill out his third term.

Last year Mr. Walker reached the statutory retirement age of 70, but President Truman by executive order waived the retirement requirement until the completion of his term.

Mr. Doerfer breezed through a Senate Commerce Committee hearing in apple-pie order, was approved unanimously by the committee last Wednesday and confirmed by the Senate the next day. It is expected Mr. Doerfer will be sworn in this week.

He will replace Comm. Eugene H. Merrill, Utah Democrat, appointed by President Truman to fill the term of former Comm. Robert F. Jones who resigned last year. Mr. Merrill's re- cess appointment terminates when Mr. Doerfer takes the oath of office. Mr. Doerfer will serve until June 30, 1954. Reappointment for a new seven-year term from that date seems assured.

Commission Balance

Although the addition of Mr. Doerfer to the Commission even the number of Republican and Democratic Commissioners, it is believed that Independent Comm. Edward M. Webster, former assistant chief engineer and ex-Coast Guard chief communications officer, will line up with the Republican team—Rosel H. Hyde, Idaho Republican and former FCC general counsel; George E. Sterling, Maine Republican and former FCC chief engineer, and Mr. Doerfer. However, Mr. Webster is noted for pursuing an independent course, and therefore there may be keen competition for his vote from the Democratic members—Mr. Walker, Oklahoma; Robert T. Bartley, Texas, and Miss Frieda B. Hennock, New York.

Choice of a new chairman of the Commis- sion, who can be named at will by the President, still seems uncertain.

Those who take the view that Mr. Doerfer will get the nod point to President Eisenhower's appointment of Washington attorney Edward F. Howrey to the Federal Trade Commission, and his almost immediate designation as chairman following Senate confirmation a few weeks ago.

Hyde's Stock Rises

But during the last week the stock of Mr. Hyde—who has been prominently mentioned for the chairmanship ever since the Nov. 20 election results—began to rise again. White House officials were told, it was said, that only through Mr. Hyde's elevation could the FCC be assured of a Republican majority in re-organizing that agency. This is based on the assumption that Mr. Hyde, with his 25 years experience in communications regulation, could move more effectively sooner than Mr. Doerfer, a newcomer to the field.

At the Senate hearing on the nomination, Mr. Doerfer had the support of both Wisconsin

SENATE Commerce Committee interrogates Wisconsin Republican John C. Doerfer, (seated front center, back to camera). Facing Mr. Doerfer are 1 to 1 r. Sens. John W. Bricker (R-OH), Charles W. Tobey (R-N. H.), chairman; Edwin C. Johnson (D-Colo.), and Lester C. Hunt (D-Wyo.). Man seated next to Mr. Doerfer and facing camera, is transcribing proceedings.

 Senators, Republicans Alexander Wiley and Joseph R. McCarthy. Sen. Wiley appeared personally for the nominee and described Mr. Doerfer's "distinguished career" and "great accomplishments" as a member and as chairman of the Public Service Commission of Wisconsin.

Sen. Wiley was followed by Wisconsin Gov. Walter J. Kohler who praised Mr. Doerfer's integrity and conscientiousness, and spoke highly of his ability to expedite matters.

This brought a remark by Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Commerce Committee, that the FCC was the "weakest commission in Washington" in this respect. Sen. Edwin C. Johnson (D-Colo.) rejoined that perhaps it was Congress' fault, for not giving the Commission enough funds to hire "sufficient hearing teams."

Forthright, youthful appearing Mr. Doerfer—he's 48—obviously impressed the Senators. Since there is no TV in his home market he admitted he did not own a TV set and thus had no firm convictions on educational TV or color TV. He also made it plain that he came from a strong Democratic family and had actually run for the Democratic nomination for state senator—but unsuccessfully.

Switched Allegiance

He explained that after President Roosevelt's Supreme Court "packing" plan, he switched his allegiance to the Republican party, and that he had actively supported Wendell L. Willkie in 1940. He has since then considered himself a Republican, although not affiliated with any political party, he stated.

Bulk of the hearing on Mr. Doerfer's nomination was an exchange of views among committee members on educational television, and the surprise announcement by Sen. Tobey that the Senate Commerce Committee would hold hearings on the subject "in 10 days" (see separate story on page 55).

House Group Bars Media From L. A. Red Hearings

ALL news media will be barred from the House Un-American Activities subcommittee's closed sessions in Los Angeles starting today (Monday) when many witnesses who objected to being televised at the earlier open hearings will testify. Rep. Donald L. Jackson (R-Calif.), who will preside, last week said the anonymity requested by these witnesses should extend to all media.

Two "friendly" witnesses last week were Dwight Hauser, ABC radio writer-director, and Roy Erwin, freelance actor-writer-sound effects man.

Discipline Contemplated

Disciplinary action against Jody Gilbert, radio-TV actress, and Libby Burke, TV dancer, and any other member of the American Federation of Television and Radio Artists who refused to cooperate at the hearings, will be determined next Monday (April 13) by the board of AFTRA's Los Angeles Local.

"Unfriendly" witnesses will face charges of conduct prejudicial to the welfare of AFTRA under a new ruling adopted by the local last month [B&T, March 16]. Those being disciplined will have the right to a hearing and appeal to the membership, the national board or convention.

Page 52 * April 6, 1953
Radio WOW began its 31st successful broadcasting year on April 2, 1953. The audience of Radio WOW is now 100,000 families greater than its nearest competitor — 243,000 families greater than the third station. This 31st year looks like it will be the greatest year in billings in the station's history.

Why?

Take a look at these five solid reasons why Radio WOW continues its leadership:

1. **590 kilocycles, 5,000 watts.** Radio WOW's (brand new RCA) transmitter delivers a strong, clear signal both day and night, for nearly 200 miles in all directions from Omaha.

2. **Programming.** An NBC affiliate for 26 years. The finest local programs. Radio WOW's emphasis on excellent News Service is nationally recognized and respected.

3. **A Rich Farm Market.** The WOW-Land Farmer is the world's finest customer for all goods and services.

4. **Progressive ownership and management "know-how."** Frank P. Fogarty carries on with a veteran staff trained by the late John J. Gillin, Jr. The ownership is the solid, progressive Meredith Publishing Company of "Better Homes and Gardens" and "Successful Farming" fame.

5. **Promotion and merchandising.** Alert, aggressive, continuous, past, present, and future!

This five-point unbeatable combination is a specific formula for advertising success in WOW-Land.
ROCHESTER SHARING DELAYED;
EIGHT NEW UHF PERMITS GRANTED

In a legal move, Gordon Brown tiveness of the share-time grant
PLUNGING deeper into the legal convulsions which confront the industry over the right to protest non-hearing TV grants under Sec. 309(c) of the Communications Act, FCC last week postponed the effective date of its new share-time permits for vhf Ch. 10 at Rochester, N. Y. [B+T, March 16].

Heeding the protest of Gordon Brown, operator of WSAY Rochester, FCC stayed effective ness of the Ch. 10 share-time authorizations made to WHEC and WVET there and designated their applications for hearing “at a time and place, and upon appropriate issues, to be designated by further order of the Commission.”

An “expedited” hearing is called for under the terms of the new protest rule, Sec. 309(c), a McFarland Act amendment to the radio-TV law. To be considered, a protest must be filed within 30 days of a TV grant. Once a protest is filed, FCC must act upon it within 15 days.

Both WHEC and WVET had been competitors for vhf Ch. 10. They obtained their grants upon submission of the share-time proposal in order to avoid lengthy comparative hearing.

Mr. Brown, charging FCC acted too quickly on the share-time proposal, protests that his newly-filed Ch. 10 application is entitled to consideration.

His complaint, only one of several filed against new non-hearing TV grants under the terms of Sec. 309(c), stems from the precedent case involving WGRD Grand Rapids, Mich., and its economic objection to the uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & TV Inc.

FCC first denied the WGRD complaint, but later reversed itself after consultation with the U. S. Attorney General and ruled WGRD is a “party in interest” under Sec. 309(c) [B+T, March 30]. The Versluis hearing was set for April 22 in Washington, the Ch. 35 grant being stayed pending outcome.

Concurrently, FCC last week issued permits for eight new uhf stations, including one for uhf Ch. 27 at Rochester to Genesee Valley TV Co., a merger of two former competitors for Ch. 27 [B+T, March 30]. They are WRNY Rochester and Schine Chain Theaters, 55% owner of WPTF Albany. Each acquires half-interest in the new permit.

Construction permits were issued to the following:

Alexandria, La. (City priority Group A-2, No. 131)—Barnet Brener (general contractor), granted uhf Ch. 45 ERP 17,5 kw visual and 17.5 kw audio; antenna height above average terrain 640 ft.

Lewistown, Pa. (Group A-2, No. 580)—Lewis town Bestc. Co. (WMRF), granted uhf Ch. 38, ERP 21.5 kw visual and 11 kw audio; antenna 1,020 ft.

Tulare, Calif. (Group A-2, No. 419)—Sheldon Anderson (KCKO), granted uhf Ch. 27, ERP 105 kw visual and 89 kw audio; antenna 600 ft.


New Orleans, La. (Group B-4, No. 184)—CGK TV Co. (WMRY), granted uhf Ch. 26, ERP 100 kw visual and 54 kw audio; antenna 320 ft.

New Orleans, La. (Group B-4, No. 184)—Community TV Corp., granted uhf Ch. 52, ERP 85 kw visual and 48 kw audio; antenna 470 ft.

Rochester, N. Y. (Group B-4, No. 191)—Gen esee Valley TV Co., granted uhf Ch. 27, ERP 255 kw visual and 135 kw audio; antenna 420 ft. Comr. Frieda B. Hennoch favored letter of further inquiry.

Post-Thow Grants 333

The eight new station permits increase post thaw grants to 333 and the total outstanding U. S. TV station authorizations to 441. A total of 154 stations is operating commercially.

In other actions last week, FCC denied the petition of Hearst for rehearing and dismissed the Hearst application for vhf Ch. 10 at Milwaukee. Ch. 10 was reserved for educational use by the Sixth Report and Order, FCC noted, hence the channel is no longer available for “commercial use. Operator of WISN Mil waukee, Hearst went through hearing for TV there in 1948 but the freeze was imposed before a decision was rendered. FCC concluded Hearst was uniformly treated by the Sixth Report.

In a concurring statement, Comr. Robert T. Bartley commented that to delay a ruling would provide no solution. “Even if we should allow the application to remain pending after reconsideration of the allocation for Milwaukee, we could not, in fairness, refuse to consider any other commercial applicant for Ch. 10,” he said.

Comr. Rosel H. Hyde dissented, stating the bid should not be dismissed “without an opportunity to re-examine the allocation of facilities to the Milwaukee area.”

FCC also finalized its proposed allocation of uhf Ch. 75 to Patchogue, N. Y. [B+T, Jan. 5]. The channel is sought by WALK there. Comr. Bartley dissented “in view of the possibility of arriving at a more efficient use of the spectrum.”

The Commission denied petitions of WCAE Pittsburgh and WHIS Bluefield, W. Va., and finalized its proposal to assign vhf Ch. 4 to Fayetteville, W. Va., requested by WOAK Oak Hill, W. Va. [B+T, Feb. 21]. Offset carrier re quirement for reserved Ch. 4 at Chapel Hill, N.C., is changed to plus.

On petition by the Western Massachusetts Educational TV Council, Amherst, Mass., the Commission proposed rule-making to assign vhf Ch. 8 to Amherst and uhf Ch. 80 to North Adams, Mass., both to be reserved for noncommercial, educational use. Comments are due April 20.

The Commission denied a petition by Stor er Broadcasting Co. to change the language in FCC’s ruling that Storer must chose between pending TV bids at Miami and Wheeling [B+T, Feb. 2]. FCC, however, decided to withhold any further action for seven days on TV bids in conflict with Storer’s applications both in Miami and Wheeling-Stevensboro so that Storer may elect which bid it will prosecute. Ch. 10 is involved at Miami; Ch. 9 at Wheeling-Stevensboro.

FCC ruled earlier that since Storer already operates four TV stations, it could apply for only one more in view of the five-station limit. This is considered a precedent decision, since the multiple ownership rule heretofore has not been applied to applicants.

Storer, meanwhile, has purchased WBCR AM-TV Birmingham for $2.4 million, subject to FCC approval, and is expected to drop both its Miami and Wheeling bids [B+T, March 30].

Other Protest

Other than the TV-grant protests by Mr. Brown and WGRD Battle Creek, FCC has received protests to its authorizations for uhf Ch. 10 at Durham, N. C., and vhf Ch. 8 (share-time permit) at Storer-Montery, Calif., filed respectively by WBBB Durham and KICU (TV) Salinas, new uhf Ch. 28 grantee [B+T, March 30]. Both complaints were filed pursuant to Sec. 309(c).

T. E. Allen & Sons Inc., the Ch. 46 grantee at Durham, comprising a merger of T. E. Allen & Sons and WTOB Winston-Salem, former competitors for the channel, told FCC last week that WSBB’s protest specifies no issues and does not meet technical requirements of Sec. 309(c), hence it is not a “party in interest.” Allen asserts that WSBB’s application for Ch. 46 was untimely and asked the Commission to affirm the FCC secretary’s action returning the bid to WSBB.

The Chief of FCC’s Broadcast Bureau also tendered an affidavit by Joseph N. Nelson, chief of his TV Facilities Division Application Branch, refuting certain allegations of WSBB about telephone conversations on the status of the Allen application and WSBB’s proposal to file.

KBMY-TV Monterey and KSBW-TV Salinas, new share-time Ch. 8 grantees, charged KICU’s protests filed too late, is without merit and is not in proper form for consideration.

Page 54 - April 6, 1953

Broadcasting • Telecasting
THE WINNER

OF SPACE PATROL'S BLOOD BOOSTER CONTEST

This man—and everyone whose life depends on blood transfusion—is the real winner of Ralston’s Blood Booster Contest. Thanks to the promotion of radio and TV stations carrying Space Patrol, kids everywhere are recruiting adult blood donors. We congratulate contest winners and all stations who participated!

GIVE BLOOD NOW

TV PRIZE WINNERS

FIRST PRIZE
(Auricon Cine-Voice Sound Movie Camera, plays on any 16 mm sound projector)

SECOND PRIZE
(Minitape Portable Tape Recorder, 13-lb., battery-operated. Model M5A)

RADIO PRIZE WINNERS

FIRST PRIZE
(Portable Magnecord Recorder with play-back amplifier, 3 heads for monitoring from tape. Model P763)

SECOND PRIZE
(Minitape Portable Tape Recorder, type used by over 500 radio stations. Model M5A)

THIRD PRIZE
(Minitape Portable Tape Recorder, self-contained, network-quality recordings. Model M5A)

SPONSORED BY RALSTON PURINA COMPANY, ST. LOUIS, MO.

STATIONS WHO HELPED HIM WIN

GRAND PRIZE WINNER
(Nash Rambler Airflyte Station Wagon; fully equipped with all the "Custom Extras"—radio, conditioned air system, foam cushion seats, etc.)

RADIO STATION
WKNA
Charleston, W. Va.

KMTV
Omaha, Nebraska

KSL-TV
Salt Lake City, Utah

WAYS
Charlotte, North Carolina

WGH
Norfolk, Virginia

WSAZ
Huntington, West Virginia

DIVEMOOD
PUBLIC COLOR TV BY CHRISTMAS IS PREDICTED BY WOLVERTON

House Commerce Committee Chairman Wolverton believes public color TV will be available early if NTSC's system lives up to promises and "FCC cooperates." FCC Chairman Walker calls for caution in scrapping the current system in favor of a new one but thinks any new hearing could be shortened.

COLOR TV by Christmas. That is House Commerce Committee Chairman Charles A. Wolverton's prediction "if the National Tele- vision System Committee fulfills its optimistic promises and the FCC cooperates."

The New Jersey Republican hazarded that guess when asked his idea on when color TV for the public might arrive, following last week's testimony by FCC Chairman Paul A. Walker before the House committee investigating the status of color television [B+T, March 30, 23].

At the same time, Rep. Wolverton said the committee might ask additional manufacturers to testify in order that it can get more information on the "industrial and commercial" aspects of polychrome video. The committee has heard representatives of RCA, CBS-Columbia, DuMont, GE and NTSC.

Demonstrations Next Week

This, he said, would be considered after the Committee's visit to Princeton and New York April 14-15 to view comparative demonstrations of the NTSC and CBS systems. The committee also hopes to view RCA's receiver and tube developments and Chromatic Television's tri-color tube (the Lawrence tube).

Still unanswered is whether the Senate Commerce Committee intends to move into the color TV arena. General impression is that it will not—provided the House Committee's activities result in the public getting color video in reasonable time.

View of Sen. Edwin C. Johnson (D-Colo.), whose open letter to Senate Commerce Committee Chairman Charles W. Tobey (R-N. H.), sparked the current congressional interest in multi-hued video [B+T, March 16], is that there might be no need for the Senate to "slow the same ground" if the House Committee is successful in "giving the public color."

"If the House Committee accomplishes that," the Colorado Democrat said, "I'll say amen and glory be."

Some observers have thought the Senate might move into the realm of facets touched upon by the House Committee—origin of NPA Order M-90 which effectively banned the production of color TV receivers, the organization of NTSC, and the Justice Department's investigation of the electronics manufacturing industry. Sen. Johnson's observation was that most of this was "water over the dam" and he questioned whether anything could be gained by it.

Essence of Chmn. Walker's testimony before the House committee was that the Commission must be cautious before approving a new color TV system and scrapping the field sequential approved system. However, he said he thought that any future hearing could be shortened considerably.

... Any system of color television which is to be with the public for years," Mr. Walker urged, "merits the most serious governmental deliberation. These deliberations should not and need not be interminable, but they should assure the public that all persons having a worthwhile contribution to make to a correct answer should have the opportunity to be heard."

'Don't Let Public Decide'

This also was his answer to the RCA recommendation that the FCC immediately authorize the compatible NTSC standards and "let the public decide." He called the suggestion "fundamentally unsound."

Authorization of multiple standards would, Mr. Walker declared, "completely destroy the fundamental competitive basis upon which broadcasting was intended by Congress to operate. ... each station would have in effect a monopoly of the attention of its audience ... public choice from among several color systems becomes a snare and a delusion ... it deprives the public of the real freedom of choice in programming which is the cornerstone of our American system of broadcasting."

Mr. Walker defended the FCC's choice of the CBS-sponsored field sequential system in 1950 as the only one that "measured up to those standards [criteria for color TV]." He called attention to the FCC 1950 FCC report which said that "compatibility is too high a price to put on color." He added, "It [the field sequential system] and it alone afforded an available, adequate, simple and relatively inexpensive method of securing color television."

In answer to Dr. R. G. Baker, GE Electronics Div. vice president and chairman of NTSC, who asked that the FCC cooperate more fully with the NTSC group, Mr. Walker recounted the liaison already established between the government agency and the manufacturers' committee.

The FCC chairman also explained that experimental rules of the Commission applied to all services, not only those involving color. Dr. Baker had complained that the FCC's regulations made it impossible to test NTSC color signals during regular programming hours. Mr. Walker assured the House committee that the FCC would be sympathetic if applications for such experimental tests were submitted. Mr. Walker also revealed that only three out of 26 original applications for authorization to test NTSC color system had been turned down.

Not only does the law require the Commission to take certain steps in matters involving rule changes, Mr. Walker pointed out, but the Commission must be certain that any standards it approves meet the tests of practicality.

Any new hearing should not take as long as the 1949-50 color hearing, he said. The Commission would not be "starting from scratch," he said. "If there is only one proponent, he declared, the hearing should not take too long."

The FCC had nothing to do with NPA Order M-90, Mr. Walker said. It was not consulted, he added. In response to a question, Mr. Walker said he would have recommended against the issuance of the order, unless he was convinced by NPA officials that it was required because of the materials situation.

In response to a question from Rep. Wolverton as to when he thinks color TV might be available to the public, Mr. Walker replied: "I wish I knew. Mr. Chairman, I wish we knew."

He said he agreed with Dr. Baker that NTSC should be permitted to test its proposed system and that the four to six months for testing "seems" reasonable. He agreed that the Commission could, on its own motion, institute proceedings, but he felt it would be best for the move to come from the industry. He also said in reply to a question that he did not think the industry in asking for time to complete tests was trying to delay color TV.

FCC Reports to Congress

FCC submitted its third monthly report on pending applications to Congress last week, listing uncontested pending applications 90 days or older and hearing cases which were completed six months or more. Report is required by the provisions of the McCfarland Act, which went into effect last July.
Still a Growing Boy!

We think we know what's happening to radio. We know we know what's happening to WSM. It's showing a very healthy growth, thank you. For proof we offer the comparison [right] and the latest Nielsen Coverage Study Map below.

Irving Waugh or any Petry Man will be happy to show you the complete Nielsen Coverage Study. Better see it before you make any advertising plans for the Central South.

WSM Nashville . . . 650
Clear Channel 50,000 Watts
SENATE TO HEAR EDUCATIONAL TV

During hearing on John C. Doerfer's nomination to FCC, Sen. Tobey announces that the Commerce Committee soon will look into educational TV.

HEARING on educational TV, April 16, was announced by Senate Commerce Committee Chairman Charles W. Tobey (R-N.H.) during discussion on reserved channels at the hearing on nomination of John C. Doerfer, Wisconsin Public Service Commission chairman, to be a member of the FCC.

Promise for the hearings came from Sen. Tobey, when discussion among Sens. John Bricker (R-Ohio), Edwin C. Johnson (D-Colo.), John Marshall Butler (R-Md.) and others waxed warm.

Discussion started when Sen. Bricker asked Mr. Doerfer whether he was in favor of reserving channels for educational television. If channels were available to the FCC, Sen. Bricker said, they may never recover "these losses."

Suggestion that educational institutions work with existing commercial stations was broached by Sen. Butler. The "freshman" Maryland Senator thought that educational programs can be worked in on regular stations, "not dedicated stations."

Force Stations to Give Time

Belief that the answer lay in giving the FCC authority to force commercial stations to devote a certain portion of their time for educational television was voiced by Sen. Johnson. The ranking Democrat on the Senate Commerce Committee referred to a proposal he had made during the course of the FCC's TV freeze. He said that many educational institutions have the funds and skills to put on good educational programs and run stations.

Sen. Lester C. Hunt (D-Wyo.) suggested that educational television reservations be handled on a case by case basis. That is, he said, in Wyoming where schools and colleges cannot afford to run their own stations, they should be given time on commercial stations; in Ohio where educational institutions can and desire to run their own stations, they should be given that opportunity.

Sen. Doerfer added that educational television has "great possibilities" to get the "very best program" to the public. Reservation of TV channels for education, the Ohio Senator said, will give educators a chance to have their own stations.

"I don't want to see this great facility taken over entirely by educational institutions," he said, "but I feel strongly we are passing up some of the great opportunities in the educational field if we don't reserve channels for them."

Sen. Bricker was the author in the 82nd Congress of a bill (S J Res 28) directing the FCC to make a study of educational television and reserved non-commercial channels.

Sees Commercial Monopoly

Sen. Butler foresaw the possibility of a commercial monopoly in instances where only two channels were available for a community—one educational and one commercial.

At this point Mr. Doerfer managed to answer Sen. Bricker's original question. Mr. Doerfer said he did not know enough about the subject to answer the question "cautiously" and would reserve judgment until he understood the situation better.

When the FCC issued its end-of-freeze report last year [B*T, April 14, 1952], it placed in the hands of one or two commercial stations all channels for educational, non-commercial stations. Thus far it has granted 14 educational applications and has 43 on file pending action. On June 2, requests for change of these reservations for educational channels will be entertained by the Commission. On that date, freeze on any changes in allocation table will be lifted.

Mountain Top-High Power TV Urged for Montana by Craney

TELEVISION coverage of Montana's vast area by several high-power mountain top transmitters was proposed to the FCC last week by E. B. Craney, treasurer of Television Montana, in withdrawing an application for Ch. 3 in Great Falls.

Mr. Craney is president of KXXL-TV Spokane and operates a group of northwest radio stations. He is a principal in KXLI Butte, which was received a Ch. 6 TV grant [B*T, March 9].

Recently Television Montana called a conference of Montana TV applicants to discuss the chance of getting FCC approval of high-power mountain station on a group basis, with dominance avoided through limitation of stock ownership in any one person or group.

The plan would bring TV service to most of the people of Montana rather than serve only a few in a center. Sen. Craney, making the state a single market desirable to national advertisers and thus attracting top programs.

Mr. Craney told FCC the plan "would have the possible drawback of instituting a state rather than a community TV system but for a state of such wide area and few people this would probably prove a boon rather than a drawback." The plan has been abandoned for lack of cooperative interest, he said.

Television Montana is going ahead with its Butte CP plant but may again ask a change in transmitter site, he said. As to Great Falls, he said a grant has been made to others (KFBB-TV, Ch. 5) and the Television Montana application is tied up and will have to go to hearing.

KGKL SURRENDERS VHF CH. 3 CP

THE FIRST post-thaw TV construction permit to be surrendered—for vhf Ch. 3 at San Angelo, Tex.—was turned back to the FCC last week by KGKL. San Angelo because the "market is not large enough to support two TV stations."

Another TV grantee, Westex TV Co., already is building on vhf Ch. 8 there. It is identified in ownership with KTXL San Angelo.

Lewis O. Seibert, secretary-treasurer and 100% owner of KGKL Inc., licensee of KGKL and permittee of KGKL-TV, told B*T last week that he considers the two-TV station situation there "economically unsound," eventually resulting in "inferior service."

"There is no cheap way to operate a television station that I know of," Mr. Seibert commented.

Earlier, one operating TV station—also a post-thaw grantee—discontinued service for economic reasons. It was KONA-TV Hono-

lulu, assigned vhf Ch. 1 and the island city's second operating station. KONA-TV has been purchased jointly by KPOA and KGU Hono-
lulu [B*T, March 16].

San Angelo had a 1950 population of 52,000, or 89% of its station's coverage for 13,742 radio homes. The primary area of KGKL encompasses 32,963 radio families, Mr. Seibert quoted from a recent audience report.

KGKL and KTXL are the only local radio stations. Founded in 1928, KGKL is assigned 5 kw day, 1 kw night on 960 kc, directional, and is an ABC affiliate. KTXL, founded in 1947, is a Mutual outlet and assigned 250 w on 1340 kc.

Mr. Seibert has purchased the remaining 90% interest in KGKL from other stockholders for a total consideration of $450,000 [B*T, March 16]. Application for assignment of the station's license from KGKL Inc. to Mr. Seibert individually is pending FCC approval. Mr. Seibert acquires all company assets in the transaction.

The balance sheet of KGKL Inc., submitted with the transfer bid and dated Nov. 30, 1952, reported total current assets of $204,300, including nearly $111,000 cash. Fixed assets totaled $25,900. Liabilities were listed as $32,000. Net worth was given as $198,000-plus. Surplus of nearly $135,000 was given, with current profit cited as in excess of $23,000. Mr. Seibert's net worth was given as nearly $193,000 on Dec. 22, 1952.

Hobby Nominated

NOMINATION of Mrs. Ovetta Culp Hobby (KFPC-AM-TV Houston, Hou- son Post) to be a Cabinet member was sent to the Senate Thursday by President Eisenhower. Under the President's Re-organization Plan No. 1, the Federal Security Agency becomes the Dept. of Health, Education and Welfare. Legislation (H1/Res-223) bringing about cabinet status was passed by the House March 18 and by the Senate March 30, and signed immediately by the President.

Mrs. Hobby's new title will be Secretary of Health, Education and Welfare. The nomination is effective April 11, if con-
firm by the Senate.
Charles S. Patch’s Department Store, Inc.
Southern Pines, N. C.

Jack S. Younts
President, WEEB
Southern Pines, N. C.

Virgil Ziebarth
Ziebarth Chevrolet-Cadillac Co.
St. James, Minnesota

Frank Endersbe
Manager, KSUM
Fairmont, Minnesota

"AP news has been the mainstay of our advertising for six years. To check on the results, we recently made a study of our bank clearances and charge accounts. It showed that occasional customers now travel 25 per cent further to trade with us—and become regular customers. With AP news over WEEB, we are consistently gaining new accounts that formerly went into other communities to trade."

"With AP news you have a program for every level of advertiser—a serving for every taste. Our satisfied sponsors include such diverse businesses as auto dealers, a farm supply store, and an insurance agency."

"Our noon news broadcasts over KSUM bring immediate results. Many times we advertised a used car, truck or piece of farm machinery at noon—and sold it before 1 P.M. I hope sincerely we’ll be sponsoring AP news for many years to come."

"We ORIGINATE eleven daily newscasts—all sold. AP news means continued good will from sponsors."

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

Hundreds of the country’s finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
BUDGET BUREAU CUTS FCC $1.2 MILLION

Economy-minded GOP Bureau slices FCC budget request to $7.1 million, it is revealed on Capitol Hill. Next consideration is up to Congress.

FCC got cut $1.2 million by the new economy-minded Republican Budget Bureau—from $8.3 million to $7.1 million for fiscal 1954. The Bureau today released to the House Appropriations Committee in a roll call vote on Feb. 26, released today, revealed. The House committee still to recommend an appropriation.

Hardly that the FCC requested $9.9 million and was trimmed to $8.3 million in President Truman's budget message. Further trimming accomplished by President Eisenhower's budget director cut personnel in technical research and frequency allocation, field engineering and monitoring and safety and special radio services, leaving them at present levels.

Cuts also eliminated funds for proposed network-controlled radio stations and funds for printing and reproduction by more than 50%, for the purchase of equipment by 45% and for land and structures by 85%.

Broadcast Bureau personnel was cut back from the 1,365 in 1955, which compared with 150 employed in 1952 fiscal year and estimated 194 this year. The reductions were made on the assumption, FCC Chairman Paul A. Walker informed the House committee, that still critical broadbanding backlogs would be cut to increase and that productivity would be increased, and that further streamlining was required in handling renewals, transfers and assignments.

No cut was made in the estimated personnel required to handle TV and FM cases, Mr. Walker said.

Commission has a backlog of 17,621 applications pending as of Jan. 31, Mr. Walker informed the committee. Of these, 2,274 were broadcasting applications (870 AM, 189 FM, 883 TV and 332 others). Mr. Walker said there were 350 conflicting TV applications which would have to go to hearing. He estimated the hearing backlog that it might take three, four, five years before we get caught up with our present force.

Need 40 Examiners

It would take a staff of 279 to clean up the existing TV hearing cases by June 30, 1954, Comr. Robert T. Bartley said in submitting a survey made by the staff at his request. This would cost $1,671,200 in salaries he said. Estimate is based on use of 40 examiners, he explained.

Length of TV hearings was subject of complaint by Reps. Albert Thomas (D-Tex.) and Sidney R. Yates (D-Ill.). They asked why attorneys' examinations and cross examinations were unduly prolonging hearings.

Mr. Walker replied in these words:

"You are right, and that sounds like a very simple statement, it looks like a very simple thing until you get into these hearings and some of the lawyers begin to cross-examine the opponent on the ground of his financial qualifications, and those things run on and on and on, and yet, as well as broadcast the local bar associations, and still these hearings go on for a long, long, long time."

"It is the hardest thing in the world to keep a lawyer quiet or to keep him from asking too many questions—and I am not saying that critically—I am just telling you that it is a part of the process that is hard to reform so as to keep these hearings down to a reasonable length of time."

In answer to another question by Rep. Yates, the Commission furnished the following information regarding newspaper ownership: Newspapers have a direct or indirect interest in 86 of the 355 TV stations authorized and in 556 of the 2,450 AM stations operating. That is 24% of the TV stations and 22.7% of the AM stations, the Commission reported.

Information submitted to the House committee also showed that the FCC owned $1,286,184 worth of equipment.

FCC Remote-Operator Rules Go Into Effect on April 15

REVISED FCC rules permitting remote operation of transmitters of 10 kw or less power and easing operator ticket requirements will go into effect April 15, ending a long battle by NARTB to obtain recognition of technical progress.

FCC last Monday denied an appeal by International Brotherhood of Electrical Workers, (IBEW) [B*T, March 9] for reconsideration of its Jan. 26 order revising the rules [B*T, Feb. 2]. NARTB had hoped to overcome the IBEW's objections, had and opposite the union's arguments. IBEW had claimed security hazards plus economic injury to technicians.

In its denial order the FCC held IBEW had brought up no new facts or policy considerations nor were its claims of harmful effect on the Conelrad alert plan of radio-TV silence found to be convincing.

Based on Economic, Technical Grounds

The new rules changes are based on both economic and technological grounds, FCC emphasized, but warned that compliance is dependent to a large extent on the good faith of licensees.

Comr. Hennock dissented on the ground that the IBEW's position warrants further hearing, including oral argument.

FCC's action clinched a campaign by NARTB under direction of a special committee headed by its president, James W. Walker, who comprise the committee.

In a separate ruling FCC ordered WGNIE Murfreesboro, Tenn., to cease operating with a person (named Freeze), who holds no operator's permit, and with an operator of lesser grade than authorized, as well as to keep required program logs.

Ask Conelrad Change

FCC has been asked by NARTB and NBC to extend the release date of its proposed Conelrad manual for 30 days to permit additional comments. The Commission proposed to incorporate the Conelrad plan (AM broadcast operation during enemy attack) into its rules.

NARTB notes that FM and TV stations are eliminated from operation under Conelrad and required to maintain silence during "alerta." It suggests the rules be modified to include FM and TV if an acceptable plan can be devised at this time.

Walker Approves Ike

ALTHOUGH it wasn't revealed at the time, FCC Chairman Paul A. Walker was in attendance at the Session of the National Presbyterian Church, Washington, D. C., which accepted President Eisenhower as a member of the church on Feb. 1. The President met with the Session of that day just before the regular Sunday worship service and was accepted as a member upon confession of faith. The Session is the governing body of the church. Chairman Walker is one of the 30 Elders who comprise the Session at the present time.

Reductions in VOA Stations

Save $500,000—Dr. Johnson

IIA Administrator Johnson reports cancellation of contracts for 12 transmitters results in U. S. saving of a half-million dollars annually.

REDUCTION in the number of Voice of America shortwave transmitting stations [CLOSED CIRCUIT, Oct. 20, 1952] was announced last week by Dr. Robert L. Johnson, Director of the International Information Administration. Cancelled, as of June 30, 1953, were contracts with five private broadcasters for 12 transmitters, resulting in a $500,000 annual saving, Dr. Johnson said.

The Voice has been under fire by two Senate groups—Permanent Investigating Committee, headed by Sen. Joseph R. McCarthy (R-Wis.), and a Senate Foreign Relations subcommittee, chairmanship by Sen. Bourke B. Hickenlooper (R-Iowa). The Committee has heard complaints of inefficiency and communist infiltration [B*T, Feb. 23, et seq.]. The Hickenlooper subcommittee, a continuance of a study begun a year ago, has found into looking at the practices and effectiveness of the entire overseas information program [B*T, Feb. 9].

Contracts Cancelled

Cancelled were contracts with the following broadcasters (figures in parenthesis indicate number of transmitters affected): World Wide Broadcasting Corp., Sbituate, Mass. (5); Associated Broadcasters, San Francisco (2); General Electric Co., Belmont, Calif. (2); Crosley Broadcasting Corp., Mason, Ohio (2), and Westinghouse Electric Corp., Hull, Mass. (1). Continuing in use are 30 shortwave transmitters, of which 16 are owned by the U. S., six privately, and eight jointly.

The Voice also owns and operates medium wave transmitters in Munich, Germany; Salonika, Greece; Wolferton, England, and the U.S.S. Courier. All of these operate with 150- 100 kw output. Munich is due to be boosted to almost 1,000 kw. Under construction are two additional medium wave transmitters in the Far East and in the planning stage is one for the eastern Mediterranean.

Voice also operates RIAS Radio in American Sector (Berlin), used for domestic German consumption. In addition, VOA furnishes friendly foreign governments with transcripts, tapes and scripts for use on domestic facilities for home consumption.

Reduction in the number of shortwave transmitters was brought about, Dr. Johnson said.

Page 60 • April 6, 1953
Now

WBBM-TV

"Chicago's Showmanship TV Station,”
already drawing one-third of the
average audience in its four-station market
(with the curtain just going up!)

in

CHICAGO

the nation's second-largest market
in television circulation,
population, effective buying income, retail sales
...any way you count the house

is represented by

CBS TELEVISION SPOT SALES

which can get you into some of the best
and most sales-effective acts
in Chicago and nine other TV markets,
including the four largest.*

*CBS Television Spot Sales also represents
WCBS-TV, New York, WCAU-TV, Philadelphia, WTOP-TV, Washington,
WBTV, Charlotte, WMUR-TV, Jacksonville, WAFM-TV, Birmingham,
KKUL-TV, Galveston-Houston, KSL-TV, Salt Lake City, KNXT, Los Angeles,
and CTPN, the CBS Television Pacific Network.
by a reduction of about 15% in the amount of program time being broadcast worldwide. This resulted in excess transmitter facilities, he pointed out.

Meanwhile, the Senate subcommittee ended several weeks of hearings last week, with Ad- vertising Council President Theodore S. Reppiler, publicist Edward L. Bernays and pollster Dr. George Gallup testifying. Mr. Reppiler sug- gested advertising techniques be more fully used in overseas propaganda, and Dr. Gallup called for larger appropriations and more serious evaluation studies.

Following the Easter recess, the sub- committee will resume sessions, with State Dept. officials scheduled to appear in behalf of the IIA.

FCC Paperwork Reduced For Radio-TV—Stirrue

SHARP slashing of red tape involved in filling out FCC forms has brought a new and har- monious relationship between the industry and the Commission, according to Ben Strouse, WWDC Washington, chairman of the radio-TV committee of the Advisory Council on Federal Reports.

Writing in the Council's 10th anniversary report, Mr. Strouse said that the number of forms to be filed out by broadcasters has been cut from 18 to 8 and the number of pages from 379 to 52 [B*T, Nov. 3, Oct 6, 1952].

Form Styling Revised

Styling of forms has been revised to per- mit carbon copies and ease of handling, re- sulting in time being saved, Mr. Strouse ex- plained. He said the informal FCC-industry discussions, in cooperation with the Bureau of the Budget, have involved a spirit of "give and take and a desire to cooperate by both parties that alone makes the existence of our committee worthwhile." David E. Cohn is Budget Bureau liaison with the committee.

The joint undertaking, Mr. Strouse added, has resulted in extensive reduction in costs involved in filling out station forms for the FCC.

Illinois Solon Seeks TV Libel Legislation

LIBEL LEGISLATION designed to place tele- vision on the same footing with radio and the press under Illinois law has been intro- duced in the state legislature at Springfield.

Sen. William D. Connors (D-Chicago) spon- sored a bill which would render station owners and others guilty of libel for "maliciously and knowingly" permitting broadcasting utter- ances defaming anyone. It would amend pres- ent statutes which were revised in 1945 to in- clude radio as well as the press.

Special Exemption

As under current law, special exemption is provided for utterances in political campaigns. The bill explains that "the truth shall be a suffi- cient defense," as in radio and press cases. Penalties call for up to one year imprisonment and a fine of $250.

A Chicago attorney familiar with broad- casting operations and liberal raised the question of whether the Connors legislation might not be unconstitutional and extend beyond criminal into civil liability. The present radio libel law, he noted, extends only to criminal offenses.

FCC Grants Three Transfers, Five New AM Stations

FCC last week granted three station transfers and five construction permits for new AM stations.

Consent was granted to:

Assignment of five broadcast licenses to KOKC Tulsa, Calif., to Sheldon Anderson in compliance with the will of Herman Anderson, deceased.

Assignment of a broadcast license to WCIN Cincinnati from New York Technical Institute of Cincinnati for $15,646.95, amount expended by the assignees.

Assignment of a broadcast license to WABC-AM New York from WABC-TV New York for $15,646.95.

Assignment of a broadcast license to WAFN Raleigh, N.C., to WAFN Broadcasting Co., Inc., for $15,646.95.

Assignment of a broadcast license to KDKO-St. Louis, Mo., to KDKO Broadcasting Co., Inc., for $15,646.95.

Assignment of a broadcast license to WRN Atlanta, Ga., to WRN Broadcasting Co., Inc., for $15,646.95.

Assignment of a broadcast license to KEAN Newark, N.J., to KEAN Broadcasting Co., Inc., for $15,646.95.

Assignment of a broadcast license to KDFW Dallas, Tex., to KDFW Broadcasting Co., Inc., for $15,646.95.

Assignment of a broadcast license to KFNC-AM New York from WABC-TV New York for $15,646.95.

Assignment of a broadcast license to WIBB Dubuque, Iowa, to WIBB Broadcasting Co., Inc., for $15,646.95.

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No, it isn't TV... No, not TV in the usual sense.

As a matter of fact, it's pre-TV; a smart sponsor with a projector is checking audience reactions before he airs his program. A cinch, of course, because his show's on film. Still another reason it's being said, more and more... you're sure—when you use Eastman Film.

For complete information, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

OR

W. J. German, Inc., Agents for the distribution and sale of Eastman Professional Motion Picture Films

Mid-Continent Uses Film As Exhibit Before FCC

IN what is believed a first in FCC annals, a motion picture film was introduced as an exhibit in a hearing last week.

The eight-minute film visually portrayed in color and sound the studio facilities proposed by Mid-Continent Television Inc., applicant for vhf Ch. 10 in Wichita, Kan. The reel was run as an official exhibit in the Wichita hearing which began last Monday.

Competing with Mid-Continent is 250-w KAKE (on 1240 kc). Using scale models of proposed studios and equipment, the film describes facilities and re- casting equipment, the film describes facilities and re-

KAKE (on 1240 kc). Meanwhile, FCC has approved sale of 65.1% interest in Green Bay by L. C. L. Kramlich for $600,000 to Ben Laird, director and minority stockholder; Harold R. Murphy, part owner of WGMF Medford, Wis.; and Edward and William E. Schons, stockholders in KLIL Estherville, Iowa, and WKAI Macomb, Ill. FCC also advised WMAM that its bid to increase power from 100 w to 250 w, operating full time on 1340 kc, requires a hearing because of objectionable interference and the excessive number of people in the blanket area.

D. C. Educational Bid

FCC was asked recently by the District of Columbia school board not to take “unfavorable” action on its educational TV application until Congress acts on a request for $400,000 to start the station. A number of educational and cultural groups in Washington recently formed a cooperative group looking toward control of the educational TV channel reserved for the city.

DuMont Request Opposed

BROADCAST BUREAU of the FCC filed an opposition last week to the request of Allen B. DuMont Labs. that the Commission’s decision in the Paramount case holding that DuMont is controlled by Paramount Pictures Corp. be reconsidered [B*T, March 16]. The Commission’s decision on the control issue was supported by the findings, the Broadcast Bureau said.

News Suppression Check

THE White House will investigate complaints by newsmen that federal agencies are suppressing news, President Eisen- hower told his Thursday news conference. He advised the TV news correspondents to report complaints to James C. Hagerty, his radio-press secretary. The secrecy charges were ascribed to an executive order issued in autumn 1951 by former President Truman.

Proposed Findings Filed By Three Flint Contestants

PROPOSED findings were filed by the three contestants in the Flint, Mich., vhf Ch. 12 TV hearing last week and replies to these findings are due at FCC today (Monday), giving indication that an early initial decision is expected by Hearing Examiners Bento Giguire.

The Flint Ch. 12 contestants are WJR Detroit, WJBZ Flint and W.S. Butterfield Thea- tres Inc., owned 26% by the Regents of the U. of Michigan, permittee of WFUM (FM) Flint and operator of WUOM (FM) Ann Arbor.

WJR argues its application should be pre- ferred because its site will allow coverage not only of Flint but also of 96% of the Detroit metropolitan area. WFDF contends it plans a truly Flint outlet and has chosen a site to render the best service to Flint, while Butterfield stresses its link with the U. of Michigan and educational program plans.

Both WJR and Butterfield hold WFDF, a Bitter interest, should be denied because it failed to meet competition requirements of the multiple-ownership rule, noting the Bitter group already controls WBZM-TV Indianapolis and WOOD-TV Grand Rapids. WFDF and Butter- field, however, argue WJR is actually proposing a Detroit station after failing earlier to acquire a vhf station at Detroit. WFDF contends the multiple-ownership argument is without merit since WJR covers Flint and Butterfield is seeking to protect multiple movie interests with a TV grant.

The Chief of FCC’s Broadcast Bureau was not asked to file findings in this case, but is ex- pected to prepare replies to the proposed findings of others.

Cunningham Denies KMYR Petition on Ch. 7

FCC EXAMINER James D. Cunningham last week denied a KMYR petition to reopen the Denver Ch. 7 TV hearing on grounds that competitor KOA had a program contrary to policies expressed in TV exhibits [B*T, March 23]. KOA rebutted KMYR allegations, saying the program was only a two week test to determine the best format for an all-night audience. KOA is on 24-hour operation in conjunction with Conestigal civil defense program.

FCC still has not acted on the KMYR and Broadcast Bureau petition requesting Commission to defer action on KOA’s renewal until “questions” regarding NBC’s interest in Denver clear channel station raised in TV hearing are resolved [B*T, March 30]. KOA reply last week said there is no reason to defer renewal and that insufficient grounds are alleged for Commission not to renew. KOA said question of NBC interest in the station—when sold to Bob Hope-Denver group—was known to the Commission when it approved the station’s sale.

Pending clarification of petitions and oppo- sitions, however, Commission deferred renewal action last week. Earlier this year, Commission deferred action on KMYR renewal pending outcome of concealed ownership allegations made during TV hearing.

Levity on the Hill

DURING FCC Chairman Paul A. Walker’s appearance before the House Commerce Committee on color TV, he made the point that if everyone agreed on the standards and details of a com- parable system the FCC hearing should be short. “I doubt that, Mr. Chairman. As a country boy, I doubt that,” quipped Rep. Joseph R. O’Hara (R-Minn.). Re- ported Mr. Walker, “As a country boy, I agree.”

Green Bay Replies To WMAM Charges

GREEN BAY Broadcasting Co., licensee of WDUZ Green Bay and WMWM Menominee, Mich., has denied charges that its TV application for vhf Ch. 11 at Menominee is defective. WMAM Marquette, Wis., has asked FCC to dismiss the Green Bay application which is in conflict with its own Ch. 11 bid [B*T, March 9]. In its reply, Green Bay contends FCC found its application in proper form for acceptance pursuant to Sec. 1.371 of the Commission rules and asserts there is no merit in contentions by WMAM that the application is insufficient as to legal and financial qualifications. Green Bay states it has full right to prosecute all appli- cations before FCC, including TV, regardless of pending transfer of ownership. Green Bay’s petition was prepared by Samuel Miller, Wash- ington radio counsel.

Meanwhile, FCC has approved sale of 65.1% interest in Green Bay by L. C. L. Kramlich for $600,000 to Ben Laird, director and minority stockholder; Harold R. Murphy, part owner of WGMF Medford, Wis.; and Edward and William E. Schons, stockholders in KLIL Estherville, Iowa, and WKAI Macomb, Ill. FCC also advised WMAM that its bid to increase power from 100 w to 250 w, operating full time on 1340 kc, requires a hearing because of objectionable interference and the excessive number of people in the blanket area.

FCC Grants WOSA Renewal

WASHING out charges of “premature construc- tion” made by WSAU Wausau, Wis., against WOSA there following grant to WOSA for boost in power and move of site [B*T, Feb. 16], FCC last week granted regular renewal of license to WOSA without comment. WOSA is owned by Rep. Alvin E. O’Konski.

Formerly WLN Merrill, WOSA was author- ized switch to Wausau and boost in power to 5 kw, directional, operating full time on 550 kc. Just before filing of the WSAU complaint, Rep. O’Konski advised FCC of certain minor construction prior to grant and requested a condi- tion upon the grant that such construction not be employed by WOSA. FCC subsequently so conditioned the grant. WOSA is a Mutual af- filiate.

WOWO Granted 50 kw Power

FCC Wednesday announced grant of Westing- house Radio Stations’ application for power in- crease of its WOWO Fort Wayne, Ind., from 10 to 50 kw with nighttime directional antenna and change of its transmitter site, subject to engineering conditions. A proposed decision for the grant was made March 29, 1950, but had been withheld pending the FCC’s satisfaction that there was no question of WRS’ qualifica- tions. WOWO is on 1190 kc.

Page 64 • April 6, 1953
TIME INC. BUYS KDYL-AM-FM-TV; LARSON WILL HEAD OPERATION

Publisher Henry Luce's company announces its second venture into the broadcasting field, purchasing Intermountain Broadcasting & Television Corp.'s Salt Lake City outlets. Price is $2.1 million.

SECOND venture of Time Inc. into broadcasting was made public last week when the purchase of KDYL-AM-FM-TV Salt Lake City for $2.1 million was announced by the publishing firm's president, Roy E. Larsen, and KDYL President Sidney S. Fox.

The Henry Luce-owned company (Time, Life, Fortune) also announced that G. Bennett Larson, vice president and general manager of WPX (TV) New York will be associated with it in the ownership of the Utah properties. Arrangement will be similar, it is presumed, with that existing between Time Inc. and former FCC Chairman Wayne Coy in the ownership of KOB-AM-TV Albuquerque, N. M.

Purchase of 100% of the stock of Intermountain Broadcasting & Television Corp., licensee of the KDYL stations, is subject to FCC approval. A formal application for transfer of control will be filed soon. Of the 20,000 outstanding shares of Intermountain, pioneer broadcaster S. S. Fox owns 10,740. Other major Intermountain stockholders are Fred B., Hazel and G. A. Provotl, 3,630 and Jessie F. and L. A. Loeb, 4,150.

Agreement Terms

Under the terms of the agreement, signed last week, Time Inc. placed a $210,000 deposit on the purchase and promised to pay $1.58 million on closing date, $210,000 on adjustment date and $100,000 one year after adjustment date at 4% interest. The purchase price of $2.1 million will be adjusted after FCC approval to provide for net quick assets.

Scheduled to be organized is a new company which will hold the licenses of KDYL-AM-FM-TV. It is this company with which Mr. Larson—who began his radio career with KDYL 27 years ago—will be associated. Time Inc. will own 80% and Mr. Larson 20%, it is understood. Mr. Larson will be president and general manager of the new company. Physical assets of the properties will be owned by Time Inc. subsidiary Priting Developments Inc., which will lease them to the new operating company.

NBC-affiliated KDYL began operating in 1922, radiates 5 kw on 1320 kc. In 1947, KDYL-FM was established, and in 1948 KDYL-TV. KDYL-TV, also affiliated with NBC, operates on Ch. 4, has an effective radiated power of 30 kw. It recently moved its transmitter to Mt. Vision in the Oquirrh Mountain range, 9,000 ft. above sea level, and is said to cover 200 miles outside Salt Lake City, including 87% of the population of Utah as well as parts of Idaho, Wyoming and Nevada.

Antenna is 3,080 ft. above average terrain.

Agreement indicates that Intermountain's liabilities total $350,128.53. No figures were given for assets or income. Unless FCC approval is within six months following the filing of the transfer applications, the contract may be terminated. Agreement also provides that the NBC affiliation for both the radio and TV stations must be continued in order for the sale to be consummated.

No personnel changes are contemplated, according to a Time Inc. statement. The firm also stated that Mr. Fox will continue in an advisory role. It is understood he will receive a $100,000 consulting fee over a several year period. KDYL executives include John M. Baldwin, vice president and technical director; George A. Provotl, commercial manager; Dan Rainer, program director; E. J. Drucker, sales director; and Connie Eckhardt, film buyer.

Time Inc. bought KOB-AM-TV from T. M. Pepperday, publisher of the Albuquerque Journal, last year for $900,000 [B*T, May 28, 1952]. New Mexico properties are jointly owned by Time Inc. and Mr. Coy. Mr. Coy is also radio-TV consultant to Time Inc. KOB-TV is due to begin construction soon of a new transmitter atop Sandia Mt., 11,500 ft. above sea level.

Time and Life have participated in radio and television operations for many years. A dollar gets a lot more. Ask your Petry man.
television for many years as sponsors and as producers. Time Inc.'s March of Time produced last year's Crusade in Europe and the new current Crusade in the Pacific, and also produces a half-hour news documentary shown weekly by many stations.

Forty-three-year-old "Ben" Larson began his career in radio in 1927 at the age of 16 at KDYL. Two years later he was named KDYL program director. In 1929 he moved to NBC New York as a producer-director. While with NBC, Larson was responsible for the Damrosch music series, Ed Wynne's Fire Chief show, Chase & Sanborn hour, Rudy Vallee's show, and many others. In 1934, Mr. Larson joined the Joseph Katz agency and for the next eight years worked with that agency, Ruthrauff & Ryan and Young & Rubicam. In 1942 he took over management of Washington's WWDG, in which he was a part owner. In 1945 he became manager of Philadelphia's WPEN and two years later vice president in charge of television for the Philadelphia Bulletin's WCAU-TV. He became manager of WPIX, owned by the New York News, in 1950.

Navy Trip for Station Men

Nine men representing Kansas radio stations spent the weekend in Pensacola, Fla., on a "news media cruise" to check the Navy aviation cadet training program there. They were Ray Jensen, KSAL Salina; Bob Schmidt, KAYS Hays; Fred Conger, WREN Topeka; Archie Taylor, KANS Wichita; Hale Bondurant, KFBI Wichita; Bob Wells, KIUL Garden City; Wendell Elliott, KGNO Dodge City; Hilton Hodges, WIBV Topeka, and William Sutherland, KCKN Kansas City.

New WEMP-FM Frequency

WEMP-FM Milwaukee on March 29 switched to its new frequency, Ch. 227 at 93.5 mc, and this month expects to increase its effective radiated power from 35 to 50 kw and install a new antenna, the station reported last week.

Station Sales Recap

Sale of KDYL-AM-FM-TV Salt Lake City to Time Inc. and G. Bennett Larson for $2.1 million brings to three the number of TV station sales pending FCC approval. Last February Westinghouse Radio Stations bought WPTZ (TV) Philadelphia for highest price ever paid for a single broadcast property, $8.5 million ($B*, Feb. 23). Two weeks ago, Storer Broadcasting Co. bought WBRC-AM-TV Birmingham for $2.4 million ($B*, March 30).

Major station sales since the beginning of 1953 include WBBK (TV) Chicago to CBS for $6 million; KFMB-AM-TV San Diego to Jack D. Wrather and Helen Marie Alvarez for $3.15 million; WMBR-AM-FM-TV Jacksonville to Washington (D.C.) Port (WTOP-AM-FM-TV) for $2.47 million; WLTV (TV) Atlanta to Crosley Broadcasting Corp. for $1.5 million, and WTVN (TV) Columbus, Ohio to Radio Cincinnati Inc. (WKRC-AM-FM-TV) for $1.5 million.

NY Radio Executive Nominees

JAMES M. GAINES, vice president, General Teleradio Inc. in charge of WOR and WOR-TV New York, is the official nominee for president of the Radio & Television Executives Society for 1953-54. Other officers proposed by nominating committee, whose choices are tantamount to election, are: First vice president, George S. Shupert, United Artists Corp.; second vice president, Robert Burton, BMI; secretary, Claude Barriere; treasurer, Joseph A. McDonald, NBC.

Katz TV Markets Report

THE KATZ AGENCY, station representation firm, has issued its "TV Spot Advertising Cost Summary No. 13," covering 95 TV markets and showing for each the highest one-time rate in one-minute, half-hour and hour units, day and night. Markets are arranged in groups of 10, according to the number of sets, and totals and averages are shown for successive groups of 10 markets (first 10, first 20, etc.).

WWLP (TV) Joins AT&T Link

WWLP (TV) Springfield, Mass., has been connected to the intercity TV network facilities of AT&T with the opening of a new microwave link to that city from an intermediate station on the New York-Boston radio relay system, AT&T reported. This makes network programs available to 124 TV stations in 79 cities.

WKBV's New Building Starts

CONSTRUCTION will begin immediately on a new building for WKBV Richmond, Ind., according to general manager Luster G. Spencer. Plans call for erection of a 460-foot tower and antenna on a tract west of the city limits. The station is now in the Leland Hotel Bldg. Studios, offices and transmitter will be at the new site.
SPONSORSHIP by Jacob Ruppert Brewery (Knickerbocker beer) of an 11 p.m.-midnight Monday-through-Friday Broadway production type show on WABC-TV (ABC) New York beginning April 27 is signed by (l to r) Robert E. Kintner, ABC president; Fred M. Linder, Ruppert president, and Milton H. Blow, board chairman, Biow Co. Adv. ABC describes contract as the biggest slice of local TV time ever bought by a single sponsor. [B*T, March 16].

Hurleigh Re-elected Chairman Of Chicago Unlimited

ROBERT F. HURLEIGH, WGN-AM-TV Chicago, was re-elected chairman of Chicago Unlimited at its first annual membership meeting recently. Others re-elected were Sterling C. Quinlan, WBKB (TV), vice chairman, and John Weigel, announcer, secretary. Members discussed objectives of the organization since its formation last fall, including ways and means of bringing more talent, radio-TV originations and advertising business to Chicago. Plans were announced for a spring masquerade ball, to be held April 24.

KLX Increases Power To 5 kw Fulltime

POWER of KLX Oakland, Calif., has been increased 500 times to 5 kw. Station claims it is now the only independent outlet in the Bay Area broadcasting with this signal strength day and night. Power hike followed an increase in population along the eastern side of the bay, reports Milton L. Levy, station manager. Two 370-foot towers stand on pilings 17 feet above the water, and are sunk 60 feet into the bay. Site was chosen to provide a salt water ground system, Mr. Levy says.

Fast Play

TRANSFER of Boston Braves to Milwaukee was followed in fast order by a big league baseball schedule on WEMP-AM-FM Milwaukee. Station made hurried arrangements to carry play-by-play reports of all afternoon and weekday evening exhibition games of the Milwaukee Braves starting March 22. Daytime commentary, handled by Earl Gillespie, Milwaukee sportscaster, is replayed each week night at 8 during the entire exhibition schedule, which continues through April 12. (Also see roundup of baseball sponsorships, page 31)

day or night you corral

200,000 memphis and Mid-South TV Homes

when you buy...

"Your TV Shopper"

Here are household hints and shoppers' specials wrapped in a bright and breezy package for housewives in the morning. The show features Olivia Browne, well-known Memphis TV emcee, and WMCT's own Wilson Northcross. It's loaded with "sell."

Monday thru Friday 9:30 A.M.

"Berl Olswanger Show"

"The casual touch. That's the charm of the Berl Olswanger show. Flanked by the lovely Ol'swingers, Berl mixes pop tunes by these three pert chicks, together with his inimitable piano interludes and the restrained Olswanger humor. It's a natural for easy listening and viewing."

Monday thru Friday 5 P. M.
PEPSI-COLA TOAST is offered by representatives of WINZ Miami, Fla., and Pepsi president Hal Pelton on the occasion of the soft-drink company's signing of a contract for Sunday 8 a.m.-5 p.m. time for one year on the Florida station. After eight weeks of the show Pepsi announced a 44% boost in sales in the Miami area. Under the umbrella are (1 to r): Rex Rowd, WINZ president and general manager; Hal Pelton; Bob Vemm, Hocek Advertising Agency, Miami, and B. Nealy, WINZ sales manager.

1 Vhf, 4 Uhf Transmitters Shipped by RCA in 10 days

ONE vhf and four uhf transmitters were shipped by RCA within the last ten days.

The vhf transmitter, a 2 kw unit, was sent to KROC-TV Rochester, N. Y., vhf Ch. 10. RCA said a 12-bay superturnstile antenna, now being assembled at the RCA plant in Camden, N. J., will be shipped to KROC-TV this month. The antenna will multiply the signal strength of the station about 15 times, so the effective radiated power will be about 25 kw, RCA reported.

Uhf transmitters were sent to WKJF-TV Pittsburgh, Pa., assigned uhf Ch. 53, owned by Mrs. Agnes J. Reeves Greer and expected to begin operations in May; KMJ-TV Fresno, Calif., uhf Ch. 24, owned by the McClatchy Broadcasting Co., also expected to begin operating in May; WSN-TV St. Petersburg, Fla., uhf Ch. 38, owned by the City of St. Petersburg and aiming for a May start, and WHIZ-TV Zanesville, Ohio, uhf Ch. 50, owned by Southeastern Ohio Broadcasting System Inc. and expected to begin this month.

WFMF-FM Rites

WHAT was described as probably the "first formal FM radio wake" was held last Tuesday from 8-9 p.m. EST for WFMF-FM Lafayette, Ind., which ceased operation at that time. The "funeral" program included an improvised "coffin" containing the station's amplifier tube, the playing of appropriate music and final rites by a WFMF salesman. Meanwhile WFMF-TV, which will operate on Ch. 59, will start test patterns on April 19 and is expected to begin full-time programming about May 1.

WFMF (FM) Ceases Operation

WFMF (FM) Greensboro, N. C., owned by the Greensboro News Co., will cease operation April 19, the station reported last week. It is the only FM station in that city. WFMF was established in 1948 and is assigned Class B Ch. 247 (97.3 mc) with effective radiated power of 34 kw. WFMF-TV will continue operation under the Greensboro News Co. ownership, it was reported. WFMF-TV, which went on the air in late 1949, is assigned uhf Ch. 2. Gaines Kelley is general manager.

Court Case Argued

GORRY double-murder case, which made headlines in Omaha for two weeks, was aired via short wave directly from the courtroom by KFAB and its featured newscaster, Hugh McCoy. Mr. McCoy, who received permission from the judge in a "precedent setting" decision, reported all two and one-half hours of the murder trial via a microphone strung through a window from KFAB's mobile transmitter unit. His description was tape-recorded for reference, and his report re-written into news bulletins at the station.

KDUB-TV's New Studios To be Opened Thursday

FORMAL opening of new studios of KDUB-TV Lubbock, Tex., will take place Thursday. Opening ceremonies will follow a dinner at the Country Club for industry representatives. W. D. (Dub) Rogers Jr., president and general manager, said KDUB-TV is the first TV station to be located in a secondary market. KDUB-TV began operating Nov. 13, 1952, on uhf Ch. 13. It is affiliated with CBS-TV and DuMont and is represented by Avery-Knodel.

GE Ships 2 12-kw, 3 100-w Transmitters, 35-kw Amplifiers

WITHIN the last fortnight, General Electric has shipped two 12 kw uhf transmitters, two 35 kw amplifiers for existing vhf stations and three 100 w uhf transmitters.

The 12 kw transmitters were shipped to WHYN-TV Holyoke, Mass., uhf Ch. 55, on March 25, and to WKAB-TV Mobile, Ala., uhf Ch. 48, on April 1.

The 100 w transmitters were sent to WOBI-TV Scranton, Pa., uhf Ch. 22, on March 25; KRTV (TV) Little Rock, Ark., uhf Ch. 17, on March 25, and to WEEU-TV Reading, Pa., uhf Ch. 33, on March 27.

GE's 35 kw amplifiers were sent to KRLD-TV Dallas, Tex., on April 2, and WSYS-TV Syracuse, N. Y., on March 26.

19 Stations Add KBS

KEYSTONE Broadcasting System last Wednesday reported the addition of 19 new stations since Jan. 1, bringing its total of affiliates to 643. Edwin R. Peterson, KBS vice president, predicted Keystone will have some 700 affiliates by next January. List of new affiliates since the first of the year follows:


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KGUL-TV Names Hunt

APPOINTMENT of Leslie Hunt as Houston representative of the new KGUL-TV Galveston, Tex., was announced last week. Mr. Hunt is headquartered at the Bermac Bldg., 401 San Jacinto, Houston. Phone number is Linden 1617. KGUL-TV, operating on uhf Ch. 11, went on the air March 22 [B*T, March 29].

DISTANCE of freak pickup on TV set in Fitchburg, Mass., of Comedy Carnival on WLWC (TV) Columbus, Ohio, is measured at 719 miles by Charles Sloan (II), chief engineer, and Lyn Ballard, of Carnival show.
Television's Finest
PORTABLE CAMERA MOUNT
for Complete Mobility

HOUSTON-FEARLESS ALL-METAL TRIPOD
Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD
Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY
Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

The HOUSTON FEARLESS Corporation
"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.

MAIL TODAY

Please send catalogs on □ Friction Head □ Tripod
□ Tripod dolly □ Panoram dolly □ TV Cranes
□ Camera pedestals □ Film Processors □ Remote
cord control parabola.

Name
Station or firm
Address
City □ Zone □ State

April 6, 1953 • Page 69
Stations Draw Response On Bond Drive Programs

RADIO pickups of Washington ceremonies in which Mary Pickford opened a Defense-Bond Month campaign brought wide response, according to Ed Linehan, chief of the Advertising Section of the Treasury’s Savings Bond Division.

Mr. Linehan told BROADCASTING that large numbers of persons told Miss Pickford in Washington they had heard her Monday broadcasts, taped by NBC and MBS. Television, too, drew response to Miss Pickford, who is touring the nation at her own expense on behalf of the bond drive.

In Washington Miss Pickford re-enacted on the Capitol steps the opening of a Liberty Bond drive 35 years ago in World War I. Speaker Joseph Martin (R-Mass.) took part in the ceremony. Miss Pickford appeared in Los Angeles, Chicago and New York prior to formal inauguration of the current campaign.

Over 2,500 radio stations are carrying Guest Star transcriptions for the bond drive every week, according to Mr. Linehan. All TV stations are cooperating.

Worden Heart Victim

RALPH P. WORDEN, pioneer radio newscaster, announcer and executive at WAGAR and other Cleveland radio stations, died March 31 in Berea Community Hospital following a heart attack. He was 58. Before retiring nearly two years ago, Mr. Worden was public affairs director at WAGAR, where he had been news director for the previous decade. Mr. Worden instituted radio newscasts on WHK Cleveland and the former WJAY. Mr. Worden was radio editor of the Cleveland News for several years during the 1920s, instructing early "hams" how to build radio sets.

WBBM AM-TV Names Wiley

CHARLES (CHUCK) WILEY, special events director at WBBM-AM Chicago, has been appointed public relations director at WBBM and WBBM-TV that city. He will continue his production duties.

Miller to Direct WWVA; Myers, Hofmann Promoted

MANAGEMENT realignment at WWVA Wheeling, 50-kw CBS outlet licensed to Storer Broadcasting Co., elevates Paul J. Miller to managing director, Paul A. Myers to assistant managing director and Andrew Hofmann to local commercial manager, William E. Rine, vice president in charge of Storer’s Northern Districts, announced last week.

Mr. Miller, who joined WWVA in 1931 as an announcer and later became production manager, has served as assistant managing director under Mr. Rine, until recently WWVA managing director, since 1946. He is married to the former Vivian MacDonald.

Mr. Myers joined WWVA in 1931 as an entertainer and musician. Later he became a commercial representative and became program director upon returning from Navy service in 1946.

Mr. Hofmann has been a WWVA sales representative since joining the station in 1949. He is married to the former Paula Paur.

Webb to WLOK-AM-TV Sales From WJW Post

APPOINTMENT of Lawrence Webb, vice president and treasurer of WJW Cleveland, as national sales manager of WLOK-AM-TV Lima, Ohio, was announced last week by Robert O. Runnstrom, executive vice president of WLOK-AM-TV. Operations are scheduled to begin at WLOK-TV April 15.

Mr. Webb served WJW 13 years except for four World War II years in the Coast Guard. He began at WJW as an auditor and was elected treasurer in 1946 and a vice president in 1950.

Gamblers De-Iced

LEADERS in one of the biggest gambling raids in Colorado history appeared on television to outline the “hows” of the gang barons to Denver audiences. Max Goldberg, writer of the “Side Street” column in the Denver Post for six years and moderator on KBTY’s On the Spot, interviewed the arresting officers. District Attorney George Priest and Chief Investigator Louis Hawley, with the aid of a pool table as a prop, the men demonstrated how the dice game of bar-buit was rigged in favor of the house. The show is aired weekly as a half-hour public service feature.
Evans Newly-Elected to KGMB-AM-TV, KHBC Board

C. RICHARD EVANS has been newly-elected to the board of directors, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo, both Hawaii), according to J. Howard Worrall, firm's president.

A veteran of the broadcast field—he started in the business 27 years ago, Mr. Evans is vice president and general manager of the stations. He is formerly vice president and general manager of KSL-AM-TV Salt Lake City. In September 1952, he was invited to be TV consultant to Hawaiian Broadcasting and was commissioned to buy necessary equipment to put KGMB-TV on the air. A month later, Mr. Evans engineered construction of the station and was appointed to his present post. Station began operations in December 1952.

Confusion in Profusion

FOR WEEKS after KTNT-TV Tacoma first put its test pattern on the air in February, radio dealers and the FCC received numerous phone calls from confused televisioners. Reason: The harmonic of KISW-FM Seattle falls in the picture channel of KTNT, and causes a herring-bone pattern on the TV screen. KISW is working to eliminate the interference, station officials reported. Meanwhile, viewers of KTNT's Channel 11 have had afternoons and evenings of fine classical music emanating from their receivers.

One Thursday evening, a woman described by KISW executives as "angelic-faced" appeared on the KTNT screen and began speaking to the viewers. People tuned to the station heard a male voice discussing the art of selecting and drinking wines. It was Frank Schoonmaker, whose News from the Wine Country was on KISW-FM.

This is Mr. L. E. Paul

This is what he says

"The Lawrence Electric Company (construction supply firm of which he is president) is pleased to record satisfaction with results obtained from sponsorship of Fulton Lewis, Jr. on WTRF, Bellaire, Ohio. Customers stop us on the street to thank us for sponsoring the program. Others comment favorably while making purchases. Still others have switched to us because we helped return Fulton Lewis, Jr. to the local airways."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 864 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
6 NEW TV OUTLETS MAKE THEIR BOWS

Total number of commercial TV stations now 154 of which 46 are post-freeze outlets. Several new ones plan operations shortly.

WITH six more outlets either on or due on the air last week, the total number of operating commercial television stations today (Monday) stands at 154 (excluding Mexican stations).

Of this number, 46 are post-freeze outlets, 27 vhf and 19 uhf.

Beginning operations last week were KVTW (TV) Sioux City, Iowa, vhf Ch. 9; WICC-TV Bridgeport, Conn., uhf Ch. 43; KCJB-TV Minot, N. D., vhf Ch. 13; KFD-TV Amarillo, Tex., vhf Ch. 10, and WLEV-TV Bethlehem, Pa. WKST-TV New Castle, Pa., which also is said to serve Youngstown, Ohio, and Pittsburgh, was due on the air over the weekend.

Two stations hoping for an early April start have had to revise their target date estimates: KELO-TV Sioux Falls, S. D., vhf Ch. 11, now is aiming for April 29, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, hopes to begin April 12.

Sam Townsend, president of WKST-TV New Castle, said weather continued to delay start of his station but it appeared the outlet would begin over last weekend.

Mr. Townsend said WKST-TV is the second station to receive an RCA offset-fed uhf antenna, but will be the first station on the air with one. He said the new antenna eliminates dead spots and is 7% more efficient than the former uhf antennas. The New Castle station also has the second RCA double vertical disc slide projector, which allows instantaneous changes of slides electronically, Mr. Townsend said.

At last report, KRTV (TV) Little Rock, Ark., uhf Ch. 17, was to begin operations yesterday.

Due to go on the air within the next two or three days is WCOW-TV Montgomery, Ala., uhf Ch. 9.

WFAB-TV Baton Rouge, La., uhf Ch. 28, with pick and shovel, KVEC-TV San Luis Obispo, Calif.'s Station Manager Las Hacker (I) and Commercial Manager Jack Wasson break ground March 18 for the new station's site, located north of the city. Tentative date for programming to start is May 8, which is the 16th anniversary of KVEC-AM.

WITH plans to start tomorrow (Tuesday).

Several grantees, in addition to KELO-TV and KFDX-TV, hope to get started during the second two weeks of April. Included in this group are:

WCOS-TV Columbia, S. C., uhf Ch. 25; WEEU-TV Reading, Pa., uhf Ch. 33; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23; WHPT-TV Harrisburg, Pa., uhf Ch. 55; WKNX-TV Saginaw, Mich., uhf Ch. 57; WLBK-TV Muncie, Ind., uhf Ch. 49; WLOK-TV Lima, Ohio, uhf Ch. 73; WTVO (TV) Rockford, Ill., uhf Ch. 39; KTTL-TV Mass, Ariz., and KCBP-TV Lubbock, Tex.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, probably will begin "very shortly," according to J. L. Stackhouse, publisher of the Easton (Pa.) Express. WGLV (TV) permittee. He said the first 5 kw transmitter built by DuMont is on its way to the station. The first uhf antenna of its kind, made by Workshop Assoc., Boston, which is designed to avoid low or dead spots, will boost the output to 100 kw effective radiated power visual. Mr. Stackhouse reported.

An RCA microwave relay, which has a receiving station atop Pattenburg Mt., N. J., within line-of-sight of the Empire State Blimp, will retransmit TV programs to the WGLV (TV) transmitter site, which is within line-of-sight from Pattenburg Mt., Mr. Stackhouse said. The WGLV (TV) antenna is 1,485 ft. above sea level. The station will be an ABC-TV affiliate.

Newest Grantees in First Stage Of Planning New Operations

THOUGH most of last week's television grantees had not formulated definite plans by last Thursday, at least one permittee hopes to be on the air by the fall.

Mort Silverman, manager of the CKG-TV Co., uhf Ch. 26 grantees in New Orleans, said that a fall start was contemplated, contingent upon delivery of General Electric equipment. Mr. Silverman, who is general manager of WMYV New Orleans, told Broadcasting that the new uhf station will be represented by Gill-Penna. Network affiliation has not yet been negotiated.

Jules J. Paglin and Stanley W. Ray Jr., co-managers of WBOK New Orleans and participants in Community Television Corp. there, uhf Ch. 32 grantees, said that a meeting of the corporation board of directors and of the 17 stockholders—all prominent New Orleans businessmen—would be called promptly to devise plans.

Messrs. Paglin and Ray said that no target date had yet been set. DuMont equipment is specified. Network negotiations have not yet been entered into, they said, and no decision has been reached as to national representative.

Bob Wolffenden, executive vice president and general manager of WMEV-Tv Marion, Va., advised B&T that plans are yet to be set. He reported that "equipment is to be selected, networks to be seen... Donald Cooke is national representative for both AM and TV."

Fred Stoye, treasurer and general manager of Las Vegas (Nev.) Television Inc., uhf Ch. 8 grantees which received its permit March 19, said that the start date is contemplated within 30 to 90 days. National representation will be handled by Weed TV. GE equipment is being ordered. No arrangements have yet

Radio-TV Serve Syracuse

WHEN strikes halted Syracuse's two newspapers, the Post-Standard and the Journal-Herald, radio and TV were called upon by the S. I. Newhouse interests, which own the two papers, as well as WSYR and WSYR-TV. A populace, cut off from its newspapers, turned to these two stations plus WAGE, WBFL, WHEN (TV), WNDR-AM-FM and WOLF for news service.

WSYR reported to B&T that it ran 17 extra newscasts along with those regularly scheduled and, in addition, gave "on the air" editions covering local, national and international news, weather, stock market reports, funnies and extra ads. WSYR-TV signed on an hour earlier and throughout the day stressed features and news ordinarily presented by the struck newspapers. Stations indicated Friday that the won't continue such service for the duration of the strike.

GUESTS at the opening of KPRC-AM-TV Houston's radio-television center [B&T, March 30] are shown with hosts Gov. William P. Hobby, president, the Houston Post Co., licensee of KPRC, and Jack Harris, vice president and general manager. They are (l to r, seated) Harry Bannister, NBC vice president in charge of station relations; Mrs. Harris; Mrs. Hugh Hafff; Gov. Hobby; Mrs. James Moroney, and Mr. Moroney of the Dallas Morning News (WFAA Dallas). Standing are Edward Petry of Edward Petry & Co., station representative firm; Hugh Nolf, president, WOAI San Antonio; George Croston, general manager, WBAP Fort Worth; Mr. Harris; Harold Hough, director, WBAP; Martin Campbell, general manager, WFAA; Ogden Knapp, NBC, and Ralph Nimmons, station manager, WFAA.
been made for network affiliation.

Ralph Atlass, president of Johnson-Kennedy Radio Corp., Chicago, told BT that no target date has been set for WIND-TV, uhf Ch. 20 grantees. He said the date depends on how soon equipment can be delivered. He said that network affiliation was not contemplated and that the station will concentrate on local programming. Ralph Atlass said H. Leslie Atlass, CBS vice president and general manager of WBBM-AM-TV Chicago, will divest himself of 20% interest in WIND-TV within 60 days in accordance with the FCC proviso which accompanied the March 19 grant.

WIND-TV will maintain studios and transmitter in the Chicago Daily News building and also will have space in the Wrigley Buld. Ralph Atlass said the first year operating cost is estimated at more than $925,000.

KSD-TV, WJAR-TV Plan To Up Power Within Month

POWER increases for two more pre-freeze stations are scheduled to take effect within the next month.

KSD-TV St. Louis, Mo., and WJAR-TV Providence, R. I., are both installing new antennas, already having received the amplifying equipment. At the time of its power boost, WJAR-TV also will change from vhf Ch. 11 to vhf Ch. 10.

KSD-TV, operating on vhf Ch. 5, is replacing its three-bay antenna with a six-bay antenna, and will increase effective radiated power from 16 kw to 100 kw visual.

WJAR-TV will step up its effective radiated power from 30 kw to 200 kw visual. Its six-bay antenna is being replaced with a 12-bay superturnstile antenna. The antenna height above average terrain will be increased from 720 ft. to 734 ft.

Truman Brizee Dies

TRUMAN BRIZEE, 48, WHAM-TV Rochester sales manager, died in New York Wednesday after a long illness. He joined WHAM in 1937 as salesman, became promotion and publicity director in 1943, sales manager in 1947 and assumed the WHAM-TV position in 1949. Survivors are his wife, the former Marguerite Unterborn, seven children and his parents.
George E. (Ed) Zimmerman, Former KARK Official, Dies

FUNERAL services were held last Monday for George E. (Ed) Zimmerman, 61, former vice president and general manager of KARK Little Rock and Southwest radio pioneer, after his death the previous day in that city.

Associated with KARK from 1936, Mr. Zimmerman retired in 1950 because of ill health. He began his radio career in the Army Signal Corps in World War I and was a staff official of WFAA Dallas, when he supervised installation of equipment at KFDM Beaumont and KPRC Houston. Later he was a member of NBC's public relations department, which he left in 1936 to join KARK.

A member of the Little Rock Bodies of the Scottish Rite Masons and the Scimitar Shrine Temple, he also belonged to the Little Rock Chamber of Commerce, American Legion, Rotary Club and Little Rock Club.

Survivors are his wife, Mrs. Lillian Grasby Zimmerman, and a brother, W. C. Zimmerman, Dallas.

WABI-AM-TV Staff Functions Are Tailored to Growth

NEW organizational plan for WABI-AM-TV Bangor, Me., was announced last Monday by Murray Carpenter, general manager-treasurer.

Commenting that “it is quite likely that our staff will double in size in the very near future,” Mr. Carpenter said WABI plans to open its TV station to a “full-time operation.”

Under the new setup, Lee Gorman Jr., WABIA-AM-TV general sales manager, has been moved to the position of general business manager for both stations. Walter L. Dickson, former chief engineer, now is technical operations manager for radio-TV.

Bronson’s New Duties

Richard B. Bronson, former radio program director, assumes the same duties in television, with Robert H. Patten succeeding him in radio. Other appointments: Milton Chapman, radio sales manager; Johnny McRae, chief announcer, and Robert McCausland, assistant TV sales manager.

REPRESENTATIVES

Raymond H. McKinney Dies; Everett-McKinney Principal

REQUIEM mass for Raymond Hilary McKinney, 66, veteran advertising representative, was said at the Church of the Resurrection, Rye, N. Y., last Tuesday, following his death March 28 after a long illness.

Mr. McKinney was a stockholder and treasurer of Everett-McKinney Inc., station representation firm, but was active primarily in the newspaper representation field as president of J. P. McKinney & Son, New York.

He was a director of the Gannett newspapers, which his company had represented some 40 years. The Gannett newspapers own a group of radio stations in New York, Connecticut, and Illinois which are among the stations represented by Everett-McKinney.

Survivors include two daughters, Mrs. James D. Black and Miss Jane E. McKinney, of Rye, and a sister, Mrs. James A. Cahill, of Washington.

Shorts

Headley-Reed Co., N. Y., appointed national representative by WORL Boston.


James S. Ayers Co., Atlanta, appointed southeastern representative for WAYS Charlotte, N. C.


Continental Radio Sales appointed national representative for KIMO Independence, Mo.

Avery-Knodel appointed national representative for KTVY-TV Mesa, Ariz.

Everett-McKinney Inc., N. Y., appointed by KSWO-TV Lawton, Okla., as national representative.
CBS Radio Gets Plaudits On Murphy's Rate Stand

FURTHER signs that radio business is on the rise were seen last week as CBS Radio thumbed through congratulatory messages on President Adrian Murphy's announcement that the network expected nightime nighttime rates to hold through the 1953-54 season (B&T, March 30).

Though CBS affiliates reportedly were pleased, at least one rival network raised a question about that part of Mr. Murphy's announcement, which referred to a revised discount structure.

It was learned that Alfred R. Beckman, national director of station relations of ABC, had sent a memorandum to ABC affiliates pointing out that Mr. Murphy had announced that CBS "will afford advertisers for every quarter hour sponsored in the daytime the opportunity of buying a nighttime quarter hour at a quarter of the nighttime network hourly rate."

Mr. Beckman said: "This simply means that CBS daytime advertisers, of which there are many, may now buy evening quarter hours at 25% of the hourly rate less applicable discounts. This obviously reduces the cost of a quarter hour evening time period on CBS Radio by 37 1/2%. Also, an advertiser may put these two quarter hours together back to back so that the half hour automatically becomes a 50% half hour instead of, as heretofore, a 60% half hour. This represents a reduction of 16 2/3%.

Mr. Beckman said that ABC was "studying the effects of this latest move on the part of CBS Radio" and would "report further when we have arrived at definite conclusions."

C. L. McCarthy, president and general manager, KROY, CBS radio affiliate in Sacramento, termed the announcement "most encouraging," and added "the non-network business of this station for the first three months of 1953 is up 34% by comparison with the same period of 1952."

"It has been my opinion," Mr. McCarthy said, "that radio will hold its own despite the frenetic attitude of some advertisers and agency people who have been over-romanced by TV. This news [Mr. Murphy's statement] strengthens my conviction. . . . We sincerely hope your efforts to improve the CBS Radio schedule will be successful and you may count on our full cooperation. . . ."

Vice President and General Manager D. L.

De Gray Named Director Of CBS Radio Station Rel.

EDWARD J. DE GRAY, CBS Radio station relations representative since 1951, has been appointed director of station relations, William A. Schudt, CBS Radio vice president in charge of that division, announced Friday. He succeeds Mr. Schudt, who held the position before his elevation to a vice presidency.

Mr. De Gray joined CBS in 1937 as an accountant and was transferred in 1940 to WBT, then the CBS-owned radio station in Charlotte, N. C. He became assistant general manager of WBT and secretary-treasurer of the Jefferson Standard Broadcasting Co. in 1947.

Provost, Hearst Corp., whose WISN-AM-FM Milwaukee are CBS Radio affiliates, wrote Mr. Murphy that "I consider your report very significant and it is certainly one of the most encouraging messages to be given to our industry in a long time. . . . We have proved in recent months with our operation of WISN in Milwaukee that radio can be sold. We are running ahead both in local and national business over last year and are continuing to book considerable new business."

Ray P. Jordan, WDBJ Roanoke, wired the network: "This move . . . should materially assist in the stabilization of radio rate practices," while O. J. Keller, WTAG Springfield, Ill., said the announcement reflects a "fine job" and "is most welcome news . . . ."

C. Wallace Martin, WMCS Columbia, S. C., found it "certainly reassuring to learn of CBS Radio's strong faith in the future of our medium." Paul R. Bartlett, KFRE Fresno, said the announcement was "good news indeed" and "proves that Columbia is doing the job."

NBC Names Engle, Hughes

APPOINTMENTS of Thaine Engle as supervisor of television audience promotion and of Ridgway Hughes as manager of sales promotion for radio and television for NBC were announced last week by Jacob A. Evans, NBC director of advertising and promotion.

Mr. Engle joins NBC from WBAP Fort Worth.

Mr. Hughes resigned as promotion manager of McCall's Better Living magazine.
THREE HAPPY PEOPLE celebrate NBC-TV's 100th affiliate, KELO-TV Sioux Falls, S. D. The century marker was sealed when Joe Floyd (e), KELO-TV president, signed contract.

Networks Reveal New Plans For Coronation TV Coverage

FURTHER details of network plans for TV coverage of the coronation of Queen Elizabeth II in London June 2 were revealed last week, tied to the plans of British Royal Air Force bombers to make two flights delivering BBC films for use here on a "pool" basis [B&T, March 30, Feb. 23].

ABC-TV, CBS-TV, NBC-TV and DuMont all scheduled showings of the BBC films at 6 p.m. EDT on Coronation Day, plus late-evening showings or films delivered by the second RAF flight. The networks also are planning their own film coverage to augment that provided by BBC.

The early-evening showings of ABC-TV and NBC-TV are slated at 6-7 p.m. EDT. CBS-TV's is scheduled to start at 6 p.m., but running time was not disclosed. Late-evening presentations were set, in some cases tentatively, at 9-10 p.m. on ABC-TV, 10:30 to midnight on NBC-TV, and 11 p.m. to midnight on CBS-TV.

Additionally, CBS-TV plans to go on the air at 5:30 a.m. on Coronation Day with film clips from New York and direct pickup of audio portions from London. Similarly, ABC-TV tentatively has scheduled a June 2 morning telecast at 8-9 a.m. NBC-TV said it would make known its other plans "soon."

DuMont will show the coronation films from 6-7:30 p.m. The network also plans a repeat telecast after 10 p.m.

General Motors is sponsoring NBC's coverage, both radio and TV, and Willys-Overland Motors is sponsoring that of CBS-TV and CBS Radio. ABC has signed Pepperell Mfg. Co. for its radio coverage.

ABC-TV Adds Three

ADDITION of three new television stations to ABC-TV network, bringing the total to 161, was announced Thursday by Alfred R. Beckman, national director of the ABC station relations department. New affiliates, effective on or about April 15, are: WGLV (TV) Easton, Pa., owned by the Easton Publishing Co., which will operate on Ch. 57, with Nelson Roundley as manager (station also is affiliating with DuMont); WLCB-TV Muncie, Ind., owned by Tri-City Radio Corp., Ch. 49, W. F. Craig, commercial manager, and WCOV-TV Montgomery, Ala., owned by Capitol Broadcasting Co., Ch. 20, Hugh H. Smith, general manager.

WABC-TV New Power Debut Coincides With 'Album' Bow

ABC announced last week that its New York key television station, WABC-TV, next Sunday will become "the first top market major network-owned station to adopt superpower video."

The change, boosting WABC-TV's effective radiated power from 16 kw to 80 kw through the installation of a new General Electric 25 kw amplifier, will be made coincident with the debut of ABC-TV's ambitious new half-hour ABC Album series at 7:30 p.m. EST April 12.

Power increase is one of a series planned for all ABC-owned TV stations in a $2 million project [B&T, Feb. 23].

Frank Marx, ABC vice president in charge of engineering, said the WABC-TV power boost will increase the station's coverage range from its present 55 miles to more than 65 miles, and improve reception within the present range.

Similar increases are planned for the four other ABC-owned TV stations under the $2 million program, with 25 kw amplifiers to be installed at KECA-TV Los Angeles in May and at WBKB (TV) Chicago, WXYZ-TV Detroit, and KGO-TV San Francisco by mid-summer.

Second phase of the program calls for installation of new, specially designed antennas at the five stations, while the project will be completed with installation of new General Electric 30 kw transmitters at all the stations by fall, 1954.

DuMont Has 105 Stations

SIGNING of 31st DuMont affiliate since lifting of TV freeze last July 1 was reported by Elmore B. Lyford, DuMont Television Network's director of station relations. He listed total affiliates at 105.

Seven new stations to be added were listed by Mr. Lyford as follows:

KRIT (TV) Little Rock, owned by Little Rock Telecasters Inc., scheduled to begin operations on Ch. 17 on May 1; WSCC-TV Charleston, S. C., owned by WSCC Inc., Ch. 3, May 1; WRUB-TV Buffalo, owned by Chauncey Best, Corp., Ch. 12, June 12; WPTV (TV) Duuth- Superior, owned by Great Plains Television Properties, Ch. 53, May 1; WATF-TV Waterloo, owned by WATF Inc., Ch. 53, July 1; KWFT-TV Wichita Falls, Tex., owned by Wichita Falls Television Inc., Ch. 3, June 1, and WYWN-TV Springfield-Bolivar, Mass., owned by Hampden-Hamshire Corp., Ch. 6, March 1, and WYWN-TV Springfield-Bolivar, Mass., owned by Hampden-Hamshire Corp., Ch. 6, May 1.

Klugherz Joins CBS-TV Unit

DAN KLUGHERZ, of the radio-TV department of Young & Rubicam, last week was named manager of film production for CBS-TV, where he will be responsible for supervision of film production activities for network programs.

Norbeck Promotes Bubble Gum

A PROMOTION plan in which pictures of 36 NBC radio and television personalities appear on "trading cards" distributed with NBC Stars' Picture Bubble Gum was announced by the network last week. It was reported some 50 million cards are in the hands of children in NBC radio and TV cities.

In a reciprocal agreement with the Bowman Gum Div. of Haelan Labs, Philadelphia, NBC provided 20-second spot announcements on owned-and-operated radio and TV stations in New York, Washington, Chicago and Cleveland, advising listeners and viewers about the gum. According to NBC, the plan was conceived by Ted Cott, vice president and general manager of WBNC-WNBTT (TV) New York.

THIS POSTER, these men affirm that CBS-TV has signed its 100th network affiliate, KWFT-TV Wichita Falls, Tex. [B&T, March 23]. Herbert V. Akerberg (2d l), CBS-TV vice president in charge of station relations, congratulates Kenyon Brown, president and general manager of KWFT-TV. Participating in the ceremony are Robert Wood (ll), assistant director of station relations, and Frits Snyder (r), CBS-TV station relations director.

Page 76 • April 6, 1953
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A **BETTER** TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas...in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

Make it a point to visit our exhibit at the NARTV Convention.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.
Intermountain Plans Single Rate, New Coverage

SINGLE RATE card and regrouping of affiliates are moves announced by Intermountain Network in a plan to "strengthen the network's position and to assure advertisers of even more concentrated coverage."

Jack Paige, Intermountain executive vice president, states that the network will issue a single rate card for the full broadcast day as part of its process of equalizing rates. The affiliate regrouping is designed to place sales emphasis on 44 stations in the seven-state coverage of the network. Stations affected are in Colorado, New Mexico and Texas.

New coverage maps and data will be released with the completed structure, Mr. Paige stated. Intermountain will continue to be the central feeding point in the Mountain Time Zone for MBS.

Have you heard the latest...

IN BACKGROUND MUSIC?

An atmosphere to relax and enjoy—or the stimulation to work, to think, to play or buy—are the benefits of background music. And background music is now practical anywhere, even beyond the reach of present wired services.

With the announcement of the new AMPEX 450, magnetic tape, musical wonder of a coming era, has become the ideal medium for background music. Hourly cost drops to a new low; quality rises to an all-time high. A wide variety of music for every purpose is now available on pre-recorded tape (see your Ampex distributor). Tape recordings eliminate needle scratch and their fidelity is permanent. They last for any conceivable number of plays.

On the AMPEX 450, up to eight hours of unrepeatable music is available from one 14-inch reel of tape, and fully automatic repetition is available. The troubles and complexities of record changers are eliminated. And the AMPEX 450 requires no standby attention from an operator.

AMPEX background music has a place in your business.

Warner Opens D. C. Office On Radio-TV, Copyright Law

HARRY P. WARNER, formerly associated with the Segal, Smith & Hennessy law firm in Washington, D. C., last Wednesday announced the opening of a law office in that city. Mr. Warner, author of a book, Radio and Television Rights, to be published early next month, will specialize in radio, television, copyright and trademark matters.

Mr. Warner, born in Newark, N. J., June 1913, is an alumnus of the U. of Michigan Law School where he was a Phi Beta Kappa. He was with Segal, Smith & Hennessy and its predecessor since 1936.

During World War II he was in the Army, associated in legal work with the motion picture industry's war and training film production. From 1948-52 he was chairman of the Committee on International Communications for the American Bar Assn. He is a member of ABA, the Federal Communications Bar Assn. and the District of Columbia Bar. He was editor-in-chief of the Federal Communications Bar Journal and now is serving as FCBA's chairman of the publications committee. In 1948-49, his first book, Radio and Television Law, was published. His new office in Washington is located at 916 Evans Bldg., New York Ave.

Resnick Leaves FCC, Sets Up D. C. Law Office

LEO RESNICK, veteran FCC hearing examiner and attorney, resigned from the Commission last week to enter private practice before the administrative agencies of the federal government, specializing in radio-TV and communication law.

Best known as presiding officer in the lengthy Paramount-ABC merger case—in which he recommended a approval of the "marriage" and formation of American Broadcasting-Paramount Theatres Inc., a finding substantially adopted by FCC in its final ruling to grant the merger [BT, Feb. 16]—Mr. Resnick left the quasi-judicial FCC post effective last Friday. For all practical purposes, a hearing examinership is considered a lifetime position.

Mr. Resnick has set up his offices in the Occidental Bldg., 1411 Pennsylvania Ave., N.W., Washington, D.C.

Mr. Resnick joined FCC as an attorney in 1940, subsequently handling matters pertaining to rule-making and allocation proceedings, enforcement cases in the courts, proposed legislation and preliminary conferences to international conventions. He also appeared before congressional subcommittees as an FCC witness. Part of his former FCC work was for Vice Chairman Rosel H. Hyde when the latter was FCC General Counsel, among others.

Named in 1947

When FCC named its first group of hearing examiners in June 1947, following provisions of the Administrative Procedure Act, Mr. Resnick was among the initial 10 appointed to that post. During his tenure, he issued some 50 initial decisions, none of which were reversed by the Commission.

Mr. Resnick served in the Navy from 1943-1945, assigned to administrative work in the research and development branch of the Bureau of Ships Electronics Div. He retains his reserve commission as lieutenant.

A native of McAlester, Okla., Mr. Resnick attended Columbia U., New York, where he received his A.B. in 1934 and LL.B. in 1936. He is a Phi Beta Kappa. As an undergraduate, he was classmate of Presidential Press Secretary James C. Hagerty.
Designed...

For the Audience

WREC performance is designed to build lasting confidence and prestige. Highest quality, diversified programming and community service keep listener-interest alive and active. Result: Latest Standard Audit & Measurement Reports and Hooper Ratings show WREC has a greater audience than ever before!

For the Advertiser

Carrying your message to this alert audience is a sound foundation for any advertising program. WREC delivers the “better half” of both the rural and metropolitan listeners in the 2 billion dollar Memphis Market at rock-bottom costs. (Rates are 10% per thousand listeners lower than in 1946). For maximum results from your advertising dollar, put Memphis No. 1 Station first on your list.
KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

<table>
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<tr>
<th>Time Period</th>
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<td>MONDAY thru FRIDAY</td>
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*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday, Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations nor broadcasting entire reported period are adjusted.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
A radio merchandising story:

**HOW IN-STORE PROMOTION IS PAYING OFF**

BEGINNING OF WPTR Albany's new "Jet-Fire" merchandising plan last Monday was coupled with the announcement that participation contracts have been signed by Saratoga Natural Geyser Water, Bond Bread and Coca-Cola, and that several other national accounts are nearing the closing stage.

WPTR, 50-kw independent with a program format of music, news and sports, is inaugurating "Jet-Fire" in cooperation with the Empire Super Market chain of 36 super markets in the Albany, Schenectady, Troy and upstate New York area. The Empire chain in 1952 recorded retail sales of $25 million, an average of about $750,000 per store.

"Jet-Fire" provides for a one-week preferential display in each of the 36 Empire Super Markets for each local, regional or national advertiser who participates in the merchandising plan a minimum of 13 weeks, according to H. W. Maschmeier, WPTR manager.

Drawing on the slogan, "Jet-Fire is sure-fire merchandising," WPTR provides merchandising cards for store displays of products advertised on the station, each card advertising the product as a "WPTR Jet-Fire item." The cards tie in with the daily Empire Market Basket Show which also began last Monday and which features WPTR disc jockey Pete Stephenson in a music and quiz show. The 1:15-30 p.m. Empire Super Markets show awards gift food certificates redeemable in any of the 36 stores for contestants answering each "Jet-Fire" question.

Currently, salesmen for Weed & Co., WPTR representative, are offering the merchandising plan to national advertisers at a series of timebuyer luncheons at New York's Hotel Roosevelt. Weed representatives are introducing both the WPTR "Jet-Fire" grocery merchandising plan and its companion "JetFire" drug merchandising plan, the latter tieing in with 18 outstanding drug stores in the Albany-Schenectady-Troy area, which WPTR reports is the 31st U.S. market in population.

Participation in either of the "Jet-Fire" plans, Mr. Maschmeier says, may be taken by the sponsor for a certain expenditure in spot announcements, chainbreaks, participations or programs.

"Jet-Fire" advertisers signed to date for the Empire Super Market merchandising plan include: Bond Bread, which has purchased a spot campaign on WPTR, through BBDO, New York; Coca-Cola, which bought WPTR's daily 7:30 a.m. five-minute weather report heard as a portion of the Timekeeper program conducted by Bill Bennett, and Saratoga Natural Geyser Water, which, through Moser & Cotins Agency, Utica, bought the nightly 11 p.m. Tomorrow's Headlines, plus a daily 9 a.m. five-minute newscast on the basis of a 26-week contract.

Is television pricing itself out of the market? Two resounding no's are sounded by Frank Stanton, president of CBS, and Frank White, president of NBC. Page 82.
is

pricing itself

Says Frank Stanton
President CBS

ONE OF the major concerns of the national advertiser today is the question of the trend of television's cost. I would like to examine the problem as critically as I can and to give you what I believe to be an unequivocal and realistic answer.

I would suggest parenthetically that this is the time of the year when rumors that one or two advertisers are reviewing their plans, and are considering dropping their television shows, are quickly blown up into ominous reports of a significant "trend." And so this spring, as in past springs, we encounter reports entitled "Is Television Pricing Itself Out of the Market?"—usually with more of an exclamation point than a question mark at the end.

I want to point out that the question in this form is, in a sense, loaded—at least to the degree that it implies that this is what is actually happening. By being put in the present tense, it is asking and answering itself at the same time. Actually the question really consists of two questions: One, can it be demonstrated that television up to now has been pricing itself out of the market; and, two, is there any evidence that it will price itself out of the market?

Let us look briefly at the first part of the question: Can it be demonstrated that television has up to now been pricing itself out of the market? Perhaps the best measure we have for answering this part of the question is the record of the demand for, and use of, television by advertisers during the last four years—that is, from 1949 through 1952—for which we have total annual estimates of expenditures for time and talent. And here we come face to face with the central and overpowering fact that American business invested $68,400,000 in television in 1949 and over half a billion dollars—actually, $580,100,000—in 1952.

Over half a billion dollars in one year alone! Looking at the question, therefore, from the point of view of advertisers' demand for television, it would seem to indicate that television has not been pricing itself out of the market, and that the magnitude of their investment constitutes an impressive testament of faith in the commercial values of the medium.

The Demand for TV

This extraordinary use of television by industry is obviously related to the demand for television by the American people, and here I cannot refrain from underscoring the astonishing dimensions of this public demand as revealed by the rising curve of set ownership. By the end of 1947, the first year that receivers were produced in quantity, the public owned 200,000 sets; and as of Jan. 1, 1953, some seven years after the birth of commercial television, there were 21,140,000 television sets in use. During January and February of this year, as a matter of fact, 1,460,000 receivers were purchased—a record high for these two months. As of March 1 this year the total national count stands at 22,600,000.

In terms of its acceptance by the American people as an essential part of the equipment of modern life, television has outstripped any other technological development in our history. It took the refrigerator 31 years to achieve this number of units in use; it took the automobile 30 years; and it took radio 13 years before it reached the figure of 21,000,000 sets in use. In some of our major cities there are more homes with television sets than with telephones—and in Chicago, there are more homes with television sets than with bathtubs. And what makes this amazing record of set ownership doubly impressive is that it was achieved during a period when television signals were potentially accessible to only 50% of the population—when the industry had one hand tied behind its back.

But the yardstick of demand—whether by the advertiser or by the public—is only a partial answer to the question of whether or not television has been pricing itself out of the market. Of equal if not greater significance is the internal history of television's costs, which brings me to my central theme, namely, the analysis of this history and a forecast of its future course.

Essentially, the basic fear about the price of television derives from a preoccupation with its total cost. In order to form any realistic judgment of whether or not television—in terms of time, talent and production—is pricing itself out of the market, the point at issue must be television's price-per-thousand-homes. In these terms, television has not been pricing itself up but down.

In 1949, for example, the full-network

(Continued on page 86)
Out of the Market?

No

Says Frank White
President NBC

There is no reason for us to kid ourselves into believing that television is a riddle wrapped up in a mystery . . . and that we can't do anything about it anyway. It was created and has been developed through human intelligence and effort, to serve human needs. The directions it will take in the future . . . the values it will offer . . . will depend in large part on what we do with it. And by we I mean the networks, the stations, the advertisers and their agencies. We have an obligation—not only to each other but to the public as well—to explore every means of bringing the medium to full capacity and to full usefulness.

To do this, we must learn more about television than we know today. And since there is no rule book, we must find our way by trial and error and judgment. So let's look at some of the things we do know about television and some of the patterns that have been shaping up.

First, let's consider some of television's special qualities. One thing we surely know about television is its sensational growth. This growth is the result of two closely related factors—its endless fascination to the public and effectiveness as a sales medium.

Television attracted the public's enthusiasm and has held its interest because it offers something unique. It takes the viewer to the place where a thing is happening, so that he can witness—as if he were there—a comedy, an opera, an atomic explosion, a congressional investigation, a world series game or a great public event like the inauguration of a President or the coronation of a queen.

It is this special eye-witness, on the spot, quality which also makes television such an effective salesman. It not only assembles great audiences for the advertiser but gives him a powerful means of bringing them to the point of purchase. Seeing is believing—and television is the only medium which lets the customer see the product in use, while a sales message drives the point home.

If we understand these special qualities of television, we can build on them. And we will find that service and selling go together like lock and key. As a demonstrator and a salesman, television offers advertising opportunities that haven't even been tapped. As a medium of public service, it presents an even greater challenge. It has already revolutionized show business. But it must continue to go beyond the scope of a show business enterprise. It must reach out more and more toward other areas of human interest, to do the full job it can do. And it must do this as a mass medium which can reach the whole population at once. Otherwise its full value to the nation and to the national advertiser will not be realized.

Big Money, Big Risks

All of these things television can do. But the undertaking is enormous. It requires big organization, big risks and big money. In some countries, this gigantic task is taken over by the government. In our own country, the network organization has been developed to meet the need. Here all the interests come together in balance—never in perfect balance, unfortunately—but through a series of accommodations between stations and networks, and between networks and advertisers. Each of the parties to the relationship supplies something essential to the others. But in the last analysis, it is you—the national advertisers—who support the whole structure and provide the economic base for its growth.

You first became associated with television because it gave you one of the most powerful sales tools in history. In doing so, you also became associated with a social force whose influence goes far beyond salesmanship. And to some degree, you also have become involved in the social responsibility for developing television as an instrument for public good.

Here we have the lock-and-key situation I mentioned before. If television can become a better and broader advertising tool, it will assure itself the revenues it must have for enlarging its service to the public. And as its service to the public is enlarged, it will become an even more influential medium for your advertising use.

Now how can we apply this power to keep the operation going and growing as a sales and service tool? I think we will find an approach in some of the new sales and programming patterns that have been emerging to meet the situation.

The “situation” I'm talking about includes a steady increase in the total dollar cost of buying a program period on a full network. It is also certainly true that the values have been going up much faster than the costs.

As a result, television is the only major national medium whose overall cost-per-thousand has been steadily declining.

(Continued on page 88)

At closed meeting of Assn. of National Advertisers
8 db more

with no increase in noise

It's the new

REG. U.S. PAT. OFF.

SCOTCH

BRAND

Magnetic Tape

High Output

TRADE MARK

- NEW, IMPROVED COATING!
  “Scotch” Brand High-Output Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.

- UNEQUALLED OUTPUT LEVEL!
  Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.

- SPECIAL NEW COLOR!
  This new tape is colored a distinctive grey-green for easy recognition.

“Scotch” Brand No. 120A High-Output Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of High-Output Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made “Scotch” Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of erasability.

Freedom from squealing, cupping and curling is assured thanks to exclusive “Dry Lubrication” feature. High-Output tape is guaranteed 100% splice-free (up to 2400-foot reels).

output
or harmonic distortion!

The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.

This graph shows the 8 db increase in output of High-Output Magnetic Tape No. 120A over No. 111A at any given distortion level. When compared with other brands of magnetic tape, the difference in output is as much as 12 db!

FREE BOOKLET
tells the full story of the tremendous technical possibilities of High-Output Magnetic Tape. Address Dept. BT-43, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

Available now on:
120-AP 1200-foot Professional Reel
120-A 2400-foot on NARTB hub or reel

High-Output and Scotch® TM 3M Co.
price-per-thousand for the average half-hour evening program on CBS Television was $4.74; in 1950 it was $2.96; in 1951, $2.70; in 1952 to the present, $2.39. This declining trend—from $4.74 to $2.39—can be attributed to the increasing saturation of the existing television markets and to the greater coverage which television has been bringing in year by year. In January 1953, CBS Television was making available to the advertiser over 5 million more homes than in October 1951, and was bringing in these additional homes at about 60% of the price-per-home of the previous year. Today, the network television advertiser can buy access to a thousand television homes more cheaply than he has ever been able to do before.

Thus, in the only terms by which television's costs can be validly appraised—namely, those of price-per-thousand—it seems evident that the belief that television has been pricing itself out of the market partakes largely of illusion.

So much for the past. Now, what about the future?

The 100 TV Markets

In considering the future of television costs, it is necessary to lay down certain assumptions. These assumptions concern the future size of the television market at a given point in time. For the purpose of this discussion I am assuming that the network television saturation will be established for the national advertiser when the 100 largest television markets each have at least one station and 90% saturation or a total of 35,000,000 television families.

In order to see what the future shape of the network television market will mean to the price of television advertising, it is necessary to establish the general formula on which station rates in television are now based. This base is $120 per evening half-hour for a circulation of 20,000 homes and provides for a 50% increase in rate for every additional 100% increase in circulation.

Taking the two extremes in size of the new evening television markets, this will mean that the price of television time in the metropolitan markets of 2,000,000 will be about 90 cents per thousand homes for the average evening half-hour as opposed to $1.80 per thousand in markets of 100,000 homes. This pattern of rate-structure leads to two opposing tendencies in the future growth of television. As new television homes appear in new and smaller markets, the price-per-home can be expected to be higher in these markets than in the older, larger markets. On the other hand, as the older markets acquire new television homes and approach 90% saturation, these homes can be delivered at a lower price-per-thousand. The rule of thumb may be described as follows: If it originally required 1 unit of cost to reach a thousand homes in the older markets, it now requires ½ unit of cost to reach each additional thousand homes in these markets, whereas in the new, smaller markets which are emerging in the post-freeze period, it requires 1¼ units of cost to reach a thousand homes.

These opposing trends—the declining price-per-thousand of the older markets and the rising price-per-thousand of the newer markets—tend to offset each other and to stabilize the over-all price-per-thousand for time at a point between the ceiling (of the price-per-thousand) of the new, smaller markets, and the floor (of the price-per-thousand) of the existing, older markets. An important factor helping to keep the price of television down in spite of its extension to new and more expensive markets will be achieved by spreading the production and talent costs over larger potential circulation.

Timetable for Television

Barring certain contingencies which could materially alter the timetable, I believe that these 100 largest markets will all be in operation within one year from now, and that set ownership within these markets will approach the 90% saturation mark within two and a half years, or at some point between 1955 and 1956.

I can visualize at least five factors that may alter this schedule:

1. A world war.
2. A general economic upheaval.
3. Color television. It is difficult to forecast what effect its introduction might have on the time-table of receiver saturation.
4. The question of whether the Federal Communications Commission's approach to the television market will change or remain the same.
5. The recently proposed Bartlett plan for expediting the applications of prospective television licensees which, if adopted, would act as an accelerating factor in television's expansion. This plan provides that where there is more than one applicant for a given channel, the applicants will pool their resources to form a corporation which will then be authorized by the FCC to operate a television station on an interim basis pending the Commission's adjudication of the claims of the various petitioners. When the successful applicant is designated, the marketplace corporations will be dissolved and the station will revert to him. At this point, each of the applicants participates in his share of the profits or losses so far incurred. The plan is designed to cut through the inevitable legal delays attending conflicting applications for licenses and to speed up the construction and operation of new stations.

Barring these contingencies I would place the point when television will reach the 100-largest-market stage at roughly two and a half years from today. (Such a network, incidentally, embraces an area producing 82% of the total retail sales of the country and containing nearly 81% of all U. S. families.)

At this stage it my considered opinion that the price-per-thousand of television in the 100 leading markets will not exceed the price today. In other words, the network television advertiser two and a half years from now will be able to buy access to 35,000,000 television homes in 100 major television markets for the same price-per-thousand that he is paying today for access to 21 million homes in 61 of the pre-freeze markets.

The principal basis for believing that television's price-per-thousand will be stabilized at the current level is that the same principle of interaction which operated prior to the lifting of the freeze will continue to operate. The continually lower cost of bringing in additional homes in the older established markets on the one hand, together with the spreading of program costs over larger numbers of set-owning families on the other, will offset the increasing costs of bringing in homes from the newer new markets.

The continuing introduction of efficiencies in production techniques as exemplified by our new Television City plant in Hollywood, so designed as to maximize the efficient use of manpower and materials and to obtain a factory-type flow of program production will continue to keep production costs down.

If I may recapitulate—it seems to me that the evidence of the past is incontrovertible in demonstrating that television has not been pricing itself out of the market and that realistic estimates for the future indicate that television will not price itself out of the market.

Size of Networks

In considering the future I have selected a network of the 100 largest television markets in order to keep my discussion specific. In doing so I do not mean to say that television will not suddenly stop at the 100th market. Nor did I mean to imply that national advertisers will all use networks of 100 stations. Some will use fewer markets; some will use more.

To go back once more to the beginning, it may strike you as odd that the question of whether television is pricing itself out of the market should arise when the price-per-thousand has been declining so rapidly. I have suggested that the anxiety on this point stems from the increase in the total cost of television as the national audience grows to increasingly great proportions.

For there is no question of the fact that as television continues to deliver large audiences, its cost will still rise. But for advertisers interested in operating a nationwide business, the development of a medium that brings them wider coverage at no increased price-per-thousand must not only make sense, but be thoroughly welcome. If it's a good buy for part of the market, in my judgment, it will represent an even better buy when it offers the same price-per-thousand for the full market. On this basis if the total cost is large, it is because the country is large.
T'NT stands for Tup and Tony—Howard Tupper, left and Tony Carvell, veteran WGY staff announcers who have teamed up to develop an enticing early afternoon show. Here, you see the two among 31 baskets full of drugstore and grocery products advertised over Station WGY. These baskets went to 31 winners in WGY's 31st anniversary contest.

On the air between 1:15 and 2:15 every weekday afternoon, Tup and Tony present a little bit of everything for their thousands of loyal listeners. Phone interviews with shut-ins and the chief of the U. S. Weather Bureau in Albany, taped interviews with interesting residents of the WGY area, human interest stories about other residents, jokes, and plenty of recorded music make up the program.

In spite of rainy weather, over half of the contest winners came to the WGY studios and appeared on T'NT before picking up their coveted prizes. Putting sponsors' products into listeners' homes like this, is just another "extra" enjoyed by WGY advertisers.

Represented by
HENRY I. CHRISTAL CO.
New York
Chicago • San Francisco

STUDIOS IN SCHENECTADY

WGY The Capital of the 17th State
A GENERAL ELECTRIC STATION
WHITE DEFENDS TV COSTS

(Continued from page 83)

the total cost of sponsoring an evening hour for 52 weeks on a full network can run into a 4 to 5 million dollar figure... And a 15-minute daytime strip can cost between 2 and 3 million dollars for 52 weeks.

Figures such as these—for a single advertising operation—can be pretty formidable to all but the biggest-budgeted advertisers, some of whom have many products to sell. With their products they can fully occupy an evening hour and a daytime strip and get maximum value from it.

But for many other national advertisers, the figures I have mentioned are not much in point. They're like quoting the price of a fleet of trucks to a man who can use a Jeep. The problem, then, is to make network television available in smaller sales units so that more advertisers can get the benefits of its effectiveness. And this should be done without chopping the program unit into little pieces. Network television is meeting this problem through different types of shared sponsorships. They cut the cost per client and still give him plenty of advertising pressure.

For example, we have alternating-week sponsorships of an evening hour show like the Montgomery dramas and a half-hour program like the Winchell-Mahoney show. We also have a 90-minute musical comedy revue like the Show of Shows, where a half-hour is shared by three advertisers. You can also list a 15-minute segment once a week in a half-hour daytime strip like Kate Smith. Our two-hour morning show, Today, is sold in 6-minute segments which cost only $3,300—for time, talent, production—everything. By using these opportunities, advertisers have been able to sample the medium, and have come back with really startling success stories that are leading them to use it on a wider basis. This pattern is becoming typical. And the NBC programs I have mentioned are only examples of the flexibility all networks are seeking to develop.

Future Flexibility

Looking toward the future, we may see an expansion of this concept. It would be based on a program structure which would include a number of shows of varied types. Advertisers could buy one or more announcements for one or more weeks. Some of the shows would be scheduled in the morning, some in the afternoon, and some in the evening, and they would be priced around programs sponsored by single clients. With this sort of structure, advertisers could buy as little as a one-time participation in a single show... or as much as every-day exposure in different programs throughout the week on a year-around basis. They could reach selected audience types—young married people, teenagers, women—as well as the general family audience. And they could schedule the volume and type of their television advertising to tie in with special sales, saturation campaigns, seasonal drives or year-round selling.

I think you can see the attraction of such a plan from the advertiser's point of view. Small-budget advertisers would have the same opportunities and uses of television as the individual brands of advertisers who have several products. Large-budget advertisers could get greater exposure and frequency by spreading their advertising across various types of programs and reaching larger cumulative audiences. More opportunities would be able to buy into known circulation values.

This sort of approach could help strengthen the economic base of network television. It could make the medium more useful to advertisers already using it, and it could make it more readily available to hundreds of national advertisers who haven't begun to use. From these source revenue could be developed which is needed to build better shows, develop new techniques and broaden the scope of programming. And for the advertiser who wants it and can afford it, there would still be a range of programs available for individual sponsorships, the identity and prestige values they provide.

There are certainly many problems in working out such an approach. But the potential of the approach is so great that it deserves the most serious consideration on the part of all concerned. We do know that the television of the future cannot be supported by the relatively small group of major advertisers alone. And anything which makes the medium more useful to more advertisers is going to advance the interests of all who want and need a strong national service—the public, the stations, and the advertisers themselves.

Better Commercials

A related question we should examine is how to get more mileage out of the commercial presentation itself—the minute or minutes of time in which you do your selling. These deep waters are just being explored. Presentations which are integrated into some of the most successful series, which cost the same and rate the same... and when we discover that this difference is due largely to the relative effectiveness of the commercials, we have another approach through which advertisers can increase their returns from television. As we pointed out in our report, improving the "rating" of the sales message can be just as profitable as improving the program rating—and it usually can be done more readily at far less cost.

Changing Patterns

Program opportunities and program patterns are changing too. We see network television broadening out beyond the conventional entertainment forms. The lines between public service and entertainment are being washed away. Documentory material, discussions, and selections from the opera, ballet and the classics of literature are integrated into some of the most popular sponsored entertainments, where they reach a mass audience.

Presentations which a few years ago would have been considered as purely "educational," are now taking fully as much advertising time on television as they did in a time when strength on television had to be sold. We have only a few guidelines along the way.

We know that the effective commercial must meet two standards—it must be persuasive and it must be remembered. Stating these objectives is a good deal easier than achieving them. But in our Hofstra research studies, we made some interesting by-product discoveries on the matter.

We found, for example, cases where competing companies, using a network program with about the same costs, were both getting excellent remembrance of the television commercials. But in one case, the advertising produced almost twice as many extra customers as in the other—because it was more persuasive.

We also found that relative program ratings don’t necessarily reflect relative sales effectiveness. There were cases where competing advertisers were getting about the same program ratings, but where one of the programs was developing many more new customers than the other, and conversely there was a case where competing advertisers were getting about the same sales effectiveness from their television programs, although one had a 13 rating and the other had a 23.

To focus industry attention on the matter, we pursued these leads in a pilot study with the Schwerin organization. Although the study barely scratched the surface, it did confirm a number of basic principles of the "do's and don'ts" of television commercials. For example, it documented the increased impact you get when audio and video are used to convey the same thought at the same time. It showed the importance of backing up claims of performance by demonstrating performance in action. It indicated that a few simple points, summarized at the end, are much more effective than a long accumulation of points. It showed situations where a less expensive commercial did a much better job than a more costly one. And it produced some helpful evidence on the right type of personality to use for presenting different types of products.

We've published the results, and there's not much point in going into the details now. But when we find tremendous variations in the selling effectiveness of different programs, which cost the same and rate the same... and when we discover that this difference is due largely to the relative effectiveness of the commercials, we have another approach through which advertisers can increase their returns from television. As we pointed out in our report, improving the "rating" of the sales message can be just as profitable as improving the program rating—and it usually can be done more readily at far less cost.

Page 88 • April 6, 1953

BROADCASTING • TELECASTING
Terrific Growth in KDKA's Late Night Audience

**-BUT NO INCREASE IN TIME COSTS!**

*Party Line*, the mirthful and musical show on KDKA's airwaves before and after midnight, keeps building listenership at a sensational pace!

The Nielsen figures tell the story (weekly cumulative audience, Monday through Saturday):

<table>
<thead>
<tr>
<th>Time</th>
<th>1951</th>
<th>1952</th>
<th>Percent increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 PM</td>
<td>67,000 homes</td>
<td>82,000 homes</td>
<td>22%</td>
</tr>
<tr>
<td>11:45</td>
<td>39,000</td>
<td>60,000</td>
<td>53%</td>
</tr>
<tr>
<td>12:00 mid</td>
<td>50,000</td>
<td>53,000</td>
<td>6%</td>
</tr>
<tr>
<td>12:15 AM</td>
<td>39,000</td>
<td>56,000</td>
<td>43%</td>
</tr>
<tr>
<td>12:30</td>
<td>17,000</td>
<td>53,000</td>
<td>211%</td>
</tr>
<tr>
<td>12:45</td>
<td>11,000</td>
<td>29,000</td>
<td>163%</td>
</tr>
</tbody>
</table>

Yet you can still buy 1-minute announcements or quarter-hour segments on this productive show at the same cost as in 1951. It's the time-buying bargain of the year... in one of the nation's most active and important markets! For details, see Free & Peters.

**KDKA**

**PITTSBURGH**

**50,000 WATTS**

**NBC AFFILIATE**

*Westinghouse Radio Stations Inc*

**WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV**

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
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<th>Time</th>
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<tr>
<td>8:00 PM</td>
<td><strong>ABC</strong></td>
<td>Electric Company [s] <strong>&amp;</strong> Your Are There</td>
<td>11:00 PM</td>
<td><strong>ABC</strong></td>
<td>General Foods Capt. Video</td>
<td><strong>12:00 AM</strong></td>
<td><strong>ABC</strong></td>
<td><strong>12:00 AM</strong></td>
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<tr>
<td>8:15 PM</td>
<td><strong>CBS</strong></td>
<td>Film [s] <strong>&amp;</strong> Your Are There</td>
<td>11:15 PM</td>
<td><strong>CBS</strong></td>
<td>P&amp;G Beulah</td>
<td><strong>12:00 AM</strong></td>
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<td>8:30 PM</td>
<td><strong>DuMont</strong></td>
<td>Film [s] <strong>&amp;</strong> Your Are There</td>
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<td>American Tobacco Co. [s]</td>
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<td><strong>ABC</strong></td>
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</tr>
<tr>
<td>11:45 PM</td>
<td><strong>NBC</strong></td>
<td>Lincoln-Merc [s] <strong>&amp;</strong> Your Are There</td>
<td>12:00 AM</td>
<td><strong>CBS</strong></td>
<td>P&amp;G Beulah</td>
<td><strong>12:00 AM</strong></td>
<td><strong>CBS</strong></td>
<td><strong>12:00 AM</strong></td>
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### Tele-Casting

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<tr>
<th>Time</th>
<th>Network</th>
<th>Title/Program</th>
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<th>Title/Program</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td><strong>ABC</strong></td>
<td>Meet Me At the Zoo</td>
<td>12:00 PM</td>
<td><strong>ABC</strong></td>
<td>Meet Me At the Zoo</td>
<td><strong>12:30 PM</strong></td>
<td><strong>ABC</strong></td>
<td><strong>12:30 PM</strong></td>
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<tr>
<td>9:15 AM</td>
<td><strong>CBS</strong></td>
<td>M-G-M Oldsmobile [s] <strong>&amp;</strong> Your Are There</td>
<td>12:00 PM</td>
<td><strong>CBS</strong></td>
<td>Meet Me At the Zoo</td>
<td><strong>12:30 PM</strong></td>
<td><strong>CBS</strong></td>
<td><strong>12:30 PM</strong></td>
</tr>
<tr>
<td>9:30 AM</td>
<td><strong>DuMont</strong></td>
<td>M-G-M Oldsmobile [s] <strong>&amp;</strong> Your Are There</td>
<td>12:00 PM</td>
<td><strong>DuMont</strong></td>
<td>Meet Me At the Zoo</td>
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<td><strong>DuMont</strong></td>
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<td>9:45 AM</td>
<td><strong>NBC</strong></td>
<td>M-G-M Oldsmobile [s] <strong>&amp;</strong> Your Are There</td>
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<td><strong>DuMont</strong></td>
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<td><strong>CBS</strong></td>
<td><strong>12:30 PM</strong></td>
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### Day

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Title/Program</th>
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<th>Network</th>
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</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td><strong>ABC</strong></td>
<td>Meet Me At the Zoo</td>
<td>2:00 PM</td>
<td><strong>ABC</strong></td>
<td>Meet Me At the Zoo</td>
</tr>
<tr>
<td>1:15 PM</td>
<td><strong>CBS</strong></td>
<td>Meet Me At the Zoo</td>
<td>2:15 PM</td>
<td><strong>CBS</strong></td>
<td>Meet Me At the Zoo</td>
</tr>
<tr>
<td>1:30 PM</td>
<td><strong>DuMont</strong></td>
<td>Meet Me At the Zoo</td>
<td>2:30 PM</td>
<td><strong>DuMont</strong></td>
<td>Meet Me At the Zoo</td>
</tr>
<tr>
<td>1:45 PM</td>
<td><strong>NBC</strong></td>
<td>Meet Me At the Zoo</td>
<td>2:45 PM</td>
<td><strong>NBC</strong></td>
<td>Meet Me At the Zoo</td>
</tr>
</tbody>
</table>

### Notes

- **ABC** = American Broadcasting Company
- **CBS** = Columbia Broadcasting System
- **DuMont** = DuMont Television Network
- **NBC** = National Broadcasting Company
- **M-G-M** = Metro-Goldwyn-Mayer
- **PBS** = Public Broadcasting Service

This schedule is a typical representation of network television programming from the early 1950s, showcasing the diverse range of programs available across different networks.
one becomes a hit. I recognize that advertisers are practical businessmen with something to sell. But I would suggest that television must keep refreshing itself to hold and attract audience and that an excess of caution on the part of advertisers may defeat the very interest they want to protect.

All this suggests another way in which television can be made more useful to advertisers and to the public. As one of the most influential forces in our society, it has a vast potential as a public relations medium—and American business is only beginning to understand how well it can serve in this capacity.

The character of large corporate enterprise has undergone great changes in the past 25 years. It is no longer a law unto itself. The basis for many of its financial decisions is made in Washington. The nature of many of its operations is determined around the collective bargaining table. Its ownership has become dispersed among millions of stockholders. Its management is made up of skilled professionals who in many respects act as public servants. With this diffusion of the authority of big business, it has become part and parcel of our social machinery and has taken on wider and wider social responsibilities.

This thesis has been presented most brilliantly by David Lilienthal in his new book called "Big Business—A New Era." But, as he points out, many people still have an emotional distrust and suspicion of big enterprise and this antagonism reaches down to affect all business.

Such an attitude is dangerous, not only to business itself, but to the growth and integrity of our whole economic system. It is up to the leaders of our business community to correct this suspicion. In television they have a powerful tool to help them do it. And by doing it, they will gain for their own company the public attention and goodwill which have become such practical business assets.

In judging television, we must understand that it can always do more than it is presently doing—in serving the public, in serving individual advertisers and in serving our free enterprise system. The public goals of service are closely interwoven. As one advances, it strengthens the others. And together they point to a larger purpose—the preservation of a way of life that is under threat. What happens in the free world will depend largely on America—on the wisdom and information of our people, on our unity and on our moral and economic strength.

These goals are great goals and television can become one of the greatest forces for reaching them.

We have in television a powerful instrument for informing the people on the issues and events of their time. And in our desire to increase the public's ability to make the right decisions once they have the facts and understand the issues.

We have in television a means for putting our people in direct touch with their leadership, so that our nation can grow in unity and moral purpose.

We have in television a medium which can help our free enterprise system reach its full promise—by strengthening our salesmanship, stimulating our commerce and expanding our production.

The stewardship of this great instrument is in our hands. And for sponsors as well as broadcasters, the opportunities which lie ahead may well be just as great as our responsibilities.

---

**WAVE Begins Auto-Portable Radio Promotion Campaign**

ALL-OUT CAMPAIGN to break down radio's "summer" and "weekend" habits and to exploit "outdoor radio" was begun by WAVE Louisville last Wednesday.

The WAVE management, announcing it is "fed up with the ill-conceived habits" of the summer and the weekend hiatus and radio's failure in general to promote auto and portable sets, set forth an extensive outdoor radio promotion schedule in which it will use several media.

"During the winter months we plug hard on the clock-radio, the use-your-auto-radio-in-town and the radio-in-every-room concepts," the WAVE announcement said. "Now we will point out that in the good weather months, radio can—and does—move outdoors."

Quoting last year's sales of 8 million auto and portable radio sets—compared with 514 million TV sets—the WAVE report declared: "We are out to make all we can aware of the fact that auto and portable radio is the fastest growing communications medium in America."

Two samples of WAVE promotion spots on chainbreaks and participation programs:

- "In the spring (summer) Louisvillians..."
'PRE-CONVERSION' — a uhf introduction for a vhf market

Problems are legion to the uhf grantee in an established vhf market:
Time can't be sold unless enough sets are converted to uhf; quick uhf signals are sometimes unsatisfactory and antagonize time buyers and public, and service firms can't always get the equipment needed to prepare for uhf in advance of the station start.

DETERMINED to avoid the pitfalls from too much haste in bringing uhf service to a community already receiving vhf television, a Virginia permittee is going to initiate a uhf pre-conversion plan utilizing a "marker-beacon" signal during station construction.

Holder of the CP—for uhf Ch. 33 in the Norfolk-Portsmouth-Newport News area—is The Eastern Broadcasting Corp., also licensee of WHYU (AM). Call letters of WACH-TV will be asked. In addition to assuring the best uhf signal possible, the permittee also wants to have uhf receivers converted in sufficient quantity before the station begins operation.

Frederic F. Clair, manager of the stations, outlined the plan as follows:
"Using the ultimately permanent antenna—mounted temporarily at or within a few feet of the permanent site, we will radiate a 'marker beacon' type narrow-band modulated (460 cycle, plus voice identification as 'temporary and experimental') signal. This will be at the aural center-frequency of WACH-TV. By using a 50 w transmission through our high-gain antenna, we will provide in excess of 50 mv/m across both A and B prospective service contours.
"This may be used to orient and cut receiving antennas, adjust oscillators and I. F.'s—all with plenty of lead-time, perhaps six months.
"Since we don't want to go on the air with less than the most perfect picture the art provides—we will be able to construct our regular uhf station with care and leisure. Since this 'marker-beacon' signal will serve as a signal generator, technicians may even line up resolution etc. (by drifting the set oscillator side to side) and we will have at least partially-prepared sets all converted and on a large scale ready for a really good program signal just when our station is ready to roll."

John Doley, president of Eastern Broadcasting, added that as more complex signals were produced, all the way up to test pattern, they would be added to the pre-program service. He said that the AM outlet would constantly promote the existence and proper use of the marker signal. The cooperation of set-dealers, stations and the public, Mr. Doley pointed out, "will help us to develop this infant service."

Eastern Broadcasting Co. reports favorable reception from sales, network and technical sources within the industry. FCC representatives, to whom proposals concerning the plan were presented, indicated that the Commission is interested, but would like the permittee to first confer with set manufacturers and others concerned for specific comment.

Detroit FM Pulls Up
FM RADIO is pulling out of a backslide in Detroit, bringing home some of the listeners lured by TV in the last few years, according to a feature story recently in the Detroit Free Press.

The shift is taking place because broadcasters have begun to put out the kind of programs which utilize the high-fidelity reproduction which FM can give, the article claimed. The paper said previously, identical shows were aired on both AM and FM outlets, with the result that listeners couldn't tell the difference—so why pay more for FM?

Then the U. of Michigan, which was operating an FM station, began to expand its musical programs, the Free Press noted. Results: Requests for program listings started coming in from the Detroit area. FM set sales went up, while stations met the challenge by putting more high quality music on the air. The boom was on.

you need PROPER EQUIPMENT FOR RESULTS

you'll NEVER MISS when you specify WTOD TOLEDO, OHIO

Proper tools are always necessary to do a good job —and to do a good job of selling in Toledo, Ohio, you need WTOD. Giving folks what they want from radio—music, news, and sports—this 1000 Watt independent delivers more listeners per dollar. Top availabilities.

Texas, Not Holland Kind

THE New York official in ABC's co-op department apparently knew more about the bathtub article than about the gadget invented by Eli Whitney. Lifting an eyebrow at the name he saw sponsoring ABC commentator Paul Harvey's co-op program on KRIO McAllen, Tex., he messaged the station that "no liquor sponsors are permitted on co-ops." The Texans had their laugh, then informed the New Yorker that the sponsor, Farley-Williams Gin Co., is located in the cotton-producing Rio Grande Valley, and that its product comes in bales—not bottles.

National Representative
Headley-Need Co.

Texas, not Holland Kind

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

National Representative
Headley-Need Co.

Texas, not Holland Kind

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

April 6, 1953 • Page 93
FOLDER WELCOMES WMBR
CBS Radio Spot Sales is announcing its appointment to handle national sales representation of WMBR Jacksonville with a folder welcoming the station to "Radio's Royal Family" and listing other stations represented by CBS Radio Spot Sales. An attached memorandum points out that the Jacksonville area accounts for almost $900 million a year in wholesale volume of sales.

REPORT ON THIRSTY VIEWERS
THIRSTY televiewers in Syracuse, N. Y., do their water drinking during commercials and station breaks, according to a front-page story published March 26 in the Post-Standard. Paper reprinted a water department chart showing water demand in one section of the city during evening TV hours. Peak water flow coincided with hour and half-hour points. Story related that a similar trend has been noticed in Detroit, Toledo, Houston and "even London, England."

WRIS INTRODUCTION
FULL-PAGE ad in the Roanoke Times last month announced that "1410 comes to life" when WRIS went on the air at the 1410 spot on the dial. Editorial layout featured information on the new station as well as pictures of executives and personalities connected with WRIS.

'KNOCKOUT' PROMOTION
BOXING theme has been adopted by WFIL-TV Philadelphia for a new promotion piece. Copy states that the station daytime programming's "1-2 punch scores a knockout." Ratings are quoted from the ARB report for January, 1953. Promotion gives a special plug to two shows, Bandstand and Ranger of the Jungle.

WIDE Whets Interest
CHANGE in broadcast policy by the City Council of Biddeford, Me., has enabled WIDE there to serve its listeners in York County by arousing a vocal interest in good local government. The station helped settle a ruckus which developed mid-January after the city reported publicly of a previous council session did not agree with a tape-recorded report aired by WIDE. Listener protest resulted in a changing of the council minutes. Late in the month, Arthur Deters, president of the station, gained permission for the first time to broadcast proceedings at which the newly-elected mayor was challenged by his opponent because of a mixup in absentee ballots. Two WIDE newsmen sit daily from 9 a.m. until 6 p.m. in court to record all testimony, later aired as a regular feature after careful editing.

SAFETY CAMPAIGN SHOWS
A 13-week Highway Safety Campaign was launched March 27 over KDKA Pittsburgh in cooperation with the Commonwealth of Pennsylvania. Shows, aired every Friday evening, are dramatizations of accidents, depicting various every day situations and results from non-adherence to the safety laws.

TV SEWING COURSE
MILWAUKEE women, according to WTMJ-TV in that city, are taking up sewing of spring coats in a big way because of a twice-a-week sewing course on Women's World. The outlet reports that viewers following the TV lessons have sent in 7,021 requests for instruction booklets which illustrate the steps in making the coat.

TALKS ON CANCER
SERIES of five-minute daily talks by local physicians and dentists has been scheduled by WSTC Stamford, Conn., during the month of April in connection with the local Cancer Drive. Each doctor will talk on a different phase of cancer. Time for these broadcasts has been an annual contribution of the station for the past three years.

CONTEST MARKS ANNIVERSARY
PLACING the advertisers' product in the listeners' homes was the objective of WGY Schenectady's 31st anniversary celebration in which 31 entrants in a favorite program contest received baskets containing food and drug products advertised on the station. Focal point of the celebration was T/N/T, program on which contestants nominated their favorite broadcast and gave reasons for their choice. Winners received baskets filled with 88 items advertised on WGY.

WHK MARKET DATA
THREE-PAGE promotion on market data in the WHK Cleveland area has been released by that station. Featured is a map of the measured service contours of the station, a break-down of counties in the outlet's coverage area, homes covered, effective buying income and amount of retail sales.

IN-SCHOOL PROGRAMMING
NEW series of educational programs designed for in-school listening has started on WROL Knoxville, Tenn. Station reports that response from schools has been most encouraging. Included in the series are lectures on books, plays, music, American history and industry.

KYW WINS CITATION
KYW Philadelphia's efforts in recruiting a full company of Marines resulted in the station's being presented with a special citation from the U. S. Marine Corps. KYW was the only radio station in Philadelphia used in promoting the special two-week recruiting drive which

Report Train Wreck
WRECK of three New York Central trains near Conneaut, Ohio, the night of March 27 found WTAM (AM) WNKB (TV) Cleveland staffers roused from bed and working extra hours to cover the story locally as well as providing national reports for NBC radio and TV. Stations claim that the first radio report was made by WTAM and that the outlet was a step ahead with phone reports from eye witnesses and spot taped reports of stories from survivors. NBC radio received a full half hour's tape of on-the-spot reports and a two minute tape feed. Locally, WTAM aired a six-minute chronological spot report on the wreck.

For TV, NBC received a specially produced four minute show early Saturday afternoon (film shots taken at night) and NBC-TV's Today program and NBC Newsreel were provided with daylight shots.

Broadcasting • Telecasting
Page 94 • April 6, 1953
KGW AIRS HEARING

WHAT was believed to be the first broadcast in Oregon of a major hearing held by a legislative committee has been aired by KGW Portland. Station asked permission to cover via tape recorder a hearing on the subcommittee on welfare of the Joint Ways and Means group, which was debating whether names on the state welfare roll should be made public.

Permission was refused at first, with some state legislators of the opinion that an edited version might favor one side of the argument. Hours of debate in the state Senate were resolved by allowing KGW to tape proceedings. Public interest following the first broadcast necessitated a capsule version the following evening and the full version again three days later.

resulted in 123 enlistments in an all-Greater Philadelphia company to serve together during basic training. The award was presented to General Manager Frank Tooke by Major C. D. Morrow of the local recruiting office in behalf of Gen. Lemuel Shepherd, commandant of the Marines.

MERCHANDISING DISPLAY PLAN

MERCHANDISING display plan at WLW and WLWT (TV) Cincinnati has captured the attention of 165 members of the Independent Grocers Assn. in Ohio who have joined in the project. In addition, the station reports, selected stores serviced by the Kentucky Food Stores of Lexington and the Marsh Foodliners of Indiana have signed with Jack Frazier of the outlets' client service staff for participation in the Point of Purchase plan.

STUDENT TRAINING PROGRAM

ARRANGEMENTS have been made with WGPA Bethlehem, Pa., for the advanced radio students of Centenary Junior College, Hacketts- town, N. J., to have one week of training at the station. Students will get first-hand information on station manager's duties, bookkeeping, continuity writing and broadcasting techniques. This training is in addition to a weekly program produced in the college's radio workshop and presented by remote control through WGPA.

THE PERFECT PROGRAM

WTOP-TV Washington reportedly has found the perfect program—no cost, no talent fees, proven universal interest, always something new. It's a quarter-hour morning feature on the Uncle Bill Jenkins show. A camera atop the WTOP building under construction serves as sidewalk superintendent for viewers. As the station puts it, the program provides "highly constructive television."

EASY INFORMATION

WBTV (TV) Charlotte, N. C., has put out an attractive folder designed to give time buyers and agencies a quick picture of pertinent information. The pamphlet contains four maps of the service area, which illustrate the per cent of families viewing TV per county.

'Shopper Stopper'

WBKB (TV) Chicago has instituted a new merchandising plan for its food advertisers under agreements with National Tea Co. and Great Atlantic & Pacific Tea Co., John Mitchell, WBKB (TV) vice president, has announced. Open to all food advertisers, the plan ("Shopper Stopper") offers extra point-of-sale promotion. Advertisers may receive an intensive display promotion for one week in 600 food stores in the Chicago area, 300 each from the two large food chains. WBKB's TV sales staff now includes Walter Preston, Murray Richardson, Rudolph Peterson, John E. Flatley, Ben Drake, Jim Beach and Patricia Banks.

Direct Selling

AN ADVERTISER speaks and sells direct to the listener on WICC Bridgeport, Conn. Samuel Shapiro, owner-manager of D & Son (furriers), beams his own commercials in a five-minute, late evening schedule.

Idea evolved when Stanley Edwards, WICC account executive, and sales-promotion man, Jay Hoffer, tried to sell a reluctant Mr. Shapiro on the evening spot in an area crowded by New York television. It clicked. Mr. Shapiro plans to continue his radio sales talks indefinitely.

THIS BUTTON STARTS A 16 HOUR DAY'S CONTINUOUS PROGRAM.
IT PLAYS AUTOMATICALLY.
STATION OPERATING COSTS GO DOWN; PROFITS GO UP.

IT'S A NEW DEVELOPMENT
YOU MUSTN'T MISS!

your chance to see it . . .

THE AUTOMATIC STATION
OF TOMORROW
AMPEX display
at the NARTB Convention
Los Angeles, April 28th through May 1st

Broadcasting • Telecasting

April 6, 1953 • Page 95
Advertisers

Bob Ashe to advertising staff, Tide Water Associated Oil Co.

Kenneth L. Brown, copy chief in advertising department, Wyeth Labs., Phila. (drug products), appointed advertising manager.

Agencies

Garrit Lydecker, Young & Rubicam, N. Y., to Chicago office as vice president effective April 15.

Floyd Holm, vice president, Compton Adv. Inc., Hollywood, transfers to N. Y. headquarters as assistant to Lewis Titterton, vice president in charge of radio-TV, effective July 1. James Seabourne shifts from N. Y. office to Hollywood, as manager.

William F. Dietz, manager of production department, Albert Frank - Goenether Law Inc., N. Y., elected a vice president.

Hal Weiss, radio-TV writer, to I. R. Stempel Adv., N. Y., as account executive.


Robert J. Weill, Doyle, Dane, Bermbach, N. Y., to Lester Harrison Inc., same city, as vice president in charge of agency operations.


Emerson Foote, executive vice president of McCann-Erickson, and former director of American Cancer Society, presented with 15th annual Clement Cleveland Award of New York City Cancer Committee for work "in bringing the cancer problem to public attention."

A. Charles Cudderback, Young & Rubicam, N. Y., to BBDO, that city, in media department.

Ray Girardin appointed radio-TV director, H. B. Humphrey, Alley & Richards Inc., N. Y.

Robert Pausch, copy staff, Dancer-Fitzgerald-Sample, N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Jay Dugan has started Jay J. Dugan Agency, 1622 Chestnut St., Phila.

Lee Morris appointed head of newly formed radio-TV department, Riedl & Freede Inc., Paterson, N. J. Elva Cumberworth to agency on radio-TV staff.

Robert L. Luce, copywriter, Mergenthaler Linotype Co., to copy department, Fred Gardner Co., N. Y.


Helen Stenson, radio timebuyer, Foote, Cone & Belding Inc., S. F., named broadcasting director.


John Casey to account management group, Biow Co., N. Y. Douglas Brown to agency's media department in timebuying section.

Harold L. Mooney to Paris & Peart Adv., N. Y., as director of media and research.

Ralph E. de Castro, vice president and member of plans board, C. J. La Roche & Co., to copy staff, Kidner Agency, N. Y.

Stations


Harry L. Becker, program director, KIMO Independence, Mo., appointed station manager.

Don Angel to station's sales staff.

Bert Godfrey, formerly with KVER Albuquerque, N. M., to KYWO Cheyenne, Wyo., as general manager.

Dick Maguire, manager, KJII Klamath Falls, Ore., elected president of KWIN Ashland, Ore. David Blythe, commercial manager, at former station, to latter outlet as manager. Paul J. Alexander, KFGR Forest Grove, Ore., to KWIN as chief engineer.

David Camp, manager, KBIF Sanger, Calif., adds duties as commercial manager. He succeeds Dick Schunk, resigned to rejoin Barker's Furniture Co., Fresno, as manager. Waldon Jorgensen, account executive, and James Bailey, announcer, KDUS Dinuba, join KBIF in same capacities. Station moves business headquarters to 1412 Fulton St., Fresno.

Adelbert A. Skibun, accountant at WENS (TV) Cleveland, transfers to sales staff.

Louis F. Allen to sales department of WBBM Chicago, as account executive.

William R. Dothard, account executive, Ziv Broadcasting • Telecasting
Television Programs, to WFBR Baltimore, in same capacity.

Worth Kramer, vice president of WJR Detroit, presented with Annual Christian Brotherhood Award for station's contribution toward promotion of Christian Brotherhood in field of radio.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of radio-TV committee for Ohio diocese of Protestant Episcopal Church.

Thomas F. McCollum appointed promotion manager, WSYR-AM-TV Syracuse. He replaces Caley E. Augustine, now director of promotion and public relations, WJAS-AM-FM Pittsburgh (B*T, March 30).

Mr. Augustine  Mr. McCollum

Roger Van Duzer appointed program director and film buyer, KNUZ-TV Houston.

Jay Roberts, chief announcer, KXAR Hope, Ark., to KNEA Jonesboro, Ark., as program director.

Dick Campbell appointed local program director, KOTV (TV) Tulsa, succeeding Don Thompson, now executive program manager.

Reg P. Merridew, program director, WGAR Cleveland, elected director of Cleveland Church Federation.

John E. Hill to production staff, KDKA Pittsburgh.

Elizabeth Glaze to continuity department of WIRE Indianapolis.

Rhean D. Cunningham appointed chief engineer, KFEL-AM-FM-TV Denver. Scotty Cullen named TV studio technical manager and Art Robertson named chief technician of TV studio.

Pat Arnoux, WTAR-TV Norfolk, Va., promoted to assistant TV program and production manager. George Bruley to station as traffic and continuity manager.

Burt Harris, managing director of Western Television Productions, Denver, named production manager of KKTU (TV) Colorado Springs.

Lola Tilden, assistant program manager, WGMS Washington, promoted to music director. Maurie Higdon appointed production director at WGMS.

Dick McAdoo to WBIG Greensboro, N. C., as farm director.

Edward H. Devany, WTAR-TV Norfolk, Va., to production staff, WICC-TV Bridgeport, Conn.

Betty Underwood appointed director of women's programs, WNOE New Orleans.

Carl Ide, announcing staff, WNJR Newark, N. J., returns to staff of KDKA Pittsburgh.

Mike Lesnick and Mike Breen appointed TV directors, WSYR-TV Syracuse.

Sally Lieberman to WICC Bridgeport, Conn., as record librarian.

Bob Weaver returns to announcing staff, WTVJ (TV) Miami, after service with U. S. Air Force.

Alfred Balk, publicity department, Illinois Agricultural Assn., to WBBM Chicago, as news writer.

Peter Reynolds, Hollywood radio-TV actor, assigned role in 20th Century-Fox feature film, "The Robe."

James Gantz, KYW Philadelphia news editor, reelected to board of directors of Philadelphia Sportswriters Assn.

Thomas F. O'Neill, president, General Tele-radio-MBS, father of boy, March 30.

Edward Anderson, announcer, WTIC Hartford, and Jean Eddy Gabriel were married March 21.

Maurice Brunsvold, announcer, WOI-TV Ames, Iowa, father of girl, Kristine Louise, March 27.

Paul Abbott, m.c., Ladies Day on WSYR-TV Syracuse, father of boy March 19.

Herb Fontaine, program director and chief announcer, WCOU-AM-FM Lewiston, Me., father of boy, Stephen Daniel, March 30.

Page Reeder, WBAL Baltimore engineer, father of girl, Donna Maria.

Bert Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks

Bill Brennan, script co-ordinator, CBS-TV Hollywood, named general program co-ordinator in charge of script evaluation and supervision. Sharman Douglas to network's program department as editorial assistant.

Pedro Gonzales-Gonzales, contestant who recently appeared on NBC-TV You Bet Your Life, assigned role in Universal-International feature film, "Wings of the Hawk."

Arthur Hull Hayes, CBS vice president and general manager, KCBS San Francisco, appointed chairman of radio-TV participation for 34th annual California Public School Week, beginning April 27.

Walter Black and Bill Mendrek, co-producers and writers of My Son Jeeb on NBC, presented with National Laugh Foundation award for best situation comedy on radio.

Irving Fein, director of publicity and exploitation, CBS Radio, Hollywood, named director of public relations.

Charles Sanford, musical director for NBC-TV Your Show of Shows, awarded Music Business magazine's Cleft Award as "outstanding and most versatile conductor in television for 1953."


Dick Wylie, 50, special assistant to California's attorney general and one-time general manager of Don Lee Bostg. System, L. A., died March 20. Police reported death was a suicide.

Manufacturing

Philip H. Fisher, merchandise manager in charge of housewares and appliances of Gray-
**INTERNATIONAL**

SEVEN PRIVATELY-OWNED APPLICANTS GET GREENLIGHT FOR CANADIAN TV

On the heels of technical approval by the Dept. of Transport, the CBC Board of Governors has recommended the first seven non-government owned or controlled television outlets. Hamilton, London, Sudbury, St. John, Sydney, Windsor and Quebec are the markets, with expectation that commencements will range from four months to a year.

**FIRST** seven Canadian independent television stations are expected to be on the air within four months to a year. This was indicated following recommendations by the Board of Governors of Canadian Broadcasting Corp. on March 30 that these seven stations be licensed for vhf operation. Department of Transport, Ottawa, which grants licenses, had okeyed technical briefs of applicants before CBC Board hearings, March 26-28, at Ottawa.

Five of the applications were recommended without special riders to the board's recommendations. Niagara Television Ltd., Hamilton, Ont., consisting of a joint operation by AM stations CHNC and CHMJ at 101.0 feet above awvh-FM, all of Hamilton, will operate on Ch. 13 with 80.6 kw video and 48.36 kw audio and a directional antenna to beam programs northeast and southward. It is believed the station will be the first of this continent to have a directional tv antenna.

Station will be managed by Ken Soble, owner of CHML. Company application showed capital investment at $721,000, and initial operating expenses for the first two years at over $250,000. Station plans 37 hours of live programming weekly, in addition to carrying CBC national programs. Appearing before the CBC Board, Mr. Soble stated that he hoped the CBC programs were not so timed as to throw out the station's commercial schedules.

CFPL London, Ont., was recommended for a tv license on Ch. 10, with 117 kw video and 59.6 kw audio. Antenna will be 576 feet above average terrain. Station is owned by the London Free Press, and Walter J. Blackburn, president, told the Board that the tv station could be on the air by November. Questioned about monopoly of news with the only newspaper in the city also owning radio and tv stations, Mr. Blackburn said that this is no competition between the paper and CFPL, and that neither CFPL nor the tv station would carry editorial opinion broadcasts or attempt to broadcast the paper's editorial views. This makes the seventh station which will be seen in the London area.

CKSO Sudbury, Ont., is recommended for a tv station on Ch. 5 with 1.25 kw video and 0.25 kw audio. Station is located in the nickel mining area where there has been no tv reception to date.

CHSJ St. John, N. B., is recommended for Ch. 4, with 27.8 kw video and 13.9 kw audio, with antenna 1,200 feet above average terrain. CJCB Sydney, N. S., will have a station on Ch. 4 with 24 kw video and 12 kw audio, and antenna at 299 feet above average terrain.

Opposition from Jack Cooke, CKEY Toronto, to licensing CKLW Windsor for tv station was tabled. But the CBC Board recommended CKLW for tv with the "understanding that station be fully obligated to carry national program service at times specified." Station will be on Ch. 9 with 103 kw video and 61.8 kw audio, with antenna 619.5 feet above average terrain.

A recommendation for a station at Quebec City was granted on condition that local shareholders take up options noted in application. Licensee will be Television de Quebec Limitee, consisting of Famous Players Canadian Corp., Toronto movie company, and AM stations CHRC, CJJC and CKCV, all Quebec. Station will be on Ch. 4, with 923 kw video, .554 kw audio, and antenna at 457 feet above average terrain.

Major opposition developed to an application for a vhf Ch. 6 station at Kitchener, Ont., by Central Ontario Television Ltd., consisting of Famous Players Canadian Corp., Toronto, Electrohome Mfg. Co., Kitchener, and CKCR Kitchener. Opposition was from Toronto municipality as well as Joseph Sedgewick, legal counsel for CFRB Toronto, Ch. 6 is a Toronto channel. The CBC Board denied the application on the grounds that the "station as proposed with a very wide coverage would to a large extent duplicate service from another stations. The Board does not believe that for this purpose it would be justified in recommending the transfer of a channel allocated to the Toronto area. The Board believes it would be desirable to have a station serving more immediately the area around Kitchener. At the same time it wishes to point out that cognizance must be taken of channel availabilities." Kitchener has been allocated uhf Ch. 45.

**Important Coast Changes Seen in New TV Allocations**

LATEST list of TV frequency allocations of the Canadian Dept. of Transport reflects important changes in Pacific Coast areas [for complete revised list, see FOR THE RECORD, page 112].

At Vancouver, Canadian Broadcasting Corp. will open a tv station this year on Ch. 5. Assignments made internationally by Canada and the U.S. give Ch. 2 to Victoria, and Ch. 6 to Vancouver. But possible interference with Seattle stations on Chs. 4 and 5, resulted in CBC having assignments changed to give it Ch. 6. Independent stations will be allowed to build at Victoria, which is even closer to Seattle. Only vhf channel now assigned to Victoria is Ch. 6.

Other changes in Canadian TV allocations are addition of Red Deer, Alta; on Ch. 6; Chilliwack, B. C., from Ch. 12 to 3; addition of Dawson Creek, B. C., on Ch. 5; addition of Ch. 68 and 78 to Hamilton, Ont.; in Quebec province additions of Ch. 4, to Amos, La Sarre 13, Val d'Or Ch. 8, and Ville Marie Ch. 2; addition of Ch. 7 to Matane, Que.; and in Newfoundland, Corner Brook Ch. 5, Gander Ch. 6, Grand Falls Ch. 3, St. Georges Ch. 7, and St. John's Chs. 2, 4, and 8.

The assignments, the Dept. of Transport points out, are only for areas within 250 miles of the U.S.-Canadian border, and a few other areas where assignments may drop below the border areas. Assignments for other specific places will be worked out as applications for stations are made in those areas.

**BROADCASTING • TELECASTING**

**People**

Nathaniel M. Marshall appointed manager of TV equipment sales, General Precision Lab. Inc., Pleasantville, N. Y.


Dr. Carl H. Becker, physicist and audio engineer, to staff of Ampex Electric Corp., Redwood City, Calif.

Calvin Huggs, radio sales promotion chief, Hallcrafters Co., promoted to advertising manager.

Michael Ames, vice president of David O. Alber Assoc., N. Y., public relations firm, named manager of public relations and publicity of Emerson Radio & Phonograph Corp.

**Representatives**

John R. Stewart has resigned as eastern TV sales manager, George W. Clark Inc., station representative firm. Future plans have not been announced.

Alan Hartman, United Television Programs, and Bill Rich, WPIX (TV) New York, to Headley-Reed TV, station representation firm, as account executives.

Edward A. Barry, salesman at Weed & Co., Chicago, father of girl, Ann Patricia.

**Services**

Sheldon J. Karlan to Melrick Landen Assoc., N. Y., public relations counsel, as account executive.

**Program Services**


Louis D. Frohlich, 68, Schwartz & Frohlich, ASCAP counsel, died March 31.
$2,500 Crosley Grant Aids Cincinnati Educational TV

EXPERIMENTAL educational telecasting in the area around Cincinnati will be aided by a $2,500 grant from the Crosley Broadcasting Corp., James D. Shouse, Crosley board chairman, said last week.

The grant was made to the Greater Cincinnati Television Education Foundation, which intends to file an application with FCC for noncommercial educational uhf Ch. 48 in that city. The money will be used to produce educational programs at the Cincinnati College of Music. Productions will be telecast on WLWT (TV), the Crosley Cincinnati outlet, according to Uberto Neely, foundation chairman and radio-TV director at the College of Music.

Mr. Shouse said the programs will prepare the people for educational television in WLWT's claimed coverage area of 15 counties in southwestern Ohio, northern Kentucky and southeastern Indiana. Earlier this year WLWT offered its tower to air the proposed station's programs.

Mr. Neely said the grant will enable his group to train technical program and administrative aides in station operation and that the Crosley assistance will save the foundation "approximately $100,000." Working with the foundation are the U. of Cincinnati, Xavier U., Adult Education Council, Cincinnati Board of Education, Cincinnati Public Library and Our Lady of Cincinnati College. The programs will be aired Sunday afternoons.

Mr. Neely said the foundation, incorporated with declared assets of $320,000, plans to begin station operations in January 1954, if FCC grants the channel. Yearly expenditures are estimated at $100,000 to $200,000. It plans to ask added financial help from the Ford Foundation, he said.

Teacher's Guide on CBS-TV Coronation Coverage Set

A DETAILED teacher's guide correlating CBS-TV's coverage of Queen Elizabeth's coronation in London on June 2 with classroom lessons and supplementary study projects in history, geography, economics, language, music and art has been prepared by the Citizenship Education Project of Columbia U's Teachers College.

According to Sig Mickelson, CBS-TV director of news and public affairs, more than 100 stations in CBS-TV's coast-to-coast network are cooperating in the distribution this week of the manuals among universities, colleges, high schools, junior high and elementary schools, in their areas.

This is the second CEP manual prepared for CBS-TV. The first covered the inauguration of President Eisenhower and, according to Mr. Mickelson, was endorsed by educators, the press and the public.

The guide will describe to teachers, CBS-TV's efforts to bring complete and fast coverage of the event. It touches on the network's plan to convert a British Overseas Airways Stratocruiser into a laboratory to accommodate electrical and editing equipment to process television recordings in 56 seconds. It describes the flight of the plane from London to Newfoundland to New York in time for an 11 p.m.-12 midnight, EDT, presentation of the coronation over CBS-TV.

Michigan State TV Workshop

THIRD annual summer TV workshop at Michigan State College, Lansing, is set for Aug. 3-12. Students can earn four credit hours during the three-week intensive training period. Co-directors are Dr. Armand L. Hunter, director, TV development, and Dr. Robert P. Crawford, director, TV educational training. James Tintera is in charge of production sessions.

SARRA. INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Realistic "how to" technique sparks this new TV commercial for Helena Rubenstein's Stay-Long Lipstick. Demonstration and sale are deftly interwoven as an attractive mother applies her lipstick, then turns, with engaging spontaneity, to kiss her little girl as the "voice over" emphasizes the message, "you're confident your lipstick will not smear." In a change-of-pace ending, a novel animation of the lipstick repeats the demonstration and the final shot completes product identification with a galaxy of glittering lipsticks. Produced by SARRA for Helena Rubenstein, Inc., through Hewitt, Ogilvy, Benson & Mather, Inc.

SPECIALISTS IN VISUAL SELLING
N. Y. State 'Pilot' Outlets Supported by Local CLU

THE NEW YORK Civil Liberties Union has swung its support behind proposals that the state establish educational TV "pilot" stations.

Condemning the report of a special commission which recommended further study but said there is no need now for a proposed state-owned 10-station educational TV network, and which also voted against establishment of a pilot station (B-T, March 2, et seq.), the NYCLU said last week it had joined 23 other groups in supporting a bill which would provide for three pilot stations.

"We believe that the principles underlying our constitutional provisions regarding freedom of speech will be enhanced by taking advantage of at least some of the channels allocated by the FCC in the State of New York for noncommercial educational purposes," the NYCLU wrote legislative leaders.

"Noncommercial educational television will in no way interfere with commercial use of television, and in fact, will provide a varied fare to such operations which can only result to the benefit of the listening and viewing audience."

New York Gov. Thomas E. Dewey has announced he will implement the special commission's report by appointing a committee to help develop "the greatest potentials of educational television for our people." Under his plan various educational and other groups, including broadcasters, would work together to help "establish workshops at which practical ideas can be tested and even bring about the creation of nonprofit corporations for the erection of noncommercial television stations with private funds."

Southern States Ask FCC To Extend June 2 Ban

SOUTHERN Regional Education Board, Atlanta, last week acted to ask FCC to extend for another two years the Commission's present ban on acceptance of petitions seeking change of reserved educational TV channels to commercial status. "The ban will expire June 2 under present rules of the Sixth Report and Order, the final TV allocation plan."

Action came after representatives of southern state governors met in Atlanta with members of the Joint Commission on Educational Television and of the National Citizens Committee on Educational Television.

Governors' spokesmen revealed that several states have not considered reserved TV channels because their individual legislatures have not yet met.

Campus Stations Increase

EXPANSION of college campus radio stations from 36 in 1951 to 70 in 1953 has been reported by David W. Borst, operations manager of the Intercollegiate Broadcasting System, in announcing publication of its 1953-'54 yearbook.

He noted that both local and national advertisers are using campus stations "to reach an audience that is just forming its buying habits and is receptive to new ideas and products." Mr. Borst said IBS stations serve some 350,000 listeners in more than 90 college communities.

NCAA Football on TV Brings in $1.15 Million

MORE THAN $1.15 million paid for sponsorship of the 1952 NCAA controlled football TV games will be distributed in the form of dividends to 51 NCAA member schools.

Walter Byers, executive director of NCAA, reported that the $1,151,109.22 covers all "live" games—presumably including regional contests other than those sponsored nationally by General Motors on NBC-TV. The figure covers receipts from delayed telecasts.

Largest share, although the sum was not disclosed, will go to the Army and Navy academies. The annual classic was carried by more than 60 TV outlets.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW

CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN


State Budget Cut May Doom TV Plans for U. of Illinois

THE U. of Illinois may have to scrap plans for a noncommercial, educational TV station at Urbana-Champaign because of a threatened cut in the state budget, its president, George D. Stoddard, said last Tuesday. Accordingly, it will ask the FCC to extend its deadline on educational TV reservations beyond June 2, he indicated.

The university, which wants vhf Ch. 12, also is in line for a $100,000 grant from the Ford Foundation.

In the state budget, Dr. Stoddard said, "mean we will lose Ch. 12 ... and also the $100,000 offered by the Ford Foundation, which we were to accept by April 1." If FCC extends educational reservations, he added, the foundation also will be asked to extend the deadline on its offer.

The U. of Illinois has been awaiting action by its board of trustees preparatory to filing for Ch. 12, according to Robert Hudson, director of broadcasting.

The TV outlet would operate under the university's name and banner, with nearby educational institutions invited to participate in programming. The university's AM station (WILL) already has some TV equipment on hand (transmitter, one studio) and would operate off its AM tower.

Political Time Study

KALTENBORN Foundation has awarded a fellowship to Isaiah S. Bard of New York for a study of radio and television time given political candidates. The study will be made under auspices of the American Civil Liberties Union, and will be supervised by Prof. Charles Siepmann, director of New York U.'s communications department.

WRU TV Policy

COOPERATION with educational as well as commercial television stations was voiced as the policy of Western Reserve U. in Cleveland last week by the Broadcasting and Television Council there. John F. White, who heads the council and is vice president of development at the university, expects to continue the school's system of spotting its "educational" shows on commercial TV outlets, following a pattern set in 1948 when it aired its first program on WEWS (TV) there. "Everybody benefits under our present arrangement," he said.

He termed the university's video philosophy as one of "television education, not educational television. We view television not as a 'cure' but as a tool." He said the school's position is fulfillment of its function to educate, not to operate a business, which maintenance of a television station would be.
Cancer Control Campaign Waged by Radio-TV Industry

Broadcast media carry the most vigorous schedule of programs and spots in American Cancer Society.

MESSAGES on cancer control are pouring into U. S. homes this month with the aid of the radio-TV industry. The broadcast media are carrying the most vigorous schedule of programs and spots in American Cancer Society for Cancer Control Month, according to Walter King, ACS radio and TV director.

"The networks, individual stations, agencies, stars, writers and all the other people who are involved in the presentation of entertainment by air have responded with enthusiasm," he said. They will both spread the ACS message that cancer can be cured, if detected early and treated promptly, and help in the campaign to raise $18 million for continued research and education in the fight against the nation's number one disease menace.

More than 75 of the top network programs alone already are pledged to participate in this year's drive, Mr. King reported. The list includes such top programs as Godfrey & His Friends, Milton Berle, Edward R. Murrow, Ozzie & Harriet, Mr. Peepers, Bing Crosby and the like. In addition, many popular artists have recorded programs and announcements for individual station use.

* * *

Union Station Music Series

WHK Cleveland and Local 4 of the American Federation of Musicians are cooperating in a series of four half-hour live musical broadcasts benefiting such fund-raising groups as the National Society for Crippled Children and Adults, American Cancer Society and Red Cross. AFM is paying performers' salaries from its Music Performance Trust Fund, a sum allocated to each locality by the international after collection of royalties from recording companies. If the series is successful, a fall schedule will be planned by Kenneth Hackathorn, manager of WHK, and Lee Repp, president of Local 4.

* * *

WMBH's Political Observer

INNOVATION in public service is the free offer of WMBH-AM-FM Joplin, Mo., to local schools, churches, colleges and civic groups. Stations have retained a trained political observer with a Ph. D. in political science to visit local groups and discuss generally the field of international relations. He speaks on any topic selected by the persons he is to visit, and has thus far made more than 30 appearances.

* * *

Knoxville Leader on WROL

CAS WALKER, former mayor and now city councilman at Knoxville, Tenn., was on the air for eight hours on "Heart Fund Day" at WROL to broadcast a marathon appeal for contributions. Without help from any other source, the station collected $2,600 from donations pledged in 700 incoming telephone calls. Mr. Walker appears regularly on the station's Dinnerbell program, and has been an entertainer there nearly 20 years.

* * *

WHIL Helps WERS (FM)

A COMMERCIAL broadcast station has come to the aid of a non-commercial FM outlet, which is trying to raise public funds to help it continue operating in the Boston area with a power increase. WHIL, a daytime operation in nearby Medford, has broadcast appeals for $6,000, the amount needed by WERS (FM) Boston to increase its power to 18 kw. WERS is owned and operated by Emerson College. Arrangement was made by Sherwood J. Tarlow, president, WHIL, and Charles W. Dudley, chairman of the Broadcasting Div. of Emerson and manager of WERS.

* * *

WTAM-WNBNK (TV) 14-Hour Show

WTAM and WNBK (TV) Cleveland's fund drive, believed to be the largest pledge ever made in that city for such an affair, reached nearly $100,000 after its 14-hour run recently on behalf of the Muscular Dystrophy Assns. Some of the top entertainers taking part were Walter O'Keefe, Cisco Kid and Pancho, Betty Clooney, DeMarco Sisters, Jack Mann and others. Tom Arend was director-producer. Brook Taylor was staff supervisor for the NBC stations.

* * *

'Operation Hitchhike'

WHEN a city bus strike brought transportation almost to a standstill last week in Akron, W Cue that city went on the air with messages from people offering to carry persons wishing transportation to work, shopping areas and churches. As part of the station's "Operation Hitchhike," W Cue disc jockeys operated spe-
special shuttle buses to take Akronites to work. WCUE cancelled commercial time portions to air the messages and a one-hour news program on the strike situation.

* * *

KDLY-TV Heart Effort
FIFTY staff members at KDLY-TV Salt Lake City raised more than $4,200 for the Utah Heart Assn. fund drive during a mid and late evening telethon. Viewers, in exchange for pledges, could ask for special entertainment acts and features, all coordinated by Eugene Jelenik, KDLY-TV music director. M.C.s were Allan Frank and Bob Weil.

* * *

NARFD Collects Funds
NATIONAL Assn. of Radio Farm Directors collected more than $7,000 for Dutch flood victims in the first two weeks of its drive for funds, Harvey Dinkins, WSJS Winston-Salem, N. C., and chairman of the project, has reported. Most of this money, he said, came from listeners in central western agricultural areas. The fund will be administered by the Christian Rural Overseas Program (CROP).

* * *

KLOU Blood Drive Aid
KLOU Lake Charles, La., was praised by Brig. Gen. Raymond L. Winn of the 806th Air Div, at nearby Lake Charles Air Force Base for the station’s part in collection of 623 pints of blood, described as a local and regional record in a Defense for Blood program. Red Cross officials also commended the station for its on-the-spot interviews of blood donors, which were aired later in the day.

* * *

WSFC Is Cited
ONLY station to be cited within a five-state area by the Water Safety Congress of the Tennessee and Cumberland valleys was WSFC Somerset, Ky., which received a plaque for “outstanding contributions to preventive measures in water safety.” Station manager Mike Laymon was the first commander of a Coast Guard flootia organized in connection with the station’s campaign.

* * *

Red Cross AM Workshop
FORMATION of a radio workshop for the New York Chapter, American Red Cross, has been undertaken by WCBS New York. Technical advice as well as preparation in microphone technique will be offered by the station under supervision of D. Gordon Graham, WCBS director of public affairs, in association with Ruth M. Shafer, local Red Cross director of radio and television, and Mrs. E. Roland Harriman, chairman of volunteers.

* * *

WHBC’s 3,400 Spots
WHBC Canton, Ohio, has reported to its civic advisory committee that during 1952 the station broadcast more than 3,400 announcements on behalf of community projects, among them, the March of Dimes, Red Cross and United Youth Appeal.

* * *

WIRE Aids Hospital Fund
WIRE Indianapolis achieved 113% of its quota, or $1,700 in pledges, in its fund-raising drive for the city’s Hospital Development Assn. campaign, according to E. Berry Smith, station account executive and drive chairman. WIRE employees assisting were announcer Frank Vare and technician Frank Lee.

* * *

WFIL Aids Civil Defense
CIVIL DEFENSE manual is being distributed to residents of the greater Philadelphia and Delaware Valley areas by WFIL-AM-TV Philadelphia. Brochure speaks of the role radio and television stations would play in an emergency. Stations also will make the booklets available to small companies and industries in the Philadelphia area for distribution.

* * *

Donates Time to Red Cross
WFIN Findlay, Ohio, for the third year, donated a half-hour of radio time for a workers’ “Meeting of the Air,” opening the Hancock County Red Cross fund campaign. On the program, city, county and ward chairmen gave instructions to 800 city and county workers.

FIRST Sportsmanship Award to be given by KMBC Kansas City-KFRRM Concordia, Kan. on Morning Sports Page goes to Paul M. Fogel, (11), local civic leader and businessman, in ceremonies attended by (1 to r), Arthur B. Church, president-founder, Midland Broadcasting Co.; Sam Molen, stations sports director who conducts the six-a-week show, and Ken Gillespie, general manager, Jenkins Music Co., co-sponsor of the sports feature with Union Pacific Railroad. Contest sponsored by Jenkins for its portion of the show, each week commends person who uses the sportsman attitude in his activities.
Partial Agenda Is Set For National TV Seminar

PARTIAL agenda for the first National Television News Seminar under co-sponsorship of the Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism April 28-May 2 has been announced.

Latest methods and techniques of TV news, emphasizing low-budget operation, will dominate the five-day sessions at the Orrington Hotel, Evanston, Ill.

News directors and station managers from 16 states had registered for the seminar as of March 1. Seminar officials have noted a conflict with the annual NARTB convention in Los Angeles, but hope for a heavy registration.

How stations can operate an adequate news service in face of "prohibitive costs" will be explained at the sessions. Four special night meetings also will be held, with behind-the-scenes instruction at WNBQ (TV), WGN-TV and WBKB (TV) Chicago. Among scheduled speakers are William Ray, NBC central division news chief; Spencer Allen, WGN-TV news director, and Con O'Dea, ABC-TV news director.

The Bell Telephone System's audio-video transmission facilities also will be explained to broadcasters. Others taking part will be A. C. Nielsen Co., Teleprompter National Sales Corp. and these major news associations: United Press International, AP and NBC Newsreel.

For complete roundup of baseball contract signings see "Advertisers & Agencies" section.

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NEWS SERVICES

News Executives To Be Interviewed by ABC-TV

A GROUP of nine news executives from smaller U. S. cities, just returned from a visit to Russia and other European countries, will be interviewed on ABC radio and ABC-TV Thursday (8-8:30 p.m.), within a few hours of their arrival back in this country.

Network spokesmen said that on the program, "Monroe---A Special Report," the group, said to be the first of its type to visit Russia since 1946, would be interviewed by representatives of daily newspapers, wire services, consumer magazines and the like.

Inquiries on News Agency

INQUIRIES about a Washington news agency titled Columbia Press Service have been received by NARTB. The agency operates what its executive director, Prescott Dennett, terms an "independent non-retainer service" supplying local-angle news to radio stations.

According to station information, the service makes collect long-distance telephone calls about local-angle items in the nation's capital, including Korean casualty news made available well in advance of publication by the Pentagon. Stations accepting collect calls and receiving news are billed for this service.

KWIK's News Story Record

AP Radio reported last week that KWIK Pocatello, Ida, led all AP radio members by supplying 816 stories for the AP report in 1952.
Network
The Nestlé Co., N. Y. (Nescafé instant coffee), signs as participating sponsor of Jackie Gleason Show on CBS-TV, Sat., 8-9 p.m. effective May 16. Agency: Sherman & Marquette, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renewed Stuart Craig Show on 46 Columbia Pacific Radio Network Mountain and Arizona stations, Sat., 7-45-8 a.m. PST, for 52 weeks from April 4. Agency: Dean Simmons Adv., L. A.

Bristol-Myers Co., N. Y., extended expiration date of Hollywood Barn Dance on 19 Columbia Pacific Radio Network stations to June 28, Sun., 3:30-4 p.m. PST. Agency: Young & Rubicam Inc., N. Y.

California Packing Corp., S. F. (Del Monte products), renews CBS Radio Newsroom, Sunday Desk, on 19 Columbia Pacific Radio Network stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 3. Agency: McCann-Erickson Inc., S. F.

Toni Co., Chicago, buys Tues., Thurs. and Fri., sense of Friend in Need, heard Mon. through Fri., 10:30 a.m.-1 p.m. on AM radio. Toni has 10:30-45 a.m. period effective March 24. Agency: Leo Burnett Co.

American Chicco Co., N. Y., renews co-sponsorship (with Procter & Gamble) of Rocky King, Detective over DuMont TV Network, Sun., 9-9:30 p.m. EST, for 52 weeks, effective yesterday. Agency: Dancer-Fitzgerald-Sample, N. Y.

TV PACKAGE of 12 weekly news shows on WTOP-TV Washington under sponsorship of Emerson Radio, appliance firm, brought these principals together (l to r): Robert M. Gamble Jr. of advertising firm of that name; Drew Pearson, commentator for Staff Conference.

Boyle-Midway Inc., N. Y. (Autobrite), renewing sponsorship of Sports Showcase over DuMont TV Network, Sat., 11:05-12:20 p.m. EST, for 52 weeks, effective last Saturday. Agency: Geyer Adv., N. Y.


Nash-Kelvinator Corp., Detroit, signs for Wed. segment of Break the Bank on NBC-TV effective March 30 (Mon.-Fri., 3:30 p.m. EST). Program was first heard as radio series in July 1946, becoming a simulcast in October 1938.

The Gillette Co. of Canada Ltd., Montreal (Toni products), has started for 39 weeks, March 22-Dec. 13, The Tylers, new Canadian program on 28 Dominion network stations, Sun. 7:730 p.m., and CBS program Fun for All, March 28-Dec. 26, on 32 Dominion network stations, 6:45-7 p.m. Sat.; Sandy O'Cratty, star of Women and the News, 9:55-10 a.m. Mon. through Fri.; Herman E. Goodman, president, Emerson Radio, and Claude Mahoney, personality of 8 a.m. Edition of CBS Television News, 8-8:10 a.m. Mon. through Sat.

Agree on your plans with SOUNDCRAFT Professional Recording Tape. It's Micro-polished. With SOUNDCRAFT Micro-polish professional tape, you've got the finest reproduction.--yours with Soundcraft Professional Recording Tape. It's the only tape that is Micro-Polished...polished, buffed and repolished to produce a mirror-smooth surface. In addition, it provides lower distortion. Soundcraft Micro-Polished Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life. Next time, get the best professional tape. Get Soundcraft...it's Micro-Polished.

REEVES
SOUNDCRAFT
CORP.
Department N, 10 East 52nd Street New York 22, N. Y.

Page 104 • April 6, 1953
FACTS about WTAG Worcester are given close attention as station officials and members of its new representative firm, Henry I. Christal Co., sit down for a day-long study of facilities, data, and market. Seated are (l to r): Mr. Christal and James Thompson, manager of the Chicago office. Standing (l to r): Herbert L. Krueger, vice president and station manager; Irvin Gross, Christal Co., New York; Robert J. Brown, WTAG commercial manager, and Albert Young of the representative firm's New York office.

son, same city, for ice cream advertising, effective July 1.

Stotler Hotel Merchants Assn., L. A. (group of 30 shops), appoints Stotler Adv. Co., that city. Mort Goodman is account executive. Radio-TV will be used.

Wagner Iron Works, Milwaukee, appoints Mathison & Assoc., same city.


Home Builders Assoc. of Metropolitan Washington appoints Kal, Ehrlich & Merrick, Washington, D. C., for its Home Show. All media will be used.

McCuteon Distributing Co., Pittsburgh, Pa., appoints Advertising Syndicate of America, same city. Radio-TV will be used.

Loamium Co. of America, N. Y. (grass growth control products), appoints Kastor, Farrell, Chesley & Clifford, N. Y.


Pacific Mercury TV, L. A. (TV sets), appoints

H. M. Gardner & Assoc., that city. H. M. Gardner is account executive. TV will be used.


The gist of your story at the buyer's elbow

SERVICE-ADS in SRDS help sell time by reminding people—at the time they're picking stations—of the things they have heard from your representatives and seen in your promotion.

Here's how William Fay, vice president of WHAM Rochester, New York, feels about service-ads in SRDS—

"We know from more than 30 years in broadcasting that STANDARD RATE & DATA is a basic working tool of time-buyers. We, therefore, consider it a basic must on our trade-paper advertising list, both in radio and in TV. It's a logical and relatively inexpensive medium in which to present basic information that supplements data available in the listings."

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations right then.
8. It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Agency people tell us they like to find product information like this when they are using SRDS.
Mitchell Succeeds Ingles
As RCA Communications Head

THOMPSON H. MITCHELL, executive vice president of RCA Communications Inc., last week was elevated to the presidency to succeed H. C. Ingles, who is retiring at the age of 65. His election was announced by Brig. Gen. David Sarnoff, RCA board chairman, coincident with Mr. Ingles' retirement last Wednesday after six years as president.

Mr. Mitchell, executive vice president of RCA Communications since 1944, entered the communications field in 1927, worked for two years in the company's Pacific Sales Div. and Engineering Dept., and in 1929 was made district manager for the Radiomarine Corp. of America in Los Angeles. He was transferred to Honolulu as Hawaiian General Superintendent of RCA Communications in 1930, returning to the U. S. in 1935 to become manager of the Southern California district offices. In 1942 he entered the army, assigned to the Office of the Chief Signal Officer, starting as a major and rising to colonel, a rank he now holds in the Army Reserve. After his wartime service, for which he won the Legion of Merit, he returned to RCA Communications in 1944 as general manager and was named executive vice president shortly thereafter. He is a 1925 graduate of the U. S. Naval Academy.

Mr. Ingles joined RCA Communications after his retirement in 1947 as a major general and chief signal officer, U. S. Army. A 1914 graduate of the U. S. Military Academy, he served 33 years as an army officer, rising to chief signal officer in 1943 after service as chief of staff, Caribbean theatre, and deputy commander, European theatre. He holds the Distinguished Service Medal with Oak Leaf Cluster, as well as decorations from several foreign countries.

Plamondon to Fight
Ouster From Indiana Steel

A. D. PLAMONDON Jr., president and board chairman of RTMA, has challenged action taken by the directors of Indiana Steel Products Co. to remove him as president.

The directors had voted, 3-2, to relieve him of these duties and transferred them to his nephew, Robert F. Smith, with the office of the president to remain temporarily vacant. Mr. Plamondon issued a statement, saying:

"I do not recognize the removal proceedings. The action does not become effective until another stockholders meeting is held April 23."

He charged that he had been "railroaded" and would recognize only a vote by stockholders as the "legal" act.

Request for an emergency order to prevent the ouster of Mr. Plamondon was denied by the U. S. Circuit Court of Appeals in Chicago last Monday.

The action in effect upheld a denial a fortnight before by Judge Luther M. Swygert of the Northern Indiana Federal District Court of a petition by George A. Shwab Jr., a stockholder, for an injunction to prevent three of the firm's directors from firing Mr. Plamondon. Mr. Shwab appealed to the higher court after the denial.

Judge Swygert had ruled a majority of the company's board could change bylaws and thus make possible Mr. Plamondon's discharge, and said he saw no evidence a group headed by P. R. Doelz, board chairman, was motivated by any fraudulent purpose or solely for self-interest.

Mr. Plamondon, only operating company officer who also is a director, denied charges he mismanaged company operation. Judge Swygert took no position on the charges.

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket ...

ASK YOUR CHIEF ENGINEER WHY

MYCALEX THE INSULATOR

MYCALEX TUBE SOCKET CORPORATION
Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products
CLIFTON, NEW JERSEY

Raytheon Reports Earnings

RAYTHEON Mfg. Co., Waltham, Mass., reports net earnings of $4,130,000 on sales of $51,240,000 for the quarter ended Feb. 28, the third quarter of its fiscal year, as compared with net earnings of $1,148,000 on sales of $28,698,000 for the same period of 1952.

Stop Watch In Reverse

A STOP WATCH which will tell a producer how many minutes are left in a show, rather than how many minutes have been done, has been invented by Lorne Green, a freelance announcer and commentator of Toronto. The watch is set for the total time of the production, and ticks off the seconds and minutes, so that at all times it is possible to see at once how much time is left in the show, production or announcement. The watch stops when the elapsed time has passed. The watch, which will be known as the "RTV Timer," is being produced for Mr. Green in Switzerland, and first watches are to be in Canada and the U. S. by mid-April. They will sell for about $30.

DuMont Earnings Tabulated In Stockholders' Statement

ALLEN B. DUMONT, president, Allen B. DuMont Labs., received $98,664.17 from the company for his services during 1952, according to a proxy statement sent out last week notifying stockholders that the annual meeting will be held May 4, at 11 a.m. EDT, at the DuMont office in Clifton, N. J. Thomas T. Goldsmith Jr., director of research, received $25,192.36 last year. No other DuMont officer was paid more than $25,000 during the year.

Class A stockholders, the notice said, will elect five persons to the board of directors and, in addition, the president and vice president, all for one-year terms. Proxies are solicited to be voted for Dr. DuMont, Bruce T. DuMont, Dr. Goldsmith, Stanley F. Patton, and Percy M. Stewart as directors and for Dr. DuMont as president and Mr. Patton as vice president, positions they now hold.

Three directors and the secretary, treasurer and assistant treasurer are elected by Paramount Pictures Corp., holder of all the DuMont Class B stock.
KLAC 3-D TV Experiments

KLAC-TV Hollywood is spending $50,000 for tower construction and further experiments in bringing three-dimension to television, according to Don Fedderson, executive vice president and general manager. In addition to experiments on the station's patented "Cinemascope" process which, made via closed circuit, is for kinescopes with special lighting to give appearance of 3-D motion pictures, talks are being conducted with Natural Vision Corp. executives. Natural Vision claims perfection of a TV set attachment which makes 3-D TV possible.

Elsewhere in Manufacturing

British Industries Corp., N. Y., announces production of new three-way crossover network, Model HS/CR/3, designed for three-speaker sound system.

Tube Dept., General Electric Co., Syracuse, N. Y., announces production of new 250 w power tetrode designed for use as driver tube in uhf TV transmission. Unit is termed Type GL-6283.

Raytheon Television & Radio Corp. transfers sales executive, advertising and sales promotion departments to Room 1416 of Merchandise Mart, Chicago. Telephone is Whitehall 4-3158.

General Electric's Tube Dept. announces development of internal magnetic focus gun, which eliminates external focus coil and ion trap magnet on TV picture tubes.

Industrial Devices Inc., Edgewater, N. J. announces production of nylon-insulated test clips, which provide positive clip connection to all standard phone-tip test prods.

Ward Products Corp., Cleveland, Ohio, announces production of new Diaplexer making possible only one lead-in for separate uhf and vhf antennas. Unit is designated Model DX-1.

Polarad Electronics Corp., Brooklyn, N. Y., announces production of Model PT-110, regulated D.C. power unit designed to meet needs of TV equipment and other apparatus.

Shallcross Mfg. Co., Collingdale, Pa., announces production of new "G" type precision resistors utilizing heat-resistant properties of fiberglass insulated wire to increase wattage ratings 5 to 10 times over those of commercial precision wirewounds of same dimensions. Unit is termed Type G-196E.

Television Transmitter Div., Allen B. DuMont Labs., Clifton, N. J., announces production of new two-hay, 24 wave length sections, slot-type uhf transmitting antenna termed Type 5327-A.

Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of miniature cathode type high voltage wave rectifier Type 6V3.

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Case of the Missing Manholes

Remember what a washboard Maple Avenue was and how last fall our Street Department did such a good job in resurfacing it?

Well, yesterday, Maple Avenue again was the scene of a lot of activity. The whole town turned out to see the boys go up and down the street with a mine detector they borrowed from the National Guard.

Why a mine detector? Very simple. The Street Dept. had gone ahead and resurfaced Maple Avenue so smoothly, so thoroughly, that they covered up 4 of the manholes! (Only two still missing as of this a.m.)

From where I sit, there's always a danger of overdoing a "good thing." Take those well-intentioned people who insist their way of looking at things is the only way. Whether it's a choice of a breed of hog, say, a Hampshire or a Poland China, or a choice of a beverage, say, beer or buttermilk, I'll listen to all the arguments, but I still want a "smooth road" in making up my own mind!

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From where I sit

by Joe Marsh

Copyright, 1953, United States Brewers Foundation

April 6, 1953 • Page 107
WTIC with station to establish contact

WOW claims establishing Co. and school closing and musical favorites daily at formation last Monday. Mr. Buehlman broadcasts man's, personalites sent radio Mr. Lucas is manager, and manager, and producer in 1946 assumed his present post. Mr. Lucas is an author, actor and producer of radio serials and dramatic productions, some of which have appeared nationally on network radio.

SPONSORS, listeners and show business personalities sent gifts and congratulatory wires to Clint Buehman, Buffalo's 21-year "wakeup man," as chief announcer, producer and production manager, and in 1946 assumed his present post. Mr. Lucas is an author, actor and producer of radio serials and dramatic productions, some of which have appeared nationally on network radio.

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WOW Omaha marked its 30th year on the air last Monday. Owned by Meredith Publishing Co. and headed by Frank P. Fogarty, WOW claims many firsts, among them: First station to establish contact with an airplane in flight (in 1924) and first to establish a permanent remote control system for more than 50 miles. On 590 kc with 50 kw, WOW employs a staff of 122.

PAUL E. LUCAS, WTIC Hartford's assistant program manager, observed his 25th year with the station last Thursday. He joined WTIC as an announcer, serving subsequently as chief announcer, producer and production manager, and in 1946 assumed his present post. Mr. Lucas is an author, actor and producer of radio serials and dramatic productions, some of which have appeared nationally on network radio.

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New Convertible features 335 h.p. V-8 engine, a removable top, adjustable steering wheel, and built-in hydraulic jacks.

How'd you like to drive one of these?

Auto-makers test experimental models today before putting their insignia on your car of tomorrow!

Sooner than you think, the car you drive may have the sleek look of tomorrow you see here!

To speed the day, auto-makers build dozens of experimental cars. They test, measure, add improvements.

And when tomorrow's production model rolls off the line, proudly wearing the maker's insignia, it will be handsome, efficient, right for your motoring needs.

Because the automobile manufacturer—like the maker of bobby pins, breakfast food or toasters—knows that if his brand name doesn't satisfy you, some other trademark will! So whenever you shop, name your brand—and better your brand of living!

BRAND NAMES FOUNDATION

A Non-Profit Educational Foundation, 37 West 57 St., N.Y. 19, N.Y.

Streamlined hard-top has doors that curve up into roof, making it easier to enter and leave. Note how bumper circles car completely.

American-designed, this new model was hand-crafted in Italy. Chrome-plated wire wheels add style, help cool brakes and tires.

Exact Scale Model enables designers and engineers to coordinate mechanical needs, exterior style and interior comfort.
1. **MILESTONES**

   - **Two Million Mark in Sales at KWK St. Louis**: Passed by Walter (Bud) Averill (I), account executive, who wins the station’s football-theme contest and gets a trophy from V. E. Carmichael, station vice president and commercial manager. Mr. Averill, who joined the sales staff in 1939, reached the $1 million billing mark in August 1948 and the $2 million point in November 1952.

2. **60 Producers of TV Films Sign Contracts With SAG**

   - **More than 60 producers of TV film commercials have signed Screen Actors Guild contracts in the four weeks since an agreement was negotiated ending a three month strike of actors in video filmed spots.**

   - **John Dales Jr., SAG national executive secretary, in making the announcement, also revealed that nearly a score of national advertising agencies also have signed letters of adherence to the contract.**


3. **NLRB Election at Don Lee**

   - **In CPN-PG Dispute**

   - **NLRB’s decision on the dispute between Columbia Pacific Network sales promotion and publicity units and Publicists Guild over a petition to de-certify PG is expected early in May. The contested hearing was held March 26 in Los Angeles.**

   - **Controversy involves a petition filed March 3 by a member of CPN sales promotion department, requesting de-certification of PG, and that filed the following day by PG asking that sales promotion and publicity departments be certified as one bargaining unit. CPN currently has two contracts with PG covering the two groups as separate bargaining units.**

   - **NLRB will decide in favor of PG or will order an election within sales promotion to determine if the group wants to affiliate with Publicists Guild.**

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**PERSONNEL RELATIONS**

**Hearings Set Friday For Writers Dispute**

WITH the National Labor Relations Board in Washington having ordered further hearing involving Desilu Pictures, NLRB has made it clear that concentration will be upon activities of Mr. Oppenheimer, not only in the organization and formation of TWA, but in the "solicitation of members and obtaining authorization cards" for the new union "among the employees of Desilu, and his present and former status as an officer and director of TWA."

**Author Schedule New York TV Panel**

**TELEVISION**

writers group of the Authors League of America will conduct panel discussions on the general subject "Television Trends—Live and Film" at a meeting in New York April 15.

*Open to members of the Authors League and, by invitation, to persons in the TV industry, the meeting will include a discussion on "Business Aspects of Television Trends" and another on "Creative Aspects of Television Trends."

*The business panel will consist of Lewis Titterton, vice president and director of radio and TV production of Compton Adv., New York; moderator; Meredith Leitch, CBS-TV director of business affairs; Jerry Leichter, editor of Ross Reports on Television, and Marion Parsonnet, president of Parsonnet Productions.

*Exploring creative aspects of TV trends will be Frank Schaffner, director of Studio One, moderator; Fred Coo, NBC executive producer of Television Playhouse; Don Ettling, television writer, and Kendall Foster, vice president and television director of William Esty Co., New York."

**Deadline to Pick Spokesmen**

STUDIO and transmitter engineers, operations supervisors and the radio transmitter supervisor at KPHO-AM-TF Phoenix, operated by Merrill Engineers Inc., have 30 days after March 20 to hold an election on whether they wish Alliance of Theatre Stage Employes or the Electrical Workers to represent them in collective bargaining. They also may decline either union. Direction of election was by the National Labor Relations Board.
<table>
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<th>Population</th>
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<th>Median Home Value</th>
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**State of California Radio & Television 1950 Census of Housing**

(See story in FACTS & FIGURES)

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**New York—Northeastern New Jersey (N. J. portion)**

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**For the record**

A coffee account, using KGW, increased sales in this area 42 percent.

**For sales results use KGW**

Economical and efficient medium for covering the mass market.

**KGW on the efficient 620 frequency**

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

April 6, 1953 — Page 111
## NORTH AMERICA

### Radio Stations in Canada

**Region** | **Number**  | **Per Cent** | **Per TV**
--- | --- | --- | ---
**Ontario** | 22,873 | 35.6 | 5.1
**B.C.** | 1,638 | 2.5 | 0.4
**B.C.** | 1,638 | 2.5 | 0.4

### Canadian Television Allocation Plan as Revised

(See page 98)

**Notes:**
- a) Offset Carrier Designations
- b) This table includes channel assignments for only those areas within 250 miles of the Canada-United States border, and a few other areas.
- c) Numerical designation of television channels.
Are you buying time here?

**In North Carolina—**
FM pulled 5 times the inquiries at 1/17 the cost.

**In Maryland—**
FM outpulled AM at less cost.

**In Iowa—**
FM pulled more inquiries at lowest cost.

**In Michigan—**
FM outpulled AM at 1/8 the cost.

**In West Virginia—**
FM pulled same number of inquiries at 1/2 the cost.

**Surveys show**

**FM Pulls More Inquiries at Lowest Cost**

These are actual case histories
All these figures are from a national spot campaign for Zenith Hearing Aids, broadcast over FM and AM stations. Announcements were identical except for Post Office numbers.

To a shrewd time buyer, they reveal more about radio "holes" and "white spots" than a stack of charts. In these, and many other important areas, FM messages got through where others were blocked by static and local interference. And they got results for less money.

Across the country, the average cost of inquiries pulled by FM radio was 55% lower than that of AM radio.

It might be smart to investigate all the areas where you thought AM could do the job alone. FM can plug the holes, where they count.

**NOTE TO FM STATIONS**
Your local Zenith distributor will gladly help promote your station and programs through dealers' in newspaper ads and displays. Get in touch with him today.

**Zenith**

The royalty of television and radio®

Zenith Radio Corporation • Chicago 39, Illinois
**NEW TV Stations**

**Decisions**

Yuma, Ariz.—Valley Telecasting Co., granted vhf Ch. 11 (586-268 mc); ERP 29 kw visual, 14.5 kw average terrain 590 ft. Above ground 590 ft. Estimated construction cost $25,000, first year operating cost $23,000, revenue $25,000. Post office address c/o Park Duford, Los Angeles; station to be determined. Transmitter location 117th Ave., approx. 7.5 mi. W. of Yuma. Geographic coordinates 33° 40' 46" N., Lat. 114° 44' 40" W., Long. Transmitter R. E. DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer John H. Mullensy, Washington. Principals include President Donald E. Klippel, Vice President George A. Adair, Secretary-Treasurer Russell J. Madsen (3.5%), Growth Inc. (32%), President Russell J. Madsen (3.5%), real estate, Mesa; Alvon L. Reber (3.5%), farmer; and E. W. Garvan (100%), General Manager and Photographer. City priority status: Gr. A-2, No. 371. (BPCT-1800). Granted March 25.

Atlanta, Ga. — Howard-Yale, Inc., granted a temporary authority to construct and operate an experimental 4 kw booster station atop Howell Peak near Palm Springs to amplify signals of vhf station KOP (570), 100 miles distant to determine feasibility of TV service in the area. Construction to be normal reception range. Operation would be between 6 a.m. and 10 p.m., no more than 3 days a week. Normal reception of the station will not be possible on conventional television receivers since signals will be 'flickered' and hence receivable only on test sets in commercial service allowed. Experimental grant March 28.

Tulare, Calif.—Sheldon Anderson (KOKK), granted vhf Ch. 27 (568-255 mc); ERP 165 kw visual and 62 kw audio, antenna height above average terrain 990 ft, above ground 207 ft. Estimated construction cost $300,000, first year operating cost $230,000, revenue $300,000. Post office address c/o TULCO Tulare, Calif. Studio and transmitter location 6 1/2 mi. N of Tulare-Lindsay Highway on Visalia-Monoey Blvd, at site of KOKK transmitter site 9 1/2 mi. NE of center of Visalia, Calif. In Tulare County, 14 mi. NW of Visalia. Geographic coordinates 36° 50' 21" N., Lat. 119° 16' 51" W., Long. Transmitter R. L. Roberts, correspondence Ge, Legal counsel John P. Heerse, Hollywood, Calif. City priority status: Gr. A-2, No. 419. (BPCT-854). Granted April 1.
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Expenses are deducted from your meter every night

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Complete Installations

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Portland 17, Oregon

**VACANCY**

YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 radio stations—owners and managers, chief engineers and technicians—applied for AM, TV and television facilities.

Page 116 • April 6, 1953

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Page 116 • April 6, 1953

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Page 116 • April 6, 1953

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Page 116 • April 6, 1953

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Page 116 • April 6, 1953

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These Engineers...
ARE AMONG THE
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IN THEIR FIELD

Broadcasting • Telecasting

April 6, 1953 • Page 117
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Help Wanted

Managerial

General manager for independent metropolitan market. Must do sales himself and have had previous general manager's experience. Large community. Fine opportunity. Box 246W, B.T.

Immediate opening for experienced salesman as community manager. Contact Manager of KBIX, Muskogee, Oklahoma.

Sailmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has an annual sales of $10,000. You must be a man who is on his way up and who wants to stay that way. Full details in first letter to Box 633S, B.T.

Salesman-announcer, Florida. Mostly selling to large chain stores. Salary plus commission. Box 110W, B.T.

Salesman for old established net affiliate in one station market. Good salary and commission. State present and desired earnings first letter. Underwood-B.C., B.B., B.T.

Experienced, aggressive salesman needed for independent, good market. Unlimited opportunity for man who can sell. Eastern seaboard. References and history required. Box 205W, B.T.

Commercial manager, $750 bonus plus. Fine opportunity for promotion offered by independent large metropolitan market for salesman or salesmanager with good sales record. Box 205W, B.T.

Salesman. Somewhere in the U.S. there is a young and eager fellow who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with initiative, will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Announcers

Announcer-disc jockey with proven successful DJ record in part-time work. Must have $45.00 start with regularly scheduled increases to $55.00. Good potential. Salary plus commission. Box 215W, B.T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it $65.00 or 5% commission. Box 224W, B.T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 or 5% commission. Box 215W, B.T.


Announcer interested in part-time sales and steadily increased earnings. Old established network affiliate in one station market. Full details, present earnings and expected earning first letter. Height: Upper midterm. Confidential. Box 205W, B.T.

Regional network Minnesota station wants announcer interested in selling radio time. Good salary. Diamond ring and selling ability will earn large income. Box 209W, B.T.

Topnotch disc jockey announcer for topnotch eastern station. No corn ball. Box 207W, B.T.

Progressive Indy in market of 250,000 needs more personalization. If announcer-engineer better deal. Box 232W, B.T.

Combination announcer-engineer New England metropolitan market. Must have 1st class ticket. Fine facilities and working conditions. $75.00 start. Forward audition and photo to Box 231W, B.T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 277W, B.T.

Good announcer with first phone for new kilowatt station opening May 1, 1935. P. O. Box 241, Batesville, Miss.

Help Wanted (Cont'd.)

Announcer, regular staff. Opening after May first. $55.00 for 36 hours. All nights and Sundays off. KEKN, Canton, City, Colorado.

5 kilowatt station northern New England needs two staff announcers. Replace personnel transferred to station to terrorize station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABJ, Bangor, Maine.

Combo man for daytime indie. Prefer draft-exempt. Send tape or disc to WCIL, Davenport, Ia.

Immediate opening for experienced newsmen or experienced announcer with new experience desiring fulltime news job. Ability to write and work iningles. Must have a special personality for special events. Pleasant working conditions, progressive midwestern town. $65.00 per week. Send photos, disc and letter setting forth experience and references. Write Manager, WCBL, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours. Apply to Box 529K, Kingsport, S. C.

Combination-man—Ability pays off. Car and interview necessary. Contact WHOK, Lancaster, Ohio.

Needed at once, two capable announcers willing to operate large, independent station at $60.00 for 48 hour week with change for advancement. No duffers. Good pay for man who can do. Send full details, references and date available. F. E. Lackey, WHOP, Hopkinsville, Ky.

Announcer with several years experience. Good salary, hospitalization insurance in non-tv area. WICY, Malone, N. Y.

Wanted, mature announcee and experienced in handling commercials by leading southern Illinois station in largest southern Illinois communities. Good personality, integrity and air personality required. Salary open. Personal interview will be necessary. Application and audition to WMJZ, Mount Vernon, Illinois.

Staff announcer. No ball of fire, just good, heavy voice that will sell. Tape and pix to WNAO-TV, Raleigh, N. C.

Announcer-dj. Capable of reading news, commercials and running record show. Must have a good copy. Send complete information and disc. WNXT, Portsmouth, Ohio.

Technical

Wanted: First class engineer-announcer. Box 816S, B.T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent opportunities. Apply by letter only. Box 130W, B.T.

First class operator-announcer. Small midwest market. Box 141W, B.T.

Wanted: Chief engineer, construction and maintenance. Box 246W, B.T.

Announcer-engineer needed at once. Strong on announcing for morning man and DJ shows. Details first letter. Box 225W, B.T.

Midwest 5000 watt station desires first class engineering. Excellent opportunity. New equipment. Box 238W, B.T.

Regional Minnesota station wants first class operator-announcer. Good salary. Box 275W, B.T.

Virginia kw needs engineer. State minimum salary expected. Box 255W, B.T.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Help Wanted (Cont'd.)

Wanted immediately: 1 kw station needs first class engineer by April 12. Good working conditions. $45.00 per month for first 3 months. Transportation necessary. No announcements. First letter to Box 111W, B.T.

Have permanent opening transmitter engineer with good future for advancement. No announcements required. KGBF, Pebble Beach, Calif.

Wanted experienced engineer-announcer. WFRX, West Frankfort, Illinois.

Wanted: Engineer, 1st phone, must be experienced and know how to run it. Fifty hours guaranteed. WGAT, Utica, N. Y.

wife telephone operator WJRI, Lenoir, N. C.

Wanted—First phone telephone operator. WPAA, Pottstown, Penna.


First phone: transmitter operator. WSVB, Rutland, Vermont.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce morning show for all-around announcing. Only replies telling all and accompanied by audition tape sent to 1st phone. Background tape required. Box 305W, B.T.

Newsmen-announcer: Pennsylvania station needs man with good delivery to gather and write local news. The show is called The News. Not for beginners. Evening and early morning hours. $75.

Promotion: A top radio and television station in a major market has opening for a young man interested in preparing presentations and mailing pieces in established promotion department. Opportunity to grow with the position. Write in detail to Box 205W, B.T.

Fulltime experienced copywriter, N. E. independent station in 250 watt territory. Good pay for right man. Send photo, all details, experience and samples, first letter. Box 225W, B.T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuing staff with experienced writer who can produce strong brief sales-copy. Earnings above average. Need good copy and photo to Program Director, WDWF, Flint, Michi.

Chief of copy department to set up entire department. New air conditioned southern 3 kw station in need of a good, young, capable writer who can produce commercial copy. Good salary, good, commensurate with experience. Contact F. H. Lackey, WFRX, Frankfort, Ky.

Call Ted Turner. General Manager, 206 North Washington Avenue, Clearwater, Florida, Phone 33625.

Television

Salesmen

Salesman, established VHF television station in major southeastern market. Commission against draw with possibilities for exceptional earnings. Box 245W, B.T.

Technical

Wanted: Television chief engineer—URF, capable of handling 5000 or more kws. Good salary, good, commensurate with experience. Contact J. Lackey, WFRX, Frankfort, Ky.

Situations Wanted

Managerial

General manager, twenty years. Sales-management experience necessary. Interested in radio or TV. Box 215W, B.T.

General manager small market seeking larger one with solid outfit. Excellent qualifications and programing background. Brilliant record management having brought station from fiftieth in per cent black first year in dog market. Box 250W, B.T.

Two young men, each with solid newspaper and radio background and with limited amount of capital, would be interested in forming with some station executive seeking someone with experience to run the station with option of purchase. Box 389W, B.T.

Salesmen

1000 water wants TV or good radio. Young, aggressive. Box 295W, B.T.

Announcers

Baseball play-by-play announcer, one of nation’s best. 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 704S, B.T.


Baseball play-by-play, basketball. 5 years experience. Excellent voice, voice, highest recommendations. Basketball base. Must have good offer. Box 294W, B.T.

Announcer-disc Jockey, veteran, four years experience. Top recommendations. Available immediately. Box 105W, B.T.

Gigi, writer-broadcaster, children’s shows, women’s feature programs. Excellent references. Box 209W, B.T.


All-around good staff man wants summer relaxation. College student. Have commercial experience, including classical music station. GREAT training at Ivy League College Radio Station. No ticket. Can do all types staff announcing. Box 215W, B.T.

Versatile announcer—salesman, experienced, strong all sports. All phases radio. Box 265W, B.T.

Announcer—salesman: Experienced. Radio and/or TV. Salary plus commission. Box 265W, B.T.


Announcer wants job at station with present ownership. C.P. 39, single. East or South. Box 272W, B.T.

Not a Murrow, Allen, Block. Just myself. Desire $100 weekly. 7 years experience in news, sports. DJ. Best references. Now in 450,000 midwestern market. Ready in July. Box 277W, B.T.

Newsmen—experienced. Only work for station that appreciates hard work. Box 276W, B.T.

Announcer, newscaster, DJ, combo-man, free to travel, will consider all offers. Box 280W, B.T.

Top sportscaster, experienced all phases of radio, good midwest, 1,600 watt or better. Box 281W, B.T.

Announcer, veteran, single, college graduate. Experienced news, DJ, ad-lib, sports, board operation. References, tape available. Box 283W, B.T.

Sportscaster and DJ. Ability and talent for program direction. 19 years radio experience, also TV. Excellent experience—N. Y. C. Excellent voice, proved air sales ability. Box 284W, B.T.

Staff announcer, veteran. 26. 3 years experience all phases. Degree. Strong on sports, DJ, news. Will consider all offers. Available immediately. Box 285W, B.T.

Announced experienced, network. Single, 21. DJ, strong on news, conscientious, dependable. Resume, disc or tape on request. Box 287W, B.T.

Announcer, newscaster, network, top news writer, production background. Skilled interviewer, special events, TV news techniques. Top university degrees plus experience should not excite offers. Box 288W, B.T.


Announced announcer desires network station. Call Natchez, Mississippi, 7106.


Experienced combo man, sportscaster, newsmen, copywriter. HV 8-1075, 630 Dunmont Avenue, Brooklyn 1, New York.

Good commercial announcer, strong on news and sports. Capable DJ, control board operator, light experience. Single, reliable, draft exempt. Available now, resume, disc, tape, references. Mr. Hal Harris, 416 Grand Street, New York 2.

Announcer, DJ, sportscaster, experienced, excellent voice. Writes, surfs, Martty Ladd, 26-11 31st St., Astoria, L. I., L. Y.


Announcer strong on news and night disc show wants to locate permanently in Florida. University of Miami alumni. 3 years radio experience. Married, dependable, write or call John Scott c/o KSTT, Davenport, Iowa.


Announcing, college graduate, speech major, veteran, disc, photo, on request. 7210 S. Park Avenue, Chicago, Illinois.

Very versatile announcer, some experience. Copy man, control board knowledge. HV 8-9479, Brad Harris, 331 Alabama Avenue, Brooklyn, N. Y.

Broadcast, with 20 years experience, will invest one million dollars (more or less) in VHF TV Station.

Address Box 30T

BROADCASTING • TELECASTING

Situations Wanted—(Cont’d.)

Mature manager. Record guarantees results. Stations sales 500 or 250. West preferred. Box 283W, B.T.

Situations Wanted—(Cont’d.)

Technique

Chief, 12 years experience, degree, mature, genial. Would like to relocate. Box 180W, B.T.

Four engineers experienced in VHF and UHF TV. Excellent buildings. Available individually. Prefer television station with C.P. or application building. Background on request. Box 297W, B.T.

First phone, experienced engineer, control room operator. Midwest states. Will announce. Box 286W, B.T.


First phone, licensed. Technical radio, TV school graduate. Seeks position in N. Y. C. and vicinity. Henry Shouel, 1284 Grant Ave., Bronx 36, N. Y.

Production-Programming, Others


WTVW-graduate, anxious to apply ideas and training in TV production and programming, including technical field. Veteran family. Eastern states preferred. Box 255W, B.T.

Man, 38, married, desires position commensurate with 3 years experience in music department of network of network television course. Resume on request. Box 296W, B.T.

Tepeus—ricrochet off ceilings with my promotional ideas. Local news specialist. $35. Box 278W, B.T.

Television

Managerial

Stockholders: Cash in on your television investment! Employ a station manager that will: 1. Make you money. 2. Will be permanent. 3. Prove stability thru willingness to buy into your station. 4. Have an excellent radio and television background (radio station organization experience, construction experience, managerial experience and at the present time is sales manager of one of the largest television stations in the country). 5. Have a working knowledge of the Commission. 6. Be of pleasant personality, persistence and himself. 7. Over 35 years of age and married. 8. Desires to live in the middle or far western part of the country. 9. Furnish the highest caliber references. In your letter, your name, write Box 246W, B.T.

Capable television executive wants to manage TV station. Can establish new station, set up departments, formulate policy, full experience in television broadcasting. FCC rules, production, personal, film buying, etc. 4 year executive TV background; 10 year radio background. Stable family man devoted to increasing income. Box 292W, B.T.

Mature, aggressive university graduate wishes to make small investment actively in management of new established TV station in city with over 100,000 populaion. HV 8-9479. Retiree, 1003 Michigan Avenue, Wilmette, Illinois.
Good Radio Sales Job
Available in New York City

- You'll sell Radio advertising to important agencies and advertisers in the New York area.

- You should have some station representative or network background and the more station selling experience you have the better we'll like it.

- We are probably prejudiced but we believe this is as good an opportunity as there is in the Radio sales field. Straight salary basis—not tops but good, even for New York.

- Write your story. Please be specific about salary you need.

BOX 268, B-T
Situations Wanted—(Cont’d.)

A MAN

Who was formerly a salesman, sales manager, and then fifty per cent owner and general manager of a national organization employing over one hundred people and earning from $12,000 to $52,000 yearly from the sale of a service to radio and television stations in every city in the United States for years, had to liquidate that company a year ago due to the health and forced retirement of his partner.

NOW

He wants to get back into action in television, or with a network, and agency, or company selling a product or service to the industry, where his acquaintance, experience and ability second to none, will pay dividends for all concerned. The earnings are not important to start if the connection is pleasant, interesting and presents a challenge, as well as the opportunity of success and large returns later. Business and tax records will be produced as well as references from five or six hundred NARTB Members the applicant has known intimately for twenty years. WRITE Box 270W, B-T.

Available

Experienced TV Executive

Wants to return to network or local station operation on top level commensurate with following background:

1. Program Director & Production Head—top TV independent
2. Sales manager of nationally known TV film syndication company
3. AAAA Ad Agency—radio and TV director—writer
4. Columbia Broadcasting System—writer—director

I will be at NARTB Convention or reply Box 271W, B-T

Situations Wanted—(Cont’d.)

TOP FLIGHT YOUNG EXECUTIVE AVAILABLE

Thoroughly experienced in the commercial, programming, and administrative phases of radio, this man has been with us five years and worked up to Operations Manager. We hate to lose him but he's ready for bigger things. As Program Director of the station I was interested parties to contact me to learn the story of a top radio man. Write Box 290W, B-T.

BEFORE YOU INVEST

a quarter of a million dollars in TV, wouldn't you like to have an operations supervisor who can save and make you money by virtue of six years of design, construction and operation experience with the leading TV networks and additional years of AM experience? Do you want someone who can tell you the best equipment layout and construction from having tried them all? Do you want a man who is willing to leave a secure position with the leading TV network and take a cut in pay in order to feel the satisfaction of building and operating an efficient television station and to have the opportunity of growing with it? If you do and have a CP or application in the south or west, WRITE Box 267W, B-T.

WANTED

RCA model 308B low frequency field strength meter. 120 KC to 540 KC with or without low frequency loop. Loop #M18223-A2. States condition and price. Box 298W, B-T

Equipment, etc.

WANTED

5000 watt midwest radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—No agents answered.

Box 198W, B-T

CANCAN YOU FILL THIS JOB AS RADIO SALESMAN?

There's a radio time salesman in upstate New York or one of the smaller cities in Pennsylvania who has a successful record whom we want to hire. He may feel his future earnings, prospects and opportunities are limited. He knows how to plan calls, present radio's advantages in comparison with other media. He has sold a spot campaign or long term program to retailers, wholesalers, manufacturers or agencies. He is imaginative, forceful and able to adapt ideas. He will be backed up with steady local promotion, success stories, area-wide surveys and full staff cooperation. Substantial salary will be paid to right man. Give some interesting facts about your experience, why you think you can fill this job with a radio station with national prestige.

JACK KNABB
Radio Broadcast Management Council
311 Alexander Street
Rochester, New York

Executive Placement Service

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

Howard S. Pratt
TV & Radio Management Consultants
708 Bond Blvd., Washington 6, D.C.

WANTED: Combo-announcers, announcers, salesmen-announcers, engineers, and other radio and television personnel immediately. Replies confidential. Write today.

Paul T. Hayes
ASSOCIATED RADIO-TV MANAGEMENT
Milton Mills, New Hampshire

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. Wire or phone collect your personnel needs.

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you. . . just send your tape . . . We handle everything: all languages, transcriptions, dubs, station SPBTS, master discs and complete pressing runs for L. P. Recordings. Quality AUDI-TEXT Service

1733 Broadway New York 19, N. Y.
Existing TV Stations . . . .

Decisions

KWS-TV Bismarck, N. M.—John A. Barnett. Granted mod. CP to change ERP from 115 kw visual and 35 kw audio to 155 kw visual and 50 kw audio; change studio location; install new transmitters of Sunnyside, Mass.; antenna height above average terrain 1,481 ft. Ch. 8. Granted Mar. 27.

WSEE-TV Fall River, Mass.—New England TV Co. Granted mod. CP to change transmitter and studio location from 101 S. 13th St., to South St. 125; antenna height above average terrain 720 ft. Ch. 46. Granted Mar. 27.

WBNJ-TV St. Petersburg, Fla.—Radio Station WBNJ. Granted special temporary authority to operate on commercial basis for period April 15 to May 30 on uhf Ch. 36. Granted March 24.

WTVO (TV) Rockford, III.—Winnebago TV Corp. Granted mod. CP change ERP from 15.5 kw visual and 9.8 kw audio to 71 kw visual and 40 kw audio; antenna height above average terrain 720 ft. Ch. 46. Granted March 24.

New AM Stations . . . .

Application

Wayneboro, Ga.—Burke County Bcstg. Co. 120 kw on 540 meter, antenna 5000 feet above ground. Estimated construction cost $20,800, first year operating cost $9,000, revenue $30,000. Principals include President, Roy Fletcher; Chacker (35%), 30% partner of C & G Printing Co. (commercial printing), Wayneboro, Ga. Granted March 27.

Existing AM Stations . . . .

Decisions

WFRL Freeport, III.—Freeport Bcstg. Co. Granted waiver of Sec. 3.71 of rules to sign-off at 6 p.m. during April through August. Granted March 23.


WHED Washington, N. C.—Beaufort Bcstg. Co. Granted authority to remain silent for 90 days in order to make economic adjustment. Granted March 27.


Southwest Network $225,000

Well established 5,000 watt profitable network station located in one of the most attractive and desirable markets in the South. Population, gross business, and profits are showing steady increases. Financing available.

New England Independent $40,000

The only station in a very attractive city of more than 25,000 population, with retail sales in excess of $50,000.00. This is an underdeveloped property that offers 1 or 2 good operators an unusual opportunity.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.  CHICAGO  SAN FRANCISCO
James W. Blackburn  Ray V. Hamilton  Lester M. Smith
712 Fourth Street  325 Montgomery St.  235 Montgomery St.

FOR THE RECORD

GET TEXAS MONEY!
of the Commission's action on Feb. 9 in dis- 
misin the petition of applicant for a hearing. 
realizing a show cause order directing WWKB 
to operate WYSL. The Commission deter- 
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March 31

Durham, N. C.---T. E. Allen & Sons Inc., new TV grantee for Ch. 7, poses findings in reply to protest by Public Information Corp., directed against grant. Allen contends protest is "totally without merit and should be dismissed" since Public Information is not party in interest. Chief of FCC Broadcast Bureau also filed verified statement by Joseph N. Nelson, chief, Applications Branch, Propagation Facilities Division, FCC Broadcast Bureau, challenging the propriety of the protest investigation and concluding it has been held with him by parties interested in Public Information Corp., respecting its application and grant to Allen.

Denver, Colo.---New TV, vhf Ch. 7, Aladdin Radio & TV Inc. (Docket 9409; BPCT-450) and Denver TV Co. (Docket 18240, BPCT-951). Aladdin replies to exceptions of others of parties hearing examiner's initial decision recommending exceptions of Aladdin and Broadcast Bureau.

Salinas, Monterey, Calif.---New TV grants, vhf Ch. 2 (Docket 9621), Ch. 3 (Docket 10238), Ch. 5 (Docket 6310), Ch. 7 (Docket 18237) and Ch. 11 (Docket 10238) TV stations to Aladdin and Broadcast Bureau. Aladdin replies to exceptions of others of parties hearing examiner's initial decision recommending exceptions of Aladdin and Broadcast Bureau.

Portsmouth, N. H.---New TV, uhf Ch. 30. Wood Inc. (Docket 10460, BPCT-1430) and Brush-Moor Inc. (Docket 18237; BPCT-951), brush-Moor Petitions to dismiss its application without prejudice.

Routine Roundup...

March 26 Decisions

BY COMMISSION EN BANC

March 27 Decisions

March 27 Actions

BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS

COVER ALL REQUIREMENTS

$10.00, 1232.

Order C.O.D. Today While Supply Lasts

Charles Michelson, Inc.

15 West 47th St., N. Y. 36
March 31 Applications

AFOCETED FOR FILING

Extension of Completion Date

KTHS: Bcstg. Inc. v. Bcstg. Inc. — Mod. CP (BP-7877), as mod., which authorized installation of new trans. (BP-7869); in District Hearing Examiner, Chief, hearing status of original of new AM (BL-1351). (April 9)


By Hearing Examiner J. D. Bond on March 31: Bcstg. Inc., Cincinnati, Ohio—Granting petition for leave to amend its application for a television station (Docket 10493; BPCT-868) to supply information upon financing and other matters.

By Hearing Examiner L. Gifford Irion on March 31: Bucanneer Line Inc., Jacksonville, Fla.—Ordered that the hearing in the matter of CP for new point-to-point radio telephone station (Points of Communication: Colonla, Yucatan, Mexico; Zoh Leguna, Campeche, Mexico; Sar Xan, Quintano Roo, Mexico) (Docket 10276) be continued indefinitely pending further order. (BPCT-1).

April 1 Decisions

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Petition Granted

Key Bost, Sugar Land Bost, Inc., Surey Bay, N. Y.—Granted petitions of March 3 and 17, 1953, requesting that the time for the closing of public hearings be extended for the period of application for mod. license (Docket 10228; CP-4953).

Kern County Bstrs. Inc., Bakersfield, Calif.—Granted petition for extension of time for the closing of public hearings for the period of application for mod. license (Docket 10415; BP-4927).

Chief, Broadcast Bureau—Granted petition for extension of time to and including April 1, 1953, within which to file a reply to the joint petition of John B. Bost, Inc., and Jack S. Gross, Sacramento, California, applicants for television construction permit (BL-4960), for simultaneous dismissal and grant (Docket 10342; BPCT-1097) (Docket 10452; BPCT-1097).

By Hearing Examiner Thomas H. Donahue

John Poole Bstg. Inc., Sacramento, Calif.—Granted petition for amendment of application for mod. license as site of proposed main studio site is same as site of proposed main studio site of application filed (Docket 10407).

By Hearing Examiner Hubert H. Hutchison

Taylor Radio & Television Corp., Wichita, Kan.—By memorandum order and order denied petition for reconsideration of CP for new TV to show change in make of technical equipment usable in construction of proposed TV station from that manufactured by Radio Corporation of America to similar equipment manufactured by the General Electric Co. (Docket 10542; BPCT-1097).

By Hearing Examiner Herbert Sherman

on the dates shown:

Bixley Inc., Superior, Wis.—Granted motion for leave to amend its application for CP for new television station (Docket 10291; BPCT-728) by showing current market and location of Lakehead Telecasters Inc. Duluth, Minn., and by providing, however, that this action does not constitute a recognition that Bixley is entitled to remain in the same channel assignment as the application of Lakehead Telecasters Inc. (Docket 10991; BPCT-1097).


By Hearing Examiner J. D. Bond on March 31: Bcstg. Inc., Cincinnati, Ohio—Granting petition for leave to amend its application for a television station (Docket 10493; BPCT-868) to supply information upon financing and other matters.

By Hearing Examiner L. Gifford Irion on March 31: Bucanneer Line Inc., Jacksonville, Fla.—Ordered that the hearing in the matter of CP for new point-to-point radio telephone station (Points of Communication: Colonla, Yucatan, Mexico; Zoh Leguna, Campeche, Mexico; Sar Xan, Quintano Roo, Mexico) (Docket 10276) be continued indefinitely pending further order. (BPCT-1).
That June 2nd Deadline

THE ORGANIZED campaign is on for extension of the June 2 deadline on reservation of channels for non-commercial educational stations. It is almost an automatic topic at hearings in Congress on wholly unrelated communications subjects. Any caller at the White House identified with broadcasts is asked about it. Women's clubs and citizens and parent-teacher associations are solemnly resolving in favor of it.

The lobbying activity last week reached the point where Chairman Tobey of the Senate Interstate & Foreign Commerce Committee announced he shortly would call the FCC to a hearing on the matter. A good job, it appears, has been done on members of this committee, which calls the legislative shots for the FCC.

The educators claim they want more time to prepare their cases and to arrange financing. Since the lifting of the television freeze last April there have been only 42 applications filed by educational institutions, as against 242 "reserved" assignments. Of these 14 have been granted (12 uhf, 2 vhf) and most of these on wholly inadequate financial showings.

Maybe, because of the pressure, the FCC will capitulate and grant an extension, despite the obvious fact that there's no need for it. The Senate might force the FCC's hand by adopting a "sense of the Senate" resolution, having no valid legislative status, but which nevertheless would place the FCC in the position of delaying that august body if it moved ahead.

The whole issue has been purposely confused, it seems. Nothing happens automatically on June 2. The way simply will be opened for "rule-making" changes in the allocations. For example, there's nothing to prevent an educational applicant from applying for a non-educational facility. And the commercial applicant then, for the first time, can apply for rule-making to transfer an educational channel unassigned for to commercial status. It works both ways.

We hope the FCC won't be stampeded into an arbitrary extension of the reservations. To do so would be to deprive citizens in some areas of desired television service. Moreover, such action would be contrary to the Congressional intent of using the frequency spectrum in the best interests of the entire populace.

Cold Facts of Hot Springs

AS SPECIAL features (pages 82-83 et seq.) in this issue we publish what we consider to be two persuasive answers to the question of whether television prices are getting too high for anybody to afford, as some advertisers have been claiming.

These answers were presented at a closed session of the recent annual meeting of the Assn. of National Advertisers at Hot Springs, Va., a particularly timely moment since in the sessions preceding this one a number of television's big accounts had announced they were profoundly disturbed by present TV costs and were downright scared by the prospects of still higher costs promised by TV expansion.

We feel privileged to print the summaries of the speeches by Frank Stanton, CBS president, and Frank K. White, NBC president, for they restore some sensible balance to a discussion that up until now has been getting quite out of hand.

Mr. Stanton's argument is chiefly concerned with the raw economics of TV advertising. He gives dollars and cents proof that TV, alone among major advertising media, can show a steadily declining trend in cost-per-thousand.

Mr. White takes off from there. He points out how TV networks are developing plans which will enable advertisers to participate in less ambitious ventures. His main theme is that advertisers have as much responsibility as the medium has in trying to get maximum mileage out of television at minimum cost; that they should be more efficient in presenting their commercials.

That the presidents of two important networks should speak up promptly and convincingly is significant and reassuring. It suggests that the discussion of television costs may be carried on less unilaterally than was the case in the discussion, if that is not too mild a word, over radio network rates beginning about three years ago.

It is certainly within the prerogatives of television's customers to examine television rates and to ask for explanation if the rates are deemed excessive. It is not their prerogative, however, to conduct the kind of savage attack that they waged against radio.

To a large extent their radio attack succeeded for lack of an adequate defense. The problem for television is to prevent what is now merely a discussion from degenerating into an attack situation that requires defense. The obligation to prevent an outbreak of hostilities falls largely upon the medium. It is natural for customers to wonder about prices. The wise seller fixes a fair price, explains it, and sticks to it.

To judge by the speeches of Messrs. Stanton and White, television is doing just that. The hope must be held that it will continue to follow that course. There is also evidence that radio networks may have reached price stability. CBS Radio has served notice it will hold the line, though its affiliation agreements permit its dropping prices next August.

Operation Success

NOW THAT the FCC has ordered that its amendments to operator rules become effective April 15, a lot of broadcasters can breathe more easily.

What these amendments will do is belatedly recognize technical advances that made the present rules obsolete. They will permit broadcasters, particularly those with medium and small stations which could least afford it, to dispense with manpower waste.

The Commission acted with intelligence despite the efforts of the technical unions to prevent the modernization of the rules. It was another example of union fears of technological development.

In saying that we are delighted that the FCC did not fall for the make-work policies of the unions, we are not turning a cold shoulder to the needs and aspirations of the technical trades. We do think, however, that the technicians have been short-sighted in fighting this proposal in the belief it would throw many first-class operators out of work and depress salary scales.

For the competent and reasonably ambitious engineer there will still be jobs in radio (indeed more jobs than good operators) and even greater opportunities in the newest phase of broadcasting—television, which requires, not by law but by its nature, more technical people per program than radio ever dreamed of.

It is to the credit of broadcasters that they persevered in this case. Two men deserve special mention: William C. Grove (KFBC Cheyenne, Wyo.), chairman of the special NARTB committee in charge of the project, and Bernard Koteen, special counsel. They are owed a round of applause for bringing at least one set of federal regulations up to date.
Call it what you wish, a doctor's diagnosis or an economic report, the “Heart of America” (Kansas City's Great Primary Trading Area) comes out with a perfect electrocardiogram! Indeed, the health of the vast rich area has never been better. Each year, this great agricultural and industrial organ drives more and more of the nation's needs into the many arteries leading away from Kansas City. And each year, the returns that flow back to the pockets and purses of the Heart of America increase in direct proportion.

The KMBC-KFRM Team's claim to fame in the excellent cardiac condition of the Heart of America is two-fold. With the dominating share of the radio audience, the Team, as the circulatory system, has been able, through its expert programming service, to keep the people alert and aggressive—awake to every forward movement. On the other hand, again by its dominance, the Team has served its advertisers with a substantial share of annual increased return. The diagnosis is simple. A sound Heart (of America), a strong Pulse (Kansas City Pulse, November-December, 1952) and a healthy circulatory system (KMBC-KFRM) is the answer to robust sales in the Kansas City Primary Trade Area.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel.
### WJR Market Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>% of Total U.S. Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>12,501,300</td>
<td>8.3</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>3,785,540</td>
<td>8.6</td>
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<tr>
<td>Farm Radio Homes</td>
<td>328,990</td>
<td>5.9</td>
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<tr>
<td>Food Sales</td>
<td>3,256,796,000</td>
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<tr>
<td>Retail Sales</td>
<td>113,613,431,000</td>
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<td>Drug Sales</td>
<td>464,447,000</td>
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<tr>
<td>Filling Station Sales</td>
<td>739,614,000</td>
<td>10.1</td>
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<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
<td>10.2</td>
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</tbody>
</table>

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches all of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR’s ability to sell in this great market area, contact WJR or your Christal representative today.