Dodger Sponsors
F & M Schaefer Brewing • American Tobacco Co.—Lucky Strike
Agency: BBDO

Pre and Post Game Sponsors
Bank of Manhattan ("Knothole Gang"—Happy Felton)
Agency: Kenyon & Eckhardt

Tidewater Associated Oil ("Talk to the Stars"—Happy Felton)
Agency: Lennen & Newell
WHAS now achieves another great Television FIRST . . . 316,000 watts of picture power . . .
316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . .
WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

THES-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco
In olden days the three Musketeers were a perfect team—In modern times the Erie Dispatch—Erie’s oldest and first Newspaper—WIKK a 5000 Watts, top-rated radio station and WICU-TV—Erie’s great VHF station with the best from all 4 networks are the perfect team when it comes to selling Pennsylvania’s Third City and adjacent areas.
WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food — $23,526,000 for drug items.

For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A. Steinman Station

Represented by
MEEKER TV, INCORPORATED

New York  Chicago
Los Angeles  San Francisco
SERIOUS consideration is being given to rotating chairmanship on FCC to solve present dilemma. If this White House plan prevails, either new Comr. John C. Doerfer or Vice Chmn. Rosel H. Hyde will be first at bat, to serve for perhaps one year. It appears definite now that chairmanship is toss-up between Messrs. Hyde and Doerfer, with former holding widespread communications and Congressional support but with "clean-sweep" advocates of new administration favoring newcomer Doerfer.

MUSHROOMING demand for authentic TV circulation data showing number of video homes by city, county and state is expected to speed drafting of proposed survey formula under NARTB auspices. TV board of association slated to act on formula in June, with fast field work to follow if idea is approved.

WISCONSIN's militant Sen. McCarthy is on FCC's neck again. Incensed over FCC consideration of Milwaukee Ch. 10 situation (B*T, April 6) same day that Senate was considering confirmation of Wisconsin nominee John C. Doerfer for FCC, he has assigned his crank investigator, E. C. Rogers, to case. Evidently he feels that Mr. Doerfer, as Wisconsin native, would have first-hand information on bid of WISN for educational facility and that Democratic Commission should not have rushed action denying WISN plea. Out-going Comr. Merrill forced issue, supported by Democratic majority.

McCARTHY investigation is second "on the ground" study of FCC activities currently underway by Congressional committees. Rep. Clare E. Hofman (R-Mich.), chairman of House Government Operations Committee, has had investigator rummaging through FCC administrative files for days.

LAST Friday was quasi-broadcast day at White House. Among conference with President Eisenhower were: Harry C. Butcher, KIST KEYT (TV) Santa Barbara, Calif., former naval aide to wartime ETO commander (side-door appointment); Roy Roberts, president, Kansas City Star (WDAF-AM-TV); Eugene C. Pulliam, Indianapolis Star (WIRE) and Republican committee man.

JUNKET BRAND INDOS, Little Falls, N. Y., through McCann-Erickson, N. Y., planning to start its annual radio spot announcement drive in late spring in southern markets and in northern areas. Ten-week campaign, it is thought, will run in about same number of markets—75—as were used last year.

LILLIAN SELB, business manager of Radio-TV department for Foote, Cone & Belding, N. Y., has resigned effective today (Monday). She reportedly will be succeeded by Arthur Pardoll, radio-TV contracts, Sullivan, Stauffer, Colwell & Bayles, N. Y. Miss Selb, who has been with FC&B for past 11 years expects to vacation on West Coast and announce her plans in near future.

FCC WRESTLED again last week with project for reverting processing lines on TV hearings to give first priority to big markets having but one TV service. Alternative proposal discussed was setting up of two processing lines, to run simultaneously, one to cover big markets only and other so-called "white areas" having no primary service. Staff contentions that this procedure would slow down uhf development by expediting vhf in larger markets are causing concern. Discussion, precipitated by Comr. Robert T. Bartley, went over for consideration this week.

ALTHOUGH FCC has three different projects underway on "strike" applications in TV, ranging from blocks to blackmail, it has experienced difficulty in developing foolproof case which might be turned over to Dept. of Justice for prosecution. Last week it was apprised of new case in important Southern non-television market where merger deal had been evolved by two early applicants. There were signs that FCC might go all-out promptly.

CHAIRMAN CHARLES W. TOBEY (R-N. H.) of Senate Commerce Committee still feels there's merit in idea of charging radio and television stations fee for their licenses. Asked whether he would favor charging newspapers similar fee for preferred mailing privileges he made no comment.

COMPLETION of radio-TV coverage plans for Kentucky Derby expected any day, with CBS and Red Cross discussing plans. Red Cross would receive all income if famed race is sponsored, Derby officials having turned over radio-TV rights without strings. So far CBS reportedly has no client for $250,000 TV fee originally fixed by Derby officials, nor could it tell Derby-Peakness-Belmont states "Triple Crown" TV package for $500,000. Gillette sponsored last year.

REPORTS LINKING Frank P. Schreiber, general manager of Chicago Tribune stations (WGN-AM-FM-TV) with WPIX (TV) management were dispelled last week with logical explanation that Mr. Schreiber sits on board of WPIX, which is member of McCormick family. Successor to G. Bennett Larson, WPIX vice president who becomes president-general manager and part owner of KDYL-AM-TV Salt Lake City (B*T, April 6), is under consideration but appointment not expected, probably until after sale of KDYL properties by Sid Fox and associates to Time Inc. and Mr. Larson receives FCC approval.
WWL—South’s Greatest Salesman

NEW ORLEANS

WWL New Orleans sells to more Southerners than any other advertising medium, because WWL reaches more Southerners.
Moves All These Famous Brands...

- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

WWL
NEW ORLEANS
CBS Radio Affiliate 50,000 Watts Clear Channel
A Department of Loyola University • Represented Nationally by the Katz Agency
All It Took was Something Extra...

To save Andrew Jackson's life in a duel with Tennessee's best pistol shot. When Andy faced his opponent in a great-coat several sizes too large, the marksman misjudged his target, and only wounded him. Jackson's return fire wrote finis to the duelist's career.

KOWH too, has been shooting for that, "Something Extra", and scoring a solid hit. Proof of a bonus audience is the Hooper averaged below for the 16-month period from October, 1951, to February, 1953. Let KOWH bullseye the Omaha-Council Bluffs area for you!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Feb., 1953.)

- Largest share of audience, in any individual time period, of any independent station in all America! (Feb., 1953.)
United Artists TV Expands, Realigns Sales Staff

LARGE SCALE expansion and realignment of United Artists Television sales staff, attributed to company's increased activities and future plans, announced Friday by George T. Shupert, vice president and general manager of UA-TV.

Bob Gaertner, assistant to Mr. Shupert, assumes responsibilities of business manager, in addition to present assignment. Other changes: Milton Olin of UA-TV sales staff and Nat V. Donato, formerly eastern sales manager of Guild Films, named divisional sales managers sharing Northeastern and Middle Atlantic states and Canada; Robert W. (Pat) O'Brien, Chicago manager, promoted to midwestern sales manager; Bomar Lowrance & Assoc. named UA-TV South and Southwest representatives.

Value of Radio-TV Output Shows Increase for Year

TOTAL value of radio and TV set production in 1952 was $1,298,847,000 (manufacturers' values), according to Radio-Television Mfrs. Assn., compared to $1,272,922,897 in 1951. Radio output in 1951 consisted of 12,627,362 sets valued at $315,963,567. Radio output in 1952 consisted of 10,934,872 sets valued at $249,847,000.

TV output in 1951 consisted of 5,384,798 sets worth $596,986,300 compared to 6,069,276 sets worth $1,049,000,000 in 1952.

Revised estimates show 1952 radio production consisted of 4,043,128 home sets, 1,929,036 clock radios, 1,719,859 portables and 3,242,849 auto radios.

RTMA estimated 1,177,195 TV sets were sold at retail in first two months of 1953, including 537,122 sets in February and 640,073 sets in January (see TV and radio shipments to dealers page 52). Radio sales totaled 922,253 units for the two months, 507,527 in February and 414,726 in January.

Landau Sales for TV Formed in New York

FORMATION of new TV syndication firm, Landau Sales for Television Inc., announced Friday by Ely Landau, president of Ely Landau Inc., New York, TV production company. Unusual twist to development, according to Mr. Landau, that Pathe Labs and major (unnamed) film investment syndicate are supplying part of funds for production of several TV series by Ely Landau Inc., which LST will distribute. He noted that this marks first time major film groups have invested in TV films prior to their sale.

Ely Landau Inc. currently completing production of 39 weeks each of Bill Corum Sports Life series; The Pasbury dramatic series; Man's Heritage, and Wally Brown's Barrie Vista programs. They will be sold and distributed by LST, along with properties acquired from other production firms.

Immediate plans, according to Mr. Landau, are for force of 24 representatives in key U.S. cities to handle LST products. Headquarters for LST, as well as Ely Landau Inc., are at 101 West 55th St., N.Y.

RADIO BEST RECRUITER

TRIBUTE was paid to radio as recruiting agency for Ground Observer Corps Friday as U.S. Air Force announced that six-part, transcribed radio series, transcription featuring spot announcements by dignitaries in all walks of life, and new GOC song, "Keep Your Eyes on the Skies," will be made available this week to radio stations in 36 GOC states. Crediting radio, through The Advertising Council, with encouraging increase in GOC volunteers, Gen. Nathan F. Twining, vice chief of staff of U.S. Air Force, said majority of new members indicated "they were motivated to join by radio announcements," and expressed hope "for same cooperation in the future."

Rogers Heads NARTB Small Market TV Panel

W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., named chairman of Small Market Television Panel to be held during NARTB April 28-May 1 convention at Los Angeles (early story page 42). Mr. Rogers replaces Wayne A. Cos, KOB-TV Albuquerque, who will be unable to preside because of illness. Panel will be held Wednesday, April 29, 2:15 p.m.

Other members of panel are Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; James D. Russell, KRTV (TV) Colorado Springs; Gaines Kelley, WFMY-TV Greensboro, N.C., and Robert Lomen WTTV (TV) Bloomington, Ind.

New satellite session scheduled during convention week is meeting of presidents of state broadcasters' associations. D. E. Janev, WELL Battle Creek, Mich., called meeting as chairman of state association steering committee. Session will be held Tuesday, April 28, at 10:30 a.m. in Biltmore Hotel. Harold E. Fellows, NARTB president, will represent association at meeting.

Several other convention panels completed by NARTB are:

Labor (Thurs., 8:15-4 p.m.)—Leslie C. Johnson, WBBF Rock 1240, Ill., chairman; Richard A. Moore, KRTV (TV) Los Angeles; Victor C. Diehm, WAZL Hazleton, Pa.; Joseph A. McDonald, NBC; Victor A. Sholls, WHAS Louisville.

Radio Programming (Thurs., 8:15-4 p.m.)—William D. Fakb, KBEC Santa Barbara, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Jack L. Pink, KONO San Antonio; Barney Schwartz, KFRL Paso Robles; William B. Quarton, WMT Cedar Rapids.

Radio Merchandising (Thurs., 4:44-4:45 p.m.)—John M. Quarterly, WSB Atlanta, chairman; Ben Ludy, WIBW Topeka; Jay B. Rhodes, KIBE Palto Alto, Calif.; Lee W. Jacobs, KBBR Baker, Ore.

Grossman Duties Increased

HENRY GROSSMAN, assistant to Frank B. Falknor, CBS-TV vice president in charge of operations, given additional responsibilities in new position as field director. Following New York operating groups will report to him: Network operations, film service operations, productions operations, technical operations and new effects development.

• BUSINESS BRIEFLY

PLYMOUTH SIGNS ABC SHOW • Plymouth Div. of Chrysler Motor Corp. signs to sponsor ABC-TV's new ABC Album series (Sunday, 7:30-8 p.m. EST) in what network termed "one of the largest television sales since the merger of ABC with United Paramount Theatres."

Contract understood to represent estimated $250,000. Plymouth will sponsor in 32 markets for nine weeks starting April 26, when program, which started last night (Sunday) as first major new series since ABC-UPN merger, will be retitled Plymouth Playhouse. Agency for Plymouth: N. W. Ayer & Son.

LIPTON IN 45 MARKETS • Lipton's Tea, N. Y., compiling its list of radio stations for six-week campaign to start some time in June. About 45 radio markets will be used, with several television cities to be included. Agency: Young & Rubicam, N. Y.

SUMMER SERIES FOR WILLY'S • Willys-Overland Motors reportedly near signing for 23-week summer series of 90-minute Sunday musical programs on CBS Radio upon expiration of, and in 2:30-4 p.m. period now occupied by, its New York Philharmonic broadcasts. Shows will present recordings of world's leading music festivals and presumably will start early May. Willys agency: Ewll & Thurber Assoc., N. Y.

RE-EVALUATE FOR PERTUSSIN • Erwin, Wasey & Co., N. Y., for its client Pertussin, whose present radio campaign ends mid-April, will review it as its station coverage, based on Neilsen reports, for next fall's schedule. Radio and television are being reconsidered. Budget re-evaluation will be presented to advertiser some time in June.

SPOTS FOR TETLEY • Tetley Tea Co., N. Y., expecting to place radio spot announcement campaign starting May 4 for 17 weeks in several major markets. Agency: Geyer Inc., N. Y.

BIRDSEYE DRIVE • Birdseye Frozen Chicken, through Young & Rubicam, N. Y., planning radio-TV campaign to start sometime in May for eight weeks in seven markets.

KWBW APPOINS TAYLOR • KWBW Hutchinson, Kan., NBC affiliate, to be represented by O. L. Taylor Co., effective yesterday (Sun.), Mrs. Bess Marsh Wyse, station president, announced. Station is on 1450 k with 250 w fulltime.

Zenith to Ask Court To Vacate Ch. 2 Decision

PCC's order denying Zenith Radio Corp. hearing on petition for permission to operate commercial TV outlet on Ch. 2 in Chicago was branded by E. F. McDonald Jr., Zenith president, as "arbitrary and unjust" Friday (see story, page 52). Comdr. McDonald said his company intends to ask courts to vacate decision and has so notified the commission.

Comdr. McDonald noted Zenith operated experimental station on Ch. 2 in Chicago since 1939 and had its application for commercial operation on file since 1948.

April 13, 1953 • Page 9
WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station "A” 8 firsts, station “B” 8 firsts, station “C” 2 firsts and station “D” one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

*According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.

Light and lively music, baseball, Perry's kitchen with menus and recipes emphasizing outdoor living —when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programing.
1 Share Time, 2 Merger Bids Filed; Other FCC Activity

MERGERS of competing TV applicants for vhf Ch. 2 at Springfield, Ill., and uhf Ch. 41 at Albany, N. Y., share-time proposal for vhf Ch. 18 and four new TV station bids reported by FCC Friday. Four transfers filed, including sales of KONA (TV) Honolulu and WBRC Birmingham (see story page 57), FCC also finalized Conrad rules, effective May 15. Plan allows running stations to remain on air during enemy air attack but minimizes "homming" potential of radio signals.

Merger and share-time requests:
Springfield TV, Inc., 50% owned by WMAY there, drops vhf Ch. 2 bid, acquires 50% of the then-unused station in Sangamon Valley TV Corp. WTAX Springfield, retains 30% holding in Sangamon. KISW Des Moines, Iowa, in last of its series, is also dropped by WTAX and WMAY to remain competitive operations.

Albany, N. Y.-WOKO dismisses uhf Ch. 41 bid, in uncontrolled stations area, of WROG. WOKO will be sold.

Minneapolis TV, and WMIN, competitors for vhf Ch. 11, amend to specify share-time relations of stations, to be negotiated with withdrawal of Meredith Engineering Co. request.

New TV applications:
Weslaco, Tex.-KXRG requests vhf Ch. 5 with effective radiated power of 11.8 kw visual and 14.4 kw aural, antenna height above average terrain 792. Replacement application dismissed earlier.

Casper, Wyo.-K Mae seeks vhf Ch. 2. 1,386 kw visual and 68 kw aural, antenna height 8,538 ft. Separate application filed.

Pasadena, Ky.-Paducah TV Co. seeks uhf Ch. 43, ERP 17 kw visual and 88 kw aural, antenna height 483 ft. Projects KRTV (TV) Paducah, Ky. owned by American Broadcasting Stations Inc., vhf Ch. 34, Granted.

Pittsburgh, Pa.-Metropolitan Pittsburgh Educational Television Station (public school and community venture) seeks reserved educational, non-commercial license for 6 kw visual and 30 kw aural. antenna 610 ft.

Transfer requests:
KOKC-TV Kansas City, now off air, asks consent to transfer control of Radio Honolulu Ltd., permitted through sale by Herbert M. Richards of 85% for $60,488 to principals in KPOA and KGET (رسم - TV). Applicant is an existing group [BST, March 23]. KGU and KGOA groups also to buy 15% held by minority stockholders for $1,300,000. KGU will air KPOA, and KGOA, KGET. Combined group asks for a license for vhf Ch. 43, Granted. Applicants are Corky Johnson, manager of WMIN, and Frank J. Collins. Driel M. Macht and Henry J. Geist withdraw, receiving $12,000 and $10,000 respectively.

WBB-AM-FM-TV Atlanta, Ga.-Asks approval to relinquishment of control by James M. Cox Jr., trustee of certain voting stock for mother and wife. -KXDKLiquidation of Preferred stock to common stock held by other stockholding and managing unaffiliated bidder. A bid for a corporate reorganization is in accord with 1950 merger of Atlantic Journal and Constitution.

Other TV application dismissals:
Auburn, Ala.-KWCO drops bid for vhf Ch. 9, leaving uncontrolled bid of KBBF.

St. Louis, Mo.-Meredith Engineering Co. drops bid for uhf Ch. 4, leaving KKXR, KMOX, and KITP uncontrolled.

Rockford, Ill.-KROKIC in Rochester, N. Y.-Meredith Engineering drops bid for vhf Ch. 8, leaving uncontrolled bid of KBBF.


Granted power changes and STAs:
KOKC-TV Kansas City-Granted change in ERP from 203 kv visual and 11 kw aural to 196 kw visual and 22 kw aural. Ch. 41.

KYTV-San Angelo, Tex.-Granted change in ERP from 11 kw visual and 3 kw aural to 27.5 kw visual and 15.5 kw aural. Ch. 8.

WMTV (TV) Milwaukee-Granted change from 17 kw visual and 11 kw aural to 17 kw visual and 9.5 kw aural.

TACOMA, Wash., viewers of KNTV TV now regularly hearing what they see on their screens. Previously, there had been instances where the relationship of audio to video of KNTV-TV was nebulous to say least [BST, April 6]. Reason was that one of harmonics of KISW (FM) Seattle fell in picture channel of KNTV-TV. Action two weeks ago by Seattle FM station in installing harmonic trap to filter out disturbing radiation cleared up disturbing situation.

ALL CLEAR

TACOMA, Wash., viewers of KNTV TV now regularly hearing what they see on their screens. Previously, there had been instances where the relationship of audio to video of KNTV-TV was nebulous to say least [BST, April 6], Reason was that one of harmonics of KISW (FM) Seattle fell in picture channel of KNTV-TV. Action two weeks ago by Seattle FM station in installing harmonic trap to filter out disturbing radiation cleared up disturbing situation.

ARZ to Show Uhf Homes In Joint Uhf-Vhf Cities

SERIES of quarterly surveys showing percentage of television homes and percentage having uhf receiving equipment in joint uhf-vhf cities started by American Research Bureau. James W. Seiler, head of bureau, said surveys were taken for first week in April and figures will be published and mailed to subscribers within 45 days on confidential basis. Data also will show station most viewed in each market.

Cities covered in first survey include Wilkes- Barre, York, Reading and Allentown-Bethlehem, Pa.; Atlantic City, N. J.; Springfield, Mass.; Youngstown, Ohio; Peoria, Ill.; South Bend, Ind.; Mobile, Ala.; Roanoke, Va. Other cities will be added as they enter joint uhf-vhf category.

KYN0- TV Plans Fall Start

GENE CHENAULT, general manager of KYNO Fresno, said Friday mid-fall start is contemplated for uhf Ch. 47, granted last week (see early story page 52). RCA equipment will be installed on "high priority," he said, but no discussions yet have been held regarding either network affiliation or national representative. Mr. Chenault said J. E. O'Neill had designated him general manager of TV operations in California, and Charles E. C. Weisbein, formerly with Paramount-KTJA (TV) Los Angeles, becomes operations supervisor. He, along with Bert Williamson, of KYNO, who will be in technical charge, will supervise installation of new TV station.

Indian's Games on WBN-TV

WBEN-TV Buffalo will telecast 15 games of Cleveland Indians baseball team, with 10 games broadcast to Detroit, four on Saturdays and Labor Day game. Schedule runs from April 25 to Sept. 27. Sponsor is Frontier Oil Refining Co. and Nick Delgato Apparatus, Buffalo.

Admiral Sales

ADMLIR Corp., sales for first quarter of 1953 exceeded $67 million, second highest in company's history, Frank H. Ureli, vice president, advised stockholders.

P E O P L E

RICHARD T. CONNOLLY, assistant director of Young & Rubicam radio and TV publicity department, on April 25, will join NBC as director of press department, Sydney Eiges, vice president in charge, is announcing today (Mon). He replaces FRANK YOUNG, for whom future plans will be announced.

WILLIAM C. GOEGHEGAN, vice president, Compton Adv., N. Y., to Sherman & Marood, Inc., New York City, as vice president.

ALFRED LORBER, assistant to the general attorney of Celanese Corp. of America, named assistant to Norman A. Adler, general attorney for Columbia Records, N. Y.


PAUL KELLER, for past three years assistant research director of N. Y. office, N. W. Ayer & Son, to ABC research department as supervisor of ratings. He formerly was research analyst with Blow Co., N. Y.

ADNA H. KARNS, vice president and general manager of Air Trails Network (WING Dayton, WIZE Springfield, WCOL Columbus), elected president of Ohio Assn. of Radio & Television Broadcasters.

April 13, 1953
Texas' first post-freeze station—West Texas' first operating television station—South Plains' first telecenter—KDUB-TV of course!

317,700 potential customers with the 3rd highest income per capita in the nation are signed, sealed and channelled for your message on KDUB-TV.

W. D. "Dob" Rogers—President
Mike Shapiro—Commercial Mgr.

Effective Power
35,000 Watts Visual
17,500 Watts Aural

Avery-Knoedel, Inc.
National Representative

affiliates: Paramount DuMont

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

Chicago

Hollywood

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $3.50 per copy; 3rd and 6th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.00 per year.)

ADDRESS CHANGEB: Please send requests to Circulation Dept., BROADCASTING or TELECASTING 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 1933.

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
Darling, They're Playing Our Song

Years ago when radio was called wireless a young married couple bought a dining room set at Smulekoff's*. Later they moved to Spokane, Wash. Still later their furniture got shabby. The long-ago bride was sentimental about the material on the chair seats, but couldn't remember where it came from. Then last summer—forty years after the purchase—she happened to be listening to the radio. From back East in Iowa came the electrifying name. It was the Voice of Fate, whispering sweet Smulekoffs in her ear. Then she remembered.

You know, we wish they could have matched that material. Wouldn't that have been a pay-off?

Moral:

1. They don't build furniture that way any more.
2. Much as Eastern Iowans like WMT, some of them still move away.

We're glad you asked. Smulekoff's is a home furnishings emporium with an open mind about radio. They're trying out our 10:00 P.M. News—have been for 12 years.

* Cedars Rapids
5000 Watts
600 KC
Represented by the Katz Agency
Basic CBS Network

Broadcasting • Telecasting
April 13, 1953 • Page 13
what's hot in the daytime?
A show that wins customers for the lowest cost in network television
—less than a dollar a thousand!
It's made for all kinds of budgets and sales calendars:
It can be bought in any number of five-minute segments for only $355 each, plus time
...a single insertion for a special holiday promotion—
or a seasonal or year round campaign.
It's on Monday through Saturday...11 to 11:30 between“Arthur Godfrey Time” and “Strike It Rich.”
Its rating is almost half as high again as the next best“magazine-insertion” show.
It's the hottest buy today in all advertising.
It's called“There’s One In Every Family.” It's on CBS TELEVISION
On Good Friday, WPRO and WPRO-FM broadcast their award-winning version of "The Passion" for the fourth consecutive year. At its Sixth Annual Religious Radio Workshop, the Broadcasting and Film Commission of the National Council of Churches of Christ honored this program with a "First Award...in Recognition of Excellent Religious Content and Outstanding Radio Production."

Mindful of its public trust, the Cherry & Webb Broadcasting Company devotes hundreds of hours yearly to religious programs...programs providing spiritual inspiration and understanding and based on a broad concept administering to the varied religious needs of the community.

In Review

AUTO SHOW
(One-time replacement of Suspense)
Tues., 4/7, 9:30-10 p.m. EST.
CBS-TV, Tues., 9:30-10 p.m. EST.
Sponsor: Electric Auto-Lite Co.
Agency: Cecil & Presbrey.
Executive Producer: William Dozier.
Production Supervisor: Ezra Stone.
Director: Rai Purdy.
Stars: Irene Dunne, Robert Merrill, Peter Birch and company of dancers, Elliot Lawrence and his orchestra.

...As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:
Length of Program: Class "A" Time
[Total Commercial Time]

(Minutes) 30 3.00
[Total from the NARTB television code]
SOMEBODY at CBS-TV got this formula backward last Tuesday when Auto-Lite presented a special auto show in lieu of its regular Suspense. There was about three minutes of what might, with generosity, be called program. The balance of the half-hour was a pitchman's dream of TV.
This was Auto-Lite's TV courtesy call on the automobile makers who use Auto-Lite products. It was plain, before the show was over, that Auto-Lite has cornered the market. Almost everyone but Ford and General Motors was there. There would, of course, be some justification in such a program if the new models were commented upon objectively. In this case, the descriptions of the cars were adman talk. Every car was given the full commercial treatment.
An attempt was made to take the commercial curse off the evening by having Irene Dunne pretend to be in the market for a new car. Miss Dunne met executives of each company and then was treated to a hard-selling pitch for each car, completely negating the purpose of her appearance in the script. The non-commercial bits in the program were, in order, a dance by some chorus girls, a song by Robert Merrill, a finale featuring WACS, WAVES, female Marines and Air Force women who formed up with flags behind Mr. Merrill as he sang "America, The Beautiful."
Score one dud for all concerned.

VACATIONLAND AMERICA
NBC-TV, Sun., 3:30-5:30 P.M. EST and on other stations at various dates and times.
Sponsor: Fram Corp.
Agency: Van Sant, Dugdale & Co.
Director: J. M. Matichka.
Writer: Robert Walsh.
Film Supervisor: Henry Traiman.
Stars: John Cameron Swayze, his wife and two children.
Film Editor: Walter Sampson.

DESIGNED TO attract the attention of the family that is forming vacation plans, a 13-week series, Vacationland America, began on NBC-TV on April 5. It promises to be a pleasant, relaxing and informative program, checkful of tips and suggestions.
John Cameron Swayze, abetted by his wife and their two children, John and Susan, took viewers on a tour of Washington, D. C. and Colonial America on the initial presentation. It was fun, both for the Swayzes and for the viewers. Newscaster Swayze knows most of the answers but the children chime in occasion-
ally with references to historical landmarks. In subsequent visits, the Swayzes will travel to Florida, northern California, New Orleans, New England, and other points of interest. The series was filmed on location. The Washington episode offered some excellent photography and moved at a rapid, though by no means frantic pace.

Though 15 minutes can provide scarcely more than a smattering of the various vacation-lands, Fram, the sponsor, has come up with a device to mitigate this shortcoming. It is offering a booklet elaborating on the area visited by the Swayzes each week. Available from outlets carrying Fram products (oil and motor cleaners), the booklet should have promotional as well as utilitarian value.

* * *

TWO FOR THE MONEY

Tuesdays, NBC-AM-TV, 10-10:30 p.m. EST.
Sponsor: P. Lorillard Co. (Old Golds).
Agency: Lennen & Newell.
Star: Herb Shriner.
Judge (who times & judges contestants' answers): Dr. Mason Gross, provost of Rutgers U.
Produced by Goodson-Todman Productions.
Executive Producer for G-T: Gil Fates.
Director: Jerome Shnur
Writers: Norman Barasch, Carroll Moore, Roy Kammermann.
Musical Director: Milton DeLugg.
Announcers: Dennis James, Ken Williams.

A QUIZ-audience participation show is as entertaining as the personality around whom it is built. Two for the Money is lucky. It has Herb Shriner.

The show gets going each week with a report from Mr. Shriner on the folks back home—just incidental bits of information, supposedly garnered from a newspaper, about the people out in Somewhere-or-Other, Ind. Although conversation with contestants turns up many amusing moments, Mr. Shriner's droll wit and aptitude for understatement are particularly effective in his introductory comments.

The quiz portion of Two for the Money is better than average. Two persons in the studio audience make up each team. Each team is asked three questions for which there are many possible answers. For every correct answer given in a 15 second period, P. Lorillard Co., which sponsors the show for its Old Gold cigarettes, pays $5. Questions are a bit more probing than "What holiday do you associate with 'White Christmas'" and contestants, in general seem better informed than to pop up with "Easter?" for an answer. Dr. Mason Gross, provost of Rutgers U., lends some intellectual class to the production as judge of the contestants' answers.

Drug and Food advertisers
will find the most sales-effective radio-TV merchandising plan in Washington is the...

Drug advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 75 People's Drug Stores—60% of all drug sales in the Washington Metropolitan Area!

Food advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 32 Food Town and Food Fair Grocery Stores—$60 million in business annually!

Any Katz salesman can tell you how to get customer contact with effective, low-cost advertising on

Drug and Food advertisers
will find the most sales-effective radio-TV merchandising plan in Washington is the...
Agency Plus
EDITOR:
Keep up the good work. All of us in this agency enjoy B+T and have been able to receive many plus benefits from it.
William J. Levi
Account Executive
Robert Acorn Inc.
Cincinnati, Ohio

Two-Year Gap
EDITOR:
After a full week at the IRE show here in New York, I am a bit behind in my reading. Today I noticed in your splendid publication, that I had joined the Gates Radio Company, after KLIZ Brainerd, Minn., [B+T, March 23] and I appreciate your notice. It is true that I have joined Larry Cervone in the New York office of Gates Radio Co., but in order that my radio station friends will not be puzzled, it was Audio & Video that I was last associated with, and my KLIZ affiliation was a couple of years back.
Edw. J. Wilder
Sales Engineer
Gates Radio Co., N. Y.

Big Speakers Needed
EDITOR:
There are still strong interests, including one large manufacturer, who insist on plugging FM. Please do not misunderstand me. FM is good for limited use, but it is not universal to our way of life . . . namely in cars, beaches, hiking and every conceivable use . . . but AM is adaptable for all of these uses. FM has thus far served to divide and confuse the industry, while in the AM broadcast spectrum we really have something, but we are allowing it to be continually castigated by poorly built receivers . . . and it may be slowly becoming a "midget" receiver industry. The quality of AM transmission, if properly reproduced, will satisfy at least 95% of the high fidelity fans, because they are only high fidelity fans for a short while until they can get to the tone controls to turn it down, "to make the music a bit softer, don't you think?"

I have this suggestion to make . . . If the manufacturers cannot put out a big speaker table model receiver with an AM receiver unit, capable of reproducing music well and tuning with at least a 5 microvolt sensitivity at full volume to sell for $25, then the AM industry should organize a company and begin producing a line of table model receivers having these features, for said $25, with the thought of putting a first class AM radio music box in every bedroom and kitchen in America, that has good quality and dependability. . . .

Lee Hollingsworth,
President
WKBX Oyster Bay, N. Y.

EDITOR:
. . . Why is it that on every radio or TV program on which a reporter plays a part, he is identified as a newspaper reporter?

As we all know, our own media have competent newsmen, and many of them do news beat reporting.

Every time a newspaper reporter is written into a radio or TV dramatic cast, it has the
psychological effect of tearing down the radio or TV news report's program which may follow on the same station.

Carried one step further, dialogue may go something like this:

BOB: Better postpone that picnic, honey.
It's going to rain.
MARY: No, dear. This morning's paper said it would be clear.
Here again, why give newspapers preferential treatment?

We naturally expect a certain amount of friendly (?) "throat-cutting" from the competition, but why be so masochistic as to assist in the operation? . . .

Truman H. Walrod
News Director
KWIM Des Moines

New Invention
EDITOR:

... The "Little Jim Dandy Time Stretcher" is the brain-child of the WAVE-AM program director, Jim Caldwell. Please note that the present day radio hour contains five quar-

ters. These "quarters" generally vary in length with the importance of the program.
Jim informs me that dealer inquiries are inv-
ited.

LaVell Waldman
Commercial Manager
WAVE-AM-TV Louisville

Turning Point?
EDITOR:

I think your editorial on rate cutting [B•T, March 23] is so strong it may mark the turning point in that nasty disease. You have courage.
You name names. I shall reproduce it and mail it around. Good thinking. Good writing.

T. F. Flanagan
Managing Director
Station Representatives Assn. New York

Wage-Hour Law
EDITOR:

B•T has become a powerful instrument of service within the broadcasting field. It is sincerely hoped that as the months pass you will see fit to familiarize yourself with the growing inequities of the Wage-Hour Law and urge upon the National Association [NARTB] the importance of taking the lead in seeking Congressional repeal of some of the more strikingly unfair provisions of the law as are now applied to broadcasters and others.

Cy. N. Bahakel, President
WABG, Greenwood, Miss.

[EDITOR'S NOTE: B•T expects to continue watching wage-hour developments closely. There will be appropriate comments on our editorial page from time to time.]
Sitting pretty... thanks to
Over the years, “Uncle Dick” Slack, St. Louis furniture tycoon, has seen some sweeping changes in the styling of the furniture he sells—but none in the advertising he buys to sell it. Today, as he has for more than two decades, Uncle Dick relies most on 50,000-watt radio station KMOX.

It began 20-odd years ago when he found himself competing with three other furniture dealers on the same block. That got his dander up and brought him to KMOX. At the time, Uncle Dick was short on budget, so KMOX fixed him up with a low-cost schedule of two-a-day announcements. And in no time at all, Uncle Dick’s business was booming.

It continued to boom, year after year. Today—after more than 1,000 consecutive weeks on KMOX—Uncle Dick’s radio schedule has increased to 14 quarter-hours per week, all on KMOX. And his furniture business has expanded to three giant stores and four huge warehouses.

At this moment, Uncle Dick is sitting pretty, secure in the knowledge that KMOX consistently reaches more of his prospects than any other St. Louis advertising medium!

If, like Uncle Dick, you’d like to turn the tables on your competition, call us or CBS Radio Spot Sales. We’ll furnish you with a success story of your own.

REPRESENTED BY CBS RADIO SPOT SALES KMOX
"THE VOICE OF ST. LOUIS" · 50,000 WATTS · CBS OWNED
IN 1949, the Wisconsin Public Service Commission was in bad shape. Members weren't talking to each other. Rate cases were piling up. The reputation of the Wisconsin Commission, always high among state regulatory agencies, was on the verge of plummeting.

Six months after the youthful looking John C. Doerfer was named a commissioner, and elected chairman by his colleagues, the Wisconsin PSC was back on the track. Cases were being decided in an average of three months. Commissioners were once again talking to fellow commissioners. The PSC's standing in the national utilities commission picture was still of the best.

That is one of the capabilities of the newly appointed FCC Commissioner. He is an excellent administrator and he gets along with people.

Friendly and dapper, Mr. Doerfer looks like the kind of public servant whose enemies, if he has any, have a high personal regard for him. This is attested by the unanimous editorial praise his nomination to the FCC received by such divergent state newspapers as the Milwaukee Journal ("table, hard-working, hard-hitting"), the Wisconsin State Journal ("high-minded, fair-minded and tough-minded") and the Sheboygan Press ("Mr. Doerfer showed he believed in firm regulation of utilities but not in strangling them.")

There's another attribute which friends of Mr. Doerfer point out—his energetic competence. This comes not only from within, but also from his background and experience.

Energetic Competence

John C. Doerfer was born Nov. 30, 1904, of German-American parents in Milwaukee. His grade and high school education was in West Allis, an industrial suburb of Milwaukee, which now has a population of 40,000.

From 1924 to 1928 he attended the U. of Wisconsin in Madison. He worked his way through college, waiting on tables and doing the dozens of odd things students do to earn an extra dollar. He also found time to try out for the swimming team. He got his B.A. in commerce, with a major in accounting, in 1928. A year later he married Ida M. Page, an English teacher.

For the next three years, Mr. Doerfer worked as a fledgling accountant in Milwaukee. A condemnation case with which he was associated sparked an interest in law. Finding he could schedule classes in the morning and work in the afternoon, he enrolled in Marquette U. Law School in 1931 and four years later received a doctor of jurisprudence degree—cum laude.

He hung out his shingle in West Allis that year and for the next 15 years traveled the road of a civic-minded, successful young barrister in his home town. For three consecutive terms, beginning in 1940, he served West Allis as city attorney. Then in 1949, Gov. Oscar Rennebohm appointed him a commissioner of the state's Public Service Commission.

Those who know Mr. Doerfer describe him as a good middle-of-the-roader in politics. He ran for the Democratic nomination for state senator in 1933, but failed to win. His people were staunch Democrats. Both as city attorney and later as a member of the PSC, he was classed as a non-partisan. In Wisconsin, public offices more often than not must be filled by non-partisans.

The 1937 Supreme Court packing plan of President Franklin D. Roosevelt turned Mr. Doerfer from Democratic leanings. In fact, in 1940 he was chairman of the West Allis committee for the election of Republican Presidential candidate Wendell L. Willkie and has remained on that side of the political fence since then. In his biography, submitted to the Senate when it was considering his nomination to the FCC, he included a straightforward statement that he is a member of no political party.

Mrs. Doerfer is the sister of one of Mr. Doerfer's U. of Wisconsin classmates; she was a student at West Allis High School while Mr. Doerfer was there. She also is a graduate of the U. of Wisconsin. The Doerfers have two boys: John Page, 16, and Gordon Dee, 14.

Mr. Doerfer gives the impression of fitness. He obviously keeps himself in condition. He lists the Milwaukee Athletic Club, the Westmoor Country Club (Milwaukee) and Maple Bluff Country Club (Madison) among his clubs. What he did not include in his biography is that he has been a member of the Madison Curling Club for the last two years. Curling is that ancient Scottish "hockey" game, played on ice with brooms and pucks that look like old fashioned steam irons.

Mr. Doerfer lists his hobbies as golf, fishing and reading. As to golf, he's said to play "a very respectable game." History, the classics and newspapers are his favorite reading matter. He readily admitted he has no TV set and doesn't have a very definite opinion on educational TV, color TV or the hundreds of other broadcast problems he's bound to meet up with at the Commission. The reason he has no TV set, he explained, is that Madison is 80 miles from Milwaukee and the TV signals from that city are received erratically in the Wisconsin capital. Also, he added, with a twinkle in his eyes, he wasn't too sure about the effect of TV on his two sons.

Broadcasting • Telecasting
IT'S HERE!   THE GREATEST ADVANCE IN TV NEWS HISTORY

a revolutionary new facsimile service for television stations... news and photos on a single circuit!

Here is the most dramatic news service combination created exclusively for television stations... and the first major innovation in news and photo transmission since the advent of television itself.

International News Facsimile, the result of intensive research by electronic engineers, offers high-speed simultaneous transmission of news and photos on a single leased wire circuit... in a form ready for instant use... and at a cost within the reach of the smallest TV station.

It carries news bulletins and summaries from International News Service that are specially written for voicing by the newscaster... spot news and sports pictures from International News Photos that are sized and processed for TV use either with a studio camera or in an opaque projector... as well as completely processed TV newscasts in which the latest news and photos are integrated into finished programs.

Everything transmitted is received on a roll of paper that needs no developing or processing. Photos are ready for telecasting as soon as they are torn off the machine, or a TV camera can be dollied up to the machine for dramatic impact.

The facsimile circuit is also coordinated with daily news film service, providing special scripts, script revisions, messages on film shipments and other special material for Telenews film clients.

International News Facsimile is the long-awaited answer to fast, efficient and economical transmission of news and photos for television.

INTERNATIONAL NEWS SERVICE
Television Department

235 EAST 45th ST. • NEW YORK 17, N. Y. • TELEPHONE: MURRAY HILL 7-8800
the magnolias are marvelous but

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
In Which Algy writes to...

Miss Kathryn M. Hardig
The Ralph H. Jones Co.
3100 Carew Tower
Cincinnati 2, Ohio

On all accounts

Basil Grillo came from the gold mining area around Angel's Camp, Calif., and now could be considered an active prospector for that elusive metal in his posts as executive vice president of Bing Crosby Enterprises Inc., and assistant to Everett Crosby, BCE Inc. president.

He learned finance, corporations and management after graduation from the U. of California at Berkeley in 1932.

After a term as credit manager for a wholesale pharmaceutical firm, Mr. Grillo was a California state tax auditor assigned to the Los Angeles office. He joined BCE in 1945 but at that time none of the present far-flung operations had been organized.

Now that BCE has many irons in the fire, he serves the corporation in a number of capacities. As executive TV film producer, he is now supervising the Crown Theatre series (26 half hour dramas) of which Gloria Swanson is hostess-m.c. Programs produced under his supervision which are being re-issued, are Rebound as Counterpoint, original Fireside Theatre as Royal Playhouse, and The Chimp.

Budget-wise, Mr. Grillo also has a hand in the CBS Radio Bing Crosby Show, packaged by BCE and sponsored by General Electric. Another responsibility is Video Tape Recorder, an electronic tape recording system that may influence the future of movie and TV film production.

Because of increasing TV time and production costs, and more careful selection of markets by sponsors, Mr. Grillo sees a great future for the VTR process.

"We'll give them better quality, lower production costs, more speed, greater mobility, and fewer problems," he says.

He is an executive in all or most of the Crosby companies that make up Bing Crosby Enterprises Inc.

Involved are Decres Corp; Bing Crosby Minute Maid Corp. (frozen orange juice distributor); Bing's Things Inc. (merchandisers of new and novel commercial items); Bing Crosby-Jayson Inc. (sport shirts); Bing Crosby Ice Cream Inc. (franchised ice cream products), and KXYL-TV Spokane, part of Mr. Crosby's personal broadcast operations.

The Grillos (he married June Nunn) live in suburban Encino, about 12 miles from his Hollywood headquarters. They have three sons: Garty, 17, Basil Jr., 13, and Michael, 5. Because "it's better for the entire family," Mr. Grillo gave up golf for hunting.

Dere Kathryn:

Derned if it don't seem like I'm carryin' more and more mail from you to th' station these days. We've been a-sellin' Happy Family Bakin' Powder for you for some time and now I hev my Mrs. Angel's Camp, Calif., and a new dairy product Prima in our coffee and it sure is good. I put it on th' table at the lunchroom here at Kroger's just like you hev the WCHS

Krogers say. I guess you found out long ago th' boss sez about WCHS with 5,000 on 560...we got more West Va.

listeners than any other station in th' state. It takes work to stay that way but we know which side our bread is nu-

Molded on.

Yrs.,

Algy

WCHS

CHARLESTON

CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium

April 13, 1953 • Page 25
KWKH gives you 197% More Listeners than Station “B”—for only 60% More Money!

KWKH is far and away your best radio buy in the really important Arkansas-Louisiana-Texas area.

KWKH delivers 197% more Average Daily Listeners than the next most economical buy in Shreveport—yet costs only 60% more money!

These audience figures are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area.

If you'd like to know ALL about KWKH's superiority in Arkansas-Louisiana-Texas, ask your Branham man, or write us direct.

KWKH
A Shreveport Times Station

50,000 Watts • CBS •

The Branham Company, Representatives
Henry Clay, General Manager
CUSTOMERS TELL RADIO TO END SPECIAL DEALS

Acting to "protect clients," agencies and advertisers send searching inquiries to stations and their representatives in attempts to secure lists of stations reported giving "preferential rates" to Anacin and General Mills. While KGNC's Tom Kritser makes pointed reply in the negative and AAAA's Richard Scheidker calls attention to forbidding clause in NAB-4-A's standard contract, SRA's T. F. Flanagan calls the discount reports "exaggerated." Individual representatives give varying replies.

A GROWING NUMBER of advertisers and agencies, reacting strongly to reports of special rates being granted by certain stations to individual advertisers, last week admonished broadcasters, in effect, either to hold the rate line against these preferential deals or extend the favored terms to all clients.

The brewing tempest was brought to its present boil by disclosures of a spot announcement "package-deal" accorded General Mills by a list of stations and a "10% discount for firm summer contract" of spots extended by some outlets to Anacin.

Last week, B&T learned, Reggie Schuebel, partner of Wyatt & Schuebel, the New York Television-radio department for a substantial number of "out-of-town" agencies, sent out letters to station representatives in behalf of her clients requesting a list of the outlets carrying the Anacin spots.

Demand Single Standard

Miss Schuebel asserted she was acting to protect her clients by her implied demand that the stations adhere to a single standard for all advertisers. In her letter she requested of each representative his station list so she could carry the issue directly to each outlet as to whether it dealt in "preferential rates."

This letter followed a similar protective communication circulated the week before by Richard Grahul, timebuyer at William Esty & Co. [B&T, April 6], in which he inquired of the stations whether they intended to extend the 10% discount of the Anacin formula to "all advertisers."

Texas advertisers and agencies, too, B&T learned, are watching the issue. In Dallas, the Albert Couchman agency queried stations carrying advertising for its client, Fant Milling Co., as to what these stations had done in the way of selling time "at less than . . . published rate." The Couchman inquiry—also in the form of a letter—referred specifically to the "General Mills" schedule negotiated at something below prevailing card rates [B&T, March 9].

The letter stated that "this agency's record, and our client's record, of fairness and cooperation with radio stations is, we believe, well known and well documented. But this is serious.

We would like your immediate reply to three questions:

"(1) Have you in the past sold, or have you committed yourself to sell, General Mills, or any other advertiser, any radio time at less than your published general rate?"

"(2) If you have, or when you have, will you promise to offer us the same rate on an equivalent schedule?"

"(3) It is our belief that provisions of the antitrust law and of the FCC make it compulsory that you on your own initiative give us information regarding any break in your rate structure and our client the advantage of equal cuts in rate to those given General Mills or any other advertiser. Isn't this true?"

At least one station manager is known to have replied to Mr. Couchman's letter.

Tom Kritser, general manager of KGNC-AM-TV Amarillo, responded that "although KGNC-AM and TV—has been offered this abortive proposition, both last year and this, you have our assurance that we have never sold anything off our rate card, and no competitor of Fant Milling Co. has ever paid more or less for equivalent advertising on KGNC than you. You have our further assurance that any time there is a change in our rates, they will be published for everyone to see, and no under-the-table deals will be made by us."

When queried by B&T, Richard Scheidker, vice president of AAAA, brought attention to the standard contract for spot radio stations adopted by the NAB (now NARTB) and 4-A's in 1946, which includes the following fair practice clause:

"(A) It is agreed that the time rate named in this contract is the lower rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date."

T. F. Flanagan, managing director, Station Representatives Assn., whose members held a special meeting Tuesday night to discuss the problem, maintained to B&T that "there has been a minor outbreak of attempts by a few agencies and advertisers to induce radio stations to cut their rates. As usual gossip has grossly exaggerated the situation."

"Highest Standards of Practice"

He quoted the 4-A's standard contract on time rates which he contended has been signed thousands of times by radio stations.

"Representatives and the vast majority of stations resent pressures for hurry-up decisions on proposed new terms, and especially for special concessions," he said. "Representatives will continue in their belief in and devotion to the highest standards of media practices as the only sound basis for the welfare of advertising."

Response was quick in coming: Fred Brokaw, vice president of Paul H. Raymer Co., said his organization is advising the stations it represents to turn down all special deals unless they happen to fit a package discount on the station's rate card and avail-

THE SPOT RADIO clinic held by Station Representatives Assn. in New York was attended by these members and guests (1 to r): Reginald Rollinson, SRA advertiser relations director; Richard F. Goebel, advertising manager, and Donald Cady, general advertising and merchandising manager, both Nestle Co.; Arthur McCoy, Aver-Knodel; John Beaton, Blair & Co.

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able to all advertisers.

"We didn't get any part of the General Mills business and we're proud of it," he said.

Lloyd Venard, president of the O. L. Taylor Co., said that "whenever requests come through for special rates we remind our stations that the contract which they have with agencies requires the same rate for identical service. The stations on our list have followed this policy. There are no cut rates or under-the-counter-deals."

Tom Campbell, sales manager, Brannan Co., New York, said that "some advertisers have been trying to get special rates for many years. That's nothing new. At least 95% of the stations are holding to the rate card. If those stations are lowering rates due to other media competition—like television—they should publish the lower figures on the rate card."

Richard Swift, vice president in charge of television, The Bolling Co., said he felt that "if the station wants to give a 10% discount they ought to put it on the rate card."

Campaign Launched Sunday

General Mills launched its two-pronged radio spot announcement saturation campaign Easter Sunday, though there was no clear evidence of just how many stations had subscribed to one of the four alternative plans for Wheaties or to the other spots for Joseph Aspirin and Citrus tidal Tests.

On the basic of early estimates, it seemed that the company had acceptances from stations in at least 70 or 80 markets on the Wheaties schedule, and others in 20 or 25 markets agreeing to carry one of the other advertisers.

Evidence of TV spot schedules for Cheerios, placed through Duncan-Fitzgerald-Sample, also cropped up, particularly on Midwest stations.

As for Wheaties, the Knox-Reeves Agency has remained mum on the number of acceptances, but it was conceded that General Mills was well satisfied with station response, indicating GM may have obtained its quota of outlets in markets it had pinpointed for spot saturation. Neither stations nor their representatives would give acceptance figures.

The reaction of station representatives was mixed on their station's plans, though some of them claimed that "the better ones" have declined GM bids on grounds the cut-rate plan would set a precedent for other advertisers.

One major radio-TV station representative told B&T that some of the "less hungry" stations objected to have radio rates "placed on the auction block" but others indicated they would go along with the firm provided the package was "large enough"—or a substantial enough schedule were purchased. In that case, it was explained, they would give run-of-the-station discount rates and not adhere to a fixed slate—particularly in the summer months.

No Time Available

Other stations have rejected General Mills' overtures because they had no time available or because they objected to the floating schedule of announcements sought by GM throughout the first 17-week drive. The second lap gets underway for Oceaneers and runs through March 27, 1954. The floating schedule calls for two weeks of spots and two weeks of no schedule at all.

Another representative explained that two or three of his clients had accepted the schedules, with rates calling for an approximately 5% discount, based on the size of the package of spots.

Another representative felt that stations still would stand to benefit more from this spot business than if the time were allocated to network use. The important thing, he said, is that GM has turned to spot in the past two years.

One major objection to the GM Wheaties plan is that it calls for stations to carry about 90% of all spots for which GM negotiated. In any event, it seemed certain that General Mills would exceed the 90-announcement schedule per market it had used last year, and that the business would be far more voluminous for local stations. It was felt that many stations which had gone along with the plan in 1952 also had agreed to do likewise this year.

A number of regional network outlets also are understood to have accepted the spot announcements.

General Mills earlier indicated that it had offered three plans—one for each product—to be used in over 125 markets throughout the U. S.

Station representatives emphasized that General Mills has applied no pressure on them or stations looking toward acceptance of its schedules, and that stations were asked to submit availabilities. It was acknowledged, however, that many stations have been compelled for competitive reasons to accept the spots, though they fully realized that other advertisers might make similar claims on their rate schedules.

Advertisers Will Spend $1 Billion Nationally in '56

PREDICTION that national advertisers in 1956 will invest more than $1 billion in network and national spot TV time because of an increase in the national advertising budget and expansion of available TV facilities was voiced last Monday by Ted Bergmann, director of sales for the DuMont Television Network.

In a talk to the Pittsburgh Sales Executives Club, Mr. Bergmann asserted, "This great pull will be spent in spite of the opposition to high program costs." In this connection, he dwelt upon "DuMont's long-time philosophy of economical production, resulting in realistic program costs."

He said that, when a sponsor selects a "glamor" program without regard to the sales effectiveness or the product being advertised, he is purchasing "tremendous waste circulation and soon realizes he no longer can bear the burden imposed by this Hollywood approach."


Old Gold Uses Radio-TV
In Promoting New King-Size

OFFICIALS of P. Lorillard Co. announced at firm's annual stockholders' meeting last week that the company's regular Old Gold brand will be introduced in king-size, available in 30 days.

Meanwhile, the company signed for a new television program featuring Fred Allen, switched its Two for the Money show to CBS-TV, and renewed its ABC-TV show.

An advertising campaign for the king-size cigarettes, including radio and television, will go underway Apr. 5.

The Fred Allen show, titled Judge for Yourself, is a Goodson-Todman package and is an audience participation type of show. It will be seen on NBC-TV in the Tuesday 10:10-10 p.m. period now occupied by Two for the Money. Latter show will switch effective in August, to Saturday, 9-9:30 p.m., on CBS-TV. It features Herb Shriner, who took over for Mr. Allen when the latter was too ill to start the program.

The advertiser also renewed its Chance of a Lifetime on ABC-TV. Lennen & Newell, N. Y. is the agency for P. Lorillard Co.

General Foods Signs
Bob Hope Program

GENERAL FOODS, New York, will sponsor Bob Hope on NBC-TV for 10 appearances during the 1953-54 season and will continue to sponsor his five-a-week morning radio series on NBC, Frank White, president of the network, announced last week (B&I, April 6).

"We are highly gratified to be able to bring Bob Hope to our Tuesday night TV audience," Mr. White said. "At the same time we are pleased to see such a major advertiser as General Foods recognize the great values of morning radio by continuing Bob in his highly successful program in that medium."

Young & Rubicam, New York, is the agency.

Radio-TV Boost Plough Sales

RADIO and television advertising was given as a major reason for the large jump in sales of Plough Inc., Memphis, Tenn., for the first quarter of 1953, by Herbert Plough, company president. The firm, which manufactures St. Joseph's Aspirin and other home products, reported that first quarter sales were $5,050,000 as compared with $4,395,000 in the same period last year. Earnings before taxes are estimated at $400,000 compared to $360,000 last year, resulting in net earnings of 50c a share this year as compared with 44c last year.

Beer Advertising ABCs

GENERAL principles governing the use of television for advertising beer are set forth in a new edition of "The ABC of Beer Advertising," booklet issued by U. S. Brewers Foundation. First section of the 24-page booklet deals with TV; the latter part deals with radio advertising which were treated in the original edition of the booklet, published by the foundation 10 years ago, prior to the widespread use of TV. Broadcasters may obtain the booklet through NARTB.
George Burbach, general manager of KSD-TV
St. Louis, a single-station TV market.

Mr. Burbach told B&T the situation may change this summer with KSD-TV carrying one or two night games per week when the Browns are home.

The St. Louis situation on baseball TV is an interesting and paradoxical one. & The Browns reportedly are willing to start their contests at 9:30 p.m. in order that the station may schedule them. But the Cards rejected the idea. KSD-TV has early evening network commitments.

Falstaff's 'Largest' Network

The Cards are owned by Anheuser-Busch Co. When Fred Saigh, ousted Cardinals owner, handled TV arrangements, he vested the question of costs and rights in the management's hands—not his own. Griesedieck Bros., a rival brewery, has first refusal on Cards TV coverage. Griesedieck and Falstaff both reportedly were interested in TV coverage.

Falstaff Brewing Co. has assembled what it claims is the largest network under one sponsor for baseball. It will pick up the tab, for games on 221 stations—54 more than in 1952.

The Falstaff schedule comprises 187 in 21 states on the MBS Game of the Day. It has two smaller networks of 17 stations each. One carries all home and road contests of the Chicago Cubs (in Illinois, Iowa and Indiana), the other the complete slate of the Browns (in Illinois, Missouri, Kentucky and Iowa). Jerome (Dizzy) Dean heads this six-station network.

Cubs, White Sox Tilt Air

WIND Chicago is feeding games to a 15-station midwest baseball network, under Liggett & Myers sponsorship, although Cubs games actually are being broadcast by Mutual.

WGN-TV, which will televise all daytime home tilts of the Cubs and White Sox, has also lined up contracts for baseball program and spot adjacencies, according to Ted Weber, WGN-TV sales manager. Pre and post-game programs—voluminous source of revenue for stations estimated at around $20 million—have been purchased by Chicago Engineers for Television, M. J. McCarthy Motor Sales, Boyer International Labs., Walgreen Co. and United Airlines.

Spots have been purchased by Shell Oil Co., the Chicago Tribune and Illinois Bell Telephone Co.

WGN-TV also is installing cards on some 1,330 Chicago buses and streetcars advertising its baseball telecasts and on some 50 delivery trucks for Hamm beer (Theodore Hamm Brewing Co.), a co-sponsor with Liggett & Myers of TV coverage.

C-E Elects Chalmers

WILLIAM A. CHALMERS, vice president and radio-TV director of Gray Adv. Agency, has been named vice president and radio-TV director of Campbell-Ewald, with headquarters in Detroit, according to Henry G. Little, C-E president. A pioneer in TV, he has created or supervised such programs as Toast of the Town, Ford Theatre, Twenty Questions and many others. His radio programs include Take It or Leave It, What's My Name, Johnny Prentes, Better Winchell and others.

Before joining Gray, Mr. Chalmers was at Kenyon & Eckhardt as Ford account executive and later vice president and radio-TV director. During the war he served in the infantry. After the war he became radio and assistant advertising director of Richard Hudnut Sales Co., joining K&E in 1947.

Willard Hanes continues in charge of Pacific Coast radio and TV production as well as manager of the Hollywood office.

Richfield Plans Ad Campaign

MOST extensive advertising and promotional campaign in the recent history of Richfield Oil Corp. of New York will be launched the week of April 19 on behalf of a new Richfield Ethyl gasoline and a new Richclide Super HD motor oil, Ben Poliaik, sales promotion manager, last week announced at the distributors' 24th annual convention in New York. In addition to newspapers, the company will use a cooperative advertising plan including radio and TV spots.

Agency Exposition

ALPHA DELTA SIGMA, national honorary advertising fraternity, with BBDO on April 21-23 will conduct a three-day exposition titled "Blueprint of an Advertising Agency." Sessions will be held in Morris Hall, New York U. School of Commerce.

Heading the list of agency speakers will be Ben Duffy and Fred Manchee, president and vice president, respectively, of BBDO. James McGarry, executive assistant to Mr. Duffy, has been assigned to act as liaison to the university.

NEW BUSINESS

Spot

Mission Dry Corp., L. A. (Mission Orange beverage), this month is starting radio spot announcement campaign on cooperative basis with local bottlers coast-to-coast, for 10-13 weeks. No stations set yet. Agency: Caples Co., L. A.

Wilson & Co., Chicago (Ideal dog food), starts two month announcement campaign on KNKH (TV) and KECA-TV both Los Angeles, for 13 weeks from April 10. Other stations will
NETWORK TV SHOWS GAIN IN GROSS, BUT DROP IN NUMBER OF SPONSORS

Thought-provoking are P&R figures for last January which show that while gross billings were 15.9% above the previous January, nevertheless network advertisers numerically dwindled.

NETWORK television’s rapid acceleration in the past five years from a dead start to a prominent place among national advertising media, is reflected by the year’s gross billings of $180 million last year. Yet this young medium is beginning to show symptoms more appropriate to declining senescence than to vigorous youth.

Comparison of the advertising placed on the four TV networks in January 1953 and in January 1952, as reported by Publishers Information Bureau, at first glance seems to show a healthy increase. Gross billings in the opening month of this year totaled $17,447,905, up 15.9% from the $15,058,412 billed in the same month of 1952.

But a look behind this rosy dollar figure reveals other less encouraging facts. In January 1952 the number of advertisers using network television to reach the consuming public totaled 167. By January 1953 this number had dwindled to 169, most of them also numbered in the January 1952 roster, with few new names added since then.

This surprisingly static status of such a young and supposedly vigorous medium is emphasized when Table I, listing the top ten TV network clients during January of this year, is compared with the same list for that month of a year ago. Nine of the companies appearing on this January’s list also showed up on that of the year before. Only newcomer to this select group is General Mills, replacing P. Lorillard Co.

Perhaps an even more startling demonstration of the little change in the use of network television by national advertisers over the past year is shown in Table II, listing the medium’s leading advertiser in each product group during the month. Of the 23 companies listed, 16 were included in a similar list for January 1952.

Table III, listing the gross TV network time purchases of all advertisers by product categories for January 1953 and January 1952, shows how rapidly network television is becoming stratified. Food advertising, alone accounting for more than one-sixth of the total billings, was first in January of both years. The next five categories in order of their expenditures with the medium—tobaccos, toiletries,

---

**TABLE I**  
TOP 10 TV NETWORK ADVERTISERS IN JANUARY 1953

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$1,107,637</td>
<td></td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>$842,530</td>
<td></td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>$675,760</td>
<td></td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>552,712</td>
<td></td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>360,752</td>
<td></td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>256,388</td>
<td></td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>245,976</td>
<td></td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>473,900</td>
<td></td>
</tr>
<tr>
<td>General Mills Inc.</td>
<td>432,983</td>
<td></td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>420,933</td>
<td></td>
</tr>
</tbody>
</table>

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**TABLE II**  
LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR JANUARY 1953

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Motors Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Lever Brothers Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Mills Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Gillette Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Procter &amp; Gamble Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Motors Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Lever Brothers Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>General Mills Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>Gillette Co.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**TABLE III**  
GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1953, COMPARED TO 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>$2,314,645</td>
<td>$2,343,983</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,511,065</td>
<td>1,264,418</td>
</tr>
<tr>
<td>Tobacco</td>
<td>667,080</td>
<td>529,788</td>
</tr>
<tr>
<td>Tobacco</td>
<td>102,784</td>
<td>93,481</td>
</tr>
<tr>
<td>Tobacco</td>
<td>385,186</td>
<td>596,381</td>
</tr>
<tr>
<td>Tobacco</td>
<td>315,729</td>
<td>248,933</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,254,275</td>
<td>797,277</td>
</tr>
<tr>
<td>Tobacco</td>
<td>227,128</td>
<td>292,705</td>
</tr>
<tr>
<td>Tobacco</td>
<td>370,780</td>
<td>340,581</td>
</tr>
<tr>
<td>Tobacco</td>
<td>103,050</td>
<td>38,370</td>
</tr>
<tr>
<td>Tobacco</td>
<td>230,070</td>
<td>142,450</td>
</tr>
<tr>
<td>Tobacco</td>
<td>77,980</td>
<td>219,450</td>
</tr>
<tr>
<td>Tobacco</td>
<td>23,175</td>
<td>19,350</td>
</tr>
<tr>
<td>Tobacco</td>
<td>315,550</td>
<td>386,940</td>
</tr>
<tr>
<td>Tobacco</td>
<td>23,175</td>
<td>102,950</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2,942,932</td>
<td>2,384,943</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,889,445</td>
<td>1,684,342</td>
</tr>
<tr>
<td>Tobacco</td>
<td>15,038</td>
<td>1,684,342</td>
</tr>
</tbody>
</table>

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**TOTALS**  
$17,447,905  
$15,058,412

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Agency Appointments

Food Enterprises Inc., N. Y., appoints Fred Gardner Co., N. Y.

Chase National Bank, N. Y., names Kenyon & Eckhardt, that city, advertising agency, effective July 1, for consumer and institutional phases.

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.
TV Homes HIT 19.5 Million in 1952

During the 12 months following January 1952 some 6 million families added TV sets to bring the video-equipped percentage of U. S. families to 44%, reports Market Research Corp. of America's Consumer Research Panel. Greatest jump was in farm areas and cities of below 50,000 population.

With the addition of 6,000,000 more new television families during the period between January 1952 and January 1953, the number of families in the TV market reached 19,500,000 at the latter date.

These totals showing 44% of all U.S. families with television, was reported last Tuesday by Market Research Corp. of America and is based on findings of the firm's National Consumer Panel. The analysis goes further into detail, listing such factors as the distribution of set ownership by regions, city size, economic class, education, occupation, size of family and the number of children in the surveyed families.

As might be expected with the commencement of television service in lesser-sized population areas during the latter part of 1952, the greatest increase in set ownership (100%) was reported for the farm areas and the cities ranging up to 50,000. Cities of over half-million showed only a 27% rise in TV families.

Regionally, the Mountain and Southwest areas showed a 143% increase in TV families, considerably outdistancing all other sectors percentagewise.

The report shows a noticeable drop in white collar ownership, which slacked off from 23% of the ownerships to 18% during the 12-month period.

Breakdown of the panel report follows.

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala</td>
<td>22,076</td>
<td>Nev</td>
<td>10,919</td>
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<tr>
<td>Ariz</td>
<td>9,741</td>
<td>N. Dak</td>
<td>29</td>
</tr>
<tr>
<td>Ark</td>
<td>7,138</td>
<td>N. E.</td>
<td>4,755</td>
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<tr>
<td>Calif</td>
<td>39,308</td>
<td>N. J.</td>
<td>86,442</td>
</tr>
<tr>
<td>Colo</td>
<td>18,492</td>
<td>N. M.</td>
<td>2,218</td>
</tr>
<tr>
<td>Conn</td>
<td>18,846</td>
<td>N. Y.</td>
<td>135,704</td>
</tr>
<tr>
<td>Dela</td>
<td>8,951</td>
<td>N. C.</td>
<td>30,481</td>
</tr>
<tr>
<td>D. C.</td>
<td>10,115</td>
<td>N. D.</td>
<td>47</td>
</tr>
<tr>
<td>Fla</td>
<td>18,851</td>
<td>Ohio</td>
<td>89,689</td>
</tr>
<tr>
<td>Ga</td>
<td>20,266</td>
<td>Okla</td>
<td>23,099</td>
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<tr>
<td>Idaho</td>
<td>2,481</td>
<td>Ore</td>
<td>16,760</td>
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<tr>
<td>Ill</td>
<td>78,940</td>
<td>Pa</td>
<td>131,282</td>
</tr>
<tr>
<td>Ind</td>
<td>47,042</td>
<td>R. I.</td>
<td>6,107</td>
</tr>
<tr>
<td>Iowa</td>
<td>24,050</td>
<td>S. C.</td>
<td>8,278</td>
</tr>
<tr>
<td>Kan</td>
<td>11,568</td>
<td>S. D.</td>
<td>1,696</td>
</tr>
<tr>
<td>Ky</td>
<td>21,021</td>
<td>Tenn.</td>
<td>19,990</td>
</tr>
<tr>
<td>La</td>
<td>17,804</td>
<td>Tex</td>
<td>86,896</td>
</tr>
<tr>
<td>Me</td>
<td>7,660</td>
<td>Utah</td>
<td>12,150</td>
</tr>
<tr>
<td>Md</td>
<td>18,769</td>
<td>Vt</td>
<td>2,066</td>
</tr>
<tr>
<td>Mass</td>
<td>45,490</td>
<td>Va.</td>
<td>81,200</td>
</tr>
<tr>
<td>Mich</td>
<td>51,764</td>
<td>Wash.</td>
<td>35,688</td>
</tr>
<tr>
<td>Minn</td>
<td>21,229</td>
<td>W. Va.</td>
<td>21,444</td>
</tr>
<tr>
<td>Miss</td>
<td>11,314</td>
<td>Wis.</td>
<td>24,564</td>
</tr>
<tr>
<td>Mo</td>
<td>32,915</td>
<td>Wyo.</td>
<td>988</td>
</tr>
</tbody>
</table>
| Mont      | 84    | Grand Total | 1,848,178

Schwerin Debuts Newsletter

MONTHLY newsletter informing radio, TV advertising and agency executives of current research trends was published for the first time last Friday by Schwerin Research Corp., New York.

The Schwerin Research Corp. bulletin will be distributed on the tenth of each month. First issue highlights discussion of "house experts" in radio-TV commercials and describe Schwerin's technique of pre-testing "rough" filmed commercials. An explanation of the new Cash Alternative Test method also is featured.

Facts & Figures

TV Shows Criticized

FIVE network television shows were found "objectionable" and four "vari- able" in the National Television Review Board's report for March.

At the same time the NTRB selected DuMont TV Network's Life Is Worth Living with Bishop Fulton J. Sheen as the "show of the month" for March.

The program was chosen for "contributing wholesome and outstanding entertainment, and advancing the standards of television programming for the entire industry. Program is sponsored on DuMont each Tuesday, 8-9:30 p.m. EST and on MBS radio Thursday, 9-9:30 p.m. EST.

The "objectionable": The Web, Bride & Groom, Love of Life, Search for Tomorrow and Guiding Light. The "variable": Walter Winchell, Name's the Same, Mr. & Mrs. North and Superman.

The board was set up as an independent organization of civic and press representatives in 1950 but TV Forecast, a Chicago fan magazine, claims sponsorship for it.

'Lux Radio,' 'Hickok' Top West Coast Ratings

TOP radio programs in the Pacific area in February were Lux Radio Theatre in the evening and Wild Bill Hickok during weekday hours, according to a survey announced by A. C. Nielsen Co. last Wednesday. Ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Programs</th>
<th>Jan. '52</th>
<th>Feb. '53</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>892</td>
<td>892</td>
</tr>
<tr>
<td>2</td>
<td>You Bet Your Life (NBC)</td>
<td>820</td>
<td>820</td>
</tr>
<tr>
<td>3</td>
<td>My Little Margie (CBS)</td>
<td>789</td>
<td>789</td>
</tr>
<tr>
<td>4</td>
<td>Our Miss Brooks (CBS)</td>
<td>743</td>
<td>743</td>
</tr>
<tr>
<td>5</td>
<td>Charlie McCarthy (CBS)</td>
<td>732</td>
<td>732</td>
</tr>
<tr>
<td>6</td>
<td>What's My Line (NBC)</td>
<td>717</td>
<td>717</td>
</tr>
<tr>
<td>7</td>
<td>Dragnet (NBC)</td>
<td>691</td>
<td>691</td>
</tr>
<tr>
<td>8</td>
<td>People Are Funny (CBS)</td>
<td>680</td>
<td>680</td>
</tr>
<tr>
<td>9</td>
<td>Life With Luigi (CBS)</td>
<td>634</td>
<td>634</td>
</tr>
<tr>
<td>10</td>
<td>Great Gildersleeve (NBC)</td>
<td>598</td>
<td>598</td>
</tr>
</tbody>
</table>

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TV 'Hooperade' for March

CBS-TV's I Love Lucy took first place in the six cities covered in the "Hooperade of TV Stars" for March, marking the fourth straight month the program has topped the list, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Children's TV Habits

REPORT on children's television programs is contained in the March issue of The Television Auditing of Total People, published by Advertisers Research, New Brunswick and Newark, N. J., market research firm. The study is based on 763 personal interviews with mothers in New York area homes with children between the ages of 2 to 12.
Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Ann Mar, mistress of cookery on WMAR-TV's *The Woman's Angle* has reason to look pleased. With her increased schedule, she now contributes 16 of the 80 food sponsored quarter-hours on WMAR-TV which draw more than 5,000,000 tune-ins each week.*

**THE WOMAN'S ANGLE**
Monday, Tuesday, Thursday, Friday 1-1.30 P.M.
Monday, Wednesday, Friday 3.30-4 P.M.

**ANN MAR'S BLOCK PARTY**
Thursdays 3.30-4 P.M.

*Based on March A. R. B.

---

**In Maryland, most people watch WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2  BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC.  NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES  TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Hooper Offers New TV Report
For Cities Not Now in Ratings

SPECIAL TV Station Audience Index Report, designed for new stations in cities not currently on the TV Hooperatings schedule, is being offered by C. E. Hooper Inc. Report would contain figures on sets-in-use for all homes and TV homes, share of audience, Hooperatings and Teleratings, based on TV homes for 6-7, 7-8, 8-9, 9-10 p.m. in Sunday through Saturday averages.

In cities with more than 50% TV set saturation, the same data will also be reported on 6-10 p.m. average for individual evenings. If a subscriber is a uhf station, the report will contain data on the extent of set conversion, based on the added interview question: "Has your receiver been converted to receive uhf channels?" (or a specific channel).

Station Audience Index Report is based on 3,360 duplex coincidental telephone interviews conducted within the toll-free area of the station's home city. Price is $300 for a city with at least 50% TV set saturation; $500 for a city with 25-50% TV set saturation (with sample increased to 6,720); $700 for a city with 10-25% TV set saturation (with sample increased to 10,080). For cities where a special interviewing staff has to be established there will be an additional charge of $100.

### TELESTATUS

Weekly TV Set Summary—April 13, 1953—TELECasting SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>24,924</td>
<td></td>
<td></td>
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<tr>
<td>Atlantic City</td>
<td>27,000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Austin</td>
<td>34,985</td>
<td></td>
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<tr>
<td>Baltimore</td>
<td>207,000</td>
<td></td>
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</tr>
<tr>
<td>Boston</td>
<td>13,516</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>246,871</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Cincinnati</td>
<td>1,363,071</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>739,702</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>16,500</td>
<td></td>
<td></td>
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<tr>
<td>Dallas</td>
<td>19,545</td>
<td></td>
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<tr>
<td>Dayton</td>
<td>272,140</td>
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</tr>
<tr>
<td>Denver</td>
<td>134,684</td>
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<tr>
<td>Des Moines</td>
<td>558,200</td>
<td></td>
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<tr>
<td>El Paso</td>
<td>103,500</td>
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<tr>
<td>Erie</td>
<td>184,680</td>
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<tr>
<td>Fort Worth</td>
<td>127,497</td>
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<tr>
<td>Galveston</td>
<td>235,000</td>
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<tr>
<td>Grand Rapids</td>
<td>253,961</td>
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<tr>
<td>Greensboro</td>
<td>136,548</td>
<td></td>
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<tr>
<td>Honolulu</td>
<td>35,000</td>
<td></td>
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</tr>
<tr>
<td>Holyoke</td>
<td>17,297</td>
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<tr>
<td>Houston</td>
<td>237,000</td>
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<tr>
<td>Huntington-Charleston</td>
<td>180,996</td>
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<tr>
<td>Indianapolis</td>
<td>322,000</td>
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<tr>
<td>Jacksonville</td>
<td>15,490</td>
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<tr>
<td>Jacksonville</td>
<td>199,000</td>
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<tr>
<td>Johnstown</td>
<td>243,438</td>
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</tr>
<tr>
<td>Kalamazoo</td>
<td>283,000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Kansas City</td>
<td>281,288</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Lancaster</td>
<td>261,706</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lansing</td>
<td>174,350</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lawrence</td>
<td>302,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lincoln</td>
<td>24,060</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,836,852</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>245,030</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lubbock, Tex.</td>
<td>22,104</td>
<td></td>
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</tr>
<tr>
<td>Total Stations on Air 156*</td>
<td>Total Markets on Air 104*</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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*Includes XELO-TV Matamoros, Mexico and XELO-TV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn off-air. Since not all stations report weekly, set figures in some 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 those markets may be partially duplicated. Total sets in use of U. S. however, is unduplicated estimate.

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### FACTS & FIGURES

**What a line up..**

**332,000 STRONG!**

**WFBM-TV's audience is growing every day. That means more and more people are waiting for your sales message.**

**today**

There are 332,000 sets in use in the rich market covered by WFBM-TV - Indianapolis

Represented nationally by The Katz Agency

1535 North Meridian Street - Indianapolis 5, Indiana
Affiliated with WOEX, Evansville; WFBM, Indianapolis; WYFY, Fort Wayne; WOOD and WOVT, Grand Rapids

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*April 13, 1953*


**Facts & Figures**

CBS Has 9 of Top 10 In Nielsen AM Ratings

CBS had nine of the top ten evening one-week shows, all the top 10 one-week and the top three Saturday programs in the March 16-7 Nielsen ratings by A. C. Nielsen Co. on network radio.

<table>
<thead>
<tr>
<th>NATIONAL Nielsen RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP PROGRAMS</strong></td>
</tr>
<tr>
<td><strong>HOMES REACHED</strong></td>
</tr>
<tr>
<td><strong>PREVIEW</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RANK</strong></th>
<th><strong>PROGRAM</strong></th>
<th><strong>HOMES REACHED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The 1st 5 minutes (CBS)</td>
<td>3,000</td>
</tr>
<tr>
<td>2</td>
<td>60 Minutes (CBS)</td>
<td>4,500</td>
</tr>
<tr>
<td>3</td>
<td>The 5th Dimension (CBS)</td>
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<td>4</td>
<td>The 4th Dimension (CBS)</td>
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</tr>
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<td>The 3rd Dimension (CBS)</td>
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</tr>
<tr>
<td>6</td>
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</tr>
<tr>
<td>7</td>
<td>The 1st Dimension (CBS)</td>
<td>7,000</td>
</tr>
<tr>
<td>8</td>
<td>Our Gal, Sunday (CBS)</td>
<td>7,500</td>
</tr>
<tr>
<td>9</td>
<td>The 5th Dimension (CBS)</td>
<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>Assignment (CBS)</td>
<td>8,500</td>
</tr>
</tbody>
</table>

**Evening, Multi-Weekly**

<table>
<thead>
<tr>
<th><strong>RANK</strong></th>
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<td>9</td>
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<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>Assignment (CBS)</td>
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**Evening, Once-A-Week**

<table>
<thead>
<tr>
<th><strong>RANK</strong></th>
<th><strong>PROGRAM</strong></th>
<th><strong>HOMES REACHED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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</tr>
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<td>7</td>
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<td>The 5th Dimension (CBS)</td>
<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>Assignment (CBS)</td>
<td>8,500</td>
</tr>
</tbody>
</table>

**Day, Sunday**

<table>
<thead>
<tr>
<th><strong>RANK</strong></th>
<th><strong>PROGRAM</strong></th>
<th><strong>HOMES REACHED</strong></th>
</tr>
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<td>1</td>
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<td>8</td>
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</tr>
<tr>
<td>9</td>
<td>The 5th Dimension (CBS)</td>
<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>Assignment (CBS)</td>
<td>8,500</td>
</tr>
</tbody>
</table>

**Day, Saturday**

<table>
<thead>
<tr>
<th><strong>RANK</strong></th>
<th><strong>PROGRAM</strong></th>
<th><strong>HOMES REACHED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The 1st 5 minutes (CBS)</td>
<td>3,000</td>
</tr>
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<tr>
<td>8</td>
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**Weekly, TV Ad Sales**

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<th><strong>RANK</strong></th>
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<tbody>
<tr>
<td>1</td>
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<td>9</td>
<td>The 5th Dimension (CBS)</td>
<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>Assignment (CBS)</td>
<td>8,500</td>
</tr>
</tbody>
</table>

## '52 Network TV Gross Up, But Sponsoered Hours Drop

GROSS billings of the four TV networks for 1952 were 41.3% above 1951's, but the total sponsored network hours last year dropped 11.1% below 1951's gross.

Those seemingly contradictory reports of the progress (upward or downward?) of network television both are made by Magazine Advertising Bureau from the records of Publishers Information Bureau on advertising expenditures for TV network time. MAB spells out by quarters in the following table:

<table>
<thead>
<tr>
<th>Gross Network Billings</th>
<th>Per Cent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>(In thousands)</td>
<td>1952</td>
</tr>
<tr>
<td>1st Quarter</td>
<td>$4,574,3</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>2,654,8</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>1,656,1</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>1,133,6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$10,427,8</td>
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</tbody>
</table>

**Sponsored Network Hours**

<table>
<thead>
<tr>
<th>Sponsored Network Hours</th>
<th>Per Cent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>(In hours)</td>
<td>1952</td>
</tr>
<tr>
<td>1st Quarter</td>
<td>3,980.8</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>2,705.3</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>1,656.1</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>1,133.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8,503.4</td>
</tr>
</tbody>
</table>

MAB's summation: "Money up—because of rate increases and extra stations—but sponsored network hours down."

**See billings story, page 30.**
KELO-TV CHANNEL 11

NBC PRIMARY

ABC

Represented by

THE O. L. TAYLOR CO.

In Sioux City, Iowa

KELO-TV CHANNEL 11
SERVING AND SELLING
THE RICHEST CORNERS
OF FOUR STATES.

JOE FLOYD, President
EVANS A. NORD, Gen. Mgr.

NBC - TV  ABC - TV

CHANNEL 11 - SIOUX FALLS, S. DAK.
GEN. FILMS SETS UP PROCESSING PLANT

ORGANIZATION of General Film Laboratories Corp., Hollywood, and the putting into operation of its multi-million dollar film processing plant have been announced by G. Carleton Hunt, president.

The plant, at Argyle and Selma Aves., formerly occupied by Paramount Lab., was purchased last September by Mr. Hunt and Hans de Schulthess, now vice president of the firm. More than $500,000 went into renovating the plant, which now has a weekly processing capacity of 5 million feet of 35mm black-and-white positive and 1 million feet of 35mm negative film.

Four projection rooms are being equipped for both flat and 3-D film and 20 cutting rooms prepared for an editorial service.

Joining the new firm as director of sales is Alton A. Brody, who also continues as West Coast representative, De Luxe Labs., New York. Executive staff includes Alan Gundelfinger, general manager of Cinecolor, in the same capacity; Harlan Baumbach, Technicolor Corp., as technical director, and William Gephart, Paramount Lab., as processing director.

Cross-Complaint Is Filed Against Loews' Suit

CROSS-COMPLAINT to a breach of contract suit filed by Loews' Inc. two months ago has been filed by the defendants, Hugh Harman and Rudolph Ising, named in the earlier suit. Messrs. Harman and Ising ask that the Federal Court in Los Angeles rule that they have had possession for the last 16 years of 37 theatrical cartoons made for MGM.

The $500,000 Loew's suit [B. T., Feb. 2] was filed to halt release of the films to television. It named, in addition to Messrs. Harman and Ising, KTTL Inc., Paramount Television Productions Inc. (operators of KTLA-TV (Los Angeles), Sterling Television Co. and Cornell Films among defendants. Loews charged breach of contract and asked for an injunction.

Last week's cross-complaint declares that the producers entered into a contract with MGM in 1934 to deliver 13 cartoons a year for five years. Disagreements developed, however, the cross-complaint asserts, and the contract was renegotiated in 1937.

Under the 1934 agreement the cartoons were MGM's property, but the rewritten contract, the cross-complaint states, gave Messrs. Harman and Ising sole ownership.

Film Firm Sues Jarvis

FOR ALLEGED NON-PAYMENT

SUIT asking $10,000 damages and $2,100 for alleged non-payment on use of TV films was filed against Al Jarvis, KECA-TV and KFWB Hollywood disc m.c., and ABC last Monday (April 6) in Los Angeles Superior Court by Daniel A. Cypert and Billy Dix, partners in Fountain Productions.

The suit charges Mr. Jarvis with televising 14 films in The Fountain of Poetic Thought series on KECA-TV between last Aug. 21 and Oct. 13, repeating eight of them between Sept. 1 and Nov. 6, without reasonable compensation.

Value of each film was figured at $150 in the reported oral agreement with the defendant.

Plaintiff's partner, D. J. Stewart, has assigned them his rights in the complaint.

Two TV Film Firms Enter Bids for Chaplin Studios

SEPARATE BIDS have been entered by Gross-Krasne Inc. and Mark VII Productions, TV film production companies, to buy Charles Chaplin Studios, Hollywood, for which Mr. Chaplin, now living in Europe, reportedly has reduced his asking price from $1,400,000 to $500,000.

Gross-Krasne Inc., associated with United Television Programs Inc., recently bought California Studios for $135,000 from the estate of former owner Harry Sherman in a Superior Court probate sale. The sale is being contested by the late Mr. Sherman's daughters, Theodora and Arlyne Sherman. (See story below.)

Mark VII Productions, packagers and producers of the Dragnet AM-TV series, now has headquarters at Walt Disney Studios, but must vacate because the cartoon producer has said he needs space to expand.

CBS-TV Film Sales Reports

Marked Business Increase

AN INCREASE in sales of CBS-TV Film Sales programs during the past three months amounting to more than 400% above the same period last year was announced last week by Wilbur S. Edwards, general sales manager. He said CBS-TV film show have been sold in every new TV market to date.

New, and also the established stations, have been using CBS-TV Film Sales merchandising plans "with fine results" and have taken advantage of the unit's advisory service, Mr. Edwards said.

Some of the leading programs in sales, Mr. Edwards said, have been Crown Theatre, The Gene Autry Show, Files of Jeffrey Jones, The Range Rider, Strange Adventure and World's Immortal Opera.

Studios Sale Appealed

AN APPELLATE court has been asked to review the April 1 decision by Probate Judge Newcomb Condee in Los Angeles Superior Court reaffirming the sale of California Studios to Gross-Krasne Inc., TV film producers, for $135,000 [B. T., April 6].

Theodora and Arlyne Sherman, daughters of the late Harry Sherman, who owned controlling interest in the studios at time of his death last September, are protesting the sale, alleging they were treated inequitably by the court when they sought to bid on their father's stock. They asked Judge Condee to set aside his Dec. 5 decision approving the sale. Upon his refusal April 1, they immediately filed notice of appeal to the higher court.

Film Sales

Completion of 17 new sales of programs during the past two weeks was announced by Consolidated Television Sales, distribution and sales firm for filmed TV programming. These transactions were said to be in addition to complete catalogue sales to new TV stations under the recently-announced "station-starter" plan for new TV stations [B. T., March 16].

Arrow Productions, New York, TV film production firm, has sold Ramar of the Jungle, half-hour series starring Jon Hall, in eight additional cities, bringing total markets to 30. New
Telecasts from Towers high on Mt. Wilson reach huge Los Angeles audience

With one TV set to approximately every three people, Los Angeles County has about as highly concentrated a TV audience as you'll find in any area of comparable size. And these millions of watchers can enjoy TV at its best because all the major Los Angeles stations concentrate their telecasting at a single point — a nearby mountain top, towering more than a mile above the city itself.

Eighteen miles by direct line from Hollywood and Vine stands Mt. Wilson, site of the famous observatory. On its lofty summit, 6000 feet above sea level, are seven TV transmission towers. Programs sent out from this elevation come through with brilliant clarity, and have superior power and range. Concentration of telecasting at one point means much easier tuning for the millions of TV viewers within the 10,000 square-mile area served.

Naturally, these towers were built of steel. Steel for five of the seven was made and rolled within sight of Mt. Wilson — at the Los Angeles Plant of Bethlehem Pacific Coast Steel Corporation, Bethlehem's West Coast subsidiary.

With steel plants at Los Angeles, San Francisco and Seattle, together with steel-fabricating works and other facilities, Bethlehem Pacific is supplying substantial quantities of the many forms of steel that are serving growth and progress of the West.
sales were reported in New York, Phoenix, Louisville, Portland, Salem, Ore., Spokane, Yakima and Bellingham, Wash.

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for film financing organizations.


Kling Studios Inc., Chicago, has announced release of syndicated beer commercials to new sponsors in six additional TV markets. Minute and 20-second spots will be used by Blitz-Weinhard in Portland, Desilu in Sioux City, Iowa, and by Southern Select in Houston, Dallas-Fort Worth, Austin (all Texas) and Matamoros, Mexico-Brownsville, Tex.


Spreen Oldsmobile-Cadillac, Huntington Park, Calif., has started a weekly half-hour film series, Cases of Eddie Drake, on KNXT (TV) Hollywood, for 13 weeks from April 10. Agency is Kilgour-Worth Co., Los Angeles.

**Availabilities**

Dynamic Films Inc., New York, is making available at no charge to TV stations Racing Champions, 25-minute film reviewing the highlights from the outstanding motor racing events.

Leo A. Handel Productions, Hollywood, has completed 20th film in Everyday Adventures, new TV series based on machines and processes supplying needs for everyday living. Distribution is by Sterling Television Inc.

**Production**

Mike Malloy Productions Inc., Hollywood, with temporary headquarters at 1600 N. La Brea, has been formed by Glenn Miller, production manager, Filmcraft Productions, that city; Al Gannaway, New York TV producer-director; Steve Brodie, motion picture actor; Fred Eggers, M-G-M scenarist; Vegil Miller, cameratographer and 1952 "Oscar" nominee, and Tom Hubbard, one-time director of productions, Liberty Network.

Pilot film in Mike Malloy, half-hour mystery-drama TV series, has been completed starring Mr. Brodie. Firm goes into full-scale production this month.

Sovereign Productions, Hollywood, has started filming the final 18 programs in 36 half-hour film series of CBS-TV General Electric Theatre (General Electric), NBC-TV Cavalcade of America (duPont) and Your Jewels Show-case (Hamilton Watch Co.). Currently in production are "Sam and the Whale Design," "Robert E. Lee" and "Daniel Webster," for duPont.

American Pictures Corp., Hollywood, at Motion Picture Center, is in pre-production on 13 half-hour light comedy TV film series, Paris Model.

Peter T. Scott Assoc., Kansas City, now is producing a low-budget quarter-hour TV film series with a Kansas City newspaper background.

Screen Gems Inc., Hollywood, has signed Edmond O'Brien, radio-TV, stage and film actor, as host-narrator for The Law Strikes Back, new half-hour TV film series currently in production.

Bell Productions has packaged two new TV shows, to be done either live or on film. Eddie Cantor protege Bobby Breen is featured in one and English singer Deny Vaughan in the other. Both are fifteen minute stanzas and pilot film, will be shot later this month under the direction of Bell's executive producer, Alan Abel.

Stanley Murphy Productions, Hollywood, has signed James Gleason and Fay Bainter to portray Pa and Ma Duggan in a half-hour TV film series based on "Dixie Dugan" syndicated comic strip.

Delilah Productions, Hollywood, has leased the large soundstages at Motion Picture Center and will move in September from present headquarters at Central Service Studios. In addition to filming CBS-TV I Love Lucy and Our Miss Brooks, the firm plans fall production on a new half-hour TV film series, tentatively titled Downbeat.

Harold C. Meyers Productions, New York, has completed a series of radio and TV spot announcements for the U. S. Marine Corps designed to assist in recruiting.

**Random Shots**

Guild Films, New York, is promoting its Liberace TV filmed series with special discos by Liberace playing two numbers which have been offered to local and regional sponsors at cost with the sponsor's name imprinted on the label. Sponsors may use the labels as give-aways to promote themselves and the show. Recording was handled by the new Special Products Div. of Columbia Records, which is creating special recording packages for promotional use in industry.

Adrian Weiss Productions, Los Angeles, is said to be the first TV film firm to support the plan instigated by publicity man Irving Leeds to make video programs available to servicemen hospitalized in the U. S. and overseas. A weekly half-hour TV film series, Craig Kennedy Criminologist, now is being shown weekly at Sawtelle Veterans' Hospital, Los Angeles, through cooperation of George Whitney, vice-president in charge of sales for KHJ-TV Hollywood, and Sam Weiss, sales manager of Louis Weiss & Co., Los Angeles distribution firm. The series is shown in L. A. area on KHJ-TV.

Kling Studios Inc., Chicago, appoints the Downey Co. as its San Francisco representative.

 Paramount Pictures, when it promoted the Los Angeles Easter opening of "Off Limits," new feature film starring Bob Hope, ran a $2,800 12-hour saturation spot announcement campaign the preceding day on KLAC-TV, KTLA (TV) and KECA-TV that city. One-day TV budget is largest ever set by studio.

**Film People**

Richard Heermann, producer of Allied Artists, Hollywood, adds duties as production consultant with Interstate Television Corp., AA subsidiary, that company's assignment is with the recently reactivated Ethel Barrymore Theatre, a half-hour TV film series. The second program goes into production in April.

Al Amundsen, formerly account executive and radio-TV director, Honig-Cooper, Seattle, has joined Cinema Service (film production), Seattle, as production director.

Joyce Took, story analyst, Frank Wisbar Productions, Hollywood, promoted to story editor on NBC-TV's Fireside Theatre (Procter & Gamble).

Peter Frank, film editor, MGM, Culver City, to Cate & McGlone, Hollywood commercial and TV film producers, as member of production department.

Theodore H. Kupferman has resigned from NBC's legal department to join Cinemahna Productions Corp. as general attorney, Dudley Roberts Jr., Cinemahna president, announced last week.

John F. Mahon of Whelan & Wagenbach accounting firm, New York, to George E. Foley Inc., New York, TV, radio and motion picture producers, as controller.


R. G. Hemingway, formerly assistant sales manager, Alexone Division, has been named special television representative, Alexander Film Co., Colorado Springs, Colo.

Martin Cohen of the Kate Smith unit has been named administrative director of Teleprograms Inc., New York, a non-profit corporation producing public affairs television programs under a grant from the Alfred P. Sloan Foundation in cooperation with NBC-TV.

Tommy Hearlich, former New York Yankees baseball star, has been signed to emcee and narrate the Teleneux sports report, This Week In Sports.


Harry Novick, traffic manager of Guild Films, New York, father of a boy, Robert Ira, April 1.
Serving more people with brighter pictures

WOAI-TV

Now 100,000 watts

WOAI-TV is the first Texas station to attain the maximum power allowed by the FCC in its range. More people will now see WOAI-TV — More people will see brighter, clearer, steadier pictures on Channel 4. People buy what they see on WOAI-TV.

Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

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PROGRAM SERVICES

Ziv Holds $50,000
Student Essay Contest

A $50,000 national essay contest for grammar and high school pupils will highlight the second year's exploitation campaign for Frederic W. Ziv Co.'s transcribed radio program, I Was a Communist for the FBI, Alvin E. Unger, Ziv's radio sales president, announced last week.

In outlining details of the contest, Mr. Unger reported that more than 70% of sponsors and stations contacted have renewed the program for the second year.

He said the contest will be held Sept. 13-Nov. 30 in cooperation with the Disabled American Veterans. According to Mr. Unger, DAV chapters and state departments in the probationary five states areas will begin a special promotion campaign as part of a national Americanism program to obtain mayors' proclamations and cooperation from school heads, civic leaders and industrialists.

The contest will seek a 500-word or less essay on "What the American Flag Means to Me." A winner from each market in which the program is broadcast will be entered in the national contest.

Essays will be submitted to the local radio station carrying I Was a Communist for the FBI. Judges will be selected by the DAV chapter in the area in cooperation with station and sponsor. All first place local winners will be eligible for national awards, $2,000 for first place, $1,000 for second, and $500 for third.

The school represented by the national contest winner will receive $250; the teacher named by the winner will receive $250, and any veterans group or veterans hospital picked by the winner will receive $500.

Among the sponsors renewing the program is Golden State Dairies in northern California, which will carry the show in ten markets.

ASCAP Gross Revenue Totals $17.6 Millions

ASCAP gross revenue for 1952 totaled $17,672,000, Louis Bernstein, treasurer, reported to the society's annual meeting, held Tuesday at New York's Hotel Astor. Sum included $1,329,400 collected for performances of ASCAP music abroad as well as the domestic gross of $16,343,000 for the year. Operating expenses totaled $3,172,000 or 19% of the domestic income, leaving 81% for distribution to ASCAP members, the treasurer reported.

Last fall, Mr. Bernstein said, ASCAP members got $390,000 in royalties for broadcasting rights to ASCAP music in England and Canada, with another $766,329 in foreign royalties distributed last month.

Deems Taylor, reporting for the executive committee, described the ASCAP blanket contract with radio and TV stations and networks as "fair and equitable." He noted that in contrast to the widespread anti-ASCAP legislative actions in the various states a few years back, only two such measures were introduced in state legislatures this year. No anti-ASCAP bill has become a state law in the last decade, he said.

Guest of honor at the annual banquet, Ed Sullivan, was given a clock by Otto Harbach, ASCAP president, in appreciation of his Sunday evening CBS-TV series, Toast of the Town, The Ascap Story.

TRADE ASSNS.

NARTB NAMES CONVENTION PANELS;
TV, RADIO WORKSHOPS SCHEDULED

Herbert Mayer, pioneer uhf telecaster who started first commercial station in upper band, to preside at discussion of uhf future at Los Angeles session. Paul Adanti to direct session on film's place in television. Several workshops will cover problems of broadcast station operators.

PROGRAM of NARTB's 31st annual convention in Los Angeles April 28-May 1 neared completion at the weekend as two workshop panels were set up and another dropped from the agenda, according to Clair R. McCollough, president of the Steinman Stations and chairman of the convention committee.

Herbert Mayer, KPTV (TV) Portland, Ore., a uhf station, will conduct an April 30 (Thursday) panel session titled "What About Uhf?" Mr. McCollough pointed out that Mr. Mayer had shown his faith in uhf by pioneering KPTV, first commercial station to operate in the band.

Paul Adanti, WHEN (TV) Syracuse, will be chairman of a panel titled "Film's Place in Television," to be held immediately after the uhf session. Mr. Adanti entered TV at WRGB Schenectady in 1944 and joined WHEN in 1948.

A tentatively scheduled trade press panel slated at noon on the last day of the convention has been dropped because of inability of some of the invited panel members to participate.

On the Uhf Panel


Members of the Adanti film panel will be E. H. Ezees, Motion Pictures for TV; John H. Mitchell, Screen Gems; Ralph W. Nimmons, WFBA-TV Dallas; Lee Ruwisch, WTVI (TV) Miami; Harold P. See, KRON-TV San Francisco; Gerald King, United Television Programs; Robert W. Sarnoff, NBC; Peter M. Rebeck, Consolidated Television Sales, and John L. Sinn, Ziv Television Program.

A convention feature titled "Principles of Profitable Radio Operation" will be held Wednesday afternoon. The program will be built around NARTB's five-market cities report analyzing five typical areas. The scientific study was conducted under direction of Richard M. Allerton, NARTB research manager.

Similarly, the problems of radio broadcasters will be covered in two meetings to be held Tuesday afternoon. First of these will be BAB's annual program on radio selling and advertising techniques. Following the BAB meeting will be a session conducted by the Affiliates Committee, an all-industry group formed at the 1951 convention to deal with network radio rate pressures. Committee chairman is Paul W. Morency, WTIC Hartford.

Five Market Program

Mr. Morency and NARTB President Harold E. Fellows will take part in the Wednesday afternoon five-market program. Others participating will be John Estay, KTUL Tulsa; G. Richard Shaffo, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville; William C. Grove, KFBC Cheyenne, Wyo.; John F. Patt, WGBR Cleveland, and Lee Little, KTUC Tucson, Ariz.

Radio merchandising program and labor panels are scheduled Thursday.

Members of the convention Resolutions Committee are H Quentin Cox, KGKW Portland, Ore., chairman; Robert R. Tincher, WNAX Yankton, S. D.; Harry D. Peck, WISN Milwaukee; Irving Rosenhaus, WATV (TV) Newark, and Jack Harris, KPRC Houston.

On the convention Credentials Committee are George J. Higgins, KMBC Kansas City, chairman; Eugene O'Fallon, KFEI Denver; Harry R. Spence, KXRO Aberdeen, Wyo.; Helen Alvarez, KOTV (TV) Tulsa; Joe Bernard, KOMA Oklahoma City, and Henry P. Johnston, WSGN Birmingham.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

WAGA
ATLANTA
5000w 590kc
CBS RADIO

WMAZ
MACON
10,000w 940kc
CBS RADIO

WTOC
SAVANNAH
5000w 1290kc
CBS RADIO

the TRIO offers advertisers at one low cost:

CONCENTRATED COVERAGE

MERCHANDISING ASSISTANCE

LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING

DEALER LOYALTIES

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

April 13, 1953 • Page 43
Election of four directors to the NARTB Television Board will be made from a list of 42 station operators certified Thursday by C. E. Anderson, Jr., secretary-treasurer. The election, for two-year terms, will be held Tuesday, April 28, at 10 a.m. during a TV membership business session at the Biltmore Hotel, Los Angeles.

The four directors representing both aural and TV stations will be elected. Incumbents, serving one-year terms expiring at the convention, are Campbell Arnoux, WTAR-AM-Norfolk, Va.; Harry Bitner, WHAR-AM-Nashville, Tenn.; G. W. Slavick, WMCT-TV (TV) Memphis. One TV-only director will be elected. The incumbent is Kenneth L. Carst, WAM (TV) Baltimore. All four are certified as eligible for nomination.

The four directors designated by TV networks to serve on the board are not subject to the election process. They are Alexander Strohm Jr., ABC-Merle S. Jones, CBS; Chris J. Witting, DuMont TV Network, and Frank M. Russell, NBC. These four take office May 1, also serving two-year terms.

List of eligibles for floor nomination in the election follows:


One of the members elected to represent Aural TV at the annual spring meeting in Charleston, W. Va., will have served four years as secretary-treasurer. WVBA said she is the first woman to be elected to any state broadcasting association presidency.

Paul Myers, WWVA Wheeling, was elected vice president and Fred Zimmerman, WBLK Clarksville, W. Va., was elected secretary-treasurer. Outgoing officers are John H. Golder, WCHS Charleston, president; William Rine, WWVA Wheeling, vice president, and Miss Shein, secretary-treasurer.

New directors elected were John Johns, WAJR Morgantown; Audrey Archer, WCOM-Parkersburg; Burton Sonis, WTIP Roanoke; Robert W. Rine, WWVA Wheeling; Emory Marshall Jr., WMCT-TV (TV) Jacksonville; Thomas E. Martin, WERT-TV Radnor; James E. Moyer, WLSW-TV Roanoke; David H. Morris, KNXZ-TV Houston; Vernon A. Noll, WHZT-V Amer_DEPENDENT, Ohio; Eugene F. O'Fallon Jr., KFPR-TV Denver.

Barnes Nominated to Head Radio Pioneers N. Y. Unit

PAT BARNES, veteran broadcast entertainer, has been nominated for president of the New York chapter of Radio Pioneers for the 1953-54 season by the chapter's nominating committee. Others on the official slate, normally tantamount to election, are: Vice presidents—Frank C. Moore, Charles Butcher, AP; Henriette Harrison, YMCA; secretary—Bruce Robertson, B+T, treasurer—Charles A. Wall, BMI and AMQ.

Election will be held May 20 at a dinner meeting of the New York chapter at which those and any others nominated by petition will be voted on by the membership. Nominating committee was headed by William S. Hedges, NBC, and also included G. W. Johnstone, NAM; Carl Haverlin, BMI; James Wal len, MBS, and Tom Kennedy, New York Times.

FCC Delegation

LIMITED FCC budget this year is responsible for a small delegation to the NARTB Los Angeles convention April 28-May 1. Chairman Paul A. Walker—whether Chairman at the time or not—plans to attend. Comr. Herbert T. Barn ley will go, as will Comr. George E. Sterling who will address an engineering meeting on Conelrad. Comr. Eugene H. Merrill, planning a vacation in the West after he is succeeded by Comr. Designate John C. Doerfer, may attend as a private citizen. Comr. Frieda B. Hennock doesn't know, asking "Does anyone have car keys?" Comr. R. H. Hyde and E. M. Webster have no plans.

Shain of WBTH Williamson Heads W. Va. Broadcasters

NEW president of West Virginia Broadcasters Assn. is Alice Shein, general manager of WBTH, Williamson. Miss Shein was elected unanimously at the annual spring meeting in Charleston. She had served four years as secretary-treasurer. WVBA said she is the first woman to be elected to any state broadcasting association presidency.

Miss Shein

New directors elected were John Johns, WAJR Morgantown; Audrey Archer, WCOM-Parkersburg; Burton Sonis, WTIP Roanoke; Robert W. Rine, WWVA Wheeling; Emory Marshall Jr., WMCT-TV (TV) Jacksonville; Thomas E. Martin, WERT-TV Radnor; James E. Moyer, WLSW-TV Roanoke; David H. Morris, KNXZ-TV Houston; Vernon A. Noll, WHZT-V Amers, Ohio; Eugene F. O'Fallon Jr., KFPR-TV Denver.

BAB STRESSES VALUE OF MORNING RADIO

IMPORTANCE to the advertiser of some 1,188 U. S. cities and towns which have no morning daily newspapers but have all-day radio service is pointed out in a BAB study distributed to members last week.

The report is the second in a series of BAB studies accenting radio's penetration of American cities. The first study indicated there are 400 cities, with more than a million families within their limits, which have local radio stations but no daily newspapers.

Calling the morning period "a time of decision and action in many households," the new study states that out that some six million families live in areas with no daily newspaper but with a local radio station. It also cites the trend toward providing "advertising service all day every day" resulting from nation-wide radio growth.

BAB notes that 49% of all U. S. radio stations now are located in cities without morning newspapers and that an additional 17% are in cities without daily newspapers. In addition to the 209 cities without daily newspapers, there are 104 cities without local radio service, all states, following California, 68; North Carolina, 58, and Illinois, 50.

SRA Meeting on Measurement Studies Is Being Arranged

ATTEMPTING to clear up some of the prevailing confusion about the broadcast measurement studies made last year by A. C. Nielsen Co. and Standard Audit & Measurement Services, Station Representatives Assn. has invited the heads of the two measuring organizations—Arthur C. Nielsen and Kenneth Baker—to address a meeting of SRA members to which agency executives were invited.

Invitations, sent last week by Ward Dorrell of John Blair & Co., chairman of the SRA Committee on Audience Measurements, do not specify a date for the proposed representative-agency meeting. This will be worked out with the speakers after they have agreed to describe their measuring techniques and explain the variations in their audience reports for individual markets to the group, Mr. Dorrell told Broadcasting.

"It seems highly desirable for both the buyers and sellers of broadcast facilities to have this information," he said.

SRA committee, in addition to Chairman Dorrell, comprises Jones Soverno, Free & Peters; Dan Denesholt, Katz Agency; Louis Moore, Robert Meeker Assoc., and Russ Walker, John E. Pearson Co.

Bell to Be Panel Speaker

PANEL discussion of media problems will be held at the April 23-25 Speedwriting International Convention, to be held at the Palmer House, Chicago. Howard Bell, NARTB assistant to the TV vice president, will speak on the question, "Can Schools Use Television Profitably?" Harlow P. Roberts, executive vice president of Goodkind, Joice & Morgan, will speak on "How to Make Radio Pay Off in Inquiries and Enrollments."

Heads Alabama Broadcasters

MALCOLM STREET, WHMA Anniston, became president of the Alabama Broadcasters Assn. after elections at the annual spring convention held in Florence. He succeeds Tom Martin, WPLH Montgomery.

Other officers are:

J. Dige Bishop, WCTA Andalusia, vice president; Richard B. Biddle, WWOLW Melbourne, secretary-treasurer; board members—James Whisenand, WMSL Decatur; Lionel Baxter, WAPL Birmingham; R. A. Davis, WJML Tallahassee; Robert Mathews, WJJJ Montgomery; Julian C. Smith, WFOC Mobile; Dorothy H. Fadell, WBMO Mobile; Edward Z. Carroll, WGSV Guntersville, and Tom Martin, WPLH Montgomery.

RTNDA Board Sets Meet May 2-3 at Evanston, Ill.

RAADIO-TELEVISION New Directors Assn.'s board of directors has scheduled its spring meeting May 2-3 at the Orrington Hotel, Evanston, Ill., Tom Eaton, WTIC Hartford, president, said last week.

The association has named Sid Pietzsch, WFAS Dallas news director, as chairman of a committee to study RTNDA memberships. Hal Baker, WSM Nashville, is board liaison officer on the committee. Others: Ross Edwards, WOCT Charleston, W. Va., and Brooks Wat son WMBD Peoria.
Wow! What a show! If you're interested in top box office for your clients in Alaska you really should see it.
You'll be amazed! You never saw such figures!
Imagine, three acts a day... morning, noon and night, seven days a week... and they steal the bulk of the Alaska audience every time! Wouldn't you like to meet these fantastic Hoopers* in person... and see for yourself the amazing record of a truly outstanding performance. Just whistle. We'd love to trot 'em out for you.

* First ever available in Alaska. Taken in Fairbanks and Anchorage only.
1,000 TV, Movie Engineers Expected at SMPTE Meet

SOME 1,000 movie and TV technicians are expected to attend the five-day, semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Statler Hotel, Los Angeles, starting April 27.

Jack Servies, SMPTE convention vice president, said although wide-screen stereophonic sound and 3-D head the program of 61 technical papers and demonstrations, there will be many papers on TV to accommodate video engineers who will be attending the NARTB convention at the Los Angeles Biltmore Hotel that same week.

THE GAME'S THE SAME

... BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION...

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage...all are heard the same time. Yet WBNS held twice as many listeners as any other station...week after week!

Yes...WBNS is Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal...BUT when they listen most to WBNS when all local stations have the same program, you know listening has become a habit...an instinctive preference sponsors can cash in on by using WBNS all the time.

CBS for CENTRAL OHIO

RCA Institutes Alumni Meet To Discuss TV Set Troubles

ROBERT DARGAN, chief instructor in charge of training and technical information for Philco Corp., Thursday (April 16) will demonstrate common and unusual troubles of TV sets before the monthly meeting of RCA Institutes Alumni.

Patsy Genduso, president, invites all alumni to attend the sessions held the third Thursday of each month. Lecturers are presented each time; the May 21 meeting will feature transistors. Details are being arranged for the June meet. Sessions are held in the Institute building.

Ahern Spoke in March

William Ahern, TV technical supervisor for NBC, addressed the March meeting, demonstrating the Vidicon camera and the "brief case" remote amplifier.

HONORARY MEMBERSHIP in Alumni Ass'n. of RCA Institutes is presented William Ahern (1), TV technical supervisor for NBC, by Patsy Genduso, alumni president, after Mr. Ahern had addressed the March meeting of the Institutes group.

Plans Set for April 28 Television News Seminar

TWENTY experts in TV news operations will preside over sessions of the first National Television News Seminar set for April 28-May 2. Co-sponsored by Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, the seminar will meet at the Orrington Hotel, Evanston, Ill.

Quota Filled in Advance

Enrollment for the seminar stands at 45. Baskett Mosse, Northwestern, states that the quota was filled six weeks ahead.

With respect to this, he pointed out that the news sessions may be repeated later in the year to meet apparent demand.

Working newsmen and equipment specialists of the faculty will lecture and answer questions covering, for the most part, the problem of how to maintain the best TV news operations on a low budget. Five general managers and station vice presidents, 33 news directors, four program directors, two journalism professors and one sports director, from 20 states, are among seminar members.
big-league

salesmanship

goes to bat

for you in

milwaukee!

It's like hitting a homer with the bases full. In this thriving metropolis that now has big-league status in baseball as well as in purchasing power, WCAN is the hardest-hitting, most merchandising-minded voice. It commands great audience, pulls mail powerfully and sells merchandise at a terrific clip.

Get big-league salesmanship for every dollar you spend. Let WCAN go to bat for you in Milwaukee!

WCAN

the can-do station in milwaukee | abc affiliate | 5,000 watts

represented nationally by O. L. Taylor and Co.
Grants involved were uhf Ch. 46 at Durham, N. C., share-time vhf Ch. 8 at Salinas-Monterey, Calif. FCC's action in the cases is based on Sec. 309(c) of the Communications Act which specifies that non-hearing grants may be protested by 'parties in interest' within 30 days.

RECOGNIZING new protests of alleged economic injury, FCC last week postponed the effective dates of three more TV grants pending expedited hearings on the applications involved.

These were the uhf Ch. 46 grant at Durham, N. C., to T. E. Allen & Sons; and the share-time vhf Ch. 8 grants at Salinas-Monterey, Calif., to KSBW and KMBY there. Coms. Rosel H. Hyde and Robert T. Bartley dissented in the Durham ruling.

Postponing the Durham grant stems from the protest by Public Information Corp., operator of WSAY-Rochester, N. Y., to postpone the effective dates of share-time grants on vhf Ch. 10 at Rochester to WHEC and WVET there [B*T, April 6].

FCC ruled WSAY is standing upon its allegation of economic injury, but observed that the protestant "misconceives the purpose and requirements of Sec. 309(c)" in requesting comparative hearing for his own Ch. 10 bid, filed after the share-time grants to WHEC and WVET.

Challenges Grant

Respecting the Durham action, Public Information challenged FCC's Ch. 46 grant to T. E. Allen & Sons, representing a merger of two former competitors for the channel—the original T. E. Allen & Sons application and that of WBTV-Durham, N. C. [B*T, March 23].

FCC said Public Information has standing as licensee of WSSB there, but ruled its Ch. 46 bid, filed the same day as the grant, is not entitled to comparative consideration.

Text of Opinion and Order

FCC's memorandum opinion and order said, in part:

In light of the fact that the protest alleges that the licensee of a standard broadcast station in Durham, North Carolina, the primary community television station, was not given a "winning" permit, we believe it is a party in interest within the meaning of Sec. 309(c). If it is, it has not been prejudiced by the alleged omission.

We have found that the protestant has standing as a party in interest in the case.

In the light of the fact that the protest alleges that the licensee of a standard broadcast station in Durham, North Carolina, the primary community television station, was not given a "winning" permit, we believe it is a party in interest within the meaning of Sec. 309(c). If it is, it has not been prejudiced by the alleged omission.

Sec. 309(c)

HERE'S the controversial protest provision of the Communications Act—one of the McFarland Act amendments—now at the root of hearings being conducted by the Commission.

Section 309(c)—When any instrument of authorization is granted by the Commission, the Commission shall, in such case, if requested in writing by the protestant, by affidavit directed to the Commission, specify in the application for hearing.

The Commission, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if so findings that such application shall be set for hearing upon the issue set forth in said protest and provide for further proceedings and notice.

Sec. 309(c) provides that the "effective date of the Commission's action to which this notice is addressed shall be postponed to an effective date of the Commission's decision after hearing."

Rejects 'Narrow View'

SEC. 309(c) rejected "the narrow view" advanced by the protestant that the Sanders case excludes permittees of broadcast stations and is limited to those who are 'operating under an existing license' or who may be 'a licensee of a station.'

The Commission also rejected as without merit the contentions of both KSBW and KMBO that the KICU protest was untimely. Since the 30th day after the grant fell on Saturday, FCC explained KICU properly could file on the next day of business, Monday, under the federal rules of civil procedure.

FCC further rejected KMBO's claim that the KICU protest was untimely. Since only one copy was filed with the Commission and the FCC rules require the filing of 15 copies. On this point, the opinion stated:

It is to be noted that protestants mailed a copy of their protest to each of the above-entitled parties. Sec. 309(c) provides that a protest does not even if it is assumed that Section 1748 and 1749 of the act in protest has the same effect as to the filing of 15 copies of the protest makes it fatally defective. Certainly, the above-entitled permittees have not been prejudiced by the alleged omission.

Broadcasting  Telecasting
WREC strength and stability are based on a long chain of events that have gained listener confidence through the years... Service to the Community—Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC delivers the “better half” of both the rural and metropolitan listeners with a single schedule, WREC prestige adds weight to your message, and rates are 10% lower per thousand listeners than in 1946. For further proof, ask your Katz man to show you latest Standard Audit and Measurement Reports and Hooper Ratings today.

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS
'VOA BUDGET CUT',

SOLON S REPORT

Florida Democrat asks Senate Commerce group to investigate FCC procedures on TV bids.

EFFECTIVENESS of the Voice of America in piercing the "iron country" is vouched for by overseas information specialists, a study by the Senate Foreign Relations subcommittee on overseas information programs, released last week, indicated.

At the same time, the 1954 budget for the world-wide information activities of the State Dept. was pared from $114,515,800 to $95 million, by the President's budget director, a transcript of hearing before the House Appropriations subcommittee last month disclosed. The entire State Dept. budget was cut from $311.6 million to $265.6 million.

Dulles' Sentiments

Transcript of the budget hearing also showed that Secretary of State Dulles feels that the International Information Administration should be set up as an independent agency outside the State Dept. He also expressed hope for the future of VOA to get into Russia and its satellites, but withheld judgement on what should be done regarding the Voice's propagandizing activities. He referred to two investigations underway at the present time by one C. D. Jackson, director of the Psychological Warfare Board, and the other by Dr. Robert L. Johnson, IIA director.

Radio is the "one feasible medium" that can be employed to get America's message to the Soviet satellites, the Senate study emphasized. It is an analysis of reports from IIA mission chiefs.

Discussing both VOA and Radio Free Europe, the study showed that VOA was being heard by a "substantial number of people with faith in its truthfulness." One report said that a majority of an unidentified country's radio listeners listen to or hear about VOA. Another report said the Voice was "one of the most capable devices there was for sustaining hope of the people and keeping them mentally resistant to Communist tyranny.

All dispatches emphasized efforts of Commission to continue VOA reception. Overseas information specialists felt, the report said, that anything invoking such efforts must be effective in reaching people. Jamming, however, seriously affected the President's effectiveness, reports said—in urban areas by as much as 50%. Recommended was a high priority for VOA and RFE experts to develop counter measures to Soviet jamming.

Outside the Soviet sphere, VOA broadcasts are considered ineffective, the study showed. It was, however, most favorably commended in Western Europe reports. Soviet broadcasts, on the other hand, were reported to be generally effective.

One Near Eastern information mission chief recommended the study of the use of television as a "dramatic impact" device.

No Justifications

Although the House Appropriations hearing took up the State Dept. budget, no justifications were attempted for IIA requests. These were left unconsidered pending the outcome of the activity and place of the information programs.

However, in the report of the director of the State Dept's security office, it was shown that there had been 115 separate investigations of the Voice of America in New York last October, involving a total of 26 persons—mostly on moral grounds.

The hearing also showed that the U. S. paid 9% of the total expenses of the International Telecommunication Union in Geneva, Switzerland ($107,000) and one of the ITU's conferences ($45,500).

Meanwhile, the present 1953 operating budget of the Voice and other overseas information programs was reduced by $3.2 million under White House order of last February, the State Dept. announced.

In addition to abolishing 600 positions, all vacant, the IIA also released 36 VOA employees at New York headquarters. Twenty-four were engaged in operations and 12 in administration.

Also cancelled were construction of two high powered short wave transmitters, one of the East Coast and the other on the West Coast, and contracts with five private broadcasters for lease of their short wave transmitting facilities [B*E, April 6].

Doerfer to Take Office

At FCC This Week

JOHN C. DOERFER of Wisconsin will be sworn in as an FCC Commissioner this week—probably Wednesday. Mr. Doerfer is driving from his Madison home and is expected in Washington today or tomorrow (see RESPECTS to on page 22).

Nominated by President Eisenhower and confirmed by the Senate two weeks ago, Mr. Doerfer will serve until June 30, 1954 (the remainder of the term of former Comr. Robert F. Jones). Present occupant of that vacancy, Comr. Eugene H. Merrill, Utah Democrat, relinquishes his position when Republican Doerfer takes his oath of office.

KPLN Ownership Change

FCC has granted assignment of permit for KPLN Camden, Ark., from Leo Howard (MidCity Bstg. Co.) to D. R. James Jr. over dissent of Comrs. E. M. Webster and Frieda B. Hennock. Mr. James is a manufacturer and 3% stockholder in KELD El Dorado, Ark. The construction permit for a capital investment of $19,600 plus assumption of all liabilities incurred by KPLN since Oct. 1, 1952.

Miss Hennock explained her dissent in a statement describing the Commission's action as "an unwarranted departure from, if not a complete negation of, its long established policy of determining outstanding questions regarding the parties involved before consenting to assignment or transfers.

She said there are "serious questions" unexplored by the Commission concerning "alleged misrepresented facts and concealed information" with respect to Mr. Howard's activities as permitted by the Commission. Mr. Hennock disented from the Commission's cancellation of a hearing on KPLN's license application.

Texas Libel Liability Bill

LEGISLATION taking radio stations off the spot for political broadcasting over which they have no control has been approved by the House Judiciary Committee of the Texas Legislature. The bill closely follows the pattern of model legislation drawn up by NARTB and enacted in a number of states.

SMATHERS DEMANDS FASTER TV ACTION

CALL for a Senate investigation to prod the FCC into more speedy action on television applications was sounded Friday by Sen. George A. Smathers (D-Fla.). Sen. Smathers introduced Resolution (S 316) before the Senate Commerce Committee to investigate FCC procedures regarding TV applications to determine what action might be necessary to expedite grants in lower hearing court cases.

In his remarks on the introduction of his resolution, Sen. Smathers called attention to the hundreds of competing applications still unacted on by the FCC. He called it alarming that not one final decision has been issued since the lifting of the freeze a year ago [B*1; April 14, 1952].

Because of the TV freeze, Sen. Smathers said, the public in one-station areas have been forced to view "that channel alone, its programs and its advertisers." He said he feared that situation would continue to exist for "some time to come.

Acknowledging that the flood of TV applications has placed a heavy burden on the FCC, Sen. Smathers added: "However, since the freeze was lifted last September, the procedures and the policies of the FCC in hearing applications and in granting new permits has resulted in an almost permanent freeze in the industry, with the result that the majority of the general public is being permanently left out in the cold.

In referring to the FCC's record of unconested grants, Sen. Smathers said it was "well established" that in many cities the single applicant who received a CP has no intention of building a TV station "but only intends to hold the license until he can dispose of it at a profit or until the population in that area is sufficient to justify his erecting of a television station.

'The real need for more television stations exists today," the Senator said, "in areas where we find several applicants competing for the right to televise over the two or three channels which have been authorized for that area by the FCC.

The Florida Senator referred to the "inexcusable length of the hearings held on contested applications before the trial examiners of the FCC." Using illustrations from R*E's "Report on a Cost of Building a TV Station," [BT; March 9], Sen. Smathers warned that it is becoming increasingly clear that a man or a group of men who may not have large sums of money behind them cannot even seriously consider seeking a television grant from the FCC.

The public is the final victim, he said.

Radiation Guards on Heaters

AFTER June 30 industrial heaters must meet FCC specifications guarding against interference with radio and TV signals or be in violation of law. In an order adopted April 8, the Commission laid down conditions, specifically setting standards for shielding and filtering. It limits radiation from Class A heaters to 10 microvolts per meter at a distance of one mile.

A competent engineer must certify that each industrial heating unit complies with the ruling.

Specifications are contained in Part 18 of FCC's Rules & Regulations Governing the Industrial, Scientific and Medical Services and are available at 50 cents each from the Government Printing Office, Washington, D.C.
Anonymous People who add up to well-known Buying Power in the area of WCCO-TV

The Unsung Heroine of the TV Kitchen Steps up to the plate!

In a single day at WCCO-TV, Arlie Haeberle, Woman's Activities Director, estimates that Gloria (in photo at right) washes pots, pans and dishes equivalent to those in fifteen average homes.

Food, you see, is important to the homemakers who can watch WCCO-TV. They buy lots of it, want new ideas for fixing it, and to learn what appliances and accessories help to make meals more fun.

At WCCO-TV the food is real! The soiled dishes pile up! And, as Gloria makes ready for the next day's kitchen programs, over 100,000 housewives prepare to watch before they shop!
NEW TV AUTHORIZATIONS ISSUED

Post-freeze grants now total 339, of which 114 are vhf and 225 uhf.

HALF-DOZEN construction permits for new TV stations were reported by FCC last week to boost total TV authorizations in the U.S. to 447, including the 108 pre-thaw operating outlets. Post-freeze grants now total 339—114 vhf and 225 uhf.

One of the new grants, uhf Ch. 47 at Fresno, Calif., to J. E. O'Neill, was facilitated through a merger a fortnight ago with the competing Ch. 47 applicant, KYNQ Fresno [B*T, April 6]. KYNQ has acquired option for 35% interest in the O'Neill TV station.

Two other new grants last week—Great Falls, Mont., and Cedar Rapids, Iowa—were the results of withdrawals by competing applicants.

KMON Receives Ch. 3
KMON Great Falls received vhf Ch. 3 after Television Montana dismissed its bid for that facility. Television Montana's treasurer, northwestern broadcaster E. B. Crane, proposed TV coverage of Montana's vast area by mountain-top transmitters [B*T, April 6].

At Cedar Rapids, WMT received vhf Ch. 2 following dismissal of competing bid by KSTT Davenport, Iowa.

Last week's TV grants included:

Fresno, Calif.—J. E. O'Neill, ("merger" applicant), granted uhf Ch. 47, effective radiated power 210 kw visual and 115 kw aural; antenna height above average terrain 1,830 ft. (KYNQ Fresno dropped competitive application and received option for 35% interest). (Group A-2, No. 35).

Cedar Rapids, Iowa—American Bestg. Stations Inc. (WMT), granted vhf Ch. 2, ERP 5 kw visual and 27 kw aural; antenna 670 ft. (Group A-2, No. 49).

Caddill, Mich.—Spartan Bestg. Co., granted uhf Ch. 16, ERP 290 kw visual and 145 kw aural; antenna 1,440 ft. (Group A-2, No. 510).

Great Falls, Mont.—The Montana Farmer (KMON), granted vhf Ch. 5, ERP 1.7 kw visual and 0.85 kw aural; antenna 230 ft. (Group A-2, No. 106).

Providence, R. I.—New England TV Co. of Rhode Island, granted uhf Ch. 18, ERP 210 kw visual and 115 kw aural; antenna 320 ft. (Group B-3, No. 206).

Greenwood, S. C.—Greene Inc. (WCRS), granted uhf Ch. 21, ERP 83 kw visual and 50 kw aural; antenna 440 ft. (Group A-2, No. 384).

The Commission by separate order adopted a revised application form for use by station permittees to request a license. FCC Form 302, "Application for New Broadcast Station License," is changed to conform with the new TV rules and to reflect minor editorial changes, the Commission explained. The present Form 302 may be used until the revised forms are available, FCC said. Commr. Eugene H. Merrill dissented in the revision.

The Commission also advised KGMQ Cape Girardeau, Mo., that it must furnish additional information on its application for a new TV station on uhf Ch. 18. KGMQ recently amended to Ch. 18 from Ch. 12.

FCC Okays Ownership Shifts for KTHT, WBIR

CONTROL of two major AM stations shifted last Wednesday when FCC en banc granted license assignment of KTHT Houston to Texas Radio Corp. and permitted Gilmore N. and J. Lindsay Nunn to sell 45% of WBIR-AM-FM Knoxville, Tenn., to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ash.

Houston's mayor, Roy Hofheinz was permitted to turn over his license for KTHT to the new corporation of 15 Houston business- men in exchange for $600,000 plus 25% of voting stock. His purpose is to consolidate his capital position before filing a TV application.

Control of WBIR was held by Gilmore Nunn, who reduced his holdings from 32% to 30% in the stock shift. His father, J. Lindsay Nunn, relinquished his entire holding of 23%. Total consideration was $65,325.

Radio Cincinnati, a Taft family enterprise, increased its holding from 26% to 30%. It is licensee of WKB-AM-FM-TV Cincinnati and sole owner of WTVN (TV) Columbus. The Ashes acquired 30% holding in their first venture into radio.

WBIR has filed an application for vhf Ch. 10 in Knoxville.

FCC DENIES NEW ZENITH BID

BY a four to three decision, FCC last week denied Zenith Radio Corp.'s petition for reconsideration of the Commission's dismissal of its application for Ch. 2 in Chicago [B*T, Feb. 23]. Dissenting were Chairman Paul A. Walker and Comrs. Edward M. Webster and Frieda B. Hennock.

When the Commission approved the Paramount case early in February [B*T, Feb. 16] it dismissed the Zenith application for Ch. 2 in Chicago at the same time it renewed the license of WKBK (TV) on Ch. 4 there. It also finalized the show cause order which moved WKBK from Ch. 4 to Ch. 2 in line with the new allocations and assignments. At the same time it approved the sale of WKBK to CBS for $6 million. The station is now CBS-owned WBHM-TV.

Zenith in filing its plea for reconsideration claimed that it had a right to a comparative hearing with WKBK for Ch. 2, since it had an application on file for that frequency from 1948. In last week's action, the Commission repeated its contention that Zenith forfeited that right by not participating in either the allocations or the renewal proceedings.

The Commission also said that the Chicago situation was different from the Lancaster, Pa., case in that WPLN Lancaster was given a hearing on the license renewal of WGAJ-TV because it had filed and asked for a comparative hearing at renewal time.

Earlier this month, the Commission denied Zenith's protest against the renewal of WKBK's license on the ground that protest procedure was only to be used for grants made without hearing. Renewal of WKBK's license was part of the Paramount case, it pointed out, and Zenith had not asked to participate [B*T, April 6].

Next step, presumably, is for Zenith to appeal the Commission's decision to court.

The dissenting commissioners held that Zenith had a right to a comparative hearing with WKBK on its renewal and change to Ch. 2.
KNBC's 50,000 watt non-directional transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California....The narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt, directional transmitters. Tiny circle represents Northern California's TV coverage.

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielsen):—KNBC, night, 1,402,100...2nd station, night, 1,215,910...Top TV station, night, 496,130...Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.

make **KNBC** San Francisco northern California's No. 1 advertising medium

Represented by NBC Spot Sales. In the Southern States, by Bernar Lawrence and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia
HILL HASSLE EXPECTED APRIL 16 ON EXTENDING TV RESERVATIONS

Question is: Will educational channel reservations be extended for another two years? Leading proponents are Sens. Tobey and Bricker.

GLOVES are expected to be off April 16 when the Senate Interstate and Foreign Commerce Committee holds an open hearing with the FCC on the subject of extending the reservation of the 242 educational TV channels for two more years.

Powerful Senators Charles W. Tobey (R-N.H.), chairman of the committee, and John W. Bricker (R-Ohio), senior Republican on the committee, are leading the campaign for the extension.

Just what the reaction of the FCC will be to this pressure cannot be ascertained at this time. Chairman Paul A. Walker and Comr. Frieda B. Hennock have made no bones about their sympathy with the educators' desires. Other commissioners have not stated their views as publicly. Some are known to oppose any extension.

Subject of educational reservations of TV channels was a prime topic during the Senate committee's hearing two weeks ago on the nomination of Wisconsin Commissioner-designate John C. Doerfer (B-T, April 6).

At that time, Sen. Bricker implied it would be a great national loss if educational institutions could not have "dedicated" frequencies for their own video stations.

Opposing this sentiment was Sen. John Marshall Butler, freshman Republican from Maryland.

Senior Democratic member of the committee, Sen. Edwin C. Johnson (Colo.), referred to his previous suggestion that a compromise might be effected by requiring commercial TV stations to devote a fixed percentage of their time for educational programs. He was opposed to permanent reservations, he said.

Another compromise was advanced by Sen. Lester C. Hunt (D-Wyo.). His view was that where educators showed a real interest in TV channels and could afford to construct and run their own stations, the reservations should probably be continued. On the other hand, he said, where educational institutions obviously were in no position to use "frozen" channels, they should be taken out of their reserved status, freed for commercial applicants.

Sen. Bricker last week told B-T that he thought this idea had merit. "You can't make a hard and fast rule for every part of the country," he said. But he added that he wanted the reservations kept so that educational institutions would have enough time to survey their resources, and determine whether they could afford to undertake TV.

FCC Ruling

When the FCC unfroze the three-and-a-half-year halt to TV application processing last year, it ruled that no changes could be made in the allocations table for one year from June 2, 1952. That applied to any and all changes, not only those concerning the educational reservations.

On June 2, 1953, the rule said, the Commission would accept petitions for changes in the allocations table. Each will be considered separately, it was pointed out last week. There is no such thing as an automatic freeing of educational channels, those sources emphasized. Thus, if no one asked that a particular channel be freed of its reserved status, that frequency would continue in an earmarked status.

However, if a reserved channel was requested for commercial use, the Commission would hold a formal rule-making hearing, at which the pros and cons of freeing the channel could be argued by commercial interests and educational objects, it was emphasized.

Proponents of extending the reservations claim that educational organizations move slowly, have to secure authorization and funds from legislatures and should not be penalized by having the dedicated channels taken away from them before they have had time to act.

This position has been taken by the Joint Committee on Educational Television and its sister organization, the National Citizens Committee for Educational Television. The latter is headed by Earl Minderman, former assistant to FCC Chairman Walker and Wayne Coy.

At date, the Congressmen are expected to continue to press their points of view, if their reservations claim educational organizations move slowly, have to secure authorization and funds from legislatures and should not be penalized by having the dedicated channels taken away from them before they have had time to act.

This position has been taken by the Joint Committee on Educational Television and its sister organization, the National Citizens Committee for Educational Television. The latter is headed by Earl Minderman, former assistant to FCC Chairman Walker and Wayne Coy. Pending are 11 non-commercial, educational applications. First educational station is scheduled to go on the air April 16, it is KUTV (TV) Houston, owned and operated by the U. of Houston and the Houston public school system.

Congressmen to Get First Glimpse of NTSC Color TV

HOUSE members of the Interstate and Foreign Commerce Committee will get their first glimpses of the new National Television System Committee's color television tomorrow and Wednesday when they visit Princeton, N. J., and New York City. The committee has been holding hearings during the past few weeks to determine what's holding up the introduction of color TV (B-T, March 23rd, et seq.).

At Princeton on Tuesday, the committee, which is headed by Rep. Charles A. Wylerton (R-N.J.), will view NTSC-system colorcasts originating in New York by NBC. They will also be shown RCA's trio-color prototype color receivers and studio equipment. From Princeton the group will be driven to New York's Colonial Theatre, which NBC has turned into a color studio.

The following morning, the Congressmen will be given a demonstration of CBS' field-sequential color TV system at the New York Athletic Club. In the afternoon, they will be shown the Chromatic Television Labs tri-color tube. Whether this will be operated on both the NTSC compatible system and CBS system was not determined.

In preparation for the demonstration, RCA-NBC put on a dress rehearsal of the color program for executives of the two companies Thursday.

Hearings during the past four weeks have brought promises from RCA, NTSC and Philco that they will petition the FCC to reverse its 1950 color decision (favoring the CBS method) within six months, following completion of current field testing of the NTSC system. The committee heard Dr. E. W. Engstrom, RCA; Frank Stanton, CBS; Allen B. DuMont, DuMont; Dr. W. R. G. Baker, GE (and NTSC chairman); Richard Hodgson, Chromatic, and FCC Chairman Paul A. Walker.

Rep. Wylerton has said he might call further witnesses to explore "industrial and commercial" aspects of color television.
Million Policyholders want to know the facts

Life Insurance, America's most widely used form of thrift, is of vital interest to 3 out of every 4 families.

What happens to the money people put into it? Where are these funds invested? What about the benefit payments that return to the people?

These are but a few of the things families want to know about life insurance which is one of the main sources of their financial security.

To provide the answers, the Institute of Life Insurance gathers facts about life insurance from the over 700 life insurance companies.

These facts, interpreted from the standpoint of general public interest, provide the base for many of the Institute's informational activities, and are used by those who disseminate news, facts, and comment on radio and television. Also, they are used in the Institute's nation-wide advertising messages, in newspaper and magazine releases, radio talks, and other forms of communication.

Among other things, the Institute sends out statistical data in the annual "Fact Book," "Graphic Facts," and "The Tally."

Through these services, the Institute is helping to broaden the understanding of a subject that affects nearly every American family.

The booklets and charts shown above can be helpful as source material for radio editors, writers, and commentators. They are yours for the asking.

Institute of Life Insurance
Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.
ACTION ON NARBA STIRS AT CAPITOL

EVENTS surrounding the North American Regional Broadcast Agreement (NARBA) moved a step forward last week when the Senate Foreign Relations Committee appointed Sen. Charles W. Tobey (N.H.) chairman of a subcommittee to handle the matter.

Associated with Sen. Tobey are these senators: Republicans William Langer (N.H.) and Homer Ferguson (Mich.); Democrat I. W. Fulbright (Ark.) and Mike Mansfield (Mont.).

The new-five year NARBA convention has been awaiting Senate ratification since February 1951 when it was submitted to the Congress. The agreement is a revision of the first NARBA, signed at Havana in 1937 and put into operation in 1941. In 1946 the original agreement was extended for two years. Revised NARBA is the result of conferences in Montreal in 1949, in Havana in 1950 and in Washington when it was accepted by delegates in the fall of 1950.

New NARBA binds North American allocations of standard (AM) broadcast channels among the following countries: United States, Canada, Bahama, Jamaica, Cuba and the Dominican Republic. Mexico, which was a party to the first NARBA and its extension, refused to participate in the second agreement.

Basic features of the treaty follow:
- Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the previous agreement. The six Cuban clear channels are 840, 660, 670, 700, 780 and 850 kc. Cuban stations agree to use directional antennas and limit signals to not more than 25 mv/m at any point within 800 miles of the U.S. dominant station.
- Dominican Republic is moved from the 1000 kc 1-A clear channel to 920 kc.
- Jamaica is given the right to use U.S. 1-A's 880 and 1180 kc, with 5 kw power, but protecting WCBS New York and WHAM Rochester, N. Y., the dominant stations on those channels.
- Cuba is permitted to establish stations on 11 channels to be given "special protection" by future U.S. assignments. The channels are 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.
- A 1-A, instead of present 1-B classification, is given 1030 kc in the U.S. This is the frequency used by WBZ Boston.
- A 1-B status is assigned to 1540 and 1560 kc, WXEL Waterloo, Iowas, and WPTB Albany, N. Y., are on 1540 kc, and WQXR New York and KPFC Bakersfield are on 1560 kc.
- Re-established is an engineering committee, similar to the old North American Regional Broadcasting Engineering Committee. Also provided is the establishment of Good Engineering Practice standards for North American nations.
- Established are provisions for compulsory arbitration.
- Although the treaty runs for five years, provision is made that it continue in force until a new treaty is reached.
- Left up to each individual country is the recommendation of reducing AM channels below 10 kc.
- In order to study problems that may be outstanding, provision is made for convening an administrative conference in two years.

Washington ‘Access’ Law Praised by Broadcasters

A WASHINGTON State measure giving radio and television equal access with the press to meetings of state agencies was hailed last week by spokesmen for Washington State Assn. of Broadcasters as extending freedom of speech and access to the press in today’s living and today’s electronic developments.

The measure declares government actions must be taken at public meetings “of which public notice has been given by notifying press, radio and television, and which are originally drafted, the bill included only newspapers and radio.

Commenting on the law, W. R. Taft, general manager, KKKO Everett, and chairman of WAAB’s Freedom of Radio Committee, said: "This is another step in broadcasting’s constant fight to implement freedom of speech."

WSAB President Leo Beckley, KBRC Mt. Vernon, said, "We are indebted to the 1953 Washington Legislature for . . . equality of access to all news media."

The association also reported as "highly successful" its legislative network, Olimpia Today, fed from KGY Olympia to 18 other stations during the 1953 sessions.

Radio-TV Rights in Court Defended During SDX Panel

RADIO-TV’s right of access to on-the-spot coverage of court proceedings and public hearings was upheld—and at least one objection was answered graphically with a demonstration —by John W. Pacey, director of public affairs for ABC, in a panel discussion at the national convention of Sigma Delta Chi, journalism fraternity, in Cleveland last week.

When opposing parties suggested TV equipment may interfere with proceedings, Mr. Pacey arranged for a TV camera to be rolled in to show the amount of space it requires (or doesn’t require), and the quiet and ease of its movement. The panel discussion, covering "Fair Trial or Free Press," was televised by WXEL (TV) Cleveland, an ABC-TV affiliate.

Siding with Mr. Pacey in the discussion was John (Barry) Mullaney, managing editor of the Cleveland News, while Oliver Schroeder, Jr. of Western Reserve U. School of Law and Sidney D. L. Jackson, Cleveland attorney, took the position that the courts should have a right to exclude news media or limit their coverage.

Mr. Pacey also appeared on Sidney Andorn’s Personality Corner program on WXEL to discuss ABC’s recent merger with United Parma Theatre and its plans for network expansion.

WTU (TV) Files For Change In Ownership Structure

APPALACHIAN Co., permittee of WTVU (TV) Scranton, Pa. (Ch. 73) filed with FCC April 9 a request to change its structure from a partnership to a corporation.

The move would give partner Frank J. Collins, jointly with his wife Jane, sole ownership of the company. Dalt W. Mack and Henry J. Geist would receive $10,600 and $9,800, respectively, for their interests.

Officers of the proposed corporation would be: Mr. Frank, a coal dealer, president; Philip V. Mattes, Scranton attorney, and Norman E. Suro, Washington; Mr. Mack, general manager; Robert E. Scragg, Scranton attorney, secretary, and Jane C. Collins, treasurer.

Broadcasting  Telecasting

Howrey Calls for Speed-Up

FEDERAL Trade Commission Chairman Edward F. Howrey said April 3 that FTC "must speed up . . . procedures and dispose of cases promptly." His statement was made after President Eisenhower appointed him the agency’s new chairman [9, March 30]. Among cases FTC handles are those involving truth in advertising.
NEW BIRMINGHAM SALE IS ANNOUNCED

Ed Norton-Thad Holt's WAPI WAFM (FM) and WAFM-TV sold to Birmingham News Co. for net in excess of $1.5 million, with gross at $2.4 million.

SALE of the Ed Norton-Thad Holt broadcast properties—WAPI, WAFM (FM) and WAFM-TV Birmingham—to the Birmingham News Co. for a figure "in excess of $1.5 million" was announced last week. The transaction, subject to usual FCC approval, is understood to entail a "gross" outlay of $2.4 million.

The second Birmingham broadcast stations sale within several weeks time came at the same time that Storer Broadcasting Co. exercised its option to buy WBRC-AM-TV for $2.4 million [BT, April 6, March 30]. Storer filed an application for the transfer of control of the Birmingham broadcast stations. Fratini and at the same time informed the FCC that it was dropping its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Acquisition of the WAPI-WAFM-WBRC group gives Storer its FCC legal limit of five owned TV stations. Storer also said it would sell WSAI-AM-FM Cincinnati in order to comply with the FCC policy limit of seven standard broadcast stations under the same ownership (see separate story this page).

Gross price for the purchase of all the capital stock of The Television Corp., in which Mr. Norton holds 75% and Mr. Holt 25%, is believed to total about $2.4 million. This includes property, land and other assets. Mr. Holt is president and general manager of the company.

WAPI Subject to Lease

Although The Television Corp. owns the television and FM stations outright, WAPI (on 1070 kc with 10 kw day, 5 kw night)—Alabama's first radio station—is subject to a long term lease which expires in 1972. The CBS-affiliated station, pioneer in operating in 1922 and has a 50 kw potential as a 1-B clear channel, is owned 39% by Alabama Polytechnical Institute, 39% by U. of Alabama and 22% by Alabama College.

Purchased by Birmingham News Co. now owns WSIGN-AM-FM in Birmingham and holds a CP for uhf Ch. 42 there. Because FCC's duopoly regulations forbid the ownership of more than one broadcast station of the same class in a single market, the News will dispose of 26-year old, ABC-affiliated WSIGN (on 610 kc with 5 kw day, 1 kw night) and one of the FM stations. It is presumed the uhf television CP will also be disposed of along with the radio stations.

The anticipated FCC approval of the transaction will mark the retirement of Mr. Norton from both broadcasting business. Last December, Mr. Norton, prominent Southern industrialist, banker, philanthropist, former governor of the Federal Reserve Board and principal owner of Cosa River Newsprint Co., and Glenn Marshall Jr. sold WMST-AM-FM-TV Jacksonville, Fla., to the Washington (D. C.) Post for $2.47 million. Mr. Marshall remained with the Jacksonville stations as president-general manager of the WMST Division of the Washington Post.

The Birmingham sale was closed last Wednesday day after several weeks of negotiations by Clarence B. Hanson Jr., publisher of the Birmingham News, and Henry P. Johnston, executive vice president and managing director of its broadcast operations for the past 16 years, with Messrs. Norton and Holt. Mr. Holt, it is expected, will remain with the new ownership for a reasonable transition period.

WAFM-TV, affiliated with CBS, ABC and DuMont, will soon increase its present 26 kw effective radiated power to the full authorized 316 kw. Station, established in 1949, is on Ch. 13.

Mr. Hanson, in expressing gratification over the purchase, said: "In one sense WAPI is coming home again." He explained that his uncle, the late Victor H. Hanson, former publisher of the newspaper, had helped make possible the establishment of WAPI by a $10,000 gift about 30 years ago to the endowment fund of Alabama Tech. With a gift of equipment from the Alabama Power Co. and Mr. Hanson's endowment, Alabama Tech. established a radio broadcast service which developed into WAPI.

Norton-Holt Statement

In a joint statement, Messrs. Norton and Holt said:

"We are pleased that, subject to approval of the FCC, such a strong, local institution as the Birmingham News Co. is assuming responsibility for the continued service and future growth of Radio Stations WAPI, WAFM (FM) and Television Stations WAPI and WAFM, which are now being operated by The Television Corp."

"We are proud that we have built WAPI, "The Voice of Alabama," Alabama's first radio station, into its position of leadership in audience and service. WAFM pioneered FM broadcasting service in Alabama, and WAFM-TV (Ch. 13) was the state's first television station."

"With the full resources of The Birmingham News Co. behind these stations, their service to the people of Alabama will be even more greatly strengthened and expanded."

Chernoff Remains Gen. Mrg. In KFMB Ownership Change

HOWARD CHERNOFF will stay on as general manager of KFMB-AM-TV San Diego, Jack Wrathall and Helen Alvarez, new owners of the Ch. 8 outlet, report.

The Wrathall-Alvarez team bought KFMB facilities for $3.15 million from John A. Kennedy [BT, March 30]. The sale became official April 4.

Mr. Chernoff had been associated with Mr. Kennedy for 17 years. They were associated together in West Virginia radio and newspaper operations. Both came to the West Coast in 1947 after Mr. Kennedy purchased the San Diego Journal (recently sold to the Copley Press). KFMB became Mr. Kennedy's property two years ago.

* * *

$2.4 Million Storer Buy of WBRC-AM-TV Asked of FCC

Asking FCC approval of its $2.4 million purchase of WBRC-AM-TV Birmingham, which would give the firm its legal limit of five TV outlets, Storer acts to withdraw applications for uhf channels at Miami and Wheeling, W. Va.

APPLICATION for FCC approval of the purchase of Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was filed Friday.

Two letters were sent with the application informing the Commission that Storer was withdrawing TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Action was necessary because approval of the purchase of the WBRC stations will give the Storer company the maximum of five TV stations permitted by the FCC [BT, April 6, March 30].

At the same time Storer informed the Commission that it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. Although not a regulation, the FCC has frowned on one owner having more than seven standard broadcast stations.

Application declared no personnel changes were contemplated in the Birmingham stations, pending study. G. F. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

Owner of Birmingham Broadcasting Co. is Mrs. Eloise H. Hanna, who holds all the issued stock.

Balance sheet as of March 1 showed total assets of WBRC stations as $524,896.70, with AM assets listed as $27,584.88 and TV assets as $237,964.60. Current assets totaled $256,680,75, of which $167,468.28 was in cash. Current liabilities totaled $183,609.92. The company also showed a surplus of $364,286.28.

The Storer balance sheet as of the same date showed total assets of $12,351,243.17, Current assets totaled $6,142,934.40, of which $4,722,855.87 was in cash. Current liabilities...
U. S. OPERATING TV OUTLETS REACH 157

Total is expected to hit 162 by next Monday. The first non-commercial station, KUHT (TV) Houston, will go on the air Thursday.

TOTAL number of U. S. television stations now operating with commercial programming crept up to 157 over last weekend, and by next Monday (April 20) should reach 162. On April 16, the nation's first noncommercial, educational television station, KUHT (TV) Houston, will go on the air (see story page 96).

There are 49 post-twah stations on the air commercially, of which 29 are vhf stations and 20 uhf.

WCOV-TV Montgomery, Ala., uhf Ch. 20, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, were to have begun operations yesterday (Sunday).

Due to last-minute changes, some stations previously reported as being on the air with commercial programming actually were not. One of these is WPAG-AM Ann Arbor, Mich. However, it did begin its test pattern on April 3, and expected to be operating commercially by the end of last week. Another, WLEV-TV Bethlehem, Pa., is reported ready to begin operations but at last report had not actually begun.

Due to the fact it is ready for broadcasting, it is counted in B+T's tabulations as being on the air.

More last-minute changes may occur, of course, but as of late last week the following stations were set to begin programming on April 15:

WCONS-TV Columbia, S. C., uhf Ch. 25, is represented by Headley-Reed. For its studio-transmitter structure this station will use a Quonset building which, the station reports, has proved to be remarkably adaptable to the necessities of TV studio arrangement. WCONS-TV is affiliated with ABC-TV and, for a time, will carry some NBC programs. The organizational structure is headed by C. W. Pittman, president. Stewart Spencer is director of TV and Law Epps is national sales manager for TV and radio. Wayne Poucher heads local TV sales.

WEEU-TV Reading, Pa., uhf Ch. 33, is an NBC-TV affiliate and is represented by Headley-Reed. Thomas E. Martin, general manager, said WEEU-TV's test pattern went on last Thursday night (April 9) and described the quality as "excellent."

WHP-TV Harrisburg, Pa., uhf Ch. 55, another station planning for an April 15 start, is represented by The Bolling Co. It began test pattern programming April 1. It reports there are 30-40,000 sets in its area and that business is good.

WLBC-TV Munice, Ind., uhf Ch. 49, is represented by Walker Representation Co. and is a CBS-TV and DuMont affiliate. It is using an RCA transmitter.

WLOK-TV Lima, Ohio, uhf Ch. 73, was reported still aiming for an expected April 15 start. It is represented by H-R Television Inc.

WTVO (TV) Rockford, Ill., uhf Ch. 39, is an NBC-TV affiliate and is represented nationally by Weed-Television.

These stations plan starts later this month: WKNX-TV Saginaw, Mich., uhf Ch. 57, started regular test pattern transmission April 9 and it is reported planning to begin programming late this week. William J. Edwards, general manager of WKNX-TV, said the first test pattern transmissions were received from points many miles away from the station. Mr. Edwards told B+T that there was "no snow and no interference—even 65 airline miles away."

The station, represented by Gill-Penna Inc., will be affiliated with more than one network, Mr. Edwards said.

KCBD-TV Lubbock, Tex., uhf Ch. 11, is aiming for an April 26 start. It is represented by John Pearson TV Inc., and is an ABC and NBC affiliate.

KELO-TV Sioux Falls, S. D., uhf Ch. 11, "definitely" plans to be programming by April 25. It is represented by O. L. Taylor Co.

KTYL-TV Mesa, Ariz., uhf Ch. 12, also expects to begin April 26 (see other story this page). It is represented by Avery-Knodel Co.

These are grantees who have set May I as their target date:

WFAM-TV Lafayette, Ind., uhf Ch. 59, plans to begin test pattern programming April 19 with regular commercial operation scheduled May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, is affiliated with all four networks and is represented by Adam Young Inc.

WGLV (TV) Easton, Pa., uhf Ch. 57, is represented by Headley-Reed.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, is represented by John Pearson TV Inc.

WSUN-TV St. Petersburg, Fla., uhf Ch. 38, is represented by Weed-Television. The May 1 date is reported as being "fairly definite."

WHTV (TV) Scranton, Pa., uhf Ch. 73, is represented by The Bolling Co.

KVOS-TV Bellingham, Wash., uhf Ch. 12, plans a May I start "definitely." Forijo & Co. is its representative.

KTSN-TV St. Louis, Mo., uhf Ch. 36, which

KTYL-TV Mesa, Ariz., has its studios open to the public. Large windows permit passersby to watch programs telecast. The radio-TV center, located on Phoenix-Mesa Highway, has 133-foot theatre-type marquee with moving lighting effects to promote client programs.
Tackling the competition is

EASY, in Kentucky!

In Kentucky, you don't need tremendous brawn to do a really wonderful advertising job. 55.3% of the State's total retail sales are made in the Louisville Trading Area—a compact area covered daily by WAVE. To cover the remaining 44.7%, you have to use many of the State's other 46 stations.

Yet 5000-watt WAVE gives you 5000-watt rates, and also tosses in several booming Southern Indiana counties with another quarter billion dollars in effective buying income!

That's it in a nutshell. Ask Free & Peters to tell you the whole WAVE story—it's something!

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
had been listed last month as planning an April 15 start, actually is planning for a September 13 target date, Frank E. Pellegrin, vice president and secretary of H & R Television Inc., KTSM-TV's national representative, told B & T.

John Summerfeld, member of the management committee for the Jacob A. Newborn stations, said that because of technical changes KBMT (TV) Beaumont, Texas, will not go on the air in early April, as he had hoped. He said he was unable to predict an exact date right now. Mr. Summerfeld said that it is still planned to have KETX (TV) Tyler, Texas, on the air in June with temporary studios and interim power. He said there would be no change in WTVS (TV) Gadsden's August target date, but there would be changes in the national representative.

WGBI-TV Scranton, Pa., another station which had hoped for an early April start, had to postpone its target date until June 7, George D. Coleman, general manager, told B & T.

Mr. McKinnon

KEYT (TV) Hits Pay Dirt

PAY DIRT worth an estimated $100,000 was hit by convention and excursion routes for studios and offices of KEYT (TV) Santa Barbara, Calif. The material is decomposed granite, sea shells and other substances ages old which sells for $2 to $3 a cubic yard in California, and is used for building and road foundations. Colin M. Selph, KEYT (TV) president, said the station planned to sit on its "pay dirt" and not sell it, adding that TV "must be here to stay."

Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area...and watch your sales chart grow up up up!

- CKLW covers a 17,000,000 population area in five important states!

December 15

WOV 1952 Revenue Gain

WOV New York reported last week that its 1952 revenues topped the 1951 figure by 10.5%, and that in February this year its Italian language programs, which total 1014 hours a day, achieved an average Pulse rating of 10.8, a gain of 13.7% over the February 1952 figure.
Who got the most from our customer's dollar?

The employees?  
NO! In wages, salaries and benefits, our employees received 14¼ out of every dollar paid in by Union Oil customers during '62.

Our payroll, including benefits, totaled $504 million. Divided among our 8,766 employees, this amounted to an average of $58,810 per person.

The shareowners?  
NO! Our profits in 1962 were $273 million, or 8¼ of each customer's dollar. Of this amount, our preferred and common shareowners received 3½ per customer dollar. Total dividends paid to our 40,302 owners of common shares averaged $261.34 per person.

The tax collectors?  
YES! The federal, state and local tax collectors got 18¼ of every dollar paid in by Union Oil customers. In other words, they got more than five times as much as the owners of the business and one quarter more than Union Oil employees.

The remaining 58¼ of the customer's dollar was divided among the many costs of doing business: raw materials, transportation; interest on borrowed money; and wear and tear of facilities and exhaustion of oil and gas reserves.

To sum it up—1962 was the best sales year in our 62-year history. Yet the 40,302 owners of our business received only a fraction over ¼ from every customer's dollar. That's far less than many people in this country believe goes to the owners of a big business.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.
Wrestling and $12,000

68-YEAR-OLD Susi Robinson was an ardent wrestling fan. She took particular delight in following the regular Saturday night matches originated by WLWD (TV) Dayton and piped to WLWT (TV) Cincinnati and WLWC (TV) Columbus, Ohio. Steve Van Ellis, WLWD program director who announces the shows for the Crosley stations, probably never realized the avidness of TV wrestling fans—that is, until last Wednesday. Because it was then that he was notified that Mrs. Robinson, whom he had never known or met, had been killed in an auto accident. Mrs. Robinson's $6,000 double indemnity life insurance policy named Mr. Van Ellis as beneficiary.

John McCoy Elected Secretary Of Storer Broadcasting Co.

ELECTION of John E. McCoy, attorney, to the post of secretary of the Storer Broadcasting Co. was announced by the board of directors last week.

Mr. McCoy, former chief of the TV branch of FCC's Law Bureau, has been with the Storer organization since December 1950.

He is a graduate of Dartmouth College and Yale Law School and practiced law in New York from 1938 to 1944. After two years in the Navy as radar officer aboard a destroyer, with rank of lieutenant, Mr. McCoy joined the FCC in 1946. He was one of the key staff figures in FCC's protracted hearings on color television.

Nunn Hits Controlled Radio; Miller Sees Freedom Threat

FREEDOM of economy, ability of the people to think, choice of religion and educational liberty are lacking in nations having government-dominated broadcasting, Gilmore N. Nunn, WAPL Lexington, Ky., told the 14th lecture series of the Hispanic-American Institute at the U. of Miami last week.

Mr. Nunn and Judge Justin Miller, NARTB board chairman and general counsel, were speakers at the Institute.

The very existence of nations is sucked into the empty vacuum created by government domination of radio, Mr. Nunn said. He noted that Inter-American Assn. of Broadcasters has drafted basic legislation for free broadcasting in Latin-American nations. In addition IAAAB has prepared and adopted a code of ethics and several American countries have created committees to regulate and police activities under the code.

Mr. Nunn reminded the Institute that advisory boards of IAAAB and the Inter-American Press Assn. in a joint conference last year issued the "Panama Doctrine" calling for freedom of radio and press and pledging a joint fight for maintenance of democratic society.

Judge Miller said that although Latin America purports to be a land of free peoples and free communications, there nevertheless is "considerable censorship." He referred to close government control in Guatemala, Argentina and Colombia.

Describing his findings in a fact-finding tour of Latin America, he said Voice of America lays down an unsatisfactory or poor signal in every nation but Colombia. BBC and Radio Moscow compete for Spanish-speaking audiences, he said.

WDTV (TV) New Center Speeds Ahead

CONSTRUCTION of DuMont Television Network's new center at WDTV (TV) Pittsburgh last week was reported to be so far ahead of the schedule that a network spokesman predicted it will be completed about Jan. 1, 1954. The station, which will be located in Pittsburgh's "Gateway Center," a project of the Equitable Life Assurance Society of the U. S., will occupy 34,000 square feet of space in a building adjoining the Dr. It will occupy two stories and a basement, including facilities for two large studios for executive and production staffs.

WTTV (TV) Plans Changes

MORE than a half-million dollars of improvements are being planned for WTTV (TV) Bloomington, Ind. The tower height will be raised to 1,000 ft. this summer and the effective radiated power will be increased to 100 kw, the station announced. At the time of the power increase, the station will switch from vhf Ch. 10 to vhf Ch. 4.

WNYC Budget Proposal

AN appropriation of $305,415 to operate New York's Municipal Broadcasting System (WNYC-AM-FM New York) for the 1953-54 fiscal year, $34,557 less than the current year's allocation, was proposed last week by Mayor Vincent Impellitteri. The proposal was contained in a $1.5 billion overall budget plan presented for the financially harried city.
A KUT (e) Story

WITH granting of its TV construction permit for vhf Ch. 2 [B&T, March 30], Utah Broadcasting & Television Corp., Salt Lake City, appropriately has named its mountain-top transmitter site “Pix Peak.” The call letters assigned by FCC for the company’s AM, FM and TV stations are appropriate, too, Vice President John Schile reports. They are KUTA (for AM), KUTF (FM) and KUTV (TV).

Arthur C. Page Dies;
Was WLS Farm Director

FUNERAL services were held last Tuesday at Wheaton, Ill., for Arthur C. Page, 64, WLS Chicago farm program director, who died April 4 in Geneva, Ill. Associated with WLS Prairie Farmer since 1927, he had conducted the station’s Dinnerbell program and was associate editor of the farm publication. Mr. Page was active in the Illinois Agricultural Assn. and the American Farm Bureau Federation. He also was an advisor on development of national farm programs and a member of the National Assn. of Radio Farm Directors.

Mr. Page was born July 21, 1888, in Independence, Mo., and attended the U. of Missouri College of Agriculture. Survivors are his wife, Inez; three sons, Tom, John and David, and five grandchildren.

FROM the podium, conductor Antonio Modarelli of the Charleston Symphony Orchestra, hands scroll to John T. Gelder Jr. (1), vice president and general manager, WCHS Charleston, W. Va. Scroll, signed by members of the orchestra, expressed appreciation to Mr. Gelder, who served as president of the orchestra and who was successful in raising funds. This season marks the first in 11 years that the orchestra will finish in the black. Facilities of WCHS were among those used in promoting the fund drive.

Landmarks in history... and...

If you’re looking for landmarks, try the Lincoln Memorial... if you’re looking for a landslide in sales, buy Bob Reed’s “Timekeeper” show on WRC radio... participations on this lively morning show will help you reach the wealthy audience in the Washington metropolitan area, with its annual income of $7,282 per household.

Bob Reed’s Timekeeper Show

NBC in Washington
980 on AM • 93.9 on FM
Represented by NBC Spot Sales

April 13, 1953 • Page 63
TV ‘Booster’ Tests
Set for L.A. Area

THREE weekly daytime tests with scrambled signals from Los Angeles stations will be started within the next 90 days in Palm Springs, Calif., to determine the feasibility of bringing reception of as many as seven TV channels to isolated areas hitherto unable to get video due to the natural terrain barriers.

Authorized by FCC to make the experiment in the desert community, Howard-Yale Inc. will erect a 2-watt “booster” station with scramble device atop the 7,000-foot-high Howell Peak in the Santa Rosa Mountains south of Palm Springs to pick up, amplify and re-broadcast signals from Mt. Wilson, transmitter site of the 7 Los Angeles vhf TV stations, 90-odd miles distant. The signals will be transmitted to test receivers in the Palm Springs area.

The video relay system to be installed for the tests was designed and built by International Research Assoc., Santa Monica, Calif., electronics equipment manufacturers.

Some areas of Palm Springs, for the past several months, have been getting Los Angeles TV programming through a community coaxial cable hookup by International Telemeter Corp. to antenna system located on a mountain site approximately 10 miles northwest of the town [B*T, Nov. 3].

Telemeter’s long planned experimental subscription TV, originally scheduled to start last February, has been intermittently postponed. The 51% Paramount Pictures Corp.-owned ITC plans to have between 300 and 500 coin box receivers in the area to determine public acceptance when subscription TV tests begin.

PURCHASE of MBS five-a-week half-hour mystery-adventure-fantasy series on WNOE New Orleans by Brown’s Velvet Dairy Products is approved by (1 to r): Paul Beville, sales manager, and Benton Paschall, vice president-general manager, both WNOE; Alfred W. Brown, Brown’s Velvet Dairy Products president, and E. V. Brinckerhoff, Brinckerhoff Adv. Agency president. WNOE calls deal the largest in the station’s history.

WNOE Sells MBS Series

WNOE New Orleans sold its largest single contract to date with the purchase by Brown’s Velvet Dairy Products of MBS’ half-hour mystery-adventure-fantasy series five nights a week on the station, effective April 20, for one year. WNOE also sold the firm two one-minute spots daily Monday through Friday for program-product promotion, according to Benton Paschall, station vice president-general manager. The series includes Hall of Fantasy; High Adventure; Crime Fighters; John Steele, Adventurer, and True or False.

KVTV (TV) Begins Operation, Covers ‘Siouxland’ Area

KVTV (TV) Sioux City, has made its commercial telecasting debut. The vhf Ch. 9 station, operating with 29 kw visual ERP, advised B*T that it is covering 31 counties in Iowa, Nebraska and South Dakota. This area, described by the station as “Siouxland,” has a population of more than a half million, the station reported.

About 45,000 television sets have been installed in KVTV’s coverage area, the station estimated.

Robert R. Tincher is general manager of the station, which is affiliated and interconnected with CBS, NBC and DuMont. Station made its bow March 29.

National representative is the Katz Agency.

Other KVTV executives include Art Smith, resident manager; Donald D. Sullivan, commercial manager; Dick Harris, promotion manager; Clifton Todd, chief engineer, and Norman Bacon, program director. Account executives include Bob Donovan, Ed LaGrave and Fred Reynolds.

NCAA Football TV Plans
Made for ’53 Season

NCAA’s 1953 Television Committee, ending a three-day meeting in New York Thursday, authorized a statement that TV plans for the 1953 football season have been made and will be submitted to the 375 member colleges for a decision.

No details of the committee’s recommenda-
TV's most-copied program makes news again!

Now...

LIVE COMMERCIALS

on WPTZ's "Hollywood Playhouse"

THREE YEARS AGO—March 20, 1950—WPTZ dared to launch Television's first daily, full-length movie in the afternoon... "Hollywood Playhouse". The industry was skeptical—until the ratings poured in to show the overwhelming popularity of this dramatic departure in Philadelphia, which has since been copied up and down the land.

Now WPTZ makes news again, introducing live commercials on "Hollywood Playhouse"!

Jane King, who for 2 years has been showing WPTZ fans that Home Economics doesn't have to be deadly, will now bring your product to life for the 200,000 (or more) daily viewers of "Hollywood Playhouse".

She's talented, trained, and popular. Your product will have a new personal appeal when she shows it "live". And your participation delivers 15 viewers for every penny you spend!

You'll really own the Philadelphia market if you use "Hollywood Playhouse" every day, Monday through Friday, from 1:00 to 2:00 p.m. Or buy participations on this feature in combination with other spots to earn the enormous bonus made possible by WPTZ's sensational "45-12 Plan".

Have you heard about this new way to economy in TV commercials?*

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.
TAYLOR NAMES STUART

APPOINTMENT of Robert E. Stuart as Dallas office manager of the O. L. Taylor Co., radio-TV station representatives, effective Wednesday, was announced last week by Lloyd George Venard, president. Mr. Stuart, who is resigning as general manager of Lannan & Sanders, Dallas agency, succeeds Fred Vance, resigned, who plans to live in Arizona.

STATION REPRESENTATIVE SHORTS


Headley-Reed Co. appointed national representative for WHAN Charleston, S. C.

WOV Represented by Pearson

JOHN E. PEARSON Co. is national advertising representative of WOW New York. BET in its April 6 issue reported erroneously that George W. Clark Inc. had been named to represent WOW.

THE NBC STATION SERVING GREATER YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

DUPLICATING ON 50,000 WATTS FM

Page 66 • April 13, 1953

CBS-TV Plans New Film Dept.;

Buddy, MacIlvane Head Unit

Four releases per day are planned in this move of the network to step up its daily coverage of world events.

CBS-TV is setting up its own news service, to be known as the Newsfilm Dept., for daily coverage of world events—and there's a "possibility" that the complete service may later be offered to all TV stations on a syndicated basis—Sid Mickelson, CBS-TV director of news and public affairs, is announcing today (Monday).

The announcement said it will be the largest newsgathering organization in TV broadcasting. The new unit, which will operate as a separate department, will be headed by E. C. (Ned) Buddy, veteran newsman, as manager, and Karl MacIlvane, chief engineer of CBS television recording, as operations manager. Mr. Buddy, former foreign editor for Paramount and Pathé newsreels, more recently with Cinema (Canada) Productions Ltd., and, before the war, member of the CBS news staff, takes up his new post today (Monday).

Plans call for the new unit to be in operation by May 1. CBS-TV's contract with Televue expires May 16 and officials said Newsfilm Dept. will be "rolling" before that time.

The department will maintain its own camera and sound crews in news centers both in this country and abroad, including such foreign news capitals, as London, Frankfurt, Tokyo, and probably Paris and Rome, and in key U. S. cities.

Newsfilm activities will be integrated with that of the existing CBS-TV news staffs, and will include the provision of camera crews for public affairs programs. Among those close to the network's projected educational series in cooperation with universities, to be known as The Search, and State of the Nation series.

Mr. Mickelson said Newsfilm will put emphasis on "hard news coverage," especially tailored for TV viewing, with less stress on feature material.

Newsfilm's Manager Buddy organized Paramount's newsreel coverage of the 1937 Coronation of King George VI of England and also set up its World War II coverage.

Operations Manager MacIlvane, moving over from CBS television recording, formerly worked with sound motion pictures for some 13 years, rising to the post of chief engineer for Warner Bros. Eastern Studios.
YOU MIGHT CAST A TROUT FLY 183 FEET*

BUT...
YOU NEED THE FETZER STATIONS TO LAND SALES IN WESTERN MICHIGAN!

Here's proof that the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television—are Western Michigan's best advertising buys.

WKZO-WJEF RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids, rank among the nation's top radio values. Together they deliver about 62.6% more city listeners than the next-best two-station choice in these two cities—yet they actually cost less! For Total Rated Time Periods (February-March, 1952 Hoopers), WJEF gets a 15.4% greater Share of Audience than its nearest competition. And according to the February, 1952 Pulse, WKZO gets more listeners, morning, noon and night, than all other stations combined!

WKZO-TV
WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. This is America's 25th television market—a bigger TV market than Atlanta, New Orleans, Denver or Seattle! The December 1952 Videodex Report credits WKZO-TV with 86.9% more afternoon viewers than Western Michigan's other TV station—129.3% more evening viewers!

Write direct for the whole Fetzer story, or ask Avery-Knode.

* Dick Miller of Huntington Beach, California, holds this world's record.

WJEF

WKZO-TVS

WKZO

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
SEASONAL PLANS MADE BY DUMONT

PLANS for new feature programs for the late spring and early summer schedules of DuMont TV Network were to be announced yesterday (Sunday) by Chris J. Wittig, DuMont's managing director.

Additionally, Mr. Wittig said, the network will carry the British Broadcasting Corp. films of the Coronation of Queen Elizabeth II on June 2, as will other TV networks.

Part of the new network program schedule was placed into operation with the March 22 premiere of a fantasy-type program, Johnny Jupiter (Saturday, 7:30-8 p.m. EST), which stars Vaughn Taylor and Carl Harms' puppets. It is produced and written by Jerry Cooper-Smith for Kragan Corp.

Next production to be introduced will be Jimmy Hughes—Rookie Cop, which begins on April 27. Scheduled for presentation on Monday, 8:30-9 p.m. EDT, the program will be directed by Barry Shears and produced by Stark-Layton Productions. Plans call for rescheduling John Hopkins Review from its Monday 8:30-9 p.m. slot to Wednesday, 8:30 p.m., replacing Adventure Playhouse.

A new dramatic series to be presented by DuMont will be Climax, a half-hour series of three-act life.
PERSONNEL RELATIONS

SWG Names Committee
For TV Policies, Functions

TO make recommendations in connection with video policies and channel all TV activities and services of the organization, Screen Writers Guild has set up a television advisory committee to its board of directors.

Nominations were made by TV writer members with Morgan Cox named chairman. Erna Lazarus and Curtis Keynon are vice chairmen. Other committee members are Dwight Babcock, Sam Newman, Jo Pagano, Elwood Ullman, Malvin Wald, Milton Raisen, Dan Malalay, Al Duffy, Leonard Levinson, William Lively, Don Martin, Lee Berg, Dwight Cummins, Aileen Leslie, Maurice Tombragel and Catherine Turney. Al Martin, chairman of the TV coordinating committee, also serves on the new committee.

Seven sub-committees will be named to deal with awards, credits, employment and market list, grievance, membership, promotion and publicity and round table.

IUEW Strike at GE

PRODUCTION of radio and TV transmitters, receivers and picture tubes and communications and military electronics equipment at General Electric Co.'s Electronics Div. plants at Syracuse was halted last week by a strike of Local 320 of the International Union of Electrical Workers (CIO).

The union represents some 7,000 production and maintenance employees at Electronics Park and Thompson Road plants. The company officially closed both plants Monday after mass picketing prevented entry by virtually all employees, GE spokesmen said. Picket lines had been established at the end of the first shift on the preceding Friday.

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UHF PROBLEM: SHADOW AREAS

Stations are denied that part of audience potential blocked from high frequency signal by hills and mountains. Power boosts do not help. Symmetrical circle coverage may be discarded.

PRACTICE unique in broadcasting history may have to be undertaken as more and more uhf television stations take to the air. It may be necessary to deduct selected portions of the population from the potential audience within the service contours of a TV station due to the blanketing effects of hills and mountains intervening between the transmitter and homes.

That is the solemn warning sounded by John P. Taylor, RCA Engineering Products Div. advertising manager, in a second article on uhf coverage, published in the January-February issue of RCA's Broadcast News.

Mr. Taylor's foreboding was echoed by several Washington consulting engineers in a B*ST check last week.

Shadow areas—sections of a city into which a uhf TV signal won't reach—are the reason for the warnings. Some observers see the disappearance of station coverage maps expressed in symmetrical circles—a practice as old as broadcasting itself.

In reporting on RCA Service Co. measurements of three RCA-equipped uhf TV stations, Mr. Taylor raised a number of admonitory questions. The most significant was his reference to shadow areas. "Don't underestimate them," he warned. He recalled that in Portland, Ore., where KPTV (TV) operates on Ch. 27 (548-554 mc), dead spots existed within two miles of the 1,000-ft. transmitter antenna (B*ST, Nov. 17, 1952).

"Look Into' Hollows

There is a big question, he said, whether even 1,000 kw on a uhf band will fill in shadow areas. Best thing to do is site the transmitter to a point where the "looks into" the hollows, he advised.

In this he was backed by Washington consultant James C. McNary. In tests for WLEV-TV Bethlehem in very hilly terrain, Mr. McNary used a 100-w transmitter, radiating an effective power of about 400 w. He determined that power increased the signal level where the shadow area was slight, but did not have any measurable effect where the dead spot was "deep."

"Power is no substitute for proper siting of the antenna," Mr. McNary said. His report on the Bethlehem experiments were filed with the FCC earlier this year.

Similar attitude about shadow areas was taken by Washington consultant Robert L. Kennedy. Mr. Kennedy took the position that shadow areas are inherent in uhf propagation and that critical siting of transmitting antennas was the only answer. "There is going to be blanketing in irregular terrain for uhf TV stations just as sure as God made little apples," he said. He pointed out that there was a definite relationship between frequency and shadow areas, which no amount of power could overcome.

However, he was not pessimistic about the problem. "Careful analysis of the terrain and the people to be served should permit the proper location of an antenna which accomplishes the job," he said. He recalled that similar propagation problems arose in the early days of the high portion of the vhf band (Ch. 7-13), and that they were overcome.

Most operating uhf stations are on the air with low power. Only three uhf stations have substantial radiations. These are WHUM-TV Reading, Pa., with 260 kw; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke Mass., each with 150 kw. Reading's WHUM-TV, however, is only the one of the three in hilly terrain.

Other questions raised by Mr. Taylor—who reported on the results of tests on the signals of WSBA- TV York, Pa. (Ch. 43); WFPQ-TV Atlantic City (Ch. 46), and WSBT-TV South Bend, Ind. (Ch. 34)—were:

- What happens beyond the 35-40 mile radius which so far seems to be the limits on uhf coverage? No one has the answer yet.
- How near to the FCC's F (50,50) curves will actual station signals fall when antennas are less than 400 ft. or above 1,000 ft.? Below 400 ft., the actual figures may fall below the FCC's curves; above 1,000 ft. they may be better, Mr. Taylor observed.
- Is the "average terrain" factor as determined by FCC rules correct? That figure is determined by measuring elevations from two to ten miles from the transmitter. What if there are hills or mountains rising suddenly just beyond the 10-mile boundary, he asked.
- Look for an antenna site to cover "homes" not just area, Mr. Taylor urged. The object of a TV station is to serve people, not just land, he said.

STEWART GETS NEW DUMONT POST

APPOINTMENT of Donald A. Stewart, manager and coordinator of the film syndication department of the DuMont Television Network, to be division manager of the television transmitter division of Allen B. DuMont Labs is to be announced today (Monday) by Herbert E. Taylor Jr., division manager.

In his new post, Mr. Stewart will work closely with the transmitter division's sales representatives from coast to coast in exploitation of new markets, promotion and sale of new products, origination of special selling techniques for standard equipment, liaison with consulting engineers and attorneys representing clients, and implementation of sales training programs.

Veteran in Transmitter Div.

Mr. Stewart was active in the early growth of the DuMont transmitter division as a salesman at the close of World War II and was appointed northern division sales manager in 1946. He negotiated a contract for the first DuMont-equipped TV station in the country, WWJ-TV Detroit, that year.

From 1948 to 1951, Mr. Stewart was general manager of WDTV (TV), DuMont-owned-and-operated station in Cleveland.

During World War II, Mr. Stewart was director of 475 hospital theatres and 170 camp theatres for the American Red Cross. He is a member of the National Television Film Council, Radio and Television Executives Club, National Assn. of Visual Education Dealers and the Motion Picture Pioneers organization.

Better 'Presence' Noted in N. Y. Binaural Radio Test

PANEL of experts that evaluated a 30-minute binaural radio test program in upstate New York on March 30 reported last week that the system, on the whole, had better "presence" than either channel alone and that small groups, such as a vocal quartet, were reproduced "more plausibly" than large groups.

The program, which originated from Rensselaer Polytechnic Institute, Troy, was broadcast over WGY, WGBY, WNYT and WHAZ Troy, and WPTU and WXWW Albany. It was held in connection with the 30th anniversary of WHAZ Troy, RIP's campus station.

The report on the test programs was made by a panel consisting of Donald E. Norgard, electronics researcher for General Electric Co.; Dr. William E. Glenn, Dr. Carl Anderson, and Dr. George Watkins, all of the communications division of GE's research laboratories; Norman Walter of the metallurgy division of the laboratories, and Robert F. Crawford, professional musician of Schenectady.

Tape Coatings Bulletin

BULLETIN No. 22 discussing its four basic types of magnetic coatings on sound recording tapes has been announced as available upon request by the Minnesota Mining & Mfg. Co., 900 Faquier St., St. Paul, Minn.

RCA's New Turntable

ENGINEERING Products Dept., RCA, Camden, N. J., announces production of new broadcast studio turntable designed for playing flat-groove 33⅓ and 45-RPM records.
The trucking industry is now

AMERICA'S NO. 2 EMPLOYER

ONE OUT OF EVERY 11 paychecks in the United States is paid directly by the trucking industry. More than six million Americans work as drivers, terminal employees and in other employment directly connected with the trucking industry all over our country. Many more workers are in trucking than in all iron, steel, and mining combined. Four times as many as in all U.S. railroads combined. Only agriculture employs more people.

These facts may round out the bare statement, made recently by an outstanding transportation authority, that trucks have been "the biggest single factor in our expanding economy of the past 15 years."

President,
American Trucking Associations

American Trucking Industry
American Trucking Associations, Inc., Washington 6, D.C.
it’s best to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Portable Microwave Relay Unit Unveiled by Raytheon

NEW lightweight, portable microwave relay equipment for television stations was announced by Raytheon Mfg. Co. last week.

Called “Microlink,” the 200-lb. relay apparatus, operating on 7,000 mc, consists of four 38-lb. suitcase type cases containing transmitting and receiving control units, antenna feeds and RF heads, and two four-ft. parabolas, all at a cost of $8,950.

Covering a 6 mc bandwidth, the equipment is designed for video and sound transmission from remote camera positions to transmitter sites.

The equipment includes a new AFC and limiter, special cable compensating switch permitting up to 500 ft. of cable, accurately controlled transmitter frequency, built-in voltage regulator and provisions for frequency and modulation monitoring. Prominent feature is mechanical ease of assembly and disassembly, which can be done in a matter of minutes, Raytheon said.

The “Microlink” operates in the 6,875-7,125 mc range, with a power output of 0.1 w. Effective radiated power was figured at 200-500 w.

Additional equipment, at extra cost, includes a tripod at $575 and a tilt head mechanism for the receiving dish at $275.

Also shown was Raytheon’s new 2,000 mc “Magnalink” for fixed installations. It is powered by a 50 w magnetron, which, through a 30 db gain from a 10-ft. parabola, results in an ERP of 50 kw. The “Magnalink” was used as a single hop relay over a 140-mile path in the atomic tests at Yucca Flats, Nev.

Cost of the “Magnalink” is $12,050, without reflectors. Dishes of 2, 4, 6, 8 and 10-ft. diameter run from $250 to $1,000. Addition of sound system increases the cost by $2,450. It has a bandwidth of 17 mc. The equipment is expected to find use in longer studio-transmitter link relays and intercity and interconnecting links.

Sayre Resigns Avco Post

JUDSON SAYRE, vice president of Avco Mfg. Corp. and general manager of Bendix Home Appliances Div., has resigned and will become consultant to the corporation. Victor Emanuel, Avco president and board chairman, announced Wednesday. Hector J. Dowd, Avco vice president and former chairman of Bendix, will succeed Mr. Sayre, switching from New York to South Bend, Ind.

G. K. Throckmorton Dies

GEORGE KENNETH THROCKMORTON, 68, former executive vice president and a director of RCA, died April 5 at Clearwater, Fla. He had served as executive vice president of the RCA Radiotron Co., and from 1937 to 1942 was president of RCA Mfg. Co. Survivors are his wife, Mrs. Clarissa Downing Throckmorton, and a sister, Mrs. J. H. Skinner, Lafayette, Ind.

New Tape Recorder

AMPLIFIER Corp. of America, N. Y., announced last week that full-scale production has begun on a new type of portable magnetic tape recorder. Called the Magnematic, it is a 110-volt AC portable tape recorder weighing 19 pounds, and is said to attain a frequency response of 50 to 15,000 cycles at 7½ IPS.

Cut Yourself a Slice of America’s Richest Empire

You can get a share of East Texas by appointing your spokesman.

KFRO “Voice of Longview” — Texas
"The Academy votes . . . to George Alfred Mitchell---"

At the 25th Annual Academy Awards Presentations, Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, made this "Oscar" award in recognition of special contributions made throughout the past 25 years:

"Last night the Board of Governors drew up the following citation:

"For the design, development, and manufacture of the motion picture camera which bears his name; for the introduction of equipment which stampeded the artistic progress of films, and for his continued and dominant presence in the field of cinematography . . . the Academy votes an Honorary Award to George Alfred Mitchell."

With great pride and deep gratitude George Alfred Mitchell acknowledges—

This Honorary Academy Award made by the Academy of Motion Picture Arts and Sciences at its 25th Annual Presentations.

It is traditional of Mitchell Cameras that, in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of motion picture photography are being successfully used.
Three Finalize Exhibit Plans For Electronic Parts Show

THREE manufacturers have announced plans for exhibiting equipment at the 1953 Electronic Parts Show in Chicago May 18-21.

The Resonance Audio Co., of a $12,497,000 exclusive-use microwave relay project scheduled if they refuse to recognize the action [BST, April 6].

The three directors—Chairman Paul Doelz, Hubert C. Conover and William C. Buchanan—said they would vote for Mr. Smith as president if they are re-elected. They are scheduled for the annual stockholders meeting in Valparaiso, Ind., April 23.

It also was revealed that Glen McDaniel, RTMA general counsel, and a number of top-level manufacturing executives have backed Mr. Plamondon in his dispute with the other directors.

Seattle-Portland Relay

MICROWAVE relay project between Seattle and Portland “for exclusive use of transmitting television programs from California and eastern points to Pacific Northwest cities” will be undertaken by the Pacific Telephone & Telegraph Co. as part of a $12,497,000 coastal expansion project, the firm announced last week. Completion is expected by July 1.

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Fables of the leopard and the hippo—8

ON PLAYING GOOD BALL

THE HIPPO:
"Big swing and long fly ball, I think, should set the crowd a-cheering."

THE LEOPARD:
"But it's well-placed hits, long or short, which are never caught... and so get extra bases."

THE MORAL: TV advertisers who (like the wily Spotted Leopard) play for runs, not grandstand cheers, find Spot TV effective. Because they win sales pennants.

You can whip up Opening-Day enthusiasm—every day—for your product, too, with Spot TV.

You can hit away at best markets... pull squeeze plays, just when needed... pitch right to competitors' weaknesses... get more customers by picking off opposition way off base.

Local sports programs, on these thirteen leading stations, are one good way to do the job. Let us tell you about them.

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<tr>
<th>Station</th>
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Represented by

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles

Detroit • St. Louis • San Francisco • Dallas
NORTHWEST’S NEWEST TV STATION GOES ON AIR

Station KTNT-TV Starts Operation in Tacoma, Wash., on March 1 with 30,000 ERP

The Northwest’s newest television addition is Tacoma, Wash., Station KTNT-TV. This CBS-DuMont affiliate went on the air March 1 and already has received reception reports that cover approximately 200 miles.

In fact, a radio-TV supply man from as far north as Victoria, British Columbia, recently wrote: "... your picture gives us the clearest, sharpest and steadiest signal ever to be received in this area."

Supplied almost completely with General Electric TV broadcast equipment, Station KTNT-TV is now operating at a 30,000 ERP and an application for an effective power boost to 120,000 has been accepted for filing by the FCC.

KTNT-TV’s General Electric equipment includes a camera chain, a 5,000-watt transmitter, monitor and audio equipment, a complete line of projection room equipment, a 20-kw amplifier, and an antenna that stands 450 feet above the average surrounding terrain.

The new station will reach the families whose purchasing power accounts for more than half of the retail sales in the state of Washington. Station KTNT-TV is operated by the Tribune Publishing Company.

Max Rice, chief engineer, and Len Higgins, general manager of Station KTNT-TV, Tacoma, Wash., inspect their new General Electric switching equipment.

TEXAS STATION ANTENNA SECURED UNDER TWO HOURS

A major feat of antenna erection and installation was recently completed at Station KEYL, San Antonio, Texas. Hoisting of the antenna started at 9 in the morning and was ready to be secured at 2:30 in the afternoon. By 4 P.M.—less than two hours later—it was checked and declared completely secured.

The station was hooked up to the coaxial the following day and went on the air on the next day.

The General Electric 6-Bay Antenna had been pre-assembled and tested at the Syracuse Electronics Park factory, and this, according to George B. Storer, Jr., vice-president and managing director, "materially aided us in its final assembly and installation."

The new antenna is secured 550 ft. in the air on top of what is called the tallest "tee pee" in San Antonio, Texas.

Mr. Storer, Jr., also wrote: "We are very happy to have it installed and operating most satisfactorily. It is particularly reassuring to know that our G.E. Antenna, together with the 35,000-watt amplifier, now on order, will give us a most conservatively engineered installation, capable of meeting all foreseeable future needs."

Ralph Yeandle

G.E. completes plans for NARTB Convention

General Electric’s display plans have been completed for the National Association of Radio and Television Broadcasters Convention, starting April 28 in Los Angeles, California.

Although its main display plan is being kept secret, G.E. has announced it will show two new portable camera chains, G-E’s latest series of switching units designed for stations of all sizes, and a high power 13-kw UHF transmitter.

Also featured will be the new all plug-in audio console, and a special exhibit of the Klystron tube, revealing inner-secrets of this tube that has proved so successful in high power operations.

Commercial engineer Ralph Yeandle, who is in charge of G-E’s display, said the Galeria Room of the Biltmore Hotel has been reserved for this G-E showing.

General Electric

Page 76 • April 12, 1953

Broadcasting • Telecasting
Educational radio-TV:

COLUMBIA U. MAKES PROGRAMS PAY OFF

THE United States Public Health Service had a problem. New drugs were providing new treatments for syphilis which, given in time, would cure the disease and eliminate its serious after-effects, a boon to patients as well as to taxpayers who support hospitals where many uncured cases slowly live out their lives.

The problem was twofold: To locate infected persons and to get them to come into public clinics for treatment. Radio, reaching all people at all strata of society, seemed the logical medium to use. But how to use it?

USPHS took its problem to Columbia U., where it was turned over to Erik Barnouw, former NBC executive then in charge of the university's radio and TV courses. Under his supervision a series of transcribed dramas on syphilis was produced and distributed by USPHS to state and city health departments throughout the country for use in educational and "case-finding" drives.

The results were phenomenal. Some 500 radio stations in 47 states dropped previous taboos against such broadcasts to carry the series. Checks made at one VD clinic in a southern state showed that 25% of patients had learned of it through radio; authorities estimated that nearly 20,000 cases of syphilis were caught and cured in that state alone through the broadcast series.

Revolving Fund Established

The success of this campaign led USPHS and New Jersey to set up a revolving fund at Columbia for use in financing other public health education projects. These were to be sold to users so that the operation, while non-profit, would still be self-supporting. So, Communication Materials Center was established as a branch of Columbia U. Press, adding radio, television, posters, phonograph records, leaflets and even comic books to the Press's output of scholarly tomes. Dorothy Oshlag, former production manager of Time International, was made manager of CMC; Mr. Barnouw became its editor.

Last week the Center, which Mr. Barnouw describes as "a non-profit, public service Ziv," celebrated its fourth birthday by changing its name to Center for Mass Communications (retaining the CMC initials) and by moving into new and larger quarters on the Columbia campus. Since its founding CMC has revolved its $50,000 fund four times, producing some $200,000 worth of public health educational material and even venturing into other fields not covered by the fund.

Over the four-year span, CMC has produced eight series of radio transcriptions, two live TV series, a half-dozen feature films and about as many film shorts (the shorts also may be used on TV), play and TV scripts for local productions, song books and record albums and millions of copies of leaflets and comic books.

One of CMC's most successful projects was the radio series, The Lonesome Road, dealing with alcoholism. The eight-program, quarter-hour series was purchased by ABC for use on its O & O stations and more than 50 other broadcasters purchased local rights. Alcoholics Anonymous sponsored the series in about a dozen cities and a number of other groups and individuals put it on the air in other communities.

How Programs Are Set Up

CMC's normal operating procedure is for a national public service organization to propose a subject for a campaign, in radio, say, underwriting a part of the cost. When completed, the transcribed series is offered for sale on an exclusive city or statewide basis to radio stations or to local groups who can use the programs in their educational and fund-raising drives. Fees start at about $30 for broadcast rights for a city of 25,000 or under and run to $500 for a state with more than 6 million population. These make up the remainder of CMC's out-of-pocket expenses and replenish the revolving fund.

In the fall of 1951, CMC made its initial venture into TV with Horizons, weekly telecast discussions of such topics as The Future of the Presidency, The Future of Women, The Future of Man's Food Supply, with authorities questioned by university students. ABC-TV broadcast the series as a public service Sunday afternoon program.

ABC is also carrying this year's Seminar, second CMC video series which takes the TV cameras (and home viewers) into actual sessions of an undergraduate seminar in American Civilization.

While some educational institutions are frantically trying to raise million-dollar appropriations to build and operate their own TV stations, Columbia U., through CMC, continues to concentrate on the production of educational material, making use of established media of mass communications for its public dissemination.

April 13, 1953
In charge of TV and radio copy, BBDO

By Arthur Bellaire

New actors’ union fees make four players too expensive.

IN VIEW of the recent Screen Actors Guild strike and subsequent agreement, an article covering short cuts in cost in creating TV film commercials may seem to be either a little bit late or a trifle previous. Actually, in spite of everything, there are still ways to save money.

Before reviewing some specific methods, let’s consider a few of the new SAG terms. Prior to the recent strike you could hire an actor by the day—say for $70—and in that day you could shoot as many commercials as you wished around that person on-camera. The $70 that actor received was his final payment. And you could run those commercials as long as you liked.

Times have changed. What will $70 buy now? One class A program use of one commercial. Or 13 weeks of use as a spot in class C. If this one commercial is used an unlimited number of times on a program in class A for 13 weeks, the player may receive up to $650.

Repayment Scale

In other words, the talent also receives repayment after the film commercial has run a given period. This scale of repayment may depend on many factors: Whether the player is on-camera or off-camera, whether the film commercial will be used for a program or as a spot, how many times the commercial will be run, and with what frequency. The repayment rate is lowest for class C—one to five cities, higher for class B—six to twenty cities, highest for class A—more than 20 cities. In other words, seven plus seven equals 21.

The new SAG agreement also limits the life of a commercial. Any pre-strike film commercials you now have may run forever. But new ones may run a year and a half from their first use if they show a player on-camera; two years if players or singers are used off-camera; or two and a half years if the commercial includes players or singers off-camera with animation. That is, unless you secure the consent of the actor involved to extend the life of the commercials.

Let me illustrate a rather extreme case. One particular film commercial created and

It’s still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked players’ fees tremendously. Here are some tricks learned the hard way by a copy expert for the biggest billing agency in radio and TV.
produced before the strike opened on four women around a bridge table (see picture opposite page). As with most females, they were chatting about something that had nothing to do with cards—in this case the sponsor's product. After establishing this situation for a few seconds, an announcer came in voice-over for the hard sell.

For their services, these five people received approximately $70 each, or a total of $350. That was all. No repayment. And the film could be used anywhere any number of times.

If that commercial were produced exactly the same way today under the terms of the new SAG agreement and run in unlimited class A program use for one year, the total talent bill for the five people would exceed $10,000.

This is obviously reaching to make a point. But it does make the point. Of course, this commercial would not be produced in the same manner today. With three of the four bridge players, only the hands would be shown, dropping these three actresses into the class of "extra" who receive from $18.50 to $25 per day with no repayment required. And it's surprising what a good story you can tell with a series of closeups.

Secret of Simplicity

There's no doubt about it—many commercials which have had little regard for talent expense will now be simplified. But, after all, isn't simplicity one of the secrets of a good TV advertising message? Aren't a good number of the better commercials drawing on the live talent of only one person?

While still on the subject of the new SAG agreement, advertisers will now pay particular heed to the time-buying plan. Let's say you're contemplating film spots in 22 cities. You may find 20 will do just as well, thereby dropping your talent repayment classification from Class A to Class B.

You'll also want to re-consider the number of film spots running in a series. Are you now rotating three or four to tell the same sales story? When you come to making new ones, two might do the trick just as well. People really don't tire of seeing your commercials repeated as rapidly as your next door neighbor may lead you to believe.

Suppose we now look elsewhere for savings in television film commercials. After all, money is money regardless of whether you save it on talent or on production costs.

Let's start with animation. When animation is called for, how elaborate should it be? How much money should it cost? As you know, there are hundreds of varieties of animation, each with its own price tag. The complete Disney-type treatment can cost you your shirt. That much detail is usually unnecessary anyway—and distracting as well. Having animated characters talk in lip sync is also an expensive luxury—except, perhaps, on their key lines. What I'm getting at is that a full knowledge of animation is vital before you can expect to get your money's worth out of it.

Rear Screen Projection

Another short cut in cost can result from the use of rear screen projection. Showing motion or slides, R.P., can save thousands of dollars on the construction of backgrounds. However, as with animation, rear screen can be costly and involved if not fully understood and properly used.

The fact is, while R.P. does have its place under certain conditions, actual live sets are usually the rule in live shooting. How many times have you yourself seen money wasted on an overly-designed backdrop, one which probably won the scene designer a prize for his artistry but lost a lot of sales for the advertiser? The reason: There were just too many aesthetic touches for a viewer to look at when he should have been watching and listening to the announcer standing in front of it. The moral: Keep the backdrop simple. The resultant savings become then a happy by-product.

What about stock footage? Lots of money can be saved in TV film commercials by using stock footage for inserts—factory scenes, long shots of crowds, sporting events, traffic scenes and the like. Two warnings, however: First, stock footage, while plentiful, can also be elusive. Spending days looking for exactly the scene you want may turn out to be more expensive than shoot-

ing the scene yourself. And second, if there are people shown in that footage, the people have the law on their side. Be sure the company supplying this footage also supplies legal releases not only for the footage itself but covering any human faces it might contain.

Stock footage reminds me of a related short cut in cost. What about industrial or educational films—or two-reelers the advertiser has made for non-television uses over the past years? It's a low cost way to pick up a relevant scene for a TV commercial now and then.

And while we're talking about possible material right in the advertiser's or agency's own office that can save you money, don't forget artwork of the name or package that's already paid for to be used in an ad or a promotion piece. With some modification, this might be useful in a TV commercial.

Have you ever built a film commercial almost entirely of still photographs? It can

About the Author

Mr. Bellaire is in charge of television and radio copy for BBDO, biggest billing agency in radio-TV. A graduate of the U. of Iowa and former city editor of the Iowa City Press Citizen, Mr. Bellaire entered radio as a news writer for NBC. Later he joined United Press to write special programs for news commentators. He has been with BBDO since 1943. This article is a revised version of a speech he made to the annual meeting of the Assn. of National Advertisers last March 20.
be done, and it doesn't have to be dull or deadly. If the pictures themselves don't move, have the camera move in and out. Add a few opticals and a lively voice-over and you may end up with a well-paced, hard-selling commercial.

Outdoor shooting can often save you money. You don't have to be selling automobiles to go outdoors to shoot your scenes. Imagination on the part of the writer may produce some good outdoor silent shooting, a comparatively inexpensive operation, to tell an outdoor story—the milkman delivering the advertised milk, a healthy youngster playing a robust game of ball after eating the advertised breakfast food. To add to the reality without sound shooting, dub in some traffic sounds or even some dialogue if the lips of the actors are not to evident.

The re-use of film footage has no end of cost-cutting possibilities. First, how about taking film footage shot for one commercial to use in another commercial? According to the SAG agreement, you would have to repay the talent in those scenes if this commercial is new commercial. But you would save money on production costs on those scenes you lifted. However, if you take one commercial and want to re-edit or rearrange the commercial, thereby not changing it into what would be considered a new commercial, you may do so without repayment of talent—providing you withdraw the original version.

Use of Footage

Here's another point about the use of footage in the SAG agreement: When you shoot, say, a one-minute film commercial under the terms of the agreement, you may then edit this commercial to various lengths, such as 20 seconds or a 50-second open-end spot. On these shorter versions, there is no extra payment of talent necessary.

Suppose you have good commercials on the air right now that were shot before the Screen Actors Guild strike? You can keep right on running them as long as you like with no talent repayment. Also, you can lift footage from those commercials and incorporate them with newly-shot footage into a new commercial. In this event, it seems to be the understanding that you pay the new talent, but that you do not repay the old talent.

The new SAG agreement poses a lot of questions. Getting back to talent, you may be asking yourself: As I figure ways to simplify my use of talent, are my commercials going to lose some of their selling value? I don't believe they have to.

Certainly it goes without saying—although I can't resist saying—it is the most economical commercial of all is a good commercial, a commercial that demonstrates, a commercial that doesn't try to say too much, a commercial that sells goods or services and makes the advertiser a profit. There are hundreds of ways to save money on a commercial—there are thousands of ways to spend too much. The key to the problem, if it is a problem, can well be a good creative staff who knows when to spend and when to save. Regardless of how you juggle the dollars and cents to stay within the budget, the idea behind it is what can make or break the commercial.

In Milwaukee:

**Beer Advertisers Have Champagne Tastes**

AN ART exhibit can be an interesting vehicle of entertainment for televiewers. This was aptly demonstrated by WTMJ-TV Milwaukee, the *Journal* station, which conducted an art tour during the city's recent Home Show. So successful was the telecast of the educational exhibit that it helped triple attendance the following day.

A million dollar collection of 19 valuable paintings was transported from the Metropolitan Art Museum in New York to Milwaukee for the exhibit sponsored by the *Journal* at the Home Show. Then WTMJ-TV went into high gear.

In place of a usual filmed dramatic show, Blatz Brewing Co. presented a half-hour remote March 10 from the art exhibit—but minus any commercials. Station utilized three cameras at each stop on the TV tour, with Lloyd Pettit, WTMJ-TV announcer, accompanying Earl E. Rosenthal, assistant director of the Milwaukee Art Institute. WTMJ-TV reported much favorable comment from viewers who, apparently, never thought an art show could be so interesting. Following day crowds were estimated at three times those of the previous day. Many people mentioned they had seen the telecast.

Art wasn't the only thing on display either. The Schlitz Brewing Co. featured a million-dollar diamond collection on its *Saturday Night Theatre* over WTMJ-TV. Under heavy guard, the collection was taken from the Home Show to WTMJ-TV's Radio City studios for the special program. Jack Brand, show m.c., interviewed William Schwaneke, who owns the collection of authentic reproductions of world's famous diamonds, during halftime intermission.

The art exhibit and diamond display were only two of the top features of the Milwaukee Home Show to which local radio and television stations devoted much air time.
Romper Room

Brings your message into the home

Romper Room is a fascinating program for the pre-school small fry and their mothers. Every weekday from 9:00 to 10:00 a.m. thousands of children literally force mothers to “turn on Romper Room”! Jean Moseley, Romper Room’s attractive hostess, and idol of all pre-schoolers, has a wonderful way of working your selling message into the program’s material—thus insuring full sales impact.

Nationally Represented by
EDWARD PETRY & CO.

WBAL TV
TELEVISION BALTIMORE • NBC IN MARYLAND
BROADCASTING • TELECASTING has:

- the biggest editorial staff
- the most news and feature coverage
- the greatest advertising volume
- the most circulation (all paid)

where it counts
A TV STATION TAILORED FOR

A PRACTICAL building plan for a radio station which intends to enter TV modestly but expand its facilities as its business grows has been drawn by Kramer, Winner and Kramer, New York architects and broadcast engineers. The designers call it a "plan for . . . organized development."

The first and final stages of the combined AM-TV plant are illustrated in the exterior views above. On the facing page the interior arrangements of both stages are shown. In the first stage, it is assumed that TV operations will be confined almost exclusively to network, film and remote broadcasts. In the final stage, provision is made for fairly extensive local live programming, including shows with studio audiences. The plans for AM space in the building assume that radio programming will depend to an increasingly greater extent on recorded material and to a lesser extent on big local shows with big audiences (though such AM productions could be done from TV studio in final stage).

Ground level plan for final stage (top drawing) contains all facilities for TV production, administration and general business offices, with each function separated from others. Traffic flow of people in these departments does not cross (note arrows pointing to access to various departments).

Upper level in final stage (lower right) contains two TV control rooms with announcers' booths over large studios which take up both ground and upper levels. Note that control of two smaller TV studios is handled blind, as experience has proved adequate for most programs. For end of upper level is devoted to AM facilities. Radio master control overlooks one of the large TV studios for simulcasts. First stage in upper level, not shown here, is basic core of final state (see bracketed area) and is changed relatively slightly from first to final stages. In first stage, area that contains both studio control rooms, two small offices and radio studio in final stage plan at right, consisted of one combination AM-TV studio and TV control. Other changes are minor.

Ground level plan for first stage (lower left) shows principles of traffic separation as in final stage. Large property storage room opposite TV studio in this stage becomes dressing room in final stage. Administrative offices move out of first stage area to special wing in final stage and are replaced by other dressing room, studio and rehearsal space, costume room. Advantages of this plan are that separation of functions into wings and levels permits building to be shut down except for a few essential rooms during night hours. But the plan also brings together those areas requiring the most wiring and producing the greatest heat load, a concentration that assures minimum cable length and duct work.

These plans, in greater detail, were presented by Allen Kramer, member of the firm, at the Institute of Radio Engineers' annual meeting in New York, under sponsorship of the IRE group on broadcast transmission systems, of which Lewis Winner, firm member, is chairman.
GROWTH
BINAURAL BROADCASTING:

RADIO'S VERSION OF 3-D

TWO-DIMENSIONAL musical programs combining AM and FM channels haven't approached the gold-rush proportions of movieland's three-dimensional craze, but the binaural broadcasting race may not be far off.

During the past year, several AM-FM outlets have effectively pioneered binaural, or stereophonic, broadcasts for enchanted audiences. Dual-channel broadcasts are bringing listeners the "presence" of live orchestras in their living rooms—and the listeners love it. Binaural broadcasts are not only delighting high-fidelity enthusiasts. They have captured the fancy of a startled audience that senses something new is taking hold in radio.

Classical music, two-dimensionally transmitted both live and tape-recorded, benefits most from dual-channel reproduction. Pop-concert and classical-music lovers are most appreciative of the realistic depth re-created by joint AM and FM broadcasts, but popular-music fans are also destined to enjoy two-dimensional thrills, as soon as recordings are available in quantities.

Chicago's Magnecord Inc. has arranged for a binaural library, using Mercury Recording Co. artists. This literature, expected to be released at the 1953 NARTB convention in Los Angeles, will not be available, however, until cleared by the American Federation of Musicians.

AFM President James Caesar Petrillo is holding up binaural recordings until his executive committee determines whether it is necessary to charge a double recording fee for dual-channel tapes.

Cook Recording Co. of New York has assembled a library of 12 binaural records, played on standard turntables equipped with dual-playing arms and dual channels. This material already has been purchased and broadcast by some radio stations.

Both popular and classical music have been played on binaural experiments conducted on WJR-AM-FM Detroit, WGN-AM-FM Chicago, WGAR-AM-FM Cleveland, WQXR-AM-FM New York, WCAE-AM-FM Pittsburgh, and WASH-FM and WGMS (FM) Washington.

Current experiments on AM and FM channels have touched off a much more vigorous response than exploratory efforts in the twenties and thirties. Although the growth of FM radio has been arrested by television's noisy arrival, set saturation is high enough in most metropolitan areas to give two-dimensional broadcasting a secure bridgehead.

To effectively receive dual-channel signals, listeners must set up both AM and FM radio sets about 10 feet apart. Best results are achieved by sitting about 10 feet away from the speakers, equidistant from the two radios.

Because baseball's Bill Veeck put the Cleveland Indians games on FM radio in 1947, FM set saturation in the Northern Ohio area is above average. For this reason, radio stations WGAR-AM-FM have attracted listeners with especially penetrating and successful binaural programming.

Promoting Radio

Primarily for pioneering tape-recorded two-dimensional broadcasts in the northern Ohio area, WGAR was designated Cleveland's No. 1 station for promotion of radio-as-a-medium for 1952. The station has since broadcast a live concert by the Baldwin-Wallace band and has scheduled future binaural programs, both live and taped. Sound in three dimensions has helped WGAR establish its new FM station, licensed just last spring.

Two-dimensional reproduction serves the worth-while purposes of (1) getting people to talk about the marvelous things that radio can do, (2) getting people to buy FM radios and (3) giving listeners something they aren't yet receiving from television stations.

Mail response to WGAR-AM-FM's special broadcasts, publicized thoroughly both in newspapers and on-the-air announcements, has been extremely encouraging. Typical responses laud WGAR for bringing listeners right into the hall with the symphony orchestras.

Live binaural, or stereophonic, reproduction is accomplished by establishing two completely independent channels from pick-up points to speakers of AM and FM radios. Ideal, highly-effective binaural listening is achieved only with the use of earphones. Stereophonic reproductions received by placing AM and FM radios about 10 feet apart are fully satisfactory, however, to reveal the impressive qualities of dual broadcasts.

Characteristic of encouraging letters received by WGAR is the following from a Cleveland listener:

"Your initial broadcast of binaural sound was a tremendous success from my viewpoint. I have been at Cleveland's Severance Hall to attend concerts many times. Being a music lover, I attempt to listen to musical programs such as the New York Philharmonic broadcasts. Your reproduction placed me in the front row at the symphony hall. The sound seemed to radiate in all directions instead of coming from a central source as in the case of conventional broadcasting. I hope it is repeated soon with other orchestras as subjects. Binaural broadcasts should be to radio what three-dimensional pictures are to the movies."

WGAR's dual-channel pickup of the Baldwin-Wallace band concert was made by two RCA 44-B microphones placed 6 feet apart 15 feet above the first-row seats. More realistic results are to be accomplished by suspending microphones over the middle of the hall. Getting too close to the musicians is like seating listeners in scarce front-row

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PULLING POWER

TO SAY that "the best things are free" is one way of describing Farmers Breakfast Program, which still is going strong on WRNO Orangeburg, S. C., after six years. On the program, farmers, farm women and householders may "buy, sell or swap" anything they wish free of charge.

A sample of the WRNO program's stature and potency is attested to in the following letter received at the station from J. D. Way, RFD 2, Orangeburg: "I just want to tell you that I sold those mules that I advertised on the Farmers Breakfast Program. "I made three sales, one to Mack Owens who lives next door to me, one to a Mr. Burris at Elleroe and one to Prof. Lewis at State College.

"The funny thing about it is that I had just spent money to advertise the mules in the paper for three days and didn't get a bite."

"I sold them on WRNO at no cost to me after I had failed to move them with the paper. Thanks for the service."
The baddies never ride white horses

It's all so easy in the Westerns. The bad guys always ride dark horses; the hero or his pal rides white. You can tell good from bad way down the canyon.

Not so easy are the real problems the kids grow up to meet. Danger may ride the white horse, and even do the singing round the campfire.

Like the people who try to push America into socialism. The things they propose, they say, are "to protect the people" or are "benefits only government can provide."

But you can spot the marks of socialism if you listen closely. The clues are these words: "the federal government should own and run" or "the government should take over" or "government can do it better and cheaper."

Those are the sure signs of socialism. History proves it in country after country in Europe and Asia.

In the last 2 or 3 years, millions of Americans have recognized the threat right here in the U. S.

For socialistic ideas have spread alarmingly here. And the ways to stop socialism are to recognize it — to help your children and friends understand its dangers — to help your representatives in government resist its pressures — whether it's riding a dark horse or a white one.

One socialistic development in America is federal government electric power. It has grown to a multi-billion-dollar giant because people did not recognize it as socialism until recently. That's why this message is brought to you by more than a hundred independent ELECTRIC LIGHT AND POWER COMPANIES OF AMERICA®.

Names on request from this magazine

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time
"YOU ARE THERE"—CBS television—witness history's great events
seats, where they hear unaccustomed sounds such as bows scraping on fiddles. Following are also a few other precautions that WGAR-AM-FM has learned to observe when setting up binaural programs:

1. Make broadcasts long enough to justify listeners going to the trouble of setting up AM and FM sets.

2. Make certain pickup microphones are far enough apart to get full stereophonic effect.

3. Stick to primarily live musical groups of more than six pieces for dual-channel broadcasts. Smaller groups come over satisfactorily but the medium is best suited to large dance, pops concert, or symphonic bands.

4. Broadcast binaurally early enough in the evening to reach all possible AM listeners with FM sets.

5. Demonstrate two-dimensional listening for newspaper representatives, so they may effectively explain it to readers in advance of broadcasts.

6. Merchandise two-dimensional sound by demonstrating it at public shows, by using it as service club talk subject, by plenty of pre-broadcast on-the-air promotion, and by sending out explanatory mailing pieces to prospective listeners.

Tape-recorded music prepared by Magnetocord Inc. served as program material for WGAR's first binaural program. Hal Morgan's semi-classical late-evening pop concert was used to introduce the material—selections by a Viennese symphony group and a U.S. Navy Band.

Sound effects recorded in three dimensions by Hank Schroeder of A-N-B Specialties Co. also were demonstrated. Taped sounds of a locomotive switching back and forth and a ping pong ball bouncing to and fro illustrated the moving quality of stereophonic broadcasts.

"That locomotive tore up my living-room rug," an enthusiastic listener wrote WGAR.

To help call attention to radio's 2-Ds, WGAR demonstrated binaural sound during Cleveland's 10-day sportsmen's show. More than 2,000 actually heard 2-D sound for the first time on earphones set up at the show.

Magnetocord Inc. is producing special binaural equipment available to play and to record two-dimensional tapes. Several other sound-equipment firms, such as Ampex Co., are in production on binaural players and recorders.

Every community also has at least one small musical group available for live, dual-channel broadcasts. It may not be long before people are gathering in "listening parties" to hear radio sound off in two dimensions.

**Mutual's 'Western Week'**

MBS’ 560 stations and a selected group of the network's sponsors will participate in MBS’s annual "Western Week" celebration, scheduled May 10-16. Designed to spotlight Mutual's western programs, this promotional event will include a national contest to select a "Girl of the Golden West," special programming and numerous tie-ins with motion picture companies, book and publishing firms and "soft line" merchandise groups.

**WWVA's Flower Shower**

WWVA, Wheeling, W. Va., was literally showered with flowers last week. The station reported that the Burkhardt Nursery, Barnesville, Ohio, was so pleased with a series of spot announcements over WWVA promoting the sale of shrubs and landscaping plants that it decided to show its appreciation. The owner instructed the company's driver to make the 50-mile trip from Barnesville to Wheeling to deliver a big pot of tulips to WWVA "in appreciation of a job well done."

**Modified Recorder Makes Two-Hour Tape**

TWO HOURS of uninterrupted tape recording on a Magnetocord can be made if you use the modification devised by Wally Warren, chief engineer of WANE Fort Wayne, Ind.

The setup uses 4,800-foot reels of magnetic tape with a modification of the 2,400-foot reel adapter available for the Magnetocord. Instead of mounting the extension "ears" on the tape puller, as normally specified, Mr. Warren mounts them on the amplifier. All it takes are four spacer sleeves about one inch long, four No. 20, 1/4- by 2-inch bolts, and two 36-inch neoprene drive belts.

The standard tape runs in perfect alignment with no speed change and no difficulty in pulling the 4,800-foot lengths, says Mr. Warren.

This method permitted WANE to record a two-hour broadcast of the North-South football game while at the same time airing a two-hour New York Philharmonic broadcast. Mr. Warren did this by mounting two tape puller-amplifier units side by side and using the 4,800-foot reel adapters as feed reels, then letting the tape spill into wastepaper baskets to be wound on take-up reels later.
Van pointed a Dan Seymour, Young & Rubicam, N. Y., appointed a vice president in charge of programming in radio-TV department.


Courtney A. Crawford, copy chief, Harold Cabet & Co., Boston, elected vice president.


Al Goldman, account executive, Whitman & Shoop, Pittsburgh, elected vice president. Firm name changes to Goldman & Shoop Adv. Mary Lou Tardio appointed director of radio-TV; Ruth Hirschfield appointed account executive; Ann Kralik and Sue Davis named head accountant and assistant in TV production department, respectively.

Reginald L. Dellow, formerly director of research for D. P. Brother & Co., Detroit, to The Allman Co., same city, as director of media and market research.

Melvin Van Lom, Richard G. Montgomery & Assoc., Portland, Ore., to West-Marquis Inc., that city, as account executive.

Maitland Jones, creative head, Hutchins Agency, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and copy executive.

Molly G. Armstrong, chief of professional copy division of Lee Ramsdell & Co., Philadelphia, to Gray & Rogers, same city, as account executive.

Kathryn Hardig, TV director, Ralph H. Jones Agency, Cincinnati, appointed radio-TV director, Ann Smith, radio-TV timebuyer, named assistant radio-TV director.

Rita Kennedy and Eula Reggin, traffic department, promoted to radio-TV timebuyers. Jeanne Frier named film buyer.

C. Watts Wacker to D. P. Brother & Co., Detroit, as assistant to Carl Georgi Jr., vice president and director of media.

Roy Lang, Foote, Cone & Belding, to W. E. Broadcasting & Telecasting

top station

According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area, New England TV families tune most to WBZ-TV. Here are the exact figures:

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;Listened to Most&quot;</th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-TV</td>
<td>54.8%</td>
<td>52.4%</td>
<td></td>
</tr>
<tr>
<td>Station B</td>
<td>32.5%</td>
<td>37.3%</td>
<td></td>
</tr>
<tr>
<td>Station C</td>
<td>8.7%</td>
<td>7.1%</td>
<td></td>
</tr>
</tbody>
</table>

.. in an area that's tops in TV interest!

New England women really have eyes for television. So do their men and children! You can be sure of results when you use WBZ-TV to build your sales in a territory that devotes such a sizable slice of every day before the picture tube. Here's how Dr. Whan measures length-of-listenership:

NUMBER OF HOURS AVERAGE PERSON SPENDS WATCHING TV—DAILY
(in homes equipped with television)

<table>
<thead>
<tr>
<th></th>
<th>Average Woman</th>
<th>Average Man</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Over 18</td>
<td>Over 18</td>
</tr>
<tr>
<td>Weekday</td>
<td>3.71 hours</td>
<td>2.62 hours</td>
</tr>
<tr>
<td>Saturday</td>
<td>4.14 hours</td>
<td>3.43 hours</td>
</tr>
<tr>
<td>Sunday</td>
<td>5.20 hours</td>
<td>4.61 hours</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Average Teen-age</th>
<th>Average Child</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12-18</td>
<td>4-11</td>
</tr>
<tr>
<td>Weekday</td>
<td>2.64 hours</td>
<td>2.45 hours</td>
</tr>
<tr>
<td>Saturday</td>
<td>4.28 hours</td>
<td>4.66 hours</td>
</tr>
<tr>
<td>Sunday</td>
<td>3.97 hours</td>
<td>4.14 hours</td>
</tr>
</tbody>
</table>

With the Whan report at your elbow, you can plan your New England advertising more effectively than ever before. Its 70 fact-filled pages tell you the station and the hour that are best for your purposes. If you don't have a copy, get in touch with WBZ-TV or NBC Spot Sales.

WBZ-TV BOSTON channel 4

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

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Long Co., Chicago, on radio-TV staff, as assistant to Edward C. Fritz Jr., radio-TV director.

Virginia Murphy, columnist, Rapid City (S. D.) Daily Journal, to Kelso Norman Adv., S. F., as publicity director.

Gordon L. Barnard Jr., sales representative, Park Cigaret Service Inc., S. F., to Wank & Wank, that city, as copywriter.

Leo E. Kirby, account executive with Ted Bates Agency to Biow Co., N. Y., as account supervisor on National Distillers. John Schneider, Kenyon & Eckhardt, to Biow as supervisor on Dunhill King Size cigarette account.

George Avis and Sara L. Polack named general partners in Azratel Adv., Baltimore.

Albert R. Bochroch to contact department of Gray & Rogers, Phila.

Donald E. Tomkins, formerly president of Tomkins & Well Productions, N. Y., to Grant Adv., Chicago, as director of radio-TV.

Charles Swartz, formerly with Andrew S. Student Organization, publisher, to Rich Adv., Phila., which has relocated at 317 S. 18th St.


Paul Parker Jr., N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as art director.

Mary Montz and Barbara Hotchkiss to copy staff, Paris & Peart Adv., N. Y. John Grubel to agency as associate art director.


**Stations**

Marty Hogan, commercial manager at WCFL Chicago, elected a vice president of station.

William T. Palmer, sales staff, WFML Washington, Ind., appointed commercial manager.

Robert Kochenthal, Katz Agency representation firm, rejoins sales staff of WPIX (TV) New York.

Earl J. Stanley to sales staff, WBT Charlotte, N. C., as head of local sales.

Marty McGeehan, formerly salesman at WCFI Chicago, to WJJD same city, on sales staff.

A. W. Talbot re-elected president of Cascade Boat Co., Yakima, Wash., owner-operator of KIMA-AM-TV. Also retained in office and on board of directors were R. Lee Black, vice president and general manager, Frank Mitchell, treasurer, James D. Rolfs, secretary, and Thomas C. Bostic, vice-president in charge of KIMA-TV. Other board members are R. W. Trenerry and Ralph Sundquist, local businessmen.

Robert R. Blair appointed commercial manager, WDXE Lawrenceburg, Tenn.

Thomas F. Daisley, sales representative, WIS Columbia, S. C., appointed sales manager of WIS-TV.

William C. Lacey, film manager of WABD (TV) New York, named manager of WCBS-TV New York's film department, succeeding David Savage who joined NBC-TV as manager of film procurement.


Joe C. McDowell and Hanson Dustin added to sales staff, WFMY-TV Greensboro, N. C.

Joe Caffia, account executive, KLAC-TV Los Angeles, to KTFA (TV) same city, as director of sales development. Albert Band to latter station as TV director. Bob Mohr, station's talent director, promoted to sales manager, replacing Harry Maynard, now director of advertising, sales promotion, and client relations. Bob Forbes named director of commercial continuity.

Hal Thompson, program director, KFJZ Ft. Worth, transfers to station's sales staff, replaced by Hazel Riley. Jack Colby to station's announcing and program departments.

Sarkes Tarzian, founder-owner, WTTW and WTTV (TV) Bloomington, Ind., elected president of Bloomington Chamber of Commerce.

Howard L. Cheroff, general manager, KFMB-AM-TV, elected president of American Cancer Society of San Diego County for 1953.

Kenneth R. Cron, part owner and program manager, KERO Bakersfield, Calif., elected to City Council.

Al Spokes, manager of WIOY Burlington, Vt.,
In one man’s lifetime

When Dad was a boy, it was the stereoscope that made a hit in most parlors. But how the picture has changed since then!

Existing intercity television channels make it possible for live network programs to reach over 92 million people. The Bell System’s nationwide network of television channels now totals more than 32,000 miles and interconnects over 120 television stations in 75 cities. Eight thousand miles of channels were added to the network in 1952 to meet the growing needs of the television industry.

Any way you measure it, providing intercity channels for the expanding television industry is a big job. Building the radio-relay and coaxial cable routes for television takes lots of time, special equipment and skill . . . and money.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW
There are over 20,000 FARM FAMILIES within a 50 mile radius of the QUAD-CITIES.

YOU CAN REACH THEM EFFECTIVELY WITH WHFB RADIO


light the way...

...to extraordinary lighting effects... at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting... at fewer dollars... for complete lighting service that includes installation and removal wherever you are... you’re headed the right way...

the frost way!

For Full Information On Rental Equipment Write:
JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan  •  Trinity 3-8039

elected president of Vermont State Junior Chamber of Commerce.

Red Hoppa, assistant manager, CFRN Edmund-
ton, named a director of newly formed Adver-
tising & Sales Executives Club of Edmonton.

Johnny Sever appointed program director,
WLWA (TV) Atlanta.

Andy Murphy, public relations director for
Thor Corp., Chicago, to WBBM-AM-TV that city in public relations department as assistant
to Chuck Wiley.

Al Vare named sports director, WIRE Chicago,
succeeding Tom Carnegie, who has resigned.

Nick Basso appointed chief of news operations,
WSAZ-AM-TV Huntington, W. Va.

Steve Powell, KCRD Enid, Okla., to announcing
staff, KOTV (TV) Tulsa, Okla.

Joel Chandler, disc jockey with WFDF Flint,
to WJOY Burlington, Vt., in same capacity.

Lou Fabian, announcer, WARC Rochester, N. Y.,
to announcing staff, WSYR Syracuse, N. Y.

James M. Trayhorna, assistant TV producer,
WHAM-TV Rochester, N. Y., promoted to ex-
ecutive producer replacing John L. Crosby Jr.,
now executive producer, WFTL-TV Ft. Lauderdale, Fla.

Ed Boyd, farm director, KFIJ Klamath Falls,
Ore., adds duties as chief engineer. Wayne
Loerke appointed co-farm director.

Maurine Nelson, formerly with script depart-
ment, CBS Radio, Los Angeles, to KBTV (TV)
Denver, as traffic manager, replacing Beryl
Swain, who has resigned.

Reta Cuthbertson, announcer at CFRB To-
ronto, to women’s division of Royal Canadian
Air Force. Joan Bailey, formerly of Spence
Caldwell Ltd., Toronto, to announcing staff
of CFRB.

Robert R. Brown returns to WILS Beckley,
W. Va., as production manager, after service
with U. S. Air Force.

Bob Mackey, WAYI Waycross, Ga., to WARN
 Ft. Pierce, Fla., as sports director.

Anthony S. Mammarella, WFIL-TV Philadel-
phia production department, appointed writer-
package for station.

Joan Kolberg named assistant promotion man-
ger, WMAX Yankton, S. D.

Dan Glingold, floor manager and production
assistant, KNXT (TV) Hollywood, promoted
to staff director.

Shirley Yankoo, librarian at CKEY Toronto,
to production staff of CKLB Oshawa.

J. D. Hodgson to KCOW Alliance, Neb., as
announcer-operator.

Joe Sullivan, director, WBAL-TV Baltimore,
father of twins, Patricia Hunt and Suzan Wyan,
March 31.

Mac Childs, staff photographer, WSYR Syra-
cuse, N. Y., and Antoinette Perry have an-
nounced their engagement.

Vance Harrison, salesman, WSYR Syracuse,
father of boy, Vance, April 6.

E. D. Rivers Jr., owner of WEAS Decatur,
WJTV Savannah, WGOV Valdosta, all Ga. and
KWEM W. Memphis, Ark., father of boy, E. D.
Rivers III.

Alan Fletcher, WHNC-TV New Haven staff
announcer, father of boy, Alan Jr.

Joe Ayars, news staff, WTTM Trenton, N. J.,
father of girl, Linda Jean, April 1.

Networks

Bernard H. Pelzer Jr., manager of New York
office of Edward Lamb Enterprises, radio-TV
station representative, to ABC radio’s sales
department as account executive.

John G. Grant of CBS Radio’s legal depart-
ment, named station relations representative
for CBS Radio.

Red Barber, CBS counselor on sports, presented
with U. of Florida’s Centennial Award for
meritorious service to university and state of
Florida.

Ernest Glueckman, producer-director, NBC-TV
Colgate Comedy Hour, and Judy Martin, ac-
tress, were married in Los Angeles April 12.

Manufacturing

Gordon R. Rahnes appointed district sales
manager for General Electric Co. replacement
 tubes in northern New Jersey and southern
New York, excluding New York City and
Long Island.

Karl H. Carstens appointed manager of cooperative
advertising, Magnavox Co., Ft. Wayne, Ind.

David J. Hopkins, director of sales and advertis-
ing of Emerson Radio & Phonograph Corp.,
N. Y., appointed chairman of radio-TV manu-
facturers and distributors division of 1953 April
Cancer Crusade.

Services

Robert F. O’Brien, vice president, Ingalls-
Minister Co., Boston, forms Robert F. O’Brien
& Co., national advertising and sales con-
sultant firm at 420 Boylston St., Boston, Mass.

Program Services

Robert M. Garretson, organist on KECA-TV
Los Angeles Ladies Matinee, adds duties as
music director of Jack Rourke Productions,
Hollywood.

Helen Winston, motion picture actress, and
Bonnie Claire, Hollywood publicist, to Hall-
mark Productions Inc., that city (program
packagers), as district sales representatives,
headquartered in L. A. and Chicago, respec-
tively.

Don Appell to George F. Foley Inc., N. Y.,
radio-TV production and distribution firm, as
associate producer and director of Freedom
Rings, bi-weekly series sponsored by Westing-
house Electric Corp. over CBS-TV.

John Langlois, sales manager of Lang-Worth
Feature Programs, N. Y., radio-TV program
production firm, father of boy, James Kennedy,
March 22.
Here's an example of Formbrite, Anaconda's better brass for the metalworking industry.

Formbrite*, a superior drawing brass, recently introduced by Anaconda's subsidiary, The American Brass Company, supplies the answer to a pressing problem in the metalworking industry. In the fabrication of countless stamped or drawn products, very often the most expensive operation is the finishing, which sometimes costs more than the metal itself.

To help its customers overcome this problem, The American Brass Company developed Formbrite, a metal with an exceptionally fine grain structure which provides a surface far superior to ordinary drawing brass. This superfine grain frequently permits savings up to 50% or more in finishing costs. In some cases only a simple "color buffing" is all that is needed. Formbrite, sold at no increase in price, is now well past the experimental stage. Millions of pounds have been made, sold and successfully fabricated by a wide range of manufacturers.

Formbrite is a result of Anaconda's constant work in metallurgical research and product development. Reflecting the same progressive spirit is Anaconda's company-wide program of improvement, modernization and expansion of existing facilities at its mines, mills and fabricating plants. This includes new mining projects in the United States and an immense new sulphide plant already producing additional copper in Chile... an aluminum reduction plant to be built in Montana... as well as extensive modernization in the mills of The American Brass Company. Through this program Anaconda is contributing significantly to the vital job of providing more metals and better metal products.

For a copy of the new and interesting Publication B-39 on Formbrite Sheet, Strip and Wire write to The American Brass Company, General Offices, Waterbury 20, Conn.
ARIZONA TOWN HALL

DEBATES on timely subjects featuring leading public figures have been worked into a program series by KOY Phoenix. Arizona Town Hall is produced by Jack R. Williams, KOY program director and part-owner of the Arizona Network over which the program is aired. Series resulted from Mr. Williams' opinion that "when the nation's big-name personalities are too busy to come to our air, we'll bring the time and our microphones to them whenever they happen to be in the Southwest."

MAKING OF A SLUM

A DAILY series reporting on social conditions in New York's Cathedral Heights section is being aired on WCBS New York's This Is New York program Monday through Saturday, at 9:30 a.m. EST will continue for four weeks. Titled The Making of a Slum, the 24-part series will utilize the tape-recorded words of teen-agers, dope pushers, victims of muggings and more serious crimes, police, landlords, members of minority groups and community leaders. Each episode will occupy about six minutes of the half-hour show. Material for the program was gathered by Bill Leonard, who serves as narrator, and by reporter-writers Martin Weldon and Fred Freed.

FAR-REACHING PENNY

How much advertising can you buy for a penny? That query is being answered in a promotion piece being used by KDKA Pittsburgh which claims that that amount of money will purchase 12 homes "plus a considerable bonus of automobile and out-of-home audience" on one of KDKA's programs. A copper penny is glued to the piece to further drive home the station's point.

KSEL REPEATS SUCCESS STORY

PROMOTION folder built around a report appearing in the May 5, 1952, issue of BWT is being used by KSEL Lubbock, Tex. Figures point out that radio easily outpulled newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in St. Louis. Mailing piece was sent out to 200 KSEL local advertisers and prospective users of radio advertising.

WNAV BOOK IS HIT

FOR the fourth consecutive year, listeners of Your Neighbor Lady on WNAV Yankton, S. D., have over-subscribed to printing order of Your Neighbor Lady Books. Book is a compilation of the year's best pictures of hostess Wynn Speece's family, homemaking hints and favorite recipes. Station reports that the order given the printer was for 35,000 books.

WIP's FISH CONTEST

FOR the next 26 weeks, WIP Philadelphia will air a jingle contest on Mac McGuire's Start the Day Right show, program of music and news. Listeners are being told to make up a line for a jingle about Nordic Quick Frozen Fish with the first line starting "Nordic fish is simply great . . ." There will be one winner each day who will receive $5 and five pounds of the Nordic product.

CHAIN LIGHTNING ANNIVERSARY

WILLIAM DALLMANN, merchandising manager, WTAM Cleveland, has reported that the 5,000th product display for a station sponsor will go in Chain Lightning stores next week. This coincides with the first anniversary celebration of the station's Chain Lightning pro-

WCCO Follows Murders

CRIME-BY-CRIME account of the four-state series of murders by Fred McManus, AWOL-Marine and son of a New York brewery executive, was given Northwest listeners by WCCO Minneapolis, the outlet reports.

The last McManus murder was at Spring Valley, Minn., and on that day WCCO radio news taped a special telephone account with the police chief there. Stew MacPherson used it on his 8:30 a.m. news show March 30. The next night WCCO taped another telephone account with police officials this time of the killer's capture in Dubuque, Iowa. An hour later the station aired a quarter hour summary of the crime stories with an assist from the news chief of KDTH Dubuque.

The next morning WCCO was on the air with McManus' confession.

The cooperative news venture was carried further when WCCO sent its taped reports to WHAM Rochester, where the series of slayings began.

WPTF BROCHURE

FOUR-PAGE, two color brochure explaining the station's merchandising services has been distributed by WPTF Raleigh, N. C., to nearly 2,000 ad agencies and radio advertisers. Booklet points out that any advertiser contracting for $100 a week or more for a period of 13 weeks is entitled to the free merchandising service which includes personal calls for the client on more than 80 grocery and drug stores in the Raleigh-Durham area.

MYSTERY VOICE CONTEST

WZOB Ft. Payne, Ala., is running a "Mr. Electric" contest patterned after Ralph Edwards' "Miss Hush" contest of a few years ago. A local man is the mysterious "Mr. Electric." Each day on Hillbilly Hits, morning program, a record of his voice is played giving clues to his identity. Correct answer bearing the earliest postmark will win electrical items donated by local merchants and valued at more than $200.

NOON NEWS BULLETINS

PRINTED noon news bulletins are being put out in 15 restaurants in and around Ft. Pierce, Fla., by WBNR in that city. Station reports that response from tourists and residents has been favorable. Copy prominently features the outlet's call letters, its number on the radio dial, current headlines and a weather report.

NEWSPAPER HERALDS WKNX-TV

FULL-PAGE, three color ad in the Saginaw News a fortnight ago announced that "The
Real Thing Is Almost Here!" The "real thing" referred to WKNX-TV Saginaw which is scheduled to begin commercial operation shortly. Station will be the city's first TV outlet. Several feature articles appeared in the same issue of Saginaw News telling the WKNX story.

**WFMl's BASKETBALL SCHEDULE**

BASKETBALL season was concluded March 21 at WFMl. Washington, Ind., with the broadcast of the Indiana and Illinois State Basketball Tournament. During the past season, station relates that it topped its own previous record by airing over 100 high school and college basketball contests.

**WOR-TV's 'KNOT-HOLE GANG'**

BLOCK of wood measuring 6½" x 7½" with a "knot-hole" in the center was sent to trade news editors and publicity organizations last week by WOR-TV New York as a reminder that Happy Felton's Knot-Hole Gang under sponsorship of the Bank of the Manhattan Co., was to return to the station last Saturday. Program is seen before each home game of the Brooklyn Dodgers [B&T, April 6].

**VALUE OF TRAVEL ADVERTISING**

VALUE of travel and resort advertising on WQXR New York is the theme of a new promotion piece for the station. Copy points out that last year its listeners spent over $101 million on vacations and that their traveling is "far more extensive" than that of people who don't listen to this "Good Music" station.

**TV LIVING CHANGES**

THREE-WAY promotion based on "Television Living's New Point of View" was recently carried out for a week by KTTV (TV) Hollywood, Hoffman Radio Corp., L. A., TV set manufacturers, and Barker Bros. furniture store. The station daily televised different displays in the store depicting a new concept of everyday living. Hoffman, in addition to featuring new sets throughout the store, had technical exhibits and demonstrations.

**DRUG STORE PROMOTION**

OWL Drug Co., L. A., is winding up a three-weeks' seven-state advertising promotion "Out of This World Sale," in conjunction with ABC-TV Space Patrol. Firm's stores featured special sundaes, personal appearances by program's stars, spot announcements and posters. Agency is Milton Weinberg Adv. Co., L. A.

**Salt Grass Trail**

PAT FLAHERTY, KPFC-AM-TV Houston news director, and 200 Texans have completed a 70-mile chuck wagon ride along the Salt Grass Trail. Mr. Flaherty, mule skinner on the wagon for the second year, nailed down a foam rubber seat to ease the hard ride to the Houston Fat Stock and Rodeo Show from a "nearby" ranch.

Highlights of the trip were reported to station listeners and viewers. Mr. Flaherty's main task was to return with the flag of Gov. Alan Shivers, used traditionally in the show opening. Supervising the camp-out were Jack Harris, vice president and general manager of the stations; Charlie Giezendanner of the Gregory-Diezendanner agency, and Ralph Johnston, president of the show. They rode in an air-conditioned Cadillac.

**Demand Outdoos Supply**

WBAL-TV Baltimore's The Romper Room, a 9-10 a.m. show aimed to the youngsters, now under sponsorship of Read Drugstores, mentioned to its viewers that it could get a toothbrush set just by sending in a card. Five days and 3,600 cards later Jean Moseley, who runs the show, was begging her audience to stop—the local supply of toothbrush sets was exhausted.

The Read chain took over Romper Room on a five-times-weekly, 39-week basis beginning April 6.
OHIO RADIO-TV MEET CONVENES THIS WEEK

FCC Chmn. Walker, NBC commentator Henry Cassidy and 150 other experts will address the 23d annual Ohio State Institute for Education by Radio-TV; more than 1,000 persons are expected to attend.

THE 23d annual Ohio State Institute for Education by Radio-TV, which describes itself as the oldest conference of its kind in the nation, will convene this Thursday, April 16, in Columbus.

More than 1,000 broadcasters, educators and civic leaders are expected to attend the sessions.

I. Keith Tyler, director of the Institute, said nearly 150 experts will give talks or take part in discussions on educational broadcasting and telecasting in three general sessions and in more than 30 special interest meetings planned for the four-day Institute.

On the opening day agenda is the announcement of the ERT award (see story, page 100).

Henry Cassidy, NBC commentator and foreign correspondent, will address the Institute Saturday night on “Communism Since the Death of Stalin.” Other NBC participants at the Institute will be Edward Stanley, manager of public service programs, William Hodapp, producer of NBC-TV American Inventory; Richard Pack, director of programs and operations for WNBC-WNBK TV) New York, and Betty Ross, assistant director, public affairs and education, NBC Central Division.

Paul A. Walker, FCC chairman, will deliver an address Saturday night on “The Role of Federal Regulation of Broadcasting in Our American Democracy.”

Speaking at the opening general session Thursday evening on “Telecasting of Legislative Hearings” will be Dorothy Kenyon, attorney, formerly New York City magistrate and a member of the American Civil Liberties Union, and M. S. Novik, New York radio and television consultant.

“The Role of Educational Communications in Society” will be analyzed Friday evening at a session arranged by the National Assn. of Educational Broadcasters and presided over by NAEB President Graydon Ausmus.

“Supporting Educational Television” will be discussed at the closing general session on Sunday morning. Speakers will be Ted Liebeltz, public relations director, Zenith Radio Corp. Chicago; George R. Craig, Pittsburgh attorney and active in Pittsburgh educational TV; and Edgar Donner, Ohio State’s Bureau of educational research.

Floor discussion following talks at all three general sessions will be led by H. B. McCarty, executive director, State Radio Council, U. of Wisconsin.

WASH. U. WILL SEEK EDUCATIONAL CH. 9

WASHINGTON. U.’s board of regents has authorized application for educational Ch. 9 in Seattle. The plan calls for the university campus with Seattle Public Schools providing space for transmitter, tower, antenna and related equipment.

Initial installation costs are estimated at about $320,000. Equipment valued at $185,000 has been offered by KING TV Seattle and the Ford Foundation’s Fund for Adult Education has promised to grant up to $150,000 on a matching basis.

Commenting on King Broadcasting Co.’s offer, Washington U.’s Vice President H. F. Everest said: “We are especially gratified at the encouragement we have received from KING-TV... Although opposition was expected from commercial stations, we found the contrary to be true.”

Financial assistance and cooperation in programming would be available also from Seattle University, Seattle Pacific College, King County Public Schools and the Seattle Public Library.

In a local precedent breaking step, 70,000 school children in Seattle April 6 took home copies of a brochure asking parent support for the educational television station.

A fund appeal of this type has never been authorized before by the Seattle School System, according to educational TV spokesmen, except for polio and the Red Cross. The brochure is signed by the six educational institutions which would co-sponsor the proposed station.

Demand for 10,000 Trained TV Specialists Predicted

NEED for 10,000 new people in the TV industry by the end of 1953 was predicted by John Paul Goodwin, president, Southwest Film Productions Inc., as he addressed the Career Conference on TV and Radio at Oklahoma U.

Goodwin cited the shortage of trained video personnel as “the most serious problem facing television today.” He estimated that each TV outlet will need 50 people, at least 80% of them specially-trained, and that 25,000 people will have to be trained in the next three years to meet the demands of an assumed 600 stations in 1957.

Mr. Goodwin teaches radio-TV at Houston U.

Gospel Broadcast Certified

RADIO Gospel Fellowship of Denver, producers of the quarter-hour Strength for the Day radio program, reports that the State Department’s International Information Administration has certified the daily devotional broadcast. According to Al Salter, director, IIA stated that the morning program series heard in the U. S. and in many foreign countries, meet requirements specified under a special United Nations agreement signed by 18 countries. Program consists of a Bible chapter reading, gospel hymn singing and organ music. The nonprofit organization also produces a weekly Challenge to Youth Evangelistic broadcast.
'American Inventory' Series Renewed on NBC-TV

RENEWAL of the experimental adult education TV series, American Inventory (NBC-TV, Sun., 2-2-30 p.m. EST) for an additional 39 weeks was announced last week by the Alfred P. Sloan Foundation, which presents the program in cooperation with NBC-TV.

Describing plans for the coming cycle, Bill Hodapp, executive director of Teleprograms Inc. and producer of the series, said his staff would emphasize experimentation with new techniques both of presentation and of interpretation during the rest of the year. He said television is geared not only to "reporting superbly" but "to interpreting more dynamically than any other medium."

During the year, Mr. Hodapp said, American Inventory will attempt more "pilot" telecasts of programs in the public service field for possible commercial sponsorship; exploration of the entire field of agricultural TV; experimentation in the area of cartoon features on significant topics; additional stress on "community action" themes and increased use of "the suggestive historical approach," described as re-creating history by props rather than by elaborate settings.

Two More TV Channels Sought in Pennsylvania

TWO ADDITIONAL TV channels will be sought by Pennsylvania's State Committee on Educational Television, Gov. John S. Fine has announced. The state has been allocated four channels by FCC.

Appropriations totaling $1.5 million to construct the stations will be asked by the committee of the state legislature, Gov. Fine said. An appropriation of $850,000 to operate the stations for the 1953-55 biennium also will be asked. Cities where noncommercial, educational channels are allocated are Philadelphia, Erie, State College and Pittsburgh. FCC has not yet granted any educational TV permits in Pennsylvania.

WAAM Annual Fellowship

SECOND annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants engaged in video activities, according to the university. Fellowship is $4,500-6,000 dependent on family responsibility of the winner, and is for a nine month period. Fellowship, set up last year by a WAAM (TV) Baltimore grant, is open to all professional TV personnel, men or women, from network or local stations, commercial or educational. Also eligible are persons in closely related fields. Applications, which must be filed by May 15, can be obtained from the chairman of the WAAM Fellowship Committee, Johns Hopkins U., Baltimore, Md. Fellow will be announced by June 15, with study to begin in September.

Chicago Educational TV

THE College of Jewish Studies last Wednesday joined in the drive for an educational TV station in Chicago, Dr. John T. Rettaliata, chairman of the Chicago Educational Television Council, has announced.

Accredited educational institutions may participate in sponsoring the station after contributing $500 to the fund-raising campaign, Dr. Rettaliata said. The outlet is planned for vhf Ch. 11. Sixteen organizations have joined the drive to date.

*WHEN Frank M. Russell, who celebrates his 24th year as NBC vice president this week, looks back to his entry into the organization in 1929, he likes to observe that he was the network's youngest and highest paid vice president. After 24 years, this observation is somewhat modified. "Scoop," as everyone in Washington, D. C., calls him, says he now is the network's oldest and lowest paid vice president. He joined NBC in 1929 at the invitation of the late M. H. Aylesworth, first NBC president.

DON McNEILL, toastmaster of Breakfast Club (ABC radio, Mon.-Fri., 9-10 a.m. EST), will celebrate his 25th year in radio this Friday with a special broadcast from Marquette U. in Milwaukee where Mr. McNeill began his radio career in 1928. On June 23 Breakfast Club marks its 20th consecutive year on the air.

FAMILY WEEK programs offered by The Upper Room Radio Parish next month (May 3-10) will mark the eighth year the Methodist Church-supported organization has offered public service programs for the period. The Upper Room produces transcriptions for special occasions. Programs are on an inter-denominational basis, and are broadcast by stations all over the U.S.

PRESIDENT ROBINSON, WOR New York newscaster, marks his 12th anniversary with the station April 21. He currently is heard at 8 a.m. weekdays and 12:30-12:45 p.m. EST weekdays and Saturdays.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

Any way you look at it... WSYR is FIRST in Central New York Up to 239% More Weekly Daytime* Audience Families than other local stations

According to SAMS 1952

95.8% more than Station A 194.4% more than Station C
73.7% more than Station B 239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A 157.5% more than Station C
55.0% more than Station B 212.2% more than Station D

There it is — the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

And the nighttime figures show approximately the same leadership

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED
CBC-TV Cities May Get Privately-Owned Outlets

CHANGE in Canadian policy on television was indicated in a statement by Dr. J. J. McCann, revenue minister, that privately-owned video stations soon may be authorized in cities where Canadian Broadcasting CANADA Corp. already has or plans outlets. The policy shift was described as an official response to a reported rising public opinion against government retardation of private TV development and to the forthcoming national election.

Speaking in Parliament March 30, Dr. McCann said that at the current rate of TV applications being received by CBC's board of governors, there soon may be enough national coverage to permit two or more stations in one area. CBC has recommended approval of applications by seven TV aspirants [B+T, April 6].

Dr. McCann, in what he said was a clarification of "misunderstandings," denied any government intent to create TV monopolies. A government announcement several months ago had indicated private TV stations in cities with CBC TV outlets might not be authorized for several years.

In cities where private stations now are being authorized, CBC later might decide to establish outlets. Dr. McCann said, adding CBC would base this consideration on the size of the market. As an alternative, CBC might buy out the independent station "at a fair price," he said.

Applications known to be filed are by CFCY Charlottetown, CFCQ, CKCQ-Moncton, The Dept. of Transport also is processing applications for TV outlets in Newfoundland, Prince Edward Island, New Brunswick, Saskatchewan and Alberta, according to reports.

Hamilton TV Outlet Plans Early Independent Operation

NIAGARA Television Ltd., Hamilton, Ont., expects to go on the air by Christmas. Ken Soble, general manager, claimed it would be one of the first Canadian independent TV stations established.

Earlier, CFPL London, Ont., recommended for a TV license on Ch. 10, announced via Walter J. Blackburn, president, that the station could be operating by November. Niagara Television's planned station and CFPL's TV operation are among seven independent vhf applications approved by CBC's board of governors and tentatively approved by the Dept. of Transport, which grants licenses [B+T, April 6].

The Hamilton station, to be operated jointly on Ch. 13 by CKOC CHML, CJSJ-FM Hamilton, expects to begin with seven-hour weekday and 11-hour Sunday programming, eventually expanding to 18 hours daily.

CFPL London, recommended for Ch. 10, plans $150,000 TV studios, with one story and a basement 76 by 114 feet, and a second story 30 by 52 feet.

CBC Board Okays New AM, Power Boost, Transfers

A NEW AM station at Ville St. Georges, Que., power increase for CFRA Ottawa, and several share transfers marked the March 26-28 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa.

Radio Broadcast Inc. has been recommended for a 250,000-watt station on 1400 kc at Ville St. Georges, near the Maine-Quebec boundary.

The board deferred applications for new stations at Chicoutimi and St. Joseph d'Alma, in the Saguenay-Lake St. John area of northern Quebec province. Deferred also were power increases for CHRL Roberval, from 250 to 1 w to kw, and to CKRD Reber, from 250 w on 1230 kc to 1 kw on 850 kc.

CFRA Ottawa was granted a power increase from 1 kw to 560 kc to 5 kw on the same frequency.

CJQC Quebec, formerly CJNT, was recommended for transfer of control from Goodwill Broadcasters of Quebec Inc. to Peter Neshit Thomson. Share transfers also were approved for CJOR Vancouver, CFAB Windsor and affiliated CKEN Kentville, CJAD Montreal, CHRL Roberval, CKSB St. Boniface, CHFA Edmonton, CKSO Sudbury, and CJFX Antigonish.

Czech TV Station Reported

CZECHOSLOVAKIA has completed its first TV station, it was reported last week. The Communist country claimed, on its Prague radio that the station was built in five months at the Tesla plant on the outskirts of the Czech capital city. There was no announcement on start of operation.

AWARDS

RADIO-TV SHARE IN SDX HONORS

Sigma Delta Chi awards go to Utley, the Jones twins, the TV networks, and two stations.

THREE radio-TV newsmen, two stations and four networks came in for honors when Sigma Delta Chi, national journalism fraternity last week announced its annual distinguished service awards.

The radio-TV winners are: Charles and Eugene Jones, NBC, cited for radio and television reporting; Clifton Utley, WMAG Chicago and NBC, for radio newswriting; WMT in Cedar Rapids, Iowa, for public service in radio journalism; WBNS-TV Columbus, Ohio, for public service in TV journalism, and ABC, CBS, Du-Mont and NBC for national political convention television coverage.

The Jones twins, 27-year-old moving NBC-TV news reporters and cameramen, won their award for authoritative and exclusive reporting of the Turkish-Russian frontier. They were the first newsmen to visit the restricted area, and were cited for having turned out a "complete, comprehensive and authoritative reporting job . . . at great personal discomfort and at some actual danger . . . . Their television documentary was presented on NBC's News Report April 20, 1952.

Clifton Utley's award came for his Oct. 19, 1952, broadcast devoted to the Iranian situation. Sigma Delta Chi's citation honored him with this description: "Mr. Utley is much more than a commentator and analyst. He is a philosopher."

WMT received honors for a series of broadcasts, Politics Is Your Business. The citation states that the public service series was "comprehensive and effective in disseminating impartial facts relative to our election methods, candidates and issues."

The television award went to WBNS-TV for having telecast presentations on a diversity of subjects of public interest which "did much to alert the community to its many resources."

Both WMT and WBNS-TV earned top citations, along with WWAAM (TV) Baltimore, in the Alfred I. duPont Awards presentation made earlier this Spring [B+T, March 30]. Mr. Utley won mention in the duPont competition.

The networks won their recognition after recording what the fraternity termed "a new chapter in journalistic history." Television broadcasts of the conventions were cited for comprehensive coverage, spectacular enterprise and impartial presentation.

Distinguished service award bronze medals and accompanying plaques will be presented to winners May 23 at the Conrad Hilton Hotel, Chicago, at ceremonies being arranged by Sigma Delta Chi. Judges for the awards were 46 journalists and distinguished people from coast-to-coast.

Other Sigma Delta Chi awards went to: Chalmers M. Roberts, Washington Post, general reporting; Bill Davidson, Collier's, magazine...
Charles and Eugene Jones

NBC-TV news reporters and cameramen

For distinguished service in the field of Radio and Television Reporting, the Sigma Delta Chi award is made for 1955 to Charles and Eugene Jones, correspondents for News and Special Events Division of the National Broadcasting Company for their over-all coverage of the Turkish-Russian frontier presented on Batttle Report over NBC on April 19, 1952.

At a time when interest in this frontier was unusually high, Charles and Eugene Jones were the first foreign newsmen to visit this highly sensitive area. In great personal discomfort and at the actual danger they went over paths through the mountains, covered ski and cavalry maneuvers, interviewed numerous key persons from the president of Turkey to a soldier in a m anonymous pit on the frontier. Perhaps no other way did a complete, comprehensive and authoritative reporting job exclusively for radio and television presentation.

CLIFTON UTLEY

For exceptional evaluation of current events the 1952 Sigma Delta Chi commendation for radio and television reporting is awarded to Clifton Utley of Chicago station WMAQ and the NBC network.

Mr. Utley is much more than a commentator and analyst. He is a philosopher. From his rich library of historical and political knowledge he infuses comprehensible meaning into the foreign affair which have become domestic problems for Americans.

Particularly in his NBC broadcast of October 19, 1952, which was devoted to the grim alterations of the Iranian dilemma. Perhaps no more complex subject could have been chosen. Perhaps no less complex mind could have threaded its labyrinthine implications so successfully.

WBN

For distinguished public service in the field of TV journalism, the Sigma Delta Chi award for 1955 is presented to WBN station.

The diversity of the subjects of general public interest, their importance to the general public welfare, and the effectiveness of the programs, is difficult to alert the community to its many resources.

Type of public service was an example for all whose goal is to expand public knowledge and information.

WMT Cedar Rapids, Iowa

For distinguished public service in the field of radio journalism, the Sigma Delta Chi award for 1955 is presented to WMT station.

The series of broadcasts, "Politics Is Your Business," predicated on the belief in the value of creating a public that is informed and political matters, was both comprehensive and effective in disseminating impartial facts relative to our election methods, candidacies and issues. This type of public service is a credit to radio journalism.

ABC, CBS, DTV & NBC

Journalism is an ever-changing profession in which the true measure of progress is the manner in which its various media take full advantage of new methods and new tools.

American Broadcasting Company, Sigma Delta Chi awards have been made for outstanding radio and television reporting and public service, further recognition is due the four networks which used television at the national political conventions to record a new chapter in journalistic history.

The comprehensive coverage, their spectacles, their impartial presentations made a definite and vital contribution to public knowledge and welfare. For these reasons the American Broadcasting Company, the Columbia Broadcasting System, the DuMont Television Network and the National Broadcasting Company are awarded special Sigma Delta Chi citations in Television Reporting for 1952.
OHO STATE ANNOUNCES
RADIO PROGRAM AWARDS

Radio programs are judged by independent committees in various sections of the country. Both awards and honorable mentions for programs by large and small stations, networks and other organizations are included. TV awards will come later.

AWARDS and honorable mentions awarded to radio programs annually before the beginning of the Ohio State Institute for Education by Radio-Television (see story page 96) were released today (Monday).

Award-winning television programs are to be announced later this week.

The awards were made by committees in various parts of the state. Each judging center works independently and without knowledge of the selections made in other classes.

With the exception of "One-Time Broadcasts," all awards are given to program series, not to individual programs. Series were judged in 14 cooperating centers, one for each program class. Centers, coordinators, judges and summarizers are given following the lists of prize-winning series.

Group I. Programs Heard Nationally by Network or Transcription

CLASS I—RELIGIOUS

FIRST AWARD. The Ave Maria Hour, to the Franciscan Friars of the Atonement, Garrison, N. Y., broadcast over WMCA New York and numerous stations.
HONORABLE MENTION. The Way of the Cross, to the Canadian Broadcasting Corporation, broadcast over CBC Montreal and the CBC Network.

CLASS II—AGRICULTURAL

FIRST AWARD. The Prairie River, to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

CLASS III—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. A Voice From Home, to the Voice of America, broadcast over the NAEB Tape Network.
HONORABLE MENTION. The News of the Thousand, to the CBC, broadcast over CBC Montreal and the Canadian network of CBC.
HONORABLE MENTION. CBC Documentary Services, broadcast over CBC Toronto and the Trans-Canada network of CBC.

CLASS IV—PRESENTING PUBLIC ISSUES (forums, etc.)

FIRST AWARD. Cross Section, to the CBC, broadcast over CBC Toronto and the Dominion Network of CBC.

CLASS V—NEWS INTERPRETATION

FIRST AWARD. The Hourly Report, to WOR New York.

CLASS VI—FURTHERING INTERNATIONAL UNDERSTANDING

FIRST AWARD. Voice of America, broadcast over the NAEB Tape Network.
HONORABLE MENTION. Canadian Primer, to CBC, broadcast over Canadian National, broadcast over the Overseas Network of CBC.
HONORABLE MENTION. "The Nutcracker," broadcast over VOA's short wave and relay stations to the Far East.

CLASS VII—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. Dr. Seuss from the Queen's College, to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.
HONORABLE MENTION. "Case History," to the National Institute of Mental Health in cooperation with NBC.

CLASS VIII—CHILDREN'S (for out-of-school listening)

NO AWARDS

CLASS IX—CHILDREN'S (for out-of-school learning)

NO AWARDS

CLASS X—CHILDREN'S (for interstellar learning)

NO AWARDS

CLASS XI—TEEN-AGERS' (for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. "Young in the World," to WBAL, Baltimore.

CLASS XII—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES

FIRST AWARD. "One Group," to Minne- sota School of the Air and KJUM (U. of Minnesota, Minneapolis).
FIRST AWARD. This Way to Storyland, to WNYE (N. Y. C. Board of Education) New York.
HONORABLE MENTION. Your Name, to KMBC and KFRC in cooperation with Kansas City Public Schools.
HONORABLE MENTION. Working Together, to the Dept. of Education, Province of Ontario and the CBC, broadcast over CBU Vancouver.

CLASS XIII—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL

FIRST AWARD. Radio Almanac, to Wisconsin School of the Air, U. of Wisconsin, broadcast over WHA Madison and Wisconsin State FM Network.
HONORABLE MENTION. A Name to Remember, to WMCA, broadcast over the Michigan Network over WUOM Ann Arbor and distributed by tape to stations in Michigan.

Group III. Local Stations and Local Stations (less than 5 kw)

CLASS I—RELIGIOUS

NO AWARDS

CLASS II—AGRICULTURAL

NO AWARDS

CLASS III—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. The Ladies Auxiliary Radio Hour, to Dept. of Education, Broadcast over radio stations.
HONORABLE MENTION. "Frame by Frame," to the Indianapolis Jr. College.
HONORABLE MENTION. "The Spirit," to WIBC Indianapolis.
HONORABLE MENTION. "Prairie Gardener," to the Midwest Assn. of Rural Electric Cooperative Broadcasting Associations.

CLASS IV—PRESENTING PUBLIC ISSUES (forums, etc.)

NO FIRST AWARD

HONORABLE MENTION. "Telephone Polls," to WXON Cincinnati.

CLASS V—NEWS INTERPRETATION

NO FIRST AWARD

HONORABLE MENTION. "Shopping," to WHAS Louisville.

CLASS VI—FURTHERING INTERNATIONAL UNDERSTANDING

NO FIRST AWARD

HONORABLE MENTION. "Turkish Background for Peace and War," to KSVC North Carolina.

CLASS VII—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. "Fun With Speech," to South Dakota School of Mines and KUSD (U. of South Dakota) Vermillion.
HONORABLE MENTION. "Children's Hour," to WFCR, Bloomington, Ind.

CLASS VIII—CHILDREN'S (for out-of-school learning)

FIRST AWARD. "One Group," to KUSD (U. of South Dakota) Vermillion.
HONORABLE MENTION. "One Group," to WFCR, Bloomington, Ind.

CLASS IX—CHILDREN'S (for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. "Chickens and Roosters," to WBBA, Des Moines.

CLASS X—CHILDREN'S (for interstellar learning)

NO FIRST AWARD

HONORABLE MENTION. "One Group," to KMBC, Kansas City.

CLASS XI—TEEN-AGERS' (for out-of-school learning)

NO FIRST AWARD

HONORABLE MENTION. "One Group," to KMBC, Kansas City.

Broadcasting • Telecasting
Radio-TV Stations Get NBFU Awards

KANS Wichita and WBZ-TV Boston were named Thursday as winners of the 1952 Gold Medal Awards of the National Board of Fire Underwriters. Each station will receive $300, medal's cash equivalent.

NBFU also announced honor award citations in radio for WNAX Yankton, S. D.; KMLB Monroe, La.; WSSJ Winston-Salem, N. C., and WIPD Ishpeming, Mich., and in television for KRLD-DF Dallas, WAAAM (TV) Baltimore, and WMFY (TV) Greensboro, N. C.

In the newspaper field, the board announced the daily Memphis Commercial Appeal and the weekly Oxford (B.) Press have been selected as Gold Medal Award winners.

NBFU presents the awards annually to the radio and press for outstanding public service in fire prevention and fire safety. Presentation takes place at civic functions in the recipients' communities.

In designating 1952 winners at a radio and press reception in New York Thursday, NBGF (NBFU) cited KANS for expanding its effective "red check mark" campaign to include business and radio and for the work of its news director, George Gow, both in that campaign and in preparing recorded spot announcements warning against Christmas fire hazards.

WBZ-TV, the first TV station to receive an NBFU award, was praised for clever and original cartoons illustrating fire prevention in spot and station identification announcements; for scheduling fire safety films at top viewing periods and for integrating material into locally-originated live programs carefully chosen to reach the widest possible audience."

IN PUBLIC SERVICE

Delaware Stations Aid Cancer Drive

FOUR Wilmington, Del., radio stations will solicit funds for the Delaware Cancer Crusade. Plans, worked out by Gordon K. MacIntosh, general manager WTUX Wilmington and radio chairman of the crusade, provide for one station to emphasize the crusade for each of the next four weeks. During its week, the station will use its personalities and programs. Cooperating outlets, in addition to WTUX, are WAMS, WILM and WDEL. WDOV Dover, Del., and WJWL Georgetown, Del., also are cooperating. WDEL-TV Wilmington broadcast a question and answer program on cancer last week.

Son Diego Blood Marathon

SIXTEEN-hour blood marathon on KFMB-TV San Diego March 26 broke all records for a community bloodmobile operation in San Diego County, according to the station. Staged in cooperation with the American Red Cross and San Diego Blood Bank, the marathon brought out 765 registrants and 498 pints of blood, exceeding by 214 pints the previous record, KFMB-TV said. The station went on the air two and a half hours earlier than usual.

WTJ ('TV) Assists Students

THE WTJ (TV) Miami, Fla., news department is assisting Dade County public schools' political science teachers. Students watch highlights of the station's film coverage of the Florida state legislature over WTJ's nightly newscast. Ralph Renick, WTJ's news director, and Jack Emley, news cameraman, cover the sessions at Tallahassee and air-express films to Miami. Dade County School

April 13, 1953 * Page 101
Cancer Spots Monitored
DAY and night radio and TV monitoring service being maintained for the American Cancer Society by Eastern Paralyzed Veterans Assn. was hailed by Mefford R. Runyon, ACS executive vice president, as "a fine demonstration of mutual cooperation between two voluntary health and welfare agencies." EPVA broadcast monitoring service, which is currently checking "light cancer" messages on radio and TV, was organized by Harry A. Schweikert, organization's executive secretary, as part of its program of rehabilitating paralytics. ACS, now engaged in its 1953 educational and fund raising campaign, has been promised strong support by all elements of the broadcasting industry—advertisers, agencies, talent, writers and producers—as well as radio and TV stations and networks.

Board estimates more than 2,000 students will take advantage of WTVJ's film coverage, the station said.

WISN Airs Issues
WISN Milwaukee aired announcements on issues to be voted on election day, April 7. Program Director Leslie F. Biel prepared one-minute spots on the issues. They were aired on a saturation plan.

YOU GET INTO MORE MIDWEST HOMES with

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GM DIESEL STANDBY GENERATOR SETS

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, for government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or threephase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.

Detroit Diesel Engine Division
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. • MULTIPLE UNITS . . To 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

Advertising • Telecasting

WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specialty designed building.

WKTU—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of building.

Detroit Diesel Engine Division
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. • MULTIPLE UNITS . . To 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

April 13, 1953 • Page 103
**U.S. COUNTIES IN RADIO TUNES**

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Residents with Radio</th>
<th>Number of Residents with Radio</th>
<th>Per Cent of Population Receiving Radio</th>
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**BROADCASTING COUNTIES in THE NATION'S MOST POPULAR STATIONS!**

In **1950**... WDAY was the top Hooperated station in the entire country.

In **1951**... WDAY was the top Hooperated station on NBC!

In **1952**... FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!

**NBC • 5000 WATTS 970 KILOCYCLES**

**FREE & PETERS, INC., Exclusive National Representatives!**
<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Urban</th>
<th>Rural</th>
<th>County</th>
<th>Total Population</th>
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**State of Ohio**

**Radio & Television**

**1950 Census of Housing**

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</table>

**WANT A DIFFERENT TV SHOW? Popular, well-rated, entertaining? The Sportsman's Club**

57 great 15 minute hunting, fishing and outdoor programs available for sale.

**SYNDICTED FILMS**

1022 Forbes Street
Huntington, W. Va.

**Television**

1-3-5-7-9

**Radio**

1-2-4-6-8

**BROADCASTING**

1-3-5-7-9

**TELECASTING**

1-2-4-6-8

**FOR THE RECORD**

Page 106  •  April 15, 1953
<table>
<thead>
<tr>
<th>State of Pennsylvania</th>
<th>1950 Census of Housing</th>
<th>Radio &amp; Television</th>
</tr>
</thead>
</table>

The State 10,498,012 2,881,380 2,813,495 97.6 16.7 S.M.A.  
Allentown-Bethlehem-Easton 437,824 129,840 119,055 92.5 15.5  
Altoona 319,388 111,305 111,205 99.2 10.3  
Allentown 197,261 63,430 63,165 98.5 2.6  
Baltimore 180,210 61,145 61,145 99.0 0.0  
Columbia 119,592 38,200 38,200 99.0 0.0  
Conshohocken 10,922 2,460 2,460 99.0 0.0  

Urbanized Area  
Allentown-Bethlehem-Easton 225,942 11,715 11,415 99.0 3.0  
Altoona 151,710 41,340 41,150 99.3 2.1  
Allentown 109,086 41,620 41,620 99.5 0.5  
Philadelphia 1,828,933 249,240 249,240 99.2 4.4  
Reading 154,931 45,985 45,985 99.0 1.4  
Scanton 224,766 46,825 46,825 99.0 1.4  
Wilkes-Barre-Hazleton 251,859 74,550 74,550 99.0 2.0  
York 202,735 57,250 57,250 99.0 1.0  

Urban Places  
Allentown 26,132 6,300 6,270 97.5 9.0  
Altoona 104,756 29,985 29,735 99.2 1.9  
Allentown 77,777 23,460 23,165 98.5 1.5  
Ambridge 16,409 4,610 4,505 97.7 5.6  
Allentown 10,263 2,975 2,975 99.2 0.8  
Beecher Falls 17,195 5,075 9,690 61.7 8.7  
Bellefonte 13,541 3,955 3,685 97.7 8.1  
Bethlehem 14,010 4,075 4,005 99.3 0.7  
Bethlehem 11,324 3,065 3,029 99.5 1.4  
Berea 16,452 2,505 2,475 98.2 1.4  
Broadhead 16,452 2,475 2,475 98.2 1.4  
Bregport 17,354 2,340 2,260 99.1 1.0  
Brentwood 12,359 2,755 2,715 98.9 2.0  
Brevard 12,710 2,465 2,335 98.7 1.3  
Burlington 25,482 9,695 9,695 99.6 11.0  

**REGIONAL ANNOUNCEMENTS**  
**THE AUTOMATIC STATION OF TOMORROW**  
**AMPEx display**  
at the NARTB Convention  
Los Angeles, April 28th through May 1st  

**RECORDED ON THIS ONE REEL OF TAPE THERE ARE ONE HUNDRED SUCCESSIVE COMMERCIALS AND ANNOUNCEMENTS. THE AUTOMATIC STATION OF TOMORROW WILL PLAY EACH AT THE CORRECT TIME — EACH IN ITS RIGHT PLACE.**  

your chance to see it...
Location & Channel  
Date Granted &  
Network  
Target for Start  
Representative

WHWF-TV  
Chattanooga,  
Tenn.  (20)  
2/26/53  
Unknown  
...  ...  ...

KFYR  
Bismarck,  
N. Dak.  (1)  
3/8/53  
Late Summer-  Early Fall '53  
Early Fall '53  

KTVF  
Anchorage,  
Alaska  (49)  
2/18/53  
Fall 1953  

KVOS  
Boise,  
Idaho  (14)  
3/11/53  
Unknown

KCBJ  
Kimball,  
NE. (36)  
5/15/53  
11/13/52

KCTV  
Des Moines,  
Iowa  (26)  
5/15/53  
4/33

KDOC  
Sioux City,  
Iowa  (25)  
3/11/53  
Fall 1953

KDOC  
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3/11/53  
Fall 1953

SPOKEN WITH THE VOICE OF Authority!

Just as the Umpires' decisions echo the voice of authority... so do the broadcast of WWNC. For a quarter-century this pioneer voice has gone into the vast majority of homes of booming Western North Carolina.

Through wars, floods, storms, political fights... people in a rich 11-county area consider it final authority. When "I heard it on WWNC" is given as the source of information.

By the same token, your advertising message carries the same action-producing appeal when it is vested with the voice of authority. To omit WWNC... where 82.4 penetration is obtained over a 11-county 50%-100% S.A.M. 1952 measurement... is to take a wheel from your well oiled sales plans.

Incidentally... your cost per thousand figure looks like the cost of a package of cigarettes.

5000 WATTS WWNC DAY AND NIGHT
CITIZEN-TIMES STATION IN ASHEVILLE, N.C.
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

April 13, 1953 • Page 109
### ACTIONS OF THE FCC

#### FCC Broadcast Station Authorizations as of March 31, 1953

<table>
<thead>
<tr>
<th>AM-FM TV</th>
<th>On</th>
<th>Pend-Heart</th>
<th>Licensed (all on air)</th>
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#### New TV Stations

**Decisions**

Alexandria, La.—Barnet Brentn, granted uhf Ch. 63 (758-784 mc): ERP 21.5 kw visual, 11.5 kw audio; antenna height above average terrain 684 ft., above ground 820 ft. Estimated construction cost $71,500, first year operating cost $35,000, revenue $180,000. Post office address 5000 State St., Alexandria. License issued June 18, 1953.

**AM and FM Summary through April 7**

### FCC Granting of Licenses

**AM and FM TV**

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owners of WERY. Rochester, former competitive station for Ch. 11. Officers include: Chairman of Board J. Myer Schine; President Stanley J. Bachman (McKinney); Vice Presidents: John L. Cunningham, Louis W. Schine, Treasurer Bernard S. Bachman (McKinney), Secretary Howard M. Anteville; and Directors William Graham (McKinney), Louis W. Schine, John L. Cunningham, Ralph B. Bachman (McKinney), Victor D. Ford, Dr. John L. Brown, Jr., and Wendell Lund.

Previously licensed was a group of three by the Connecticut Broadcasting Co., of Rhode Island, granted u/v Ch. 16 (482-488 mc); ERP 15 kw visual; 92 kw visual; antenna height above average terrain 560 ft. above ground. Licensed construction cost $291,000, first year operating cost $275,000 revenue $304,000. Included in station was a visual antenna on the west side of Providence, S. R.I. Sodium Nitrate location to be developed as a seasonal tourist center near intersection of Pine St. and Home-stead Ave. Geographic coordinates 41° 48' 41" N. Lat. 71° 24' 27.4" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President Preissle M. Brown (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President Vincent M. Gauhann (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%). Washington, attorney. City priority status: Gr. B-1 No. 37. Filed April 7.

Cedar Rapids, Iowa—Cedar Rapids Television Corp., u/v Ch. 20 (306-312 mc); ERP 184 kw visual; 92 kw visual; antenna height above average terrain 63 ft. above ground 400 ft. Estimated construction cost $245,495, first year operating cost $150,000 revenue $150,000. Post office address George Becker, 70 Park Ave., New York. Studio location to be determined at Cedar Rapids. Transmitter location State Rt. 100, 3 mi. N. of city limits. Geographic coordinates 41° 2' 18" N. Lat. 91° 40' 00" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shulbruck & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President William Zeckendorf (48%), president-chairman and principal owner of Web & Knapp Inc., New York real estate and construction firm and former director of ABC; Vice President Robert P. McDevitt, partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer George Becker (28%), New York attorney; Norman E. Blankman (2%), New York realtor; and Herbert C. Rosenthal (2%), 65% owner Graphics Institute, New York. Minority local ownership proposed. Same group also filed for LaCross, Wis. City priority status: Gr. A-2. No. 49. Filed April 5.

Honolulu, Hawaii—American Bestc., Stations, u/v Ch. 4 (65-72 mc); ERP 58.1 kw visual, 23.05 kw audio; antenna height above average terrain.

Call letters assigned

KHSI-TV Chico, Calif.—Golden Empire Bestc. Co. (KHSI), u/v Ch. 12.
KFSR—Anaheim, Calif.—Air-Fern Radio Corp. (KFSD), u/v Ch. 10.
KVBC-TV San Louis Obispo, Calif.—Valley Electric Co. (KVEC), u/v Ch. 8.
KAGC-TV Fumba City, Calif.—John Steventen, u/v Ch. 53.
WENK-TV Fort Myers, Fla.—Fort Myers Bestc. Co. (WFKE), u/v Ch. 12.
WMAG-TV Warner Robins (Macon), Ga.—Southeastern Bestc. Co. (WMAG Macon), u/v Ch. 46.
KFWX—Nampa, Idaho—Frank E. Hurst & Son Inc., u/v Ch. 5.
KLIX-Tv Twin Falls, Idaho—Southwest Idaho Bestc. Co. (KLIX), u/v Ch. 12.
WINB-TV Chicago—Johnson-Kennedy Radio Co. (WINB), u/v Ch. 3.
WRAY-TV Princeton, Ind.—Princeton Bestc., u/v Ch. 4.
WHBT-TV Marion, Ind.—Chronicle Pub. Co. (WHBT-FM), u/v Ch. 29.
WBAL-TV Baltimore, Md.—Peninsula Bestc. Co. (WBico), u/v Ch. 11.
WCVB—Boston, Mass.—Middlesex Bestc. Corp. (WTAO), u/v Ch. 50.
WCBL-TV Columbus, Mass.—Birney Innes Jr. (WCBI), u/v Ch. 12.
KGVO—Montana, Mont.—Moby's Inc. (KGVO), u/v Ch. 12.
KLAB-TV Las Vegas, Nev.—Las Vegas TV Inc. (KLAB), u/v Ch. 8.
WDCN (TV) Atlantic City, N. J.—Aeva Enterprises, u/v Ch. 52.
KGM-TV Albuquerque, N. M.—New Mexico Bestc. Co. (KGGM), u/v Ch. 13.
WHBC-TV Rochester, N. Y.—WHBC Inc., share-time on u/v Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.
WYET-TV Rochester, N. Y.—Veterans Bestc. Co. (WYET), share-time on u/v Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.
WNCN (TV) Greenville, N. C.—Carolina Bestc. System Inc. (WNCN), u/v Ch. 9.
KTVL—Hendersonville, N. C.—Radio Hendersonville Inc. (WHKP), u/v Ch. 27.
WPAT-TV Mt. Airy, N. C.—Ralph E. Epper (WPAQ), u/v Ch. 50.
KFYR—Bismarck, N. D.—Meyer Bestc. Co. (KFYR), share-time on Ch. 15.
WCAB-TV Chambersburg, Pa. — Chambersburg Bestc. Co. (WCAB), u/v Ch. 44.
KTBX—Lufkin, Tex.—Forest Capital Bestc. Co. (RTBE), u/v Ch. 6.
WVTX—Valley, Va.—Shenandoah Valley Bestc. Corp. (WVTX), u/v Ch. 3.
WKNA-TV Charleston, W. Va.—Joe L. Smith Jr. Inc. (WKNA), u/v Ch. 49.

Poultry and eggs bring Kansas farmers a steady, spendable income of almost $97 million each year. *

WIBW—The Kansas Farm Station is the unanimous listening choice** of these prosperous farm families. Your sales campaign never lays an egg when you use WIBW.

* U.S.D.A.
** Kansas Radio Audience '52

Applications

Stamford, Conn.—Stamford-Norwalk Television Corp., u/v Ch. 27 (545-554 mc); ERP 1640 kw visual; 11,054 kw audio; antenna height above average terrain 240.57 ft. above ground 374.4 ft. Estimated construction cost $156,591, first year operating cost $150,000, revenue $175,000. Post office address Washington Loan & Trust Bldg., Washington, Studio and transmitter location 1 Bank St. Stanford. Geographic coordinates 41° 06' 15" N. Lat. 72° 23' 27.4" W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington, Consulting engineer John H. Mullaney, Washington. Principals include President Preissle M. Brown (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President Vincent M. Gauhann (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%). Washington, attorney. City priority status: Gr. B-1 No. 37. Filed April 7.

THE EGG AND YOU AND WIBW

Broadcasting • Telecasting

April 13, 1953 • Page 111
amendment of application for uhf Ch. 39 to change ERP from 204 kw visual and 114 kw aural; increase antenna height above average terrain 126 ft. to 714 ft. and relocate studio and transmitter sites respectively from State Route 56, New Ottawa, Mich., to 1168-34 Benton St., Allenton, and 402 Saver Ave., Mountain Heights. New transmitter coordinates: 46° 35' N. Lat., 75° 11' W. Estimated construction cost revised upward to $711,600; first year operating cost to $607,000. (BSCP-1001). Filed April 5.

Providence, R. I.—Cherry & Webb, Inc. Requested Ch. 47 modification to boost ERP from 56 kw visual and 23 kw aural to 156 kw aural. (BSCP-252). Filed April 2.

Canton, Ohio.—Stark Best, Corp. Application for uhf Ch. 29 seeks name change to Stark Telecasting Corp. (BPCT-487). Filed April 2.

Applications Dismissed

Fresno County, Calif.—Robert M. Schuler et al. (KYNJ). At request of attorney, dismissed application for uhf Ch. 47. Ch. 47 has option on space 35% interest in proposed station of Ch. 47 competitor J. E. O'Neill. (BPCT-1598). By letter April 1.

Cedar Rapids, Iowa.—Davenport Best, Corp. (KESJ).applications for uhf Ch. 2, 3 in favor of new application for Ch. 3. At request of attorney, dismissed application for uhf Ch. 2. (BPCT-466). By letter April 1.

Baton Rouge, La.—Baton Rouge Best, Corp. (WJHR). At request of attorney, dismissed application for uhf Ch. 2, 3 in favor of new application for vhf Ch. 3 in proposed station of Louisiana Best, Corp. (WBT, April 6). Dismissed April 1.

Great Falls, Mont.—Television Montana. At request of attorney, dismissed application for uhf Ch. 3. By letter April 1.

Abilene, Tex.—Citizens Best, Corp. Dismissed application for uhf Ch. 15. (BPCT-900). Announced April 8.

Existing TV Stations

Decisions

WLWA (TV) Atlanta, Ga.—Granted modification of call letters and change of name from WABD-Broadcasting Co. to Crosley Broadcasting of Atlanta Inc., New York, and Crosley Broadcasting of Atlanta Inc. is a new company. (BMCT-16). Granted March 30; announced April 1.

WKYR (TV) Columbus, Ohio.—Granted modification of call letters and change of name from WKBW-TV to WVTW. (BPCT-53). Granted March 30; announced April 1.

KFZ (TV) Monroe, La.—Delta TV Inc. Granted modification of call letters and change of name from WYWJ to Delta TV Inc., New Orleans, and changes in call letters and name from WYWJ to Delta TV Inc., New Orleans, and changes in call letters and name. (BPCT-900). Granted March 30; announced April 1.

WNJ-WTV Buffalo, N. Y.—WBPW Inc. Granted special temporary authority to change ERP from 81 kw visual and 115 kw aural to 17.5 kw visual and 17.5 kw aural ERP. Granted April 3; announced April 7.

KUWT (TV) Dallas, Tex.—Yuma-Tucson, Ariz.—Granted permission to change ERP from 10 kw visual and 15 kw aural to 125 kw visual and 33 kw aural; antenna height above average terrain 460 ft. Granted March 30; announced April 7.

Applications Amended

Waterloo, Ind.—Tri-State TV Inc. Amended application for uhf Ch. 15 to add minority stockholders individuals: W. E. Klein (3%), J. E. Hubrich (4%), H. Krussel (5%); Transmitting antenna coordinates: 40° 25' N. Lat., 89° 22' W. Long. (BSCP-1615). Filed April 2.

Allentown, Pa.—Queen City TV Co. Requests

WBUX-TV Buffalo, N. Y.—WBUIT-FM Inc. Requested to change ERP from 165 kw visual and 64 kw aural to 12 kw visual and 55 kw aural and relocate transmitter and studio from 237 Main St. and to be determined, Buffalo, respectively. (BMCT-496). Filed April 1.


WTPA (TV) Harrisburg, Pa.—Harbrib Radio Co. Requested permission to change ERP from 12 kw visual and 56 kw aural to 12 kw visual and 56 kw aural and relocate transmitter and studio from 276 Camp Hill St. and to be determined, Harrisburg, respectively. (BMCT-1059). Filed April 8.

KWZU-TV Houston, Tex.—KNUZ TV Co. Requested mod. of CP for uhf Ch. 33 to change ERP from 10 kw visual and 60 kw aural to 90 kw visual and 50 kw aural; move transmitter and studio from 700 Austin to Collins Blvd., at Blodgett Ave., Houston, install new transmitters and change antenna height above average terrain from 520 ft. to 676 ft. (BPCT-486). Filed April 1.

WNMY (TV) Dallas, Tex.—Airtel TV Corp. Requests mod. of CP for uhf Ch. 33 to change ERP from 15 kw visual and 9.3 kw aural to 17 kw visual and 8.6 kw aural; move transmitter sites from 207 Winnie St. Tex. and to be determined, Dallas, respectively. (BMCT-1036). Filed April 1.

WMYU, TV) Atlanta, Ga.—Grant change in call letters and change of name from KBET to WMYU. (BPCT-1049). Owner: President Glenn C. Hendricks. Filed April 1.
Call Letters Assigned

WITY Danville, Ill.—Vermillion Bestg. Corp. Granted change from 940 to 1470 kw, 30 kW directional day and night. Granted April 7.

KFAD Fairfield, Iowa—Fairfield Bestg. & TV Corp. 1270 kc. 250 kw w/day time. Granted April 1.

WARB Covington, La.—A. R. Blomman Inc. 1700 kc, 250 kw w/day time. Granted April 1.

KASI Newcastle, Wyo.—Newcastle Bestg. Co. 1440 kc. 250 kw w/day time. Granted April 5.

KNWS Waterloo, Iowa—Northwestern Bible College, College of Liberal Arts Theological Seminary. Call XBRK formally assigned. 1040 kc, 1 kw day.

Applications

Bethel, Alaska—Rev. Earl R. Shay, 520 kc, 100 kw w/unlimited. Estimated construction cost $1,000 (equipment on hand). Proposes non-commercial station to operate 4-1/2 hrs. weekly. Applicant is missionary-pastor of Moravian Church. Address: Box 1871, Bethel. Filed April 5.

Shreveport, La.—S. A. Chesley &/as Shreveport Bestg. Co. 1440 kc, 1 kw day time. Estimated construction cost $17,000, 1st year operating cost $48,000, 1st year revenue $75,000. Mr. Chesley is former national sales manager of KTBS Shreveport. Filed March 31.


Sheboygan, Wis.—Lake Shore Bestg. Co. Re-submitted application for new AM station. 600 kc, 250 kw w/day time. Estimated construction cost $115,000, 1st year operating cost $60,000, revenue $46,000. Principals in applicant include President David A. Bensman (60%), Secretary-Treasurer Mrs. C. A. Bensman (wife) (30%) and two minor stockholders. Mr. and Mrs. Bensman are owners of a radio-record store and record manufacturer. (BP-8846). Filed March 16.

Application Amended


Application Dismissed

Knoxville, Tenn.—Marvin I. Thompson. At request of applicant, dismissed bid for new AM station, 1 kw day time on 800 kc. (BP-8844). Dismissed March 21.

Existing AM Stations . . .
Decisions

KPOL Los Angeles—Coast Radio Bestg. Corp. Granted increase in power from 5 kw to 10 kw, operating day on 1540 kc. Granted April 1.

KEAR San Mateo, Calif.—Bay Radio Inc. Granted increase in power from 1 kw to 10 kw, operating full time on 1550 kc, directional day and night. (BP-8814). Granted April 1.

KDNO Santa Cruz, Calif.—Charles Blackwood Grant. Granted move of main studio to Salinas, Calif., operating with present assignment of 5 kw full time on 1460 kc directional. KDNO will continue to maintain studios at Santa Cruz and Long Beach. (BML-1928). Granted April 1.

WKDO Chattoochee, Fla.—Tiger River Corp. Granted permit to replace expired CP for new AM station, 1380 kc, 500 kw w/day time (BP-8805). Granted April 1.

WKMAY Flint, Mich.—WKMX Inc. Granted authority to remain silent for additional period of 30 days from April 4, assigned 1 kw full time on 1540 kc. Granted April 4; announced April 7.

KWJW Albany, Ore.—Central Willamette Bestg. Co. Granted change from 250 to 50 kw full time on 1470 kc to 1 kw full time on 790 kc, directional day and night. (BP-8639). Granted April 1.

WIBU Butler, Pa.—Eagle Printing Co. Granted change from 1500 kc to 1050 kc, operating with present power 500 kw w/day time, directional. (BP-8866). Granted April 1.

WRNO Orangeburg, S. C.—WRNO Inc. Granted change from 1450 kc, 250 kw unlimited to 1150 kc, 500 kw w-night, 5 kw-day, directional day and night, full time. Granted April 6.


Station Deleted

WLWB Williamsburg, Va.—Williamsburg Radio Co. Canceled permit (BP-7728) and deleted call letters of new AM station on 740 kc, 500 kw w/day time. Deleted April 2.

Applications

WIBS Huntsville, Ala.—Huntsville Times Co. Requests CP to modify daytime directional antenna pattern (1500 kc). Filed April 7.

KXXI Monterey, Calif.—S. A. Olter. Requests change from 500 kw to 1 kw unlimited, and for approval of transmitter and antenna location: directional day and night (560 kc). Filed April 7.

WGBS Columbus, Ga.—Georgia-Alabama Bestg. Corp. Requests frequency change from 1640 kc to 540 kc, power increase from 1 kw to 5 kw and change transmitter location and install new transmitter and directional antenna. Filed April 1.

WACL Waycross, Ga.—Teletronics Inc. Requests CP to change directional antenna system on 70 kc. Filed April 7.

KLIL Esteville, Iowa—Esteville Bestg. Co. Requests power increase from 100 w to 250 w, operating fulltime 1540 kc. Filed April 7.

WWPPF Palatka, Fla.—J. R. Massey and L. C. McCullough. As Palastrc Bestg. Co. Requests CP to change facilities from 800 kc, 500 kw w/day time to 1260 kc, 500 kw unlimited. Also seeks to install . . .

How big is big?

To the local retailer, an annual advertising expenditure of $200,000 in one advertising medium is big money. He couldn’t afford to spend this kind of money if he wasn’t getting big results.

The best proof that WGN-TV gets results for advertisers is the fact that several local retailers are spending this kind of money on WGN-TV year after year.

If you’re looking for sales in the Chicagoland area (whether you’re big or little) WGN-TV will get them for you.

The Chicago Tribune Television Station

Broadcasting • Telecasting

April 13, 1953 • Page 113
directional antenna for nighttime and change antenna system.

Application

Los Angeles, Calif.—A. A. Crawford. Requests new FM station on Class B Ch. 254 (98.7 mc). ERP 5 kw and change antenna of frequency from 1260 to 1290 kc. Filed April 1.

Existing FM Stations...

Decision

KAVK-FM Alton, Mo.—Robert Neathery. Application to change transmitter site from Alton to Missouri, and to specify main studio facility as West Plains, Mo., instead of Alton. Approved.

Call Letters Assigned

WSTP Sturgis, Mich.—WSTP Inc. Application for change from 500 w daytime to 250 w unlimited also to change frequency of 1260 to 1290 kc. Filed March 21.

KITY Shelby, Mont.—Tri-County Radio Corp. Application to change from 1230 mc to 1240 mc, operating with 250 w full time. Filed April 8.

KAL-M Altus, Okla.—Robert Neathery. Application to change transmitter site from Altus to Thayer, Mo., and to specify main studio facilities as West Plains, Mo., instead of Altus. Approved 1290 mc, 1 kw daytime. Filed April 6.

KTVJ Jasper, Tex.—Joe H. Vonahl and Joe J. Fisher d/b as Jasper Bost Co. Request CP to change facilities from 250 w unlimited to 1260 kc to 500 w daytime on 1260 kc. Also seeks to install new transmitter and change antenna system. Filed March 31.

WTKM Hartford, Wis.—The Kettle-Moraine Bost Co. Application for reduction in power from 500 w to 250 w and for change of transmitter and studio location from Hartford to Port Atkinson, Wis. (1540 kc). (317-685). Filed March 31.

New FM Stations...

Decision

Griffin, Ga.—Radio Station WKEU (WKEU), Granted CP for new Class B FM station on Ch. 27L ERP 1.75 kw; antenna height above average terrain 310 ft. Granted April 8.

Ownership Changes...

KXWH-FM Holliday, Tex.—Licensed FM station assigned Class B Ch. 254 (98.7 mc). ERP 5 kw. Granted April 8.

Call Letters Assigned

WSTP Sturgis, Mich.—WSTP Inc. (WSTP), Class A, Ch. 276 (103.1 mc). ERP 0.67 kw.

Commercial Radio Monitoring Company

Normal time measurement service for FM & TV

COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7027
Kansas City, Mo.

- TOWERS -

AM • FM • TV

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TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.
Portland, 11, Oregon

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by many of the most public managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities.

FOR THE RECORD

Page 114 • April 13, 1953

KA925 Emlen, Mich.—WSTP Inc. Application for change from 500 w daytime to 250 w unlimited also to change frequency of 1260 to 1290 kc. Filed April 1.

KITY Shelby, Mont.—Tri-County Radio Corp. Application to change from 1230 mc to 1240 mc, operating with 250 w full time. Filed April 8.

KAL-M Altus, Okla.—Robert Neathery. Application to change transmitter site from Altus to Thayer, Mo., and to specify main studio facilities as West Plains, Mo., instead of Altus. Approved.

KTVJ Jasper, Tex.—Joe H. Vonahl and Joe J. Fisher d/b as Jasper Bost Co. Request CP to change facilities from 250 w unlimited to 1260 kc to 500 w daytime on 1260 kc. Also seeks to install new transmitter and change antenna system. Filed March 31.

WTKM Hartford, Wis.—The Kettle-Moraine Bost Co. Application for reduction in power from 500 w to 250 w and for change of transmitter and studio location from Hartford to Port Atkinson, Wis. (1540 kc). (317-685). Filed March 31.

New FM Stations...

Decision

Griffin, Ga.—Radio Station WKEU (WKEU), Granted CP for new Class B FM station on Ch. 27L ERP 1.75 kw; antenna height above average terrain 310 ft. Granted April 8.

Ownership Changes...

KXWH-FM Holliday, Tex.—Licensed FM station assigned Class B Ch. 254 (98.7 mc). ERP 5 kw. Granted April 8.

Call Letters Assigned

WSTP Sturgis, Mich.—WSTP Inc. (WSTP), Class A, Ch. 276 (103.1 mc). ERP 0.67 kw.

Commercial Radio Monitoring Company

Normal time measurement service for FM & TV

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A Chicago suburb

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April 13, 1953 • Page 115

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Payable in advance. Checks and money orders only.

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All other classifications 30¢ per word—$4.00 minimum • Display ads. 15¢ per inch.

No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington, D. C.

APPENDIX: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward resistance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager needed immediately for remote studio in town of eight thousand, 15 miles from 1000 watt station. Must be able to announce in one station markets. Salary plus above average compensation for experience. Full details by May 325W, B.T.

Excellent opportunity for experienced aggressive man. All sales, engineering, maintenance, limited prospects and earnings. Good promotional backing. Pleasant salesman have been successful. Immediate openings available in progressive stations with good things to sell. One of America’s most interesting and fastest growing cities. Send resume and photo giving full details. B.T.

Successful southwestern station in single station city 30,000 needs real salesman to head sales department. Excellent opportunity. Box 333W, B.T.

Immediate opening for experienced local salesman for outstanding 50,000 watt station. Complete with ability. Send complete details. Box 333W, B.T.

Iowa 5 KW strong network station with excellent operating needs sound, dynamic, aggressive salesman. Write Box 334W, B.T.

Hawaii! Excellent opportunity experienced time salesman network station; steady, reliable, permanent. Air rate full details: P.O. Box 1419, Honolulu, Hawaii.

Salesman

Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence who will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Salesman to sell radio and television time on local level for Allegheny Independent affiliate. Starting salary with raises based on ability. Year or two’s experience preferred. Write Personnel Director, WSIB, South Bend, Indiana.

Salesman—Young man who is interested in earning $6000 and up. WYOU, Baton Rouge does well in the ten fastest growing markets in America. The station is all year round. Starting salary is highly salable. We will pay $55 per month guarantee and 15% commission when you exceed the guarantee plus an annual bonus based on performance. You start with $1000 monthly of billing. We want an aggressive, capable, young man with a sales college record. Give complete details first letter including past employment record and resume. *The Oak Leaf* , 55 Baronne Street, New Orleans 12, Louisiana.

Announcer

Announcer-disk jockey with proven successful DJ record in competitive large market experience. Salary $6000, 30 days’ sick, 30 days’ holiday, paid vacations, $100.00 weekly. Station located large central-south market, TV future. Send audition photo and complete background. Confidential. Box 3985, B.T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 3986, B.T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 297W, B.T.

Announcer-salesman in sportsman paradise. Salary plus commission, housing, air mail photo, disc. Box 307W, B.T.

Wanted versatile, all-round thoroughly experienced radio and television programs, special events, interviews, good ad ed, etc. Progressive 1000 watt FM affiliate. Box 308W, B.T. Send resume including photo and complete information and photo. Box 325W, B.T.

Help Wanted—(Cont'd.)


5,000 watt regional NBF affiliate in deep south desires an experienced announcer who can become an expert in the field. Good salary. Box 332W, B.T.

Immediate opening for experienced news man who is qualified to grow with expanding operation. Excellent opportunity. Box 333W, B.T.

Immediate opening for experienced newscaster. 5,000 watt station. Good pay and good hours. Apply at once to WKAN, Kinston, N. C.

Immediate opening for experienced newscaster or experienced staff announcer with news experience desiring fulltime news job. Ability to write stories is essential. Must handle special events. Pleasant working conditions, progressive midwestern station. Box 334W, B.T. Send resume, disc and letter setting forth experience and references. Write Manager, WCSI, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Experienced newscaster, personality disc-man. Permanent. Base plus talent. Five-day week, liberal compensation. Send complete resume including references WENY, Elmira, N. Y.

Combination announcer-engineer wanted for 1 KW independent station. Send disc or tape and picture to WPPM, Fort Valley, Georgia.

Combination—Ability pays off. Car and insurance necessary. Contact WIOK, Lancaster, Ohio.

Help Wanted—(Cont'd.)

Young, single man for new fulltime station. Willing worker; pleasant voice. Experience unnecessary if real wishes to learn. Reply WISF, Kinston, N. C.


Announcer-DJ, capable of reading news, commercials and running record shows. Must have station experience. Send complete information and disc. WHXT, Portsmouth, Ohio.


Staff announcer. Previous announcing and control room operating experience a must. Send full details, references and audition tape or disc to WAMM, Milligan, Radio Station WYAD, Quincy, Illinois.


Technical

Wanted. First class engineer-announcer. Box 1065, B.T.

Wanted, chief engineer 5000 watt midwest directional, AM operation with TV application. Send full particulars including experience and minimum salary expected to Box 1135, B.T.

Wanted: Chief engineer, construction and maintenance. $1200 per month minimum. Location Box 330W, B.T.

Midwest 5000 watt station desires first class experienced combo man. Good pay, good working conditions. New equipment. Box 298W, B.T.

Virginia kw engineer. State minimum salary expected. Box 308W, B.T.

Wanted: First class engineer with FM affiliate. Has TV grant. Box 299W, B.T.

Requesting bids to install all equipment small kwatt. Box 300W, B.T.

Chief engineer for 10 Kw VHF TV station. RCA equipment. Construction soon. Man we want probably experienced number two man existing TV station. Write in confidence giving complete details, present salary and expected salary. Box 300W, B.T.

Michigan indie small city needs licensed announcer. No experience necessary. $60 to start. Box 352W, B.T.

Wanted: Combination man, announcer and engineer with a full time home. Good pay. Contact Radio Station WCIT, Winchester, Tennessee.

Announcer-engineer or straight announcer, must be good. Contact Paul Reid, WCHE, Hawkinsville, Georgia. Good opportunity.

5000 watt NBF station losing good announcer to Army and need replacement by May 1st. Send disc samples, reference and letter giving full details. Special qualifications. Current status. Address Ray Beals, KRGB, Great Bend, Kansas.

Immediate opening for experienced news man or experienced staff announcer with news experience desiring fulltime news job. Ability to write and handle special events. Progressive station. Box 329W, B.T. Send resume and references. Boxes are not opened.

5 kilowatt station northern New England needs two new announcers. Independent station, referred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details in letter to Program Manager, WABI, Bangor, Maine.

Immediate opening for experienced newsman or experienced staff announcer with news experience desiring fulltime news job. Ability to write and handle special events. Progressive station. Box 329W, B.T. Send resume and references. Boxes are not opened.


Chief engineer immediate opening. 40-hour week nights and Sundays off. Permanent regular staff. Good salary, company and basic information first letter. KRLN, Canon City, Colorado.

Wanted: First phone transmitter operator, no announcing required, good pay and hours for steady man. 1000 watt ABC affiliate. Apply at once, KSBN, Aberdeen, South Dakota.

Regional daytimer, southeastern Iowa, has opening for chief engineer-engineer. Specialized earnings, references, etc. KXGI, Fort Madison, Iowa.

Help Wanted—Continued

Transmitter engineer or combo. No experience necessary. 1 kW regional, WBDC, Escanaba, Michigan.

Engineer-applicant with experience. Salary open and commensurate with ability. This is a new job to build up PCC antenna. Want reliable man who would like to settle down. Send resume to 109 S. W. 26th St., Brevard, Alabama.


Wanted experienced engineer-applicant. WFXR, West Frankfort, Illinois.


Chieftom for new full-time Mutual remote control position. Very important engineering position. Engineering paramount. Right salary for right man. Wish WSPR, Knott, R. C.

Opening for engineer in AM and television—WKO SO-TV, Kalaisazoo.


First class engineer, opportunity in television. $7500 per 50-hour week. WSON, Henderson, Kentucky.

Immediate opening for transmitter operator. No experience necessary. WWVIN, Baltimore, Maryland.

Production-Programming, Etc.

Young, experienced husband-wife team. Man for 8 A.M.-12 Noon announcing shift. Woman to run copy department. Good opportunity at 250 Mutual in East. No car. Send salary requirements, full data. Box 354W, B.T.

PD for rural Penna. market. Must be versatile announcer with small station experience. Will all send and audition first reply. Confidential. Box 365W, B.T.

Traffic: Young woman with stenographic experience available. Will sell with small station experience. Send sample copy and photo to WDFD, Flint, Michigan.

Good continuity writer wanted by Radio Station WRAP. Send application to 300 Portico Building, Norfolk, Virginia.


Situations Wanted

Managerial

Mature manager. Record guarantees results. Strong on sales. 5000 or 250. West preferred. Box 256W, B.T.

Commercial manager. Radio-TV sales rep. Top-flight. Must be top-flight. We employ UHF station as regional sales manager seeks connection that will enable him to offer sales on a large scale. Radio career includes successful selling of 500,000 watts. Drexel, Baltimore, Maryland.

Four years as general manager of present station desires advancement. Station highly successful. New management on theory—income must be more than outgo. Family, college graduate, young, ambitious. Box 315W, B.T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest ratings. Call stations, will consider all offers. Box 765S, B.T.


Announcer, newscaster, network top news writer, production background. Skilled interviewer, special events, TV news conferences, youth plus university degrees plus experience necessary. Should not expect to start at minimum salary. Experienced all phases announcer, desires change. Strong news, commercial. References on request. Box 265W, B.T.

Top staff man, five years experience. DJ, special events. Midwest location. $75 minimum. Box 325W, B.T.


Manhattan announcer. DJ, seeks steady and permanent position. Send resume and reference letter. Box 321W, B.T.

Versatile DJ-comedy team, Imperfections, character voices. Ex-perience togetherness. Can double in staff. West Coast preferred. Will consider other good offers. Box 325W, B.T.


Announcers, A.F. veteran. Wants to climb ladder, some experience, tapes on request. Box 340W, B.T.


No. 2 top sportscaster for top position. Good references, three years mix experience. Fine athletic background, sales experience. Box 350W, B.T.


Experienced staff announcer prefers position in east. Knowledge of sports plus music is wide and varied. Radio and TV. Box 365W, B.T.


Announcer, SRT graduate. Have knowledge of all phases of announcing and control board. Family man. Disc. photo available. Tony S., 723 W. Monroe St., Chicago 17, Illinois.

Disc-Jockey-announcer-time salesman has lost his sight but not his faculties. Blind eight years but still fully capable of making money for a station if given an opportunity to prove it. Has conducted record shows that were sell-outs. Has made more money than all and we'll both make some money. Edgar Gooch, 220 West 35th Street, New York 15, New York.

Announcer, five years experience, news, sales, DJ, Programming assistant. 410 N. Central Ave., Campbell, Ky., phone 74G.

Featured Rhythm and Blues DJ, 415 hours daily. 8 years experience, all phases promotional, sales, public relations. Available August 19, 1963, seeking opportunity to grow. Contact A. M. Ray, 767 E. 40th Street, Philadelphia, Penna.

Experienced announcer, control board operator. Soloist, male, to move to east. Tape and resume upon request. Grayson Varner, 485 Washington Avenue, Brooklyn 38, New York.


Radio telephone first class, 18 years experience, desires position as transmitter operator. Box 365W, B.T.

Chief engineer willing to assume some announcing and continuity duties. Permanent and compatibility absolutely essential. South only. Box 365W, B.T.

Recent licensed first phone man wants to break into broadcasting field. Prefers work in Virginia or nearby state. Must have work immediately. Contact now. Box 365W, B.T.


Production, Programming, Others

Program director—Thoroughly experienced all phases radio, production, writing, announcing. Available. Box 345W, B.T.

Triple value for eastern newswoman. Married, serves in executive capacity with three years radio journalism experience plus TV news background. As the network will have a station to locally active station and fair-sized community. Box 355W, B.T.

Traffic manager. Experienced. Interview of experienced. DJ staff. 5 single, vet. New working background. Metropolitan area, Tape-photo. Box 350W, B.T.

Looking for a morning show with spark! Top DJ, offering moderate position. Tape and resume and move up. Three years experience, college, 55. Excellent references. Phone and sample story by return mail. Available May 15th. Box 365W, B.T.

Doc Specialist—but also top announcer—Experience in all phases. Excellent voice in my specialty. Five years 50,000 watt station. Family man, veteran. Available on short notice. Box 345W, B.T.

Radio-Television pitch man, write, sing, DJ. Know general living and coverage of most all TV programs, personal appearances. College degree, draft free. Tape and picture ready. Box 365W, B.T.


Available immediately, four years, sales, commercial copywriter. Has worked on woman's show, interviews, ad jingle, will consider all answers. Box 347W, B.T.

News Director of active independent wants bigger—better—city. Has four years experience and is seeking responsible job in major market. Prefer east or west coast. Box 365W, B.T.

Continuity writer—traffic—broadcasting. Excellent references. Beverly Kutli, Lane, South Dakota.

4 years experience with Conlan Surveys, editing, judging, analyzing radio listening from A to Z. Know general living and coverage of most stations in U. S. A. Developed a 6th sense about radio-TV surveys, program and time values for time buying. 8 other years in various offices, know office machines, bookkeeping and shorthand. Have very good background to be secretary in Radio-TV office. Prefer larger city with national rep offices. Can be very helpful as full time radio building program engineer. Enjoy analyzing, analyzing sales figures, station data for promotion, willing to move to desirable city. Box 365W, B.T.

Television

Managerial

Salesmanager for TV station. Was formerly sales manager for 15 years with AM and 3 years TV operation, increased billing from $40,000 to $500,000. Has listed many ideas that have been used. Presently employed as sales director at AM station. Has all references. Box 325W, B.T.

Sales Manager—Two years experience in television sales-regional, national and foreign. 7 years presently local sales manager in one of top ten city markets. Degree plus college, programming experience. Successful sales manager. College educated. Married, family. Box 325W, B.T.

Mr. Investor. Can you help me? Are you having too much difficulty getting the proper returns from your present investments? Are you interested in making better income from your investments and/or sales problems? My background consists of 15 years experience. I am being listed as a candidate in hearings. Radio station organization: Start-up construction, operation, management, sales and subsequent experience as sales manager of one of the country's largest television stations. Your profit characters. I am married and desire to work in the middle or far west. I have learned to control conditions and not be controlled by them. For the solution of your present problem write Fred Zimmerman, 611 East Armour, Kansas City, Mo.
SALES"MAN, 7 years in TV. 4 years in spot sales. Agency contacts. Box 364W, B.T.

Technical

Double threat program-production manager means twice the exposure at half the cost. Fourteen years radio, metropolitan and large independent experience. Producing morning and afternoon shows. Looking for permanent, attractive spot at salary you can afford. Box 335W, B.T.

Production-Programming, etc.

TV production-management: M.A. in Radio Journalism. Experience in sound, continuity, production, promotion, pre-production, direction, writing, Host/HO. For N.

FOR 16mm chains.

First all 150'. WHIO-TV, Dayton, Ohio. 271W, B.T.

Wanted several used FM transmitters. Send complete information; location and price of same. Box 314W, B.T.

Wanted to Buy. Used equipment. 1,000 watt transmitter, console antenna coupling unit, frequency monitor. Auxiliary monitor and limiter. Slate price, age, condition and availability. Must meet FCC requirements. Address replies to Box 284, Chillicothe, Ohio.

WANTED: Phase monitor. 1150 KSC; (2) co-ax 3' x 400' with fittings; 8 insulators, Lapp 1001 or similar; and phasing unit with couplers for two towers. Write or wire Industrial Electric & Steel, Ltd., P. O. Box 634, Honolulu, Hawaii.

WANTED: Phase monitor. 1350KSC; (2) same; 1200 watts. Bus 458W, B.T.

WANTED: Used 2600 watt AM transmitter to be worked over for overseas use. Chief Engineer, KOWH, Omaha, Nebraska.

Detail.

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Detail.
Hearing Cases...

Arthur Westland, applicant for 1340 kc, 250 w fulltime at Walnut Creek, Calif. (Docket 10215; BP-282) — FCC by memorandum filed on May 13, proposing temporary order terminating the proceeding and directing the publication of notice in the Federal Register, then dismissing the action. Order adopted April 2; announced April 3.

Fort Wayne, Ind., New TV, ch. 48 Anthony Wayne High School (KTVF-Wayne HS) and Radio Fort Wayne Inc. (WANE) (Docket 10435; BPCY-14866) — GRB by memorandum and order granting petition for reconsideration of order and dismissing the proceeding. Order adopted April 2; announced April 3.

Spokane, Wash., New TV, ch. 2, Louis Warren (KXXI) and Television Spokane Inc. (Docket 10423; BPCY-1487) — FCC by memorandum and order granting petition for reconsideration and dismissing the proceeding. Order adopted April 2; announced April 3.


May 11


May 18

Continued Without Date


WNYC, New York City — Existing AM. Application to increase power from 250 w to 1 kw, operating days from 740 kc. Examiner Gifford Irion. Docket 10089. Parties: WNYM平衡, WNYM, WNYM.

Canton, Ohio—New TV, ch. 29. Hearing to begin. Examiner Franklin L. Neville. Contestants: Brush-Moore Newspapers Inc. (WBHC) (Docket 10367; FS-7541) and Canal engineering service submitted by Chief of FCC Broadcast Bureau. (Docket 10118; WP-9866) as well as others named. Examiner proposes to withdraw if FCC simultaneously issues grants to Phon. Examiner to move to filing of issues. Examiner requests additional briefs and questions to amend TV allocation table. Order adopted April 2; announced April 3.

April 1

New Petitions...

Leroy Bremmer and Dorothy Bremmer d/b/a Atlantic City Bistg. Co., Atlantic City, N. J. (Docket 10112; WP-8143) and Max L. Leon Inc. (Docket 10359; WP-2802) filed supplemental proposals for licenses for stations 18 and 19, to be named Garden State Broadcasting Co. and Asbury Park Bistg. Co., respectively. Examiner May 12.

May 4


May 11

South Central $150,000
A well established, full time facility located in one of the best markets in the rich South Central area. Excellent plant and equipment set-up. Ample working capital included by purchase of 100% of stock for $150,000. Financing available.

Appraisals – Negotiations – Financing
BLACKBURN & HAMILTON COMPANY
WASHINGTON, D. C.
James W. Blackburn
Ray V. Hamilton
Phoenix (493-7000)
Washington Bldg.
Sterling 7-4515

SAN FRANCISCO
Cester R. Smith
235 Montgomery St.
Exrlwe 2-5672

Woodward Bcstg. Co. (BR-1886); WKBW-FM, Buffalo; WKBW-TV, Buffalo; WKTV (TV), Utica, N. Y.; Copper Bcstg. Corp. (BR-99); WBZ (TV), Boston; WGN (TV), Chicago; WPOST (TV), Des Moines, Ia.; WFLD (TV), Chicago (BR-90); WMT (TV), Moline, Ia.; WPTF (TV), Raleigh; WITB (TV), Birmingham; WPIX Inc. (BR-5); WPXM (TV), Abilene, Ks.; NVSC (BR-3); WJZ (TV), Baltimore; WRW (TV), Riverside, Calif.; WJAC (TV), Johnstown, Pa.; WOR (TV), New York; WFXF (TV), Montgomery; WDPX (TV), Dubuque, Ia.; WSM (TV), Nashville; WBBG (TV), Athens, Ga.; WTMJ (TV), Milwaukee; WQML (TV), Williamsport, Pa.; WROC (TV), Rochester; WOR (TV), New York; WKBW, Buffalo (BR-1886).

APPLICATION RETURNED

April 6 Applications

ACCEPTED FOR FILING

License Renewals
Following stations requests renewal of license; Willamette Valley Bcstg. Corp. for WBCN-AM, Portland, Ore. (BR-89); WKBW-Hutchinson, Kan., WKBK-AM, Great Bend, Kan., WMARK-FM, Manhattan Bcstg. Corp. (BR-2007); WBTV-Topeka, Kan., and WNBK-FM, Garden City, Ks., KCMO, Kansas City, Mo., KGFB, Denver, Colo., KKFY, Mattoon, Ill., KADU, Cincinnati, O. (BR-90); WKBW, Buffalo (BR-1886). A grant was made by WJR, Chief Bcstg. Corp. (BR-981); KWOCA, Tuscarawas County Bcstg. Corp. (BR-920)–WCSR, Coshocton, O. (BR-944); WVAL, Apollo, Pa., WLMN, Wickenburg, Ariz., WLMH, Richmond, Va., Radio Virginia Inc. (BR-1829).

April 7 Decisions

BY BROADCAST BUREAU

Granted License
KSOK Arkansas City, The KSOK Bcstg. Inc.—Grant license covering change in control, hours of operation, make changes in transmitting equipment, and installation of new tower (BR-901). License to operate on 104.5, 100 w.
April 7 Applications

ACCEPTED FOR FILING

License for CP

KRG1 Grand Island, Neb., Grand Island Best Co. —Granted mod. CP to extend term to July 1, 1956, and to allow extension to July 1, 1957, with extensions to July 1, 1958, and to May 15, 1959, respectively (BR-4882), which authorized new CP (AL-6344).

WCFC Kinston, N. C., Kinston Best Co. —License accepted for filing and mod. CP to recommend extension to July 1, 1957, with extensions to July 1, 1958, and to May 15, 1959, respectively, in order to accommodate existing facilities (AL-6453).

License Renewals

Following stations request renewal of license:

KOGT Channel 12, Oshkosh, Wis. (BR-7472); KSCB Scottsbluff, Neb. (BR-7472); KJTV Knoxville, Tenn. (BR-7472); KTVK Phoenix, Ariz. (BR-7472); KYTV Topeka, Kans. (BR-7472); KSTV San Antonio, Tex. (BR-7472); WBOB Walla Walla, Wash. (BR-7472); WCGW Terre Haute, Ind. (BR-7472); KKBK Burlington, Iowa (BR-7472); WCPM Milwaukee, Wis. (BR-7472); KBMI Boulder, Colo. (BR-7472); KKYW Kansas City, Mo. (BR-7472); KHYQ Youngstown, Ohio (BR-7472); KTSN Texarkana, Ark. (BR-7472); KTVI Minneapolis, Minn. (BR-7472); KTVL Fort Smith, Ark. (BR-7472); KTVN Shreveport, La. (BR-7472); KTVI Sioux City, Iowa; KTVI Council Bluffs, Iowa; KTVI Des Moines, Iowa; KTWO Rapid City, S. D.; KTVK Oklahoma City, Okla.; KTVL Little Rock, Ark.; KTVL Laredo, Tex. (BR-7469); KTVX Admome, Okla.; John F. Easley (BR-6682); KTVN (BR-6682); KVIC Waukesha, Wis.; KTVB Boise, Idaho; Georgia Best Co. (BR-6641).

APPLICATION RETURNED

License Renewal

KTO Scottsbluff, Neb., Hilliard Best Co. (BR-771); KTO Scottsbluff, Neb. (BR-771); KTO Scottsbluff, Neb. (BR-771); KTO Scottsbluff, Neb. (BR-771).
NARTB's 31st

The agenda for the NARTB convention in Los Angeles April 28-29th is wide open and you'll be hard put to find a single burning issue.

No talk about rate cuts, no rump movements, no dissatisfaction with management, no labor crises—not even a good old-fashioned embroglio with the FCC.

But any notion that the 31st annual convention of the nation's radio and television broadcasters will be a dull, listless session is just as quickly dispelled by the same agenda. It is loaded—but not with negative block-busters. It is a "how to" agenda in all facets of broadcast operations.

Nothing could be healthier. It speaks eloquently for NARTB's management. It demonstrates resourceful planning and hard work by the convention committee headed by Clair McCullough and the NARTB staff. It is as much of a "must" convention as any in NARTB's hitherto tumultuous history.

Broadcasting is bigger business than ever. Television has added the new dimension. It behooves every station operator to be on hand to get it at first hand.

Dangerous Nonsense

The FCC's legal staff, still dominated by the left-wing of the old New Deal, is about to throw at an unsuspecting broadcasting fraternity a solar-plexus punch that could bring economic ruin to hundreds of television applicants.

It is using the back door in an effort to give the newcomer preference over the established broadcaster in competitive bids for television stations. It is using the same techniques devised in other days to give any applicant preference over newspapers—a precept that still governs the thinking of the hold-over lawyers.

The under-cover thrust came in the exceptions filed by the FCC's Broadcast Bureau to the initial decision proposing to grant the vhf application of KLZ Denver over that of Denver Television Co., a newcomer. The Broadcast Bureau doesn't protest the final conclusion—that KLZ should be granted—but it proposes by legal dicta to have the FCC sanction the newcomer-preference thesis.

That the FCC itself has been taken in—so far—is evident from an order it issued April 3 in setting the KLZ-Denver TV case for oral argument on April 23. In its public notice the FCC said that "prompt implementation of its hearing procedures is required for the purpose of establishing policy guides in the disposition of competitive television proceedings."

Thus, if the Broadcast Bureau contentions prevail, these would become those "policy guides" in all future decisions. It is important that this is the first hearing case to come up for decision since lifting the freeze.

The anomalous situation here is that the KLZ application unquestionably will be granted. Obviously KLZ cannot protest the dicta in the ruling, since it would be at war with itself.

The Broadcast Bureau, after agreeing with the examiner's preference of KLZ, then holds that the examiner erroneously refused to consider "the question of the diversification of media of mass communication and diversity of ownership of broadcast interests" arising from Aladdin's (KLZ's) ownership of an AM and FM station in Denver, as well as the radio interests of officers and directors of KLZ. It goes into the "general question" of diversification by citing the newspaper history, concluding that other factors being equal the non-newspaper applicant has been favored.

Then the Broadcast Bureau pontificates:

Since the Commission has decided that diversification of control of media is desirable, the marked difference between the two applicants on this score cannot be ignored. Thus, a grant to Aladdin would concentrate in it three powerful media in the community for the communication of fact and opinion. On the other hand, a grant to Denver would bring a qualified newcomer into the broadcasting field. Not only would Denver constitute a new source of communicating fact and opinion, but it would broaden the base for diversified programming.

There the precedent would be established. It is a departure from usual FCC procedures. When broad questions of policy have been approached in the past, it has been customary to hold general hearings on pre-announced issues.

That should be the procedure here, if indeed there's any question at all about diversification. That the licensed broadcaster should have a strike against him is contrary to past principles.

The question of diversification can't be decided by dicta. Each case must stand on its own. The Broadcast Bureau's project is mischievous nonsense. It shows open hostility to existing stations. It is a complete reversal of normal processes. Broadcasters deserve and have earned the first opportunity to advance the television art.

Thus the April 23 oral argument isn't a localized Denver case. It involves the future of the licensed broadcaster.

One for All

Events of recent weeks suggest that a tragic number of radio broadcasters are bent on financial suicide by the slow, painful and certain method of indiscriminate price-cutting. At this point the process of self-destruction seems as demented and as inextorable as the legendary march of the lemmings to the sea.

A month ago, General Mills offered to place saturation spot campaigns on stations that would grant volume discounts lower than those on their rate cards. Enough stations agreed to arouse what should have been a wholly expected reaction among other advertisers. Whittall Pharmacal asked for—and from some stations got—an extra 10% discount on a summer-long spot schedule. After that the William Esty Co. circulated station representatives to find how many of their stations would grant similar discounts to Esty clients, and at least one other agency, Couchman of Dallas, followed suit on behalf of one of its clients, Fant Milling Co., which competes with General Mills products.

Certainly no broadcasters should be surprised by this chain of events. It would be utterly stupid of one customer not to demand the same terms accorded another. In a sense, the Esty and Couchman actions constitute a service to radio, for they emphasize a growing problem that needs emphasis.

This is not a problem of reducing published rates. It is a problem of ignoring published rates. If the problem is not satisfactorily settled, there will be little to distinguish radio's business practices from those of the wandering rug merchant.

We do not presume to know whether, in today's market, any rate charged by any radio station is either too high or too low. That is a matter for determination by each station individually. We do believe, however, that whatever pricing structure is adopted and announced by any station should be the pricing structure under which it does business, and it should apply equally to every account.

Rates are not inflexible. They may be changed when circumstances warrant. If those stations that are taking the General Mills plan believe it good business to do so, they have an obligation to revise their rate cards to accommodate the new discounts. To deal with General Mills off the card is to invite suspicion and distrust from all other sponsors. When sponsors become distrustful of prices on a number of stations, they can hardly be counted on to retain confidence in the radio medium as a whole.

... and now, another interview on Science Marches On. Our guest in the studio today . . .

The events of recent weeks suggest that a tragic number of radio broadcasters are bent on financial suicide by the slow, painful and certain method of indiscriminate price-cutting. At this point the process of self-destruction seems as demented and as inextorable as the legendary march of the lemmings to the sea.
But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV.

And here's why!

Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's only Client Service department.

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

Which all goes to show you that the WLW operation is no small "lean-to"—but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the sales wind blows!

As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation
WHEN the newsie at the corner puts up the flaps of his cap . . . when snowflakes push up through a patch of late winter snow . . . when you look with new and impersonal passion at someone who isn’t your wife or your true-love . . . and at last forsythia butter the Plaza . . . then, brother, watch out! It’s spring! You open a book and the print starts up like starlings out of the grass. You reach for a pencil and find you’ve a radish and four sprigs of wild verbena for a hand. When you put on your shoe, a wing gets in the way.

HAPPILY, along streets crowded with noon, you wander lonely and ecstatic, hearing over the dissonance of traffic the willow buds open. Your soul takes off its long underwear and catches cold and you sneeze and the miracle happens! Any old miracle! Your own private miracle!

BUT here in Kansas City there’s another sure sign of spring: the arrival of the Blues baseball players, home from spring training in Florida. And suddenly it’s April 15, Baseball Opening Day at Blues Stadium, home of the N. Y. Yankees’ No. 1 farm team. Larry Ray of WHB is on the spot to do the play-by-play broadcast, as he’ll do for 153 consecutive games thereafter . . . through the pleasant summer days and nights right up to Labor Day! WHB baseball, our five spring schedules start on WHB—fascinating Radio programs for which we’ve been planning all winter. There are some highly-productive programs available for sponsorship . . . and a few desirable program adjacencies available for spots, next to baseball and elsewhere on WHB’s fine schedules. Ask your John Blair man!

We hope you’ll be with us this spring—as an advertiser alert to the best way of reaching the most people in The WHBig Market at the least cost.

Via WHB, of course, of course!

FREE!
To advertisers and spring executives

DO YOU READ IT? Swing the 100-page pocket-size magazine published by WHB six times a year. Articles on merchandising, advertising and research . . . excerpts from John Coss’s Radio and Television Column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers, agencies, advertisers and sales executives. Ask for a copy on your letterhead.