ON TARGET WITH BOBBY BENSON

Here is the newest program success on WOR-TV: Nationally established as a star attraction in nine years of network radio (for clients like Kraft and American Chicle)—Bobby Benson now brings a top kid show into the nation's top TV market.

Appearing immediately after the fabulous Merry Mailman, and constituting the second half of WOR-TV's powerful children's hour, Bobby Benson represents one of New York's outstanding television buys.

Once again, WOR-TV adds real economy to television's tremendous sales potential.

Call LONGacre 4-8000 for details.
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

MISS MARTHA CRANE

Martha Crane came to WLS "fresh out" of Northwestern University twenty-five years ago. From that time on she's been the "homemaker's broadcaster" on WLS.

For eighteen of those years she has conducted the WLS FEATURE FOODS program. By far the oldest homemaker radio program on any Chicago station, FEATURE FOODS today has greater responsiveness than ever before. During her years as the "voice of the program" Martha has established her own home and raised her own family. She has encountered all the problems and lived the same life as have the women who listen to her daily, and she has applied the same practical advice and philosophy to her program that she has to her own successful career as a homemaker.

Is it surprising that she has developed a loyal, believing following of women throughout the vast WLS coverage area? Is it surprising that the resulting listener loyalty, built and nurtured over many years is reflected in the increasing sales results of advertisers who participate in her FEATURE FOODS program?
WHK IS CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company
And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them...sell them on WGAL-TV Channel 8.
PRESIDENT Eisenhower, perhaps unwittingly, is espousing government operation of broadcasting. In recommending budget for District of Columbia, which is federal territory supported by taxes from 48 states, he included $400,000 for uhf educational TV station in Washington. This believed recommendation of his brother, Milton, president of Penn State, and chairman of National Citizens Committee for Educational Television. The suggestion is foreshadowed in Congress, however, which sits as legislative body for voteless D.C.

ALL TV networks have been bidding for Ford foundation TV-Radio Workshop's junior version of its Omnibus, yet to be titled, but NBC-TV, it is understood, will get it. Half-hour prestige show, it probably will be sponsored. Suitors also reportedly are under way with ex-President Truman for his appearance on limited number of these telecasts.

AT LEAST four new business announcements slated to be made by NBC-TV to its affiliates at their meeting next week May 25-27 (early story, page 27).

"STILL WIDE OPEN" was word from GOP councils last week on upcoming vacancy at FCC to be filled by Republican. But still running hard is Charles Garland, KOOL Phoenix, who has been mentioned almost from start as successor to Paul A. Walker. New in running is Edward J. Heffron, former assistant to NARF Chairman Justin Miller (June '46-Jan. '47) and who has been active with National Council of Catholic Men and other religious and educational groups. An attorney, he had served as public relations head of Johnson & Johnson.

BIG NEWS this week expected to be switch of Campbell Soups' Double or Nothing from NBC to ABC, effective June 22. Five-time per week strip (11:30-11:55 a.m. Mon-Fri.) will constitute first business placed on ABC radio by Campbell. Transaction being handled through Ward Wheelock.

SHIFT in agency timebuying positions in New York will take place within next 10 days when Thelma Cordani, timebuyer with Benton & Bowles, moves to Compton Adv. In same capacity, while Lee Curtiff, chief timebuyer at William H. Weintraub & Co., succeeds her at B&B on Procter & Gamble account. Meanwhile Joan Stark, timebuyer at Weintraub, will be promoted to chief timebuyer at that agency.

POSTCARD survey asking 100,000 TV set owners whether they would rather pay $1 than miss seeing heavyweight championship fight on TV being conducted by Purdue U. Opinion Panel for Zenith. Dr. H. H. Remmers, panel director, has served as Zenith consultant on similar subscription TV surveys. Card does not identify Zenith as sponsor.

WHEN FCC appears today (Monday) before Senate Commerce Committee on status of TV licensing, there will be no integrated, concrete plan but, through Chmnn. Hyde, is expected to expound projects which would accomplish expediting result. One involves submission of cases-in-chief in writing, with cross-examination limited to controverted issues; other would keep in hearing cases which might be settled by merger, dropouts, etc., thus blocking prospect of filing of strike applications. No agreement reached yet on setting up of processing lines which would give single station markets, and probably "white areas" having no service, first crack at hearings.

ALTHOUGH Thomas J. Slowie, Democratic hangover secretary of FCC, hasn't yet signified intention of resigning, candidates for this post are becoming active. Under consideration, it's understood, are Lt. Col. William B. Campbell, former Press Wireless executive and now on special assignment with Signal Corps, and Irving Swanson, former deputy clerk of House, whose forte would be 14 years of association with members of Congress. Decision may be made soon, with likelihood that Mr. Slowie will be asked to resign if he doesn't do so voluntarily.

AFTRA is on organizing warpath again. Farm directors on West Coast are being courted. But stations are resisting on ground that farm directors are executive and on management level, not to be confused with announcers or disc jockeys.

THOUGH THEY lost out to NBC-TV, officials of rejuvenated ABC reportedly made what amounted to $2,340,000 pitch to NCAAs for TV rights to college football games this fall (see story page 28). Though ABC-Compton circuit was definitely set, General Motors, sponsor of NCAA schedule on NBC-TV, said to have sought first refusal if ABC-TV got the nod.

AMONG dozen or more color TV sets tested by National Television System Committee two weeks ago in Bayside, N. Y. (site of Sylvania Lab.), were two made by Hazeltine. Although Hazeltine does not manufacture receivers for public, circuity of company's receivers could be forerunner of Hazeltine-designed color TV set. Bayside tests took place in early hours of mornings, using New York Channels 4 (WNBT) and 5 (WABD) and DuMont's uhf experimental transmitter.
AND NOW
...can be yours for exclusive sponsorship...market-by-market...local or regional.

Fifty-two half-hour films of broadcasting's longest-running hit are ready to roll for you...

13 of them never before seen.

Amos 'n' Andy, during their run on the CBS Television Network—

gathered a weekly audience of more than 16 million

...won more than half of the total viewing audience

...averaged nearly 3 viewers per set

...outranked the average rating of all network evening programs by over 40 per cent

...and built equal popularity in all sections of the country

No other comedy team has ever won the heart of the nation so completely. Now the Amos 'n' Andy success-story can be your story. Call or wire...

CBS TELEVISION FILM SALES
New York, Chicago, Los Angeles, Memphis, Atlanta, Dallas

Source: ARR, Oct. '52 - Apr. '53
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.

liked most by Pittsburghers...

because it is most like Pittsburgh!

WWSW
Hausman Transfers
To CBS-Columbia

LOUIS HAUSMAN, administrative vice president of CBS Radio, and with CBS since 1940, transferring to CBS-Columbia Inc., subsidiary, as vice president effective next Friday (May 22), CBS-Columbia president David H. Cogan is announcing today (Monday). Successor at CBS Radio not being named at present, it was reported.

In new post, announcement said, Mr. Hausman will have supervision of all sales, advertising, promotion, public and other related activities of CBS' radio and TV set manufacturing subsidiary.

Mr. Hausman was manager of CBS sales promotions presentation division from 1940 to 1947, when he became associate director of advertising and sales promotion. He was named director of that department in 1949, was elected vice president in charge of advertising and sales promotion in August 1950, and was made administrative vice president of CBS Radio when company's radio and TV operations were divorced in July 1951. Before joining CBS, he had been associated with sales promotion and advertising activities of American Safety Razor Corp. and manager of sales promotion and advertising of Remington-Rand Inc.

Ziv ‘Doubles’ Business

ZIV Television Programs Inc. estimates business for first half of 1953 will equal or possibly top that for full year of 1952, M. J. Riffkin, sales vice president, said Friday. Company reports Boston Blackie last year was telecast on average of about 50 stations, is now on about 90; Cisco Kid average has risen from about 50 stations last year to about 95 now; Unexpected is up from 45 to 85; TV Theatre from 35 to 55; Story Theatre from 25 to 35, and Favorite Story, not on air last year, is now on nearly 100 stations.

12 TV Stations Join NARTB

TELEVISION membership of NARTB rose to 165 Friday as 12 post-convention acquisitions were announced by President Harold E. Feliows. New members are WEAU-LTV Eau Claire, Wis.; WFTL-TV Fort Lauderdale, Fla.; WNAM-TV Neenah, Wis.; WNOW-TV York, Pa.; WTRF-TV Wheeling, W. Va.; KCBF (TV) Tulsa; KCGB-TV Minot, N. D.; KIMA (TV) Yakima, Wash.; KMO-TV Tacoma, Wash.; KPIC (TV) Salem, Ore.; KTXL-TV San Angelo, Tex.; Sparton Broadcasting Co., Cadillac, Mich.

Harvard Dissents

DISSENTING from NCAA's limited-TV policy on collegiate football, Harvard U. announced it did not intend "to be bound by any program restricting its right to decide independently when and to what extent it will televise athletic." Authorities said Harvard has no plans to televise games, however (also see story, page 28).

at deadline

'STADIUM RADIO'

INSTEAD of theatre TV, "Stadium Radio" was on tap—courtesy of KFBI—Wichita—for baseball fans in Wichita who also wanted to hear Mariano-Waltrip doubleheader about Friday night. KFBI, in addition to carrying Gillette-sponsored ABC radio fight cast, planned also to feed ABC live blow-by-blow account into public address system at Wichita's Lawrence Municipal Stadium (capacity: 12,000) as all-length feature between games of double-header of Wichita Indians and Pueblo Sky Sox.

Johnson Urges Boost in FCC Appropriation

SEN. EDWIN C. JOHNSON (D-Colo.) last Friday offered amendment to Independent Offices Appropriations Bill. He asked $61,440 more for FCC above $71.1 millions approved earlier by Senate Appropriations Committee (see story, page 49).

Additional money, according to Senator's strategy, would provide for overall total of 40 examiner teams to process TV applications. Senate committee would allocate enough monies for 17 teams. Sen. Johnson would permit FCC to hire another 120 persons for TV.

Senate slated to debate appropriations bill today (Monday). Sen. Johnson has indicated he will fight on floor if need be to gain extra funds.

Court Grants NBC Decree

NBC granted foreclosure decree in Los Angeles Superior Court on some 200 TV film shorts made by Jerry Fairbanks, Hollywood producer, which NBC had originally financed. NBC claims $161,815 still due on $175,000 offer by Mr. Fairbanks to buy back films.

CBS-TV NEWSFILM BEGINS OPERATION

CBS-TV's new Newsfilm Dept., set up as separate unit to supply network's news department with complete daily coverage of world events [B+B, April 13], reported ready to swing into action as of midnight last Friday, when CBS-TV's contract with Telenews expired. Organization is headed by E. C. (Ned) Buddy, Warner's and Paramount film veteran and with CBS in mid-30's, under news and public affairs director Sig Mickelson. Karl MacLain, former chief engineer of CBS Television Recording, is operations manager. Other key personnel as reported by officials:

Chet Burger switched from CBS-TV news department to head national assignment desk.
Frank Donghi, former United Press picture editor in Paris, heads foreign assignment desk. Office operations being handled by group including Jack Fern, formerly of Mutual; Larry Pickard, former assistant manager for Omnibus program on CBS-TV; Leonard Cauela, formerly of International News Service, and Ruth Knopf, Murray Bandel, John Hammerslough and George Kerrigon, all of CBS-TV. Dave Tullens, CBS-TV, is technical director, while two other CBS-TV men, Frank Fitzpatrick and Joe MacDonald, head traffic department and film library, respectively.

Howard Kany, former AP radio head in Washington, is manager of Newsfilm's Washington office [CLOSED CIRCUIT, April 27]. Working with him are Charles von Fremd, who has been in production of CBS-TV's Suite of the Nation series, and Donald Richardson, formerly of Cowles Publications. Operations in Chicago currently being handled in cooperation with CBS-owned WBBM-TV, while Bill Whitley heads Los Angeles office.

CBS-TV Newsfilm has staffs in London, Paris, Vienna and Rome, plus free-lancers, exchange agreements with news film and TV companies, and cooperative arrangements with CBS Radio correspondents there. William B. Hannigan and William Gross represent in Korea, and expansion is being mapped in Far East and Southeast Asia, officials reported.

• BUSINESS BRIEFLY

PROCTOR & GAMBLE ADDING • With fiscal year ending June 30, Procter & Gamble, Cincinnati, is adding markets and increasing schedules for Tide and Prell in radio for six weeks to absorb leftover money. Tide will add 14 markets, effective May 20 for six weeks, and Prell is increasing spot allotment on each station on its 32-station list, now carrying seven to ten spots per week to weekly total of fifteen. Agency: Benton & Bowles, N. Y.

MUSTEROLE IN SUMMER • Mustrole Co., Cleveland, normally seasonal radio advertiser, will use summer radio campaign for first time, starting May 25 in at least 15 southeast markets, with possible later expansion. Contracts run to October. Agency: Erwin, Wasey & Co., N. Y.

LEMONADE DRIVE • Minute Maid LEMONADE Mix, N. Y., through Ted Bates Inc., N. Y., planning three-week television spot announcement campaign in limited number of markets during June.

TEXAS DRIVE • General Foods, for its instant Maxwell House coffee, is spending more than $15,000 in Texas for four-week radio saturation campaign to start in June, using minutes and station breaks. Agency: Benton & Bowles, N. Y.

SUMMER SCHEDULE • Kaiser-Frazer Cars, through William H. Weintraub & Co., N. Y., said to be interested in radio network shows for summer schedule. Networks are pitching various programs.

Cincinnati Transit FM Ends

TRANSIT radio service in Cincinnati will be discontinued June 1, Hubert Taft Jr., WKRC-FM, announced Friday (see transit story page 42). Cincinnati Transit Co. and Green Lines affected.

May 18, 1953 • Page 9
Even bigger than Detroit's famous Ford plant, General Electric or Socony Vacuum... Kelly Field is the nation's third leading industry. With a value of $1,840,000,000 and spending 335 million dollars annually... this huge air force base is the biggest industry south of the Mason-Dixon line... and is entirely within the coverage area of Keyl Television. Cash-in on this gigantic market with Keyl, San Antonio's dominant television station... the station that telecasts 18 more hours of television programs per week than its nearest competitor... and has the highest ratings in 170 out of 179 daytime quarter hours.

And there's even more! In New York, call Tom Harker, National Sales Manager, 118 E. 57th St... or in Chicago, call Bob Wood, 230 North Michigan Avenue. Find out for yourself.

National Representatives
Katz Agency

San Antonio's
KEYL
Channel 5

ABC • CBS • Dumont
Six TV Bids Filed; Would Ease AM 10% Rule

NEW YORK investment group including Albin May and George Becker tendered three more new TV bids at the FCC reported Friday, boosting group’s pending bids to limit of five. Three other new TV bids filed, including educational application for Cincinnati’s reserved uhf. The group also reported proposed relax AM standards governing assignment of Class II, III-B or IV stations. New TV bids: Merced, Calif. — Merced TV Corp. requests uhf Ch. 26, ERP 10 kw visual and 6 kw aural, antenna 453 ft. Principal: President A. A. May, of Albin May & Co., New York. Term firm holding 10%; Treasurer Joseph Low (10%), both New York attorneys; and three other New York businesses and two firms. Mr. Becker also has minority interest in present partnership. Group also has filed for uhf Ch. 16 at Marshall, Tex.; and uhf Ch. 34 at Goldsboro, N. C.

Bates in Bids. Beckley, W. Va. — Beckley TV Corp., uhf Ch. 21, ERP 90 kw visual and 57 kw aural, antenna 980 ft. Same group as Merced, Calif.


Rapides, La. — Chi Central Radio Corp. requests vhf Ch. 11, ERP 10 kw visual and 5 kw aural, antenna 60 ft. Applicant: J. F. McLaughlin.

Northwest TV set for application. The group, including education officials of state, has announced plans for northwest TV set. Application for Class II-B or IV stations will be made to assign channel suitable for such class when “need is shown” even though interference will be received within its normally protected contour under certain conditions.

Record was closed Friday by FCC Hearing Examiner Elizabeth C. Smith in vhf Ch. 12 contested by American Reactors, Inc., among developers in Ontego TV Inc., Columbia Empire Telecasters and Northwest TV & Bstg. Co. Proposed findings due July 1.

Prehearing conference on Lancaster, Pa., vhf Ch. 41 pending Friday before Examiner J. D. Bond. Contestants WGAL-TV and WLAN present testimony starting June 1, Monday.

Testing of NTSC compatible color TV system to regular existing station shows. Program hours at NBC’s WNBT New York and Philco’s WPTZ (TV) Philadelphia as result of FCC ruling Friday modifying special temporary authorizations for color now held by those stations. Purposes to get public reaction. Color may not be used on commercial shows, FCC ruled, and public must be told tests are only temporary and system being extended has not been approved.

Application of KDYL-AM-FM-TV Salt Lake City by Time Inc. [B+T, April 6] filed late Friday. Publisher purchases all stock of Intercontinental Broadcasting & Television Corp. for $7,500. File assign license to TLP Bstg. Corp. and sell 20% to G. Bennett Larson, president and general manager, for about $30,000.

Three new AM applications reported, including Fort Wayne, Mich., bid listing Charles E. Wilson Jr., son of Defense Secretary. They are: Alexandria, La. — Winston O. Ward d/b a Rapheal Bros., Inc. (KEMP Mt. Pleasant, Tex.; KEMP, Isabel, Okla.), 1270 kw, 500 kw daytime.

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William H. Shaw, Midwest Sales Manager.
John Osbon, News Editor.

HOLLYWOOD

David Glickman, West Coast Manager; Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (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 issue: $3.00 per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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Broadcasting* was acquired in 1938 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office

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

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

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

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

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

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

Represented by The Branham Co.
Henry B. Clay, Executive Vice President
B. G. Robertson, General Manager

DAYTIME PRIMARY (0.5 MV/M) COVERAGE INCLUDES:

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<td>Population</td>
<td>946,575</td>
<td>56,183</td>
<td>1,002,758</td>
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<tr>
<td>Radio Homes</td>
<td>237,954</td>
<td>12,740</td>
<td>250,694</td>
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<tr>
<td>Farm Population</td>
<td>341,434</td>
<td>12,350</td>
<td>373,784</td>
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<td>71,594</td>
<td>6,830</td>
<td>78,424</td>
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Over 10% of our total primary coverage (more than 100,000 people) do not receive primary daytime service from any other radio station!
to cash in on the $730,000,000
Charleston, W. Va. market

PICK YOUR “SPOT”

Here’s WKNA’s half-millivolt area alone:
TOTAL POPULATION 671,178
TOTAL FAMILIES 186,235
RETAIL SALES $407,643,000
FOOD SALES $86,621,000
GENERAL MERCHANDISE SALES $57,711,000
FURNITURE & HOUSEHOLD GOODS SALES $22,968,000
EFFECTIVE BUYING INCOME $730,771,000
Source—U.S. Census and SMS Survey, 1950

You’re talking to $730,000,000 when you’re on WKNA. And you’re speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of “personality” at an amazingly low cost, can produce amazingly high returns.

ON WKNA

WKN A is also sold as part of West Virginia’s personality package

WKNA WKNA-FM
Charleston — 950 KC
3000 W Day * 1000 W Night
ABC Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

THE BRIDGE between lecture hall and living room was crossed rather admirably May 10 by CBS-TV and the American Museum of Natural History, New York, in an intelligent new program series titled Adventure. Any notion that museums are dank, dusty archives housing things of negligible interest to a vast audience was quickly dispelled on this first telecast. Through the artful and imaginative use of television, viewers got a most palatable taste of so-called scientific programming, fascinating in content and polished in production. Unlike many other programs of this type, Adventure has something to say, not only to a narrow, select audience, but to everyone. And it says it in an unpretentious manner that spells the difference between success or failure in a venture of this kind.

The evolution and origin of all living matter, the source from which it springs, and the process of survival were explored on the initial telecast. Attention was focused on the museum’s Hayden Planetarium for a look at our solar system. Consistently adroit camera work made the viewer feel that he actually was taking this universal tour. Viewers got close-up looks at the surface of other planets; they saw the effects of the sun’s life-giving energy; they watched nature at work beneath the surface of the earth. As they watched, Mike Wallace, CBS-TV’s on-the-scene reporter, questioned Frank Forrester, a museum meteorologist serving as guide on this first trip, as viewers might have questioned him had they been on the other side of the TV screen. Interviews handled by Charles Collingwood, also of CBS-TV, had this same appealing quality. Narrative portions of the show were well written and delivered in a way that suggested this business of learning isn’t always such a laborious task.

Well integrated with the rest of the show was a film on tuna fishing in the Mediterranean that brought Adventure’s first adventure to a close. Again it was illustrated that a dramatic approach to factual material can produce gripping results.

This hour-long production was television at its creative best. Negotiations for this series have been in progress for the past eight months. The planning was apparent. Scientific fact, coupled with the flexibility of TV production can get along well together.

Charles Collingwood and J. Chamberlain... cameras turn on our solar system
BOOKS


THE FIRST major league baseball handbook for radio and television fans was placed on sale at newstands Thursday. It is a handy, paper-covered, pocket-size guide for baseball fans who cannot get to the park but can view the game on TV or hear it on radio. It enables them to follow the game more fully by describing such pertinent data as complete rosters of all teams, players’ numbers, their age, height, weight and playing records. The schedules of every major league team is included, plus a digest of baseball rules, radio and TV stations carrying the various games and broadcasters and telecasters assigned to the various teams. It shapes up as an excellent “scorecard” for the home-bound baseball enthusiast.

HANDBOOK OF TV AND FILM TECHNIQUE by Charles W. Curran, Pellegrini & Cudahy, 41 East 50th St., New York 22, N. Y. 118 pp. $3.00

MR. CURRAN’S small text is designed to furnish the layman with a background understanding of the production of motion pictures. It comes complete with charts and diagrams of production steps, lists wage scales, equipment and studio rentals and includes program and commercial standards set by legislation and by trade associations.

A feature of the book is its non-technical language, supplemented by a fair-sized glossary of the terms used in the business. Mr. Curran describes his intent as explaining what the producer does without trying to tell how to do it.

A section of the handbook is set aside for TV film production. The other main divisions cover motion picture production and production costs.


THIS book is an ambitious collection of some 40 articles on radio and television which have appeared in various periodicals and journals, with the majority keyed to the newer medium, television; but throughout, according to Mr. Marx, “an attempt is made to judge the total effect of broadcasting—through both microphone and camera—on American life.”

Each of six sections contains an introduction by the editor. Various aspects of broadcasting are treated in these sections, as follows:

“Television Takes Over,” on what has happened because of TV and what may be expected; “Television in Public Life,” on the medium’s effect on political campaigning and other aspects of public life; “Broadcasting, Good, Bad and Mediocre,” on radio-TV “peaks” and “depressions” in programming; “The Role of Advertising,” on the broadcaster’s and the advertiser’s respective responsibilities to the public in selling goods; “Broadcasting as a Medium of Education,” on the radio-TV roles, problems and responsibilities in education, and “Goals for American Broadcasting,” on the aims and ideals of broadcasting in the U. S.

TOTALS ARE NOT ENOUGH!

WPRO can quote staggering public service announcement totals for Community Chest, Catholic Charities, Easter Seals, March of Dimes, CARE, Traffic Safety, and numerous other charitable and community interest campaigns. Last month alone, the abacus summed 584 public service announcements and 35 programs for the 1953 Rhode Island Cancer Crusade.

And, the calculator showed over 200 weekly quarter hours since 1949 for the Volunteers of America . . . almost 100 weekly half hours since 1951 for the Community Chests of Rhode Island . . . over 250 “Farm Chats” annually for the University of Rhode Island . . . etc., etc., etc. But, totals are not enough! It’s the planning, production, and on-the-air presentation of showmanlike public service programming that maintains and builds audience. That’s one of the reasons why—more New Englanders listen to WPRO than any other Rhode Island station!

WPRO

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

Represented by Paul H. Raymer Co.
Mr. Ben Dale
\[Address of the Muntz TV branch in Oklahoma\]

Dear Mr. Dale,

Having been very busy since Mr. Dummer's departure, I have had very little opportunity to listen to or monitor your radio station. I am sorry to hear that you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV. I will stop by to see you at the station at my earliest opportunity.

Sincerely,

[Signature]

John L. Horner
Chile Muntz TV Branch Manager

"...you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV."
BELIEVE BALLROOM” with Rex Dale

THERE’S NO “MAKEBELIEVE” IN THE RESULTS

Not only Muntz gets results on the “Makebelieve Ballroom”. Advertisers such as these also expect . . . and get similar results:


Makebelieve Ballroom, daily 10 A.M. to 12 Noon and 3 to 5 P.M., Is Cincinnati’s Most Popular Daytime Platter Show With No “Makebelieve” in

SALES and RESULTS

Fifty Grand in Selling Watts

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK
another Hooper in Chattanooga—another smashing record of morning leadership for...

WDEF

now 5000 WATTS DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

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

REPRESENTED BY BRANHAM

Lawrence McIntosh

on all accounts

WHILE he has not at all times been intimately connected with radio and television, Lawrence R. McIntosh has no whit less an appreciation for both sound media, because of his well-rounded advertising experience.

As vice president and account executive at Grant Advertising Inc., Chicago—and assistant to the president, Will C. Grant—he is responsible for activities of the Dodge group motor account at the agency's Chicago headquarters.

The Dodge Div. of Chrysler Corp. has been a fairly consistent user of the twin broadcast media, at seasonal intervals.

Larry McIntosh's forte has been merchandising, a word to be reckoned with these days in broadcast circles, as well as dealer contacts, public relations and sales promotion.

Mr. McIntosh came to Grant's Chicago headquarters in August 1951, fresh from a stint in the agency's New York office where he headed its international division.

Mr. McIntosh was born in Olympia, Wash., on Feb. 6, 1918. He entered the food marketing field where he was active until 1941 when he enlisted in the U. S. Air Corps. First Lt. McIntosh flew four-engine bombers in the Pacific during World War II.

After his discharge in November 1945, he joined the Pacific National Advertising Agency as merchandising director. He was active in that capacity with a group of Pacific Northwest agencies.

From that job, Mr. McIntosh joined the Western Beet Sugar Producers as Northwest merchandising manager. In August 1951 he shifted to Grant, serving as liaison man representing the agency in dealings with its foreign offices. He was active in sales and service as vice president of the expansive international division.

As a merchandising veteran, Mr. McIntosh feels this field may be appreciably explored. He feels that, where there is a lack of contact, the fault sometimes lies as much with the advertiser as with the broadcaster. He puts it this way: There often is a lack of coordination between the store salesman and the advertiser whose TV commercial the customer may have seen only the evening before. Salesmen frequently are surprised at the customer's knowledge of the product, he observes.

Mr. McIntosh is married to the former Wilma Polzin of Port Angeles, Wash. They have two children, Bonnie Kay, 8, and Kathryn Ann, 4. He is a member of Alpha Delta Sigma, national advertising fraternity, and has no particular hobbies since he gave up flying.
WAVE-TV, LOUISVILLE, CHANNEL 3
NOW GIVES YOU GREATER COVERAGE THAN EVER!

First for Years
WAVE-TV now tremendously increases its superiority!

WAVE-TV—the only low-band VHF station in its area—is now telecasting from the tallest tower, on the HIGHEST POINT in or near Louisville, on a NEW low-band channel (3), with a NEW transmitter with radiated power of 100,000 watts! Our ALL-NEW equipment is the most modern obtainable.

Net result, according to FCC coverage curves: WAVE-TV now effectively reaches 85.5% more square miles . . . 54.6% more people . . . 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area!

TOWER HEIGHT MORE IMPORTANT THAN POWER
100,000 watts on our new Channel at our new 914-ft. height (above average terrain) is equivalent to 600,000 watts from our old downtown tower and channel!
Check any TV engineer for the significance of our new antenna, our new Channel 3, and our new 100,000 watts of radiated power. Then ask Free & Peters for all the facts on the vitally important WAVE-TV television market.

WAVE-TV—NOW CHANNEL 3
FIRST IN KENTUCKY
NBC • ABC • DUMONT

Free & Peters, Inc., Exclusive National Representatives
Amazing Results on TV

EDITOR:

We would like to tell you about one of the most successful promotions it has ever been our pleasure to handle.

The Baltimore Wholesale Grocery Company, the largest wholesale grocery company in the South, decided last May to try television. Prior to that time they had been running a newspaper ad, putting out handbills and posters, and carrying on a regular weekly mailing to their member stores.

On May 22, 1952, we purchased a fifteen minute segment of The Woman's Angle, which was an established cooking show on WMAR-TV and which starred Ann Mar. The Baltimore Wholesale Grocery Co. made no effort to sell participations on this show. In the beginning the only product that was demonstrated was their own private label Land O' Lakes. We produced a brochure giving a resume of the show and made it available to any manufacturer or distributor who requested it. The acceptance was so overwhelming that very quickly the show was running one-half hour each Thursday. Soon it was necessary to buy one-half hour in addition on Monday. At this writing Baltimore Grocery is sponsoring The Woman's Angle three days a week, every Monday, Thursday and Friday.

In addition we have special shows, such as Christmas, Thanksgiving, and Picnic Time. We have been amazed at the results. We can actually trace results directly to this television show through one of the greatest barometers we have, Land O' Lakes canned vegetables, which must be purchased directly through the Baltimore Grocery in this area. We have watched the sales closely on these products and have seen them increase beyond 100%.

Many of the other products which are advertised weekly on the television show are, of course, distributed through all retail outlets in this area. Therefore, we must judge the results which these participants receive solely on their reports to us. They have been without exception beyond our expectations.

According to Mr. George E. Thomas, advertising manager of the company, the objective is to sponsor the program one-half hour five days a week. Based on the acceptance of the show he feels confident that this objective will be reached in the very near future.

C. Hamilton Wise
Wise Advertising Inc.
20 E. Lexington St.
Baltimore, Maryland

Radio Powerful, too

EDITOR:

Thought you might be interested in what one of the largest furniture companies in the United States has to say about the power of radio. This letter was unsolicited and the results were not an accident. The following week we sold two truck loads of cedar chests and robes. This past week we ran Simmons Mattresses and they were sold out by Friday.

The formula is a simple one. Take one item. Write one spot. Run the one spot five times a day Sunday thru Friday.

James A. Dick
Owner-Manager
WYIK Knoxville

Dear Mr. Dick:

Never, never, never, have I ever seen a broadcasting station pull in as much business as your station did the past week (April 18-16, 1953) at our Knoxville store. We had over 125 calls on the item that you advertised this week for us and today we are
still having many more calls.
I just want you to know that the pulling power of your new station is absolutely amazing to me, and I want to take this opportunity to wish you every success.

A. R. Moore,
Supervisor
STERCHI BROS. STORES INC.
Knoxville

Bindery Blooper

EDITOR:
Maybe "half a loaf is better than no loaf at all," but just the same, my week is ruined.

Broadcasting • Telecasting reached me this week with all pages beyond 78 missing. Even so, the publication still gives me more information than any other in the Radio-Television field.

I don't feel gypped by not getting all the pages, but may I, please, receive a complete copy by return mail?

Harman J. Moseley
Radio-TV Director
St. Louis, Mo.

[EDITOR'S NOTE: Our apologies, Mr. Moseley. Issue is on its way.]

Lewin on Levin

EDITOR:
Your article "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin (B*T, April 27, 1953) has done untold harm and inestimable damage to markets and areas not included where TV grants have already been granted or where applications and approvals are pending.

Your article combines certain markets such as Beaumont-Port Arthur, Texas, and Harlingen-Brownsville-Weslaco, Texas, but does not take into consideration a combination such as Lufkin-Nacogdoches, Texas. Two counties having a total population of nearly 80,000. When agencies, advertising men and others interested in the TV field read such an article as you have printed not noting the missing markets they are led to believe that TV, for instance in Lufkin, Texas, is not feasible and not worthy of their consideration for an expenditure in such markets. I am certain that there are many other markets falling into a similar category in which we have placed ours.

Richman Lewin
General Manager
KTRK Lufkin, Tex.

[EDITOR'S NOTE: Peter R. Levin, author of the piece about which Mr. Lewin writes, is a management consultant specializing in radio and television with offices in New York City. He points out in his article that "in the final analysis what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as that." He also says that there are "local variations that can be determined only on the ground." His article is intended to be a "general prognosis for the country as a whole," and should not be interpreted as being an attempt to decide finally the exact amount of business any market can produce for television.]

More School News

EDITOR:
B*T certainly plays an important part at Pierce. We maintain a placement service for past and future graduates and many top flight positions have been secured for our students through your magazine.

Would like to see more space devoted to schools if possible.

Jack Wilson, Dir. of Pub Rel.
Pierce School of Radio & TV
New York, N. Y.
OPEN MIKE

It's Shepard of Springfield
EDITOR:
...there is no such animal as Nash Dealers of New England, except as it may refer to individual dealers [Film Sales, B & T, May 4, page 70]. . . . the facts are that the Bert L. Shepard Advertising Agency of Springfield, Mass., has purchased and is using as a 15 minute show, Little Theatre (produced by TeeVee Co., Beverly Hills) for Chicopee Nash Inc., Chicopee Falls, Mass., 7 p.m. Sundays, WHYN-TV Holyoke, uhf Ch. 55 . . . .”

Yearbook 'Greatest Loss'
EDITOR:
...you may have heard by now that the office of Texas Rasslin, a film service for television stations, burned May 1. This will in no way interfere with our service to the television stations as our library of films and shipping department were not involved.
However, one of our greatest losses was your last edition of TELECASTING Yearbook. Please send us a new book immediately.
Maurice Beck Texas Rasslin Films Sportatorium Dallas, Texas

Long-Time Reader
EDITOR:
For many years I have been a reader of Broadcasting, before and since Telecasting, and find that your fine book is always reliable and certainly abreast or ahead of the times. I am sure it is still considered one of the “bibles” of both industries.


To Reprint 'Bait' Story
EDITOR:
Your “bait” article [advertising of reconditioned sewing machines and vacuum cleaners, page 74, B & T, May 4] is very timely and contains news to me as to informal acknowledgment of receipt of complaints at FCC. We request permission to reproduce the article, photographically, in a bulletin along with my own comment.
Homer E. Frye, Pres. Better Business Bureau Columbus, Ohio

[EDITOR’S NOTE: Permission granted, with proper credits.]

‘Life’ Plugs
COMPLAINT that KSPT Sandpoint, Ida., has been receiving news releases in the form of “plugs” for Life magazine is made by Norman E. Bauer, KSPT general manager. ‘Why is it, I wonder, that you are asking us to use this literature as a free service when I personally know Life magazine is buying spot time on certain stations to increase circulation of same,” Mr. Bauer asked the publication. He noted that BAB data show the magazine reaches per week only 7% of the families of Bonner County, Ida.
Nielsen shows the following comparative standing for Oklahoma City Radio Stations...

<table>
<thead>
<tr>
<th>STATION</th>
<th>NUMBER COUNTIES</th>
<th>DAYTIME WEEKLY FAMILIES</th>
<th>NIGHTTIME WEEKLY FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKY</td>
<td>68</td>
<td>340,060</td>
<td>281,280</td>
</tr>
<tr>
<td>STATION &quot;B&quot;</td>
<td>34</td>
<td>144% LESS THAN WKY</td>
<td>148% LESS THAN WKY</td>
</tr>
<tr>
<td>STATION &quot;C&quot;</td>
<td>11</td>
<td>415% LESS THAN WKY</td>
<td>417% LESS THAN WKY</td>
</tr>
</tbody>
</table>

WKY IS SERVING TWICE THE NUMBER OF COUNTIES, AND FAR MORE FAMILIES DAYTIME AND NIGHTTIME THAN ANY OTHER STATION IN OKLAHOMA CITY.

New C. E. Hooper Radio Audience Index for all Oklahoma City Stations Shows:

<table>
<thead>
<tr>
<th>TIME PERIODS</th>
<th>WKY</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
<th>STATION &quot;F&quot;</th>
<th>STATION &quot;O&quot;</th>
<th>NUMBER OF CALLS MADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY THROUGH FRIDAY</td>
<td>35.2%</td>
<td>22.7%</td>
<td>20.5%</td>
<td>3.5%</td>
<td>3.8%</td>
<td>6.0%</td>
<td>4.5%</td>
<td>9,017</td>
</tr>
<tr>
<td>8:00 A.M. - 12:00 NOON</td>
<td>47.7%</td>
<td>11.4%</td>
<td>7.3%</td>
<td>6.4%</td>
<td>11.8%</td>
<td>6.1%</td>
<td>4.5%</td>
<td>13,431</td>
</tr>
<tr>
<td>SUNDAy</td>
<td>27.9%</td>
<td>15.6%</td>
<td>17.9%</td>
<td>13.4%</td>
<td>8.6%</td>
<td>5.4%</td>
<td>6.8%</td>
<td>8,078</td>
</tr>
<tr>
<td>12:00 NOON - 6:00 P.M.</td>
<td>48.3%</td>
<td>24.0%</td>
<td>13.2%</td>
<td>10.6%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>36,646</td>
</tr>
</tbody>
</table>

*Station goes off air at sundown. (Above study made during February and March, 1953)

WKY now reaches more Oklahomans by one of the widest margins in its 33 years of leadership!

WKY Radio

930 K.C. • OKLAHOMA CITY
FIVE years ago, with nothing more in his pocket than a contract calling for William Boyd's services in a radio version of Hopalong Cassidy, Walter White Jr. literally pounded the pavements trying to find people who would share his faith in the ultimate success of his proposed radio series. So strong was this faith that he had signed the contract with "Hoppy" instead of the one already drawn up with Douglas Fairbanks Jr. for his radio services as one of the Three Musketeers. Today, as president of Commodore Productions & Artists Inc., Hollywood, Mr. White is kept busy as packager-producer, not only of Hopalong Cassidy, which is now being sponsored on a local and regional basis, but of Tarzan for General Foods' (Post Cereal Div.) sponsorship on CBS Radio, and of Clyde Beatty for Clinton Foods (Hi-C beverages) on partial Don Lee Network. Having spent the World War II years with CBS Radio producing Burns & Allen, My Favorite Story, The Orson Welles Show and others, producing radio programs for the Office of War Information and working the graveyard shift in San Pedro as editor of a ship manufacturing firm's newspaper, he chucked it all in 1946 and formed a partnership with agency man Ed Woodworth. As Mr. White was living at the Commodore Apts. at the time and Mr. Woodworth wanted something with a nautical flavor, the name, Commodore Productions, evolved. Then began the lean and discouraging period of building shows nobody would buy.

Continues Alone

Changing the firm's name to its present one, following the departure of his partner, Mr. White engaged a financial director, Chester Place, to guide operations. Mr. Place suffered a sudden and fatal heart attack over coffee one morning in March, 1948, and Mr. White says "If I had had any sense I would have dropped the whole thing then and there."

But he didn't. Carrying transcriptions of "Hoppy," he made his way from broker to broker. When nothing was forthcoming except jeers, he advertised in newspapers for salesmen. Putting them on a commission basis, he sent them out to go from door to door selling stock in Commodore for $10 shares. By 1949 he was in business with a working capital of approximately $100,000 and some 300 stockholders who ranged from farmers and citrus growers to barbers and shopgirls.

In the same year, Lewis Food Co. (Dr. Ross Dog & Cat Food) started Hopalong Cassidy on Don Lee Network. Then General Foods signed a five-year contract and put the series on MBS, later moving it to CBS.

With "Hoppy" launched under an exclusive radio rights contract, Mr. White developed the Clyde Beatty Show in 1950. Lewis Food sponsored it, again starting an untried series on Don Lee. After passing NBC's One Man's Family and CBS's Lowell Thomas in radio ratings, Kellogg Co. picked it up thrice weekly on MBS during 1951.

The next step was Tarzan, started by Lewis Food on Don Lee in early 1951. General Foods took it on CBS in March 1952, while Lewis Food put Clyde Beatty back on Don Lee.

Radio was not the quiet-spoken Mr. White's original goal. Born in San Francisco Sept. 18, 1905, he always wanted to follow in his father's footsteps as an actor on the legitimate stage. He left Stanford U. before graduation to join the Maitland Players, was put under contract and stayed a year. This led to about 10 years acting in stock and road tours. In 1933 Mr. White joined Earnshaw-Young Productions (since dissolved) as a radio actor-producer. He worked on such shows as Chanda the Magician, Black and Blue and created the leading role in Count of Monte Cristo (1934), all on Don Lee. The latter ultimately went MBS.

Tentatively feeling his way as a packager-producer he created Nobody's Children in 1939 and for four years served as producer-host of the MBS program which assisted in finding homes for underprivileged and relinquished children. Broadcast in cooperation with the Children's Home Society of California, many of his featured movie star guests adopted the children they were asked to introduce and sponsor on the program. Always close to his heart, Mr. White is seriously considering offers to take this series to the video medium.

Faith in Man

Indicative of the philosophy behind Mr. White's career is the admonishment once given him by his father many years ago, to "never lose faith in your fellow man." And, as Mr. White says today, "everything I have ever done has borne out the strength and wisdom in those words."

A man of many talents and much energy, Mr. White is currently concentrating his efforts on TV film in color. Already completed are four half-hour Clyde Beatty film programs with more scheduled. Not to forget radio, he is readying a transcribed series, Story of the Star, featuring Nils Thor Granlund and interviews with entertainment "greats", in whose success he has been instrumental. Programs with Tony Martin, Sophie Tucker, the Mills Bros. and Carmen Miranda already have been taped.

Though left with little time for hobbies, he is an active member in Hollywood Ad Club and Academy of TV Arts & Sciences. He makes a Hollywood apartment his bachelor home.
Big Mike—the 50,000 watt KFAB—has the most influential voice in the Midwest Empire. He sells every kind of product to listeners in five states. Big Mike helps to ring the cash registers in over 5,500 grocery and drug stores in the area. His powerful selling voice—his merchandising and promotion ties—are well known, appreciated and respected by merchants in the Big Mike-KFAB area who do business amounting to well over a half a billion dollars annually. This ability to merchandise and promote—to sell—was reflected in KFAB's winning Billboard's Outstanding Achievement Award for Merchandising Promotion. Hear more about Big Mike from Free & Peters or get the facts direct from General Manager, Harry Burke.

**BIG MIKE** is the physical trademark of KFAB, Nebraska's most powerful station.
Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It's a natural combination!

Baltimore retailers know all about this. That's why W-I-T-H carries the advertising of twice as many of them as any station in town!

These more-listeners-per-dollar that W-I-T-H delivers mean low cost results! That's what you want from radio, isn’t it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
SARNOFF TAKES NBC HELM
FOR TV AFFILIATES MEET

RCA-NBC's board chairman will supply the answers next week as the NBC-TV Affiliates Committee meets May 25-27 (Mon.-Wed.) in New York. The affiliates want to know what NBC-TV is going to do about better daytime commercial programming. Meanwhile, NBC President Frank White will attend Britain's Coronation and take a vacation, while Vice President John West "fills in."

INCREASED participation by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, in operations of the network was underscored last week with the disclosure that he, rather than NBC President Frank White, will carry the ball for management in next week's policy meetings with the NBC-TV Affiliates Committee.

Thus the stations for the first time in recent years will be dealing directly with the top decision maker—one who can give on-the-spot answers which, it has been their complaint in the past, heretofore have had to be qualified and delayed while network officials consulted with top management of the parent RCA.

Need for Success

Gen. Sarnoff's decision to take the key personal role for NBC in the TV affiliates' session—which comes amid reports of threatened defections by several key NBC-TV stations [B+T, May 11, 4]—also was construed as recognition on his part of the importance to NBC-TV that the meetings be successful.

Disclosure that President White would not participate in the meetings came with the report that he will leave this week to attend the June 2 Coronation of Queen Elizabeth II in London, after which he will take a well-earned vacation before returning later in June.

This was amplified in a letter in which Walter J. Damm, chairman of the NBC-TV Affiliates Committee, notified other committee members that "I have been advised by General Sarnoff that Frank White is ill and that the general himself will meet with us in his place."

Inquiries at NBC and among other friends of Mr. White brought the explanation that he was "very tired" and "exhausted," has been putting in long hours since joining NBC almost a year ago and especially since he was elected president the first of this year, and "needs a vacation." He goes to the Coronation as the representative of Gen. Sarnoff.

Mr. White's vacation plans—he's slated to leave Wednesday—also threw new light on the transfer of John K. West, vice president in charge of West Coast operations, to New York on a special temporary assignment. The transfer was proposed by President White when his vacation plans were decided upon, it is understood, and duties reportedly will include "filling-in" for Mr. White through liaison and coordinating work between NBC and RCA officials [B+T, May 11].

Mr. West's transfer, never officially announced, had inspired wide speculation—particularly in view of his rise in the RCA Victor organization, followed by the NBC assignment on the West Coast, which was generally construed as a move to give him "broadcast seasoning" before reassignment to broader duties.

The speculation over Mr. West's temporary duties was heightened by the atmosphere in which the reassignment came—at a time when several major-market affiliates were reported in negotiation for CBS-TV affiliations, capped by CBS-TV's announcement that it had captured the sales and program lead so long held by NBC-TV.

In next week's sessions, slated Monday through Wednesday in New York, the prime question in the minds of the TV Affiliates Committee will be directed toward NBC-TV's intentions in the matter of daytime commercial programming, it appeared last week.

Affiliates have long demanded more aggressive action from the network on this score—one in which CBS-TV, less than two weeks ago, claimed almost a 3-to-1 lead over NBC-TV. According to the CBS-TV claim, as of April 1 NBC-TV had 7½ hours of sponsored daytime TV programming per week, compared to 19½ hours for CBS-TV.

Background on earlier meetings on the NBC-TV daytime programming situation was cited last week by one affiliate as providing, in itself, a good example of the importance of having Gen. Sarnoff, as top figure in the RCA-NBC hierarchy, personally represent the network viewpoint in next week's meetings.

Daytime Schedule

In a meeting of affiliates and network authorities in Chicago last December, it was reported, Joseph H. McConnell, then president of NBC, was urged to start to work immediately on a strong daytime commercial schedule for this fall, and in response to his suggestion a subcommittee of affiliates was selected to work with NBC officials toward that end.

By the time this group held another meeting, Mr. McConnell had resigned to take the presidency of Colgate-Palmolive-Peet Co. and Mr. White had been installed as president of NBC.

Mr. White had been in office only a short time, however, and although unable then to discuss specific plans, he gave management's assurances that strong morning programming would be provided, it was reported.

Now, this affiliate continued, the stations want to know what has been, is being and will be done—and it appeared to be the consensus that no one is in a position to give the answers as directly and authoritatively as Gen. Sarnoff.

The same benefits would derive, it was felt, in connection with all other matters which may be brought up. While other subjects undoubtedly will be explored, daytime TV was expected to be the big one.

The meeting of the full committee of affiliates is slated to start at a luncheon on Monday. This session, according to plans reported last week, is to be preceded by a meeting of the Affiliates' Subcommittee on Daytime Programming and officials of the network. The subcommittee will report to the full committee in a private meeting Monday afternoon.

Color TV Demonstration

The sessions will be interrupted for a color television demonstration at Princeton Tuesday morning, followed by an NBC-and-affiliates meeting in the afternoon with Gen. Sarnoff presiding. Wednesday sessions may or may not include network officials, depending upon the desires of the affiliates.

Timetable for the three-day meeting was spelled out by Mr. Damm in his letter to other affiliates, text of which follows:

May 11, 1953

TO THE NBC TELEVISION AFFILIATES:

I have been advised by General Sarnoff that Frank White is ill and that the General himself will meet with us in his place.

You will recall that we were to meet in a closed meeting among ourselves on Monday, May 25, beginning with lunch. This meeting still stands.

On Tuesday, May 26, we were to immediately go into a 10 o'clock meeting with NBC. This has been changed, after consultation with other members of the affiliates' committee, to a color demonstration at Princeton on Tuesday morning, with a closed meeting with NBC immediately after lunch with General Sarnoff presiding.

General Sarnoff has assured the affiliates' group that he will be ready to discuss in detail those problems which have been presented to NBC for discussion and that he will also answer any questions from the floor which the affiliates may direct to him.

The Wednesday, May 27, meeting still stands as originally scheduled.

Because of the injection of the color demonstration, if you have decided not to attend the meeting, you may want to change your mind. If you do change your mind and decide to attend the meeting, please let me know.

W. J. Damm, Chairman
NBC-TV Affiliates Group

May 18, 1953
$4.5 MILLION FOR GRID TV; NETWORKS' SALES TEMPO UP

NBC-TV and General Motors have completed plans with NCAA for the collegiate schedule, while DuMont TV and Westinghouse Electric have finished negotiations with the professionals. Six other major advertisers sign for summer television shows in a surge of summer-fall business.

AN ESTIMATED $4.5 million pair of collegiate and professional football television network deals paced a surge of fall-summer business signing by major advertisers last week.

The National Collegiate Athletic Assn. granted rights to its expanded TV schedule of college football games next fall to NBC-TV and General Motors for the second year in a row, at a cost expected to range between $3.5-$3.5 million for rights and network time.

In TV's first successful move into the pro football field on a weekly, nation-wide scale, Westinghouse signed with DuMont—under arrangements made by DuMont with the National Football League members individually—for sponsorship of a 10-week schedule whose cost for rights and time was placed at $1,347,000.

While football took the spotlight, at least six other major advertisers signed for summer television shows last week, and three other network TV sponsors were known to be seeking fall replacements for their current programs.

As shown in a BTV cross-check of business activity, the newly signed summer clients included Victory Corp., Cities Service, Willys-Overland, Tonic Co., Purex Corp., and Schick Electric Shavers. Sponsors planning program changes in the fall were Campbell's Soup, Speidel Watch Bands and the Crosley Div. of Avco.

The professional and collegiate football arrangements, together, assure fans a strong weekend gridiron lineup this fall.

While schedules had not been completed in either case, the general plan drawn up by the NCAA-TV committee, and approved by NCAA and Chris J. Witting, managing director, DuMont TV; Standing, Tom McMahon, DuMont sports director; Edward T. Parrack, vice president; George Ketchum, president, and Lance Lindquist, in charge of radio and TV, all of Ketchum, MacLeod & Grove Inc., advertising agency for Westinghouse.

remain to be worked out, it was said that more territory will be covered this year.

Presumably the coverage will follow the plan outlined a few weeks ago by the NCAA TV Committee, which includes some departures from last year's plan. One such feature is the introduction of a "Panorama Experiment," in which "two or three" of the dates would be devoted to pickups of portions of several games [BTV, May 4]. Small college games and sell-out contests may be telecast locally with NCAA approval, as last year.

Award of the collegiate rights to NBC' and GM, announced jointly by Robert J. Kane of Cornell U., chairman of the NCAA TV Committee, and Asa S. Bushnell, commissioner of the Eastern, Collegiate Athletic Assn. and NCAA TV director, brought this statement from GM president Harlow H. Curtice: "We are delighted to be able to present the NCAA football television program for the second consecutive year as a public service. The genuine public enthusiasm for the 1952 series of college football telecasts was most gratifying to us and we are happy to continue our pleasant association with NBC, the NCAA and college football sponsors.

NCAA TV Chairman Kane notified NBC President Frank White that "we have again selected your network to carry the NCAA football schedule because we know your facilities will enable the American public to get equitable and comprehensive coverage. During the past two seasons NBC has succeeded in bringing to the people something more tangible than the meeting of two football greats. Millions of viewers were able to look behind the scenes of athletic prowess into the academic and cultural traditions which play an even stronger role in a student's life."

Other Networks Bid

Mr. White said NBC was "gratified" by being chosen to telecast "the great football rivalries of the nation" and was "even more gratified to be able again to take our cameras beyond the gridiron and into the colleges and universities to show the inner workings of scholastic and social centers of collegiate life."

Two of the three other TV networks—CBS-TV and ABC-TV—had bid for the NCAA football rights. NBC was represented in the negotiations by Davidson Taylor, director of public affairs, and Tom Gallery, director of sports. Kudner Agency is the agency for General Motors.

DuMont did not participate in the NCAA bidding for the obvious reason that its Westinghouse-professional football arrangements were at the point of completion.

DuMont reported at least 65 stations set to carry the Westinghouse pro schedule. Of these, it was explained, approximately 45 are in markets which heretofore have not been able to see pro football on TV, and these will receive Sunday afternoon games. For 20 or 25 other cities, where "live" games are being held on Sundays, or where local sponsors are telecasting away-from-home games of pro-teams on Sundays, the plan calls for Westinghouse-DuMont to provide a regular schedule of Saturday afternoon or Saturday night games.

To make this split schedule possible, as football commissioner Bert Bell explained at a press conference Wednesday when Westinghouse announced the plan, most of the NFL teams agreed to play one or more games on Saturday.

Oct. 3 Through Dec. 12

The nine-game Saturday TV schedule will run from Oct. 3 through Dec. 12, with all of these contests to be played at night except those of Dec. 5 and 12, which will be afternoon games. The 10-game Sunday program, involving no change in the league schedule, starts Oct. 11 and ends Dec. 13.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, who announced the sponsorship plan on TV, and these will receive Sunday afternoon games. For 20 or 25 other cities, where "live" games are being held on Sundays, or where local sponsors are telecasting away-from-home games of pro-teams on Sundays, the plan calls for Westinghouse-DuMont to provide a regular schedule of Saturday afternoon or Saturday night games.

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an extensive schedule of pro football games on a regional basis.

While pro football officials have, like their collegiate brethren, consistently cried that TV kills the game, the Philadelphia Inquirer carried this statement in its story of the NFL deal: "One club official seemed to think it was not improbable that an NFL team below the championship bracket could realize more than $100,000. Nothing is certain from this arrangement. The league owners are obviously delighted at the contract since they feel it will attract many new fans to the pro game."

Meanwhile, other new-business developments during the week included:

Effective May 24, Viceroy Corp. will sponsor a live program on ABC-TV featuring guest celebrities with Bert Lytell as regular m.c. on Saturdays, 4-4:30 p.m. The show will be called Orchid Room, and is to follow the Walter Winchell program at 6:30-45 p.m. Ted Bates, New York, is the agency.

Ches Service Sponsors

Starting also on May 24, Cities Service, New York, picks up sponsorship of Baseball Hall of Fame on WPTZ-TV Philadelphia, Tuesdays and Wednesdays. The latter program is sponsored by White Rock Corp., on WNBTV-TV New York on Saturdays and on WABD New York on Thursday. Both advertisers are handled by Ellington & Co., New York.

On June 25, NBC launches The Willys Theatre presenting Ben Hecht's Tales of the City [B*T, April 20]. The series is a film presentation and will be seen alternate Thursdays, 8:30-9 p.m., on CBS-TV. Ewell & Thur- rer, New York, is the agency.

Beginning May 19, Toni Co., Chicago, will underwrite Your Big Moment on the DuMont network, Tuesday, 8-8:30 p.m., for 17 weeks. The series is sponsored to promote Toni Home Permanents, will replace Bishop Sheen's Life Is Worth Living for the summer. Toni's present program is a new version of the former radio-TV show Blind Date and will star Melvyn Douglas, Weiss & Geller, Chicago, is the agency.

Purex Sponsors Gleason

On June 27 and July 4, Purex Corp. Ltd. will sponsor Jackie Gleason shows, Saturdays, 8-9 p.m., and will continue with the Larry Storch Show as summer replacement for the Gleason program starting July 11. Purex also bought a weekly quarter-hour of the Garry Moore show, previously reported. Foote, Cone & Belding, Los Angeles, is the agency.

Schick Electric Shavers Inc. will sponsor the Fearless and Belmont Stakes, on both CBS Radio and CBS-TV, Saturday, May 25, 12:30-6 p.m. and June 13 at 4:30-6 p.m. respectively, through Kudner Agency, New York.

Among the candidates for new fall shows, Campbell's Soup is looking for a substitute for its Aldrich Family series, seen Fridays, 9:30-10 p.m. on NBC-TV. Agency is Ward Wheelock Co., Philadelphia.

Special Watch Bands and Crosley Div. of Avco, alternate sponsors of What's My Name, Sundays, 8:30-8 p.m. on NBC-TV, are understood to be studying a number of submissions to replace that program in the fall when Paul Winchell's Soup is retired on the air, leaves to star in his own program for Tide, Sundays, 7:30-8 p.m. on NBC-TV. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for Speidel, and Benton & Bowles for Crosley.

In another development last week, Procter & Gamble was known to be preparing an altered daytime television schedule, the major item being a super Welcome Travelers format currently under preparation by the agency, Benton & Bowles.

American Machine & Foundry Co. meanwhile signed for return sponsorship next fall of Omnibus, the 90-minute TV series produced by the TV-radio workshop of the Ford Foundation. The program will return to CBS-TV in the Sunday 5-6:30 p.m. segment starting early in October, and will have four sponsors instead of five. Other advertisers have not yet been signed.

NCAA Limited Football Plan Gets 92% Member Support

MEMBER universities and colleges in a referendum showdown voted overwhelmingly to accept the NCAA limited football telecast plan. Announcement of the results were made in Kansas City May 9 by Walter Byers, NCAA executive director.

The vote was 157-12, representing agreement of 92.9% of NCAA members—the same affirmative per cent given during the association convention in Washington, D. C., last January. Last year the tally was around 95% for two conventions.

"Although the total number of votes cast in this year's referendum was slightly less than in the past, it is noteworthy that the ratio of affirmative votes to negative ballots is virtually identical to the previous votes," Mr. Byers said. Last January the tally was 172-13.

Mr. Byers said that TV networks, agencies and advertisers avowedly interested in the plan have been notified of its specifics. The plan was mailed to member schools April 25, with a deadline of May 4 set by the NCAA. Ballots received after that date were not adjudged valid.

Radio-TV Proceeds $300,000 for Fight

RADIO-TV proceeds from the Marciano-Walcott heavyweight championship fight scheduled last Friday in Chicago will reach $300,000 mark, James Norris, president of the International Boxing Club, said last week.

Mr. Norris made the statement in connection with published reports that Gillette Safety Razor Co. would spend $250,000 for all radio-television rights for the spectacle.

It was indicated the $250,000 will cover TV rights only. Gillette has agreed to spend $210,000, plus estimated expenses of $16,500 and the usual contract sum of $23,500 for regular 1BC fights. The remaining $50,000, it was presumed, will go for ABC radio network coverage.

The telecasts are carried by NBC-TV on the Gillette Crusade of Sports.

Mr. Norris said both fighters will receive 30% of proceeds from three-dimensional pictures made of the fight. Champion Rocky Marciano will draw 30% of all gate receipts, plus radio-TV dollar proceeds. Felix Blocchichio, as Jersey Joe Walcott's manager, reportedly forfeited any revenue from TV receipts and 30% of gate receipts and accepted a flat guarantee of $25,000.

Chicago and Milwaukee—and, according to ABC, Detroit also were scheduled for TV blackouts on the fight.

Esso Plans Safety Tips

EXTENSIVE use of radio and television, among other media, to bring safety messages to the country on a year-round basis was announced by Esso Standard Oil Co. last week.

Stanley C. Ross, Esso president, said that, starting this month, the company will use radio and TV to bring safety messages "to nearly ten million families about twice a week."
N.Y. COURT BACKS 'PIRACY' DECISION

Verdict last October awarding Duane Jones & Co. Ad. $300,000 in agency accounts piracy case against Scheideler, Beck & Werner Adv. is upheld by New York State Supreme Court's Appellate Division.

APPELLATE Division of the New York State Supreme Court affirmed by a 3-2 decision last Monday a $300,000 verdict awarded to Duane Jones & Co. for alleged pirating of agency accounts piracy case against Scheideler, Beck & Werner advertising agency and seven against Scheideler, State Supreme Court. Counsel for the defendants announced “an appeal will be prosecuted to the Court of Appeals as promptly as possible.”

The Appellate Division ruled on an appeal from a jury verdict on Oct. 28 in New York State Supreme Court in a conspiracy trial against Scheideler, Beck & Werner advertising agency and seven other defendants, all former executives and employees of the Duane Jones agency.

Included in Judgment

Included in the judgment as affirmed, in addition to Scheideler, Beck & Warner agency, were Joseph Scheideler, Paul Werner, Joseph Beck, Mr. Duane Hubbard, Philip Brooks, Lawrence Hubbard and Robert Hughes. The appellate court cleared two defendants: Robert Hayes, formerly of Duane Jones, and Frank G. Burke Jr., treasurer of Manhattan Soap Co., but ruled that other employees breached “fiduciary duty” in forming a new company.

In his original suit, Mr. Jones, head of the agency bearing his name, sought $4.5 million and was awarded $324,900. Thirteen of his employees and Mr. Burke. He charged they had demanded his resignation as chairman of the board and that when he refused, they walked out, taking with them half of the major accounts representing an annual billing of $5.5 million.

The ruling opinion in affirming the verdict was written by Judge John Van Voorhis, who noted that all of the individual defendants “stood in fiduciary relationship with the plaintiffs,” and “were not justified in forming a new corporation” and “immediately appropriating fully half of plaintiff’s business and almost its entire trained working staff.”

Dismissing Justices

Dismissing were Justices Edward Dore and David W. Peck who held that “no wrongdoing, no fraud, no conspiracy, and no cause of action whatsoever had been proved against any of the defendants and that the complaint should be dismissed as to them.”

Commenting on the decision, Mr. Jones declared that he was “gratified by the court’s ruling,” and added:

“But far beyond any personal viewpoint I believe that the decision is a real contribution to progress and stability in the advertising business. At the same time, it has enabled me in one way, at least, to repay the business for all I owe for those years.”

Nail P. Cullom, counsel for the defendants, said the diversity of opinion “demonstrates the complexity of this case.” He added that he viewed the opinions of justices Dore and Peck “in an encouraging light.”

Thomas F. Boyle, representing Mr. Jones, told B&T Wednesday he plans to ask the Court of Appeals to include Mr. Burke and Mr. Hayes in the judgment, “as they were in the jury verdict.”

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CMQ ACTS TO ADD NEW U.S. SPONSORS

THE CUBAN network, CMQ Havana, in a move that may open that market wider to American advertisers, is about to initiate advertising sponsors.

Manuel Urquiza, CMQ sales manager, told B&T in New York last week the step will be taken “in the near future” to reduce cost of Cuban TV sponsorship, thus encouraging more American participation. The Cuban outlet previously has held to single sponsorship of a half-hour show on a regular weekly basis.

Mr. Urquiza, in New York to explain the plan to U. S. advertising agencies, said Cuba has 90,000 sets averaging 4.5 viewers per set. At least 50% of Cuba’s five million people are in TV service areas, he said.

Mr. Urquiza said an English sound track may be changed to Spanish for $25 on a 20-second film commercial. He also plans to encourage American advertisers on musical half-hour programs to sponsor kinescopes of those shown on CMQ. “Cubans like and understand American music,” he said.

CMQ already has booked one American series, the Howdy Doody show, with audio in Spanish. Kellogg Co. is sponsoring one segment of the show, owned and packaged by Kagran Corp., New York.

At present CMQ telecasts from 11 a.m.-2:30 p.m. and 5:10-10:30 p.m. From 11-12 a.m. a woman’s show is programmed: 12-1 p.m., a musical program sponsored by Colgate-Palmolive-Peet Co.; 1-2 p.m., a news program; 2-2:30 p.m., Kitchen of the Air, sponsored by Frigidaire, which has found the network so successful it has taken an additional half-hour nighttime show.

The 5 p.m. program begins with a film, followed by Howdy Doody at 5:30-6, and a series of westerns at 6-7:30 p.m. sponsored by Gravi toothpaste, a Cuban advertiser. Evening shows from 7:30 to 10:30 p.m., all live, are completely sold out.

CMQ has six outlets, with shows microwaved to four stations and kinescoped to two. By next year microwave will link the entire network, Mr. Urquiza said.

Kobak Named Panelist

For Advertising Forum

EDGAR KOBAK, radio consultant and owner of WTWA Thomson, Ga., will serve as a panel member during a session of the Chicago Tribune’s fourth annual Distribution and Advertising Forum in that city May 26-27.

Mr. Kobak is scheduled to appear on the May 27 morning panel in his capacity as president of the Advertising Research Foundation. Topics to be explored are the merits of advertising budget practices, cooperative advertising and the responsibility of the advertiser in the development of new products.

Among other panel members are Thomas D’Arcy Brophy, board chairman, Kenyon and Eckhardt; John V. Sandberg, account executive, J. Walter Thompson Co.; Henry Schachte, advertising director, The Borden Co., and Alfred Steele, president of Pepsi-Cola.

Headlining the afternoon session will be A. S. Gourfain Jr., president, Gourfain-Cobb agency, and Eldon E. Smith, vice president and merchandising manager, Young and Rubicam. Their topic will be “Advertising and the Expanded Economy.”

ADVERTISERS & AGENCIES

NEW TREASURER of Brand Names Foundation, named at the group’s 10th annual dinner in New York [B&T, April 20], is Louis Housman (l), ex-CBS Radio administrative vice president just named CBS-Columbia second in command, who is congratulated by John W. Hubbell (c), vice president of Simmons Co. and outgoing BN&F board chairman who continues as an honorary executive, and Frank White, NBC president.

NABC Reports Sales On AM, TV Programs

NABC’s Central Div. last Tuesday reported a flurry of new business involving sponsors for two TV network shows—Saturday Night Revue and Today—and two radio network programs.

Bendix Home Appliance Sales Corp. has purchased a 10-minute segment of Revue on the full TV network effective June 6, when a new Hoagy Carmichael summer series replaces Your Show of Shows (9-10:30 p.m.), according to Edward Hitz, NBC Central Div. manager of radio-TV network sales. Contract is for weeks. Agency is Earl Ludgin Co.

Magic Chef Inc. bought one weekly participation on Dave Garroway’s Today starting Sept. 28 for six weeks. Agency is Krupnick & Assoc. Armour and Co., Chicago, though Foote, Cone & Belding, renewed its five participations per week schedule on the same show for 22 weeks. Mr. Hitz also announced 52-week renewals by Miles Labs., Elkhart, Ind., for network radio programs—News of the World (five a week) and One Man’s Family (five a week). Renewals were effective March 30. Agency is George Wade Adv., Chicago.

NABC’s o&o WBQR (TV) Chicago also reported four new clients, including Procter & Gamble, for news cut-ins on Today, and the purchase of the daily 20-minute Kids Carnival Kwiz program by National Tea Co. Agency is Schimmer & Scott.

ARF Research Booklet

ADVERTISING Research Foundation has issued “Criteria for Marketing and Advertising Research,” a booklet which spells out things which must, and those which must not, be done to meet the requirements of a good research. Criteria were developed by a subcommittee of the AAAA Committee on Research, composed of Edward Battey, Compton Adv.; Peter Langhoff, Young & Rubicam; David E. Robinson, Price, Robinson & Frank, and reviewed and revised by the ARF Technical Committee.
ON AMERICAN HAIR STYLING

If your lady appears one day with her hair coiffured as above, she is under the Italian Influence. This gamin hair-do arrived in the United States with a group of young Italian movie stars visiting New York. The girls returned, but their Italian Boy's Cut stayed on to capture America.

So it goes with all aspects of modern American life. The Italian Influence is having its way with our cars, our clothes, our menus, our interior decoration and our industrial design. If it's smart, new, elegante—chances are, it's Italian.

If you've read our ads before, you know what this means in New York. WOV interprets the Italian Influence for better living to the great and prosperous market which understands it most readily, acts on it most quickly... the market represented by more than two million Americans of Italian origin who live in the New York area.

Let us show you how WOV will put the Italian Influence to work for you, to make sales for your product in New York.

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

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St. Louis BBB Conducts Ad Campaign on Vhf-Uhf

BETTER Business Bureau of St. Louis scheduled an advertisement in a local newspaper May 3 and 10, entitled "Facts You Should Know About Uhf and Vhf Television." The ad contains a list of questions and answers about the two types of TV as related to home sets, including conversion, antenna, local TV allocations and other problems.

The advertisement was run with support and cooperation by several set distributors, parts manufacturers and distributors, television stations and service companies. Tom Roberts of the Assn. of Better Business Bureaus Inc., New York, reports the St. Louis public service advertising is typical of that which has been conducted in several other cities.

Injunction Ordered

INJUNCTION preventing anyone from interfering with business operations of Philip's Television & Appliance Co., Washington, D. C., retail chain, until creditors have had a chance to pass on the firm's plan for paying off an indebtedness of $686,125, was issued May 9 by Federal Judge Luther W. Youngdahl. Creditors are to vote on a plan by the firm for liquidating the indebtedness by monthly payments under Chapter 11 of the Bankruptcy Act.

Richard de Rochemont to JWT

RICHARD de ROCHEMONT, director and producer (March of Time), effective June 1 joins J. Walter Thompson Co., N. Y., as a vice president in radio and television. Mr. de Rochemont was associated with the March of Time for more than 19 years and recently directed the Lincoln series for the Omnibus show on CBS-TV.

NEW BUSINESS

Spot

Broil-Quilk Corp. (infra-red cooking equipment) contemplating TV film spot campaign in several markets. Proposed campaign will probably employ 13-week contracts on staggered schedule. Agency: Zloue Co., N. Y.

RCA Victor, Camden, N. J., plans radio-TV spot announcements for room air conditioners directed toward nightworkers.

Charles Quigley Co., Beverly Hills (Champale beverages), starts spot announcement campaign this month on KECA-TV KNBH (TV) and KTTLA (TV) Hollywood, for 52 weeks. More TV stations will be added later. Agency: Roche-Eckhoff & Assoc., Hollywood.

Network

Chrysler Corp., Detroit, will sponsor Chrysler Medallion Theater over full facilities of CBS-TV, Sat., 10-10:30 p.m. EDT, starting July 11. Agency: BBDO, N. Y.

Friedman-Shelby Div. International Shoe Co., St. Louis, to sponsor Tom Corbett, Space Cabi on DuMont, alternate Saturdays at 11:30 a.m.-12 noon, effective August 29, replacing Kids & Co., which firm has sponsored for past two years. Agency: D'Arcy Adv., St. Louis.

Sunquist Growers of California and Arizona (frozen orangeade and frozen lemonade), is sponsoring 5:30-6 p.m. EDT portion of Super Circus (ABC-TV) Sun., 5-6 p.m. for 13 weeks, starting June 7. Agency: Foote, Cone & Belding, L. A. Kellogg Co., Battle Creek, Mich., sponsors first half-hour.


Agency Appointments

Monsanto Chemical Co., St. Louis, appoints Needham, Louis & Broyby Inc., Chicago, for All detergent.

Westminster Tobacco Co., subsidiary of Rum & Maple Tobacco Corp., N. Y., names Smith, Hagel & Snyder, that city.

Remington Rand Inc., N. Y. (electric shaver division), names Young & Rubicam, N. Y., to handle TV advertising.


Dodge Dealers, Portland, appoints Grant Adv., that city. Radio-TV will be used.

Shirriff's Ltd., Toronto (food products), appoints, as of June 1, Willis Adv. Ltd., Toronto.

Sales Affiliates Inc. (national distributors of Zotos Permanent Waves and associated products) appoints The Getchel Co. Inc., N. Y.

Pacific Appliances, L. A. (distributor for Apex home appliances), appoints Beckman-Hamilton & Assoc., that city. Milton Beckman is account executive. Radio-TV will be used.


Home Style Food Products Co., Waterloo, N. Y., appoints Paris & Peart, N. Y. Donald C. Porteous is account executive.

Caloric Stove Corp. appoints Geare-Marston, Phila., effective July 1.

Reddy Travel Service, Kansas City, appoints Scott Assoc. Adv., that city.

Shorts


Shreut Assoc. Adv., Chicago, expands to Saunders, Shreut and Assoc.

W. D. Lyon Co., Cedar Rapids, Iowa, opens office in Orpheum Electric Bldg., Sioux City.

ROACH INCREASES PRODUCTION TEMPO

Network commitments, including pilot film for ABC-TV, increase pace at the Culver City studios.

PRODUCTION is being accelerated at Hal Roach Studios Inc., Culver City, Calif., to fulfill recent network commitments and also to complete several new pilot films.

Under a newly-signed exclusive contract with ABC-TV [BT, May 4], studio is to go into production next week on pilot film in White Collar Girl TV series starring Laraine Day in a situation comedy format. Burt Granet, Columbia Pictures producer, is producer-writer.

Scheduled for completion within six weeks are pilot films in Guns of Destiny, dramatic series showing how guns in history altered the course of events, and Tales of a Wayward Inn, based loosely on the novel of hotel life by Frank Case, Carroll Case, his son, will produce in conjunction with Mr. Roach Jr., vice president and executive producer for Roach studios. A musical comedy series told in flashbacks, It Seems Like Yesterday, is in negotiation stage with proposed stars Peter Lind Hayes and Mary Hally.

Being negotiated for inclusion in the ABC-TV package is a pilot film starring Joe E. Brown, formerly optioned by Official Films, and the first program in Passport to Adventure starring Cesar Romero, under option to CBS-TV.

Other Films Set

Production is underway on five half-hour films in Rocker Squad, video series which Philip Morris Co. has signed as summer replacement of CBS-TV I Love Lucy, starting July 6 for 13 weeks. Remaining eight programs will be chosen from films already shown. Meeors, Roach Jr. and Case are co-producers.

My Little Margie, signed by Philip Morris to continue on CBS-TV throughout the summer, keeps to its schedule of one film weekly with Mr. Roach Jr., producing for Roland Reed Productions.

DISCUSSING commercials being filmed by Five Star Productions, Hollywood, for W. A. Sheaffer to be included on CBS-TV Jackie Gleason Show are (l to r) Russell Young, TV director, Russel M. Seeds Co., Chicago; Nancy Hadley, hand model, and Don A. Reed, the pen firm's advertising director.

Broadcasting • Telecasting
Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets for NBC, CBS, ABC and DuMont

Truly an Area Station!
INS-TELENEWS ADDS 10 OUTLETS

INS and Telenevis Productions last week announced sales of their TV news services to 10 additional stations, bringing their TV client list to a record high, according to Robert H. Reid, manager of the INS television department.

Mr. Reid also reported that WNBA-TV (TV) Cleveland has signed for the new International News Facsimile service, joining a list of facsimile service clients which includes WBAL-TV (TV) Baltimore; WPTZ (TV) Philadelphia; WJAC-TV evidence; WHLC-TV New Haven; Crown; WHUM-TV Reading, Pa.; and WENS-TV Pitts-
burg.

Latest signers for the INS-Television services were as WABC-TV New York; WNBA; WTVV (TV) Rockford, III.; WABI-TB Bangor, Me.; KOIN-TV Portland, Ore.; WTVI (TV) Richmond, Va.; WPTV (TV) Duluth, Minn.; WLOK-TV Lima, Ohio; WNB-17 Bingham-
town, N. Y.; and WIX-X-TV Jackson, Miss.

Mr. Reid stated that all available Projectall units were sold during the NABT convention, and new orders for this projection equipment are on a 60-day delivery basis.

NBC Notes Step-Up In Film Div. Sales

MARKED STEP-UP in sales of NBC Film Div. programs direct to television stations was reported last week by National Sales Manager John B. Cron.

He said most recent sales of The Visitor, which also appears on the NBC-TV network as The Doctor, included contracts with KFAZ-TV Monroe, La.; KMJ-TV Fresno, Calif.; WDSU-TV New Orleans; KCBD-TV Lubbock, Tex., and with the Landlo Agency, Pittsburgh, for showing on WDTV there. Dangerous Assignment, in a total of 108 markets, has been sold most recently to KFAZ-TV and KMJ-TV; to WDAY-TV Fargo, N. D., for sponsorship by the Diamond Highway Furniture Co.; to KPIX-TV San Francisco; KNTV-TV Houston; WMBR-TV Jacksonville, and to Syres, Pickles & Wing, agency for KTBC-TV Austin, Tex.

Additionally, the Douglas Fairbanks Presents series (68 markets) has been added by KTLV-TV Mesa-Phoenix, and the Hopalong Cassidy series (108 markets) by KFAZ-TV, KMJ-TV, and WDAY-TV.

UTP Sells 'Photoquiz' In 9 Markets for 52 Weeks

UNITED Television Programs announced last week it has sold its new Look Photoquiz program in nine markets on a 52-week basis, starting June 15. Latest sales on the program, produced by Telenevis Productions, were to KTTV (TV) Hollywood, KDUB-TV Lubbock and KTLV-TV Phoenix.

UTP also has sold its complete package of all its 13 half-hour programs to WTVI (TV) Cincinnati, WJAC-TV Youngstown, WJAC-TV Newark, WCAU-TV Philadelphia, and KMZ-TV Tacoma, according to Sales Promotion Manager Monroe Mendelsohn. He also reported sales of Old American Barn Dance and Counterclockwise to WLBC-TV Muncie; Double Play With Durocher & Day, to KHQ-TV Spokane; Royal Playhouse, to KPIX (TV) San Francisco and Heart of the City, to WCOS-TV Columbus, S. C.

Ed Ingle Leaves GOP to Join D. C. Film Company

EDWARD T. INGLE, radio-TV director of the Republican National Committee, has resigned to enter TV film production and corpora-
tion representation and public relations in Washington, he announced last week. Resignation is effective June 1.

Succeeding Mr. Ingle at GOP headquarters is Mrs. Vera Cassidy Ash, for the past three years Mr. Ingle’s assistant.

Mr. Ingle, who has been in radio, newspaper and public relations work for the past 30 years (B7, Nov. 10, 1952), will become an executive officer of Photorama Films Inc., newly formed TV and industrial film production firm, with offices in the Ring Block, Washington. Beginning with the 1946 Congressional campaign, Mr. Ingle handled radio-TV activities of the Republican National Committee through the 1948 and the 1952 Presidential campaigns.

Mrs. Ash joined the GOP committee as Mr. Ingle’s assistant from Lee Paulin & Assoc., Washington radio-TV package production organization. Before that she was assistant to the general manager in charge of special events for Washington’s WWDC, and had been a copywriter in New York and Wilkes-Barre, Pa., advertising agencies.

In the reorganization of the Republican National Committee, Mrs. Ash will work closely with former Congressmen George Stew-
art, new director of the GOP Speakers Bureau, according to Robert Humphreys, recently appointed publicity director (B7, May 11).

Contract Breach Charged In Suit by Producer Pessis

SUIT for $66,900 damages was filed yesterday Tuesday in Los Angeles Superior Court by TV film producer Erman Pessis against accountant Milton B. Florman, attorney Arnold D. Krieger, Geraldine Florman, Pauline Krieger and Gerardouo Co.

The complaint charges the defendants with breach of contract, signed Oct. 27, 1952, for financing of additional quarter-hour films in

the plaintiff’s Hollywood Newsreel video series.

The sum asked includes $30,000 for loss of profits, $10,000 for damages to Mr. Pessis’ reputa-
tion as a TV producer, $1,500 salary and the remainder for obligations incurred under the contract terms.

Action was filed through attorney Stanley Fleishman. Films made previously in the se-ies are currently distributed by Screen Gems Inc., New York.

Film Sales

American Home Foods Corp., New York, started the weekly half-hour Orient Express on KECA-TV Los Angeles May 12 for 13 weeks. Participating in the three-divisional campaign are American Home Foods (Chef Boy-Ar-Dee), Whitehall Pharmecal (Anacin) and Boyle-Mid-

Distribution

Stuart Reynolds Productions, Beverly Hills, has acquired distribution rights to Jack London Adventure Theatre, a half-hour TV film series in production by Mutual Television Productions, Hollywood. Three programs, filmed in Mexico, are completed, with 52 Jack London stories being ready for adaptation to TV.

United Television Programs Inc. will handle distribution of the TV film version of Your

Gospel Singer, which will be produced by Gross-Krasne.

Availabilities

Broadcasting and Film Commission of the National Council of Churches of Christ of

America, originally cast for church dis-

tribution, will be released to television free of charge, according to Oren Evans, the group’s West Coast director. Included are ‘Again

Pioneers,’ ‘My Name Is Han,’ ‘Wings of the World’ and ‘Kenji Comes Home,’ rang-

ing in length from 30 to 75 minutes.

Production

Roland Reed Productions, Culver City, gets underway next month with Rocky Jones,

BROADCASTING • TELECASTING
confirmed

CHARLOTTE'S POSITION IN THE NATION'S FIRST 25 MARKETS

Now Charlotte is ranked as 23rd among 112 television markets projected by John B. Crandall, media director of Sherman and Marquette, as reported by Broadcasting • Telecasting magazine.

21 Texas Dallas-Ft. Worth 409,500
22 Rhode Island Providence 406,000
23 North Carolina Charlotte 381,800
24 Indiana Indianapolis 379,000
25 New York Buffalo 357,600
26 Ohio Columbus 343,600
27 Oregon Portland 342,000
28 Texas Houston 338,000

and re-confirmed

23rd radio market in the nation. The Charlotte Market’s rank is determined by comparing total SAMS audience on the basis of one station per market.

20th in the nation in TV sets. Among all U.S. TV markets, Charlotte ranks 20th in total sets—7th in total sets among single station markets.

22nd in population. According to Hearst Advertising Research summary of 200 American markets, the Charlotte market is 22nd in population.

CHARLOTTE'S BIG 2

plumb in the middle of a fabulous market

JEFFERSON STANDARD BROADCASTING COMPANY, Represented Nationally by CBS Spot Sales
Flint, Michigan, is the WORLD'S LARGEST General Motors plant city ... and it's getting bigger all the time! General Motors 5,400,000 square feet of plant expansion here since 1950 means more jobs ... more workers ... more retail sales ... AND MORE LISTENERS for Flint busy first station, WFDF! To SELL your product in the RICH FLINT MARKET, buy WFDF, FIRST IN FLINT!

**AND WFDF IS KEEPING PACE!**

- 68,532 G.M. employees in the WFDF market area earned $318,765,000 in 1952.
- 40% of the G.M. employees in Michigan live in the WFDF area.
- Almost 1/3 of G.M.'s total Michigan payroll is poured into the WFDF area.
- WFDF completely dominates this rich industrial market.

**Space Ranger**, science-fiction TV film series to be distributed by United Television Programs Inc. The series will be ready for fall release.

With the signing of M. Bernard Fox, assistant program manager for DuMont Television, New York, as producer, the firm plans production on pilot films in three new TV series. *Waterfront*, a situation comedy, deals with the chief tugboat captain and his two sons, a tugboat captain and a policeman. *Men of Justice*, a dramatic series, will draw on material from crime solving bureaus, F.B.I., Scotland Yard and others. *Alarm*, dramatic in format, features a central character against the background of a city fire department.

Bolex 3-D process will be utilized by Telemount-Mutual Productions, Hollywood, in three half-hour films in Cowboy G-Men TV series, depending upon outcome of further color tests, according to executive producer Henry Donovan [BVT, Feb. 9]. Current group of 13 programs is in production with interiors being filmed at Jerry Fairbanks Studio. The series, starring Russell Hayden and Jackie Coogan, is distributed by United Artists TV Corp. and is sponsored by Purina Bakers Corp. in 24 markets.


A new company, as yet unnamed, is being formed to produce bi-lingual video and motion picture films in Mexico City by Manuel Cezana, producer-director with Calderon Pictures, Mexico City, Tito Guizar, singing night club-TV personality, and screen actresses Ann Sheridan and Delores Del Rio. With headquarters at Tepeyac Studios, the firm gets underway when Mr. Guizar completes current seven quarter-hour TV film assignment for Calderon Pictures.

Real George Corp., headquartered at Republic Studios, North Hollywood, has been formed by Richard Bare, producer of Warner Bros. "Joe McDoakes" feature film shorts; George O'Hanlon, star of the series; Gordon Levy, TV film producer, and H. H. Guild. The firm is in production on Real George, half-hour situation comedy TV film series, starring M. O'Hanlon in role of a department store salesman.

Harriscope Inc., Beverly Hills, has been formed to produce and distribute a wrestling TV film series. Headed by Burt I. Harris, the firm has acquired McConkey Productions' library of wrestling films now being shown in 25 markets on a regional and local basis. Serving on the board of directors is Irving B. Harris, executive vice-president of Tosi Co., Chicago.

Arrow Productions, Hollywood, starts production in July on additional 26 half-hour films in Ramar of the Jungle TV series starring Jon Hall and currently on the air in 30 markets. To be distributed on a regional basis, the new group will have an African locale. Leon Fromkess is executive producer. Plans for King
Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION
NEW YORK, CHICAGO, LOS ANGELES
Arthur & Knights of the Round Table and Rinside, projected film series, are still tentative.

Screen Gems Inc., Hollywood, has completed the 39th half-hour TV film in NBC-TV’s Ford Theatre series, “The People vs. Johnston.” Starring Paul Muni, the film was produced and directed by Arthur Dreifuss from script of his original story. Production resumes June 1 with “Doctor’s Downsfall,” the first film under a new contract with the Ford Motor Co. for an additional 39 programs to start on NBC-TV Oct. 1. Paulette Goddard is starred.

Don Sharpe Enterprises, Culver City, is producing “Love At Sea” for inclusion in CBS-TV’s Four Star Playhouse. The initial script effort by Benita Hume (Mrs. Ronald Colman) stars Merle Oberon.

William F. Brody Productions Inc., Hollywood, is in production on the first six half-hour films in Wild Bill Hickok TV series, under new contract with Kellogg Co. for third consecutive year of sponsorship. The programs are being filmed at the firm’s 270-acre permanent location site at Cedar Lake. New 40-by-30-foot sound stage and permanent Western street offer studio facilities. William Beaudine Sr. is directing.

Cross-Krane Inc., Hollywood, will start production this month on a series of 26 quarter-hour film versions of four Gospel Singers, a former NBC radio program. The TV films will feature Edward MacHugh singing hymns of various denominations with a choir background.

Family Films Inc., Hollywood, headquartered at KTTV (TV) studios, is producing a new series of 13 half-hour films in This Is the Life series for Lutheran Church-Missouri Synod. Produced and directed by Sam Harsh and Bill Clinton, the series currently is being shown on 83 stations as a public service offering.

Random Shots

Pearson & Luce Productions, San Francisco, with offices in Bellevue Hotel, has been formed by Lloyd K. Pearson, Pearson Sound Studio, and Ralph W. Luce, Bay Films. The new firm offers complete service to producers and sponsors in production of TV, commercial and industrial films, in addition to producing its own film packages.

Jack Wrather, co-owner of KFMB-TV San Diego and KOTV (TV) Tulsa, has scheduled showings of Boss Lady, a series of 13 half-hour films he produced as 1952 summer replacement for NBC-TV’s Fireside Theatre, on a regional basis on the two stations. If test run is successful, he contemplates production of an additional 13 programs, setting the series up for regional sponsorship.

Film People

Daniel J. Vilardi, sales executive with International Business Machines, to George F. Foley Inc., radio-TV program production firm, as eastern sales manager in film department.

Robert Snader has been elected vice-president in charge of sales service for Snader Releasers Inc., Beverly Hills. Bernard Brody and Lawrence De Soto will serve as promotion manager and head of product procurement, respectively, for the new distribution firm.

Warner Stars on TV

 Lone motion picture studio to hold out against appearances of its contract players on television, Warner Bros., Hollywood, finally has changed its policy. The studio will allow Gordon McRae to substitute for Eddie Fisher on five performances of NBC-TV’s Coke Time, while Mr. Fisher is in London. In the future, Warner Bros. will permit guest shots of its nine remaining stars provided the studio and one of its motion pictures is promoted.

Gene Reichert has been appointed director of television of the Princeton Film Center Inc., Princeton, N. J. Mr. Reichert, formerly an account executive and director of radio, TV and film for the G. M. Basford Co., will headquarter in New York.

Richard Bradford, formerly with Vance, Sanders & Co., Boston investment underwriting firm, and more recently an Air Force pilot in Korea, to Transfilm Inc., New York, as an account executive.

Harlan Howe, manager of WNAC Boston, joins United Television Programs Inc. as north-west sales representative with headquarters in Portland, Ore.

Frank J. Havelick has been named assistant to the president of Reid H. Rey Films Inc., St. Paul. Mr. Havelick was business manager of athletics at U. of Iowa.

Richard Goldstone, producer, MGM, Culver City, to Dudley Television Corp., Beverly Hills, as vice president in charge of production.

Phil Bloom, casting director, Sol Lesser Productions, Culver City, Calif., rejoins Snader Teleproductions Corp., Beverly Hills in executive capacity as well as talent director.

Henry F. Greenberg, story department, 20th Century-Fox, Culver City, Calif., joins Hal Roach Jr. Productions, that city, as executive in charge of scripts.

Carl Carmer, Irvington-on-Hudson, N. Y., has been engaged to write a television series to be produced by the Princeton Film Center Inc., Princeton, N. J. Mr. Carmer wrote “Stars Fell On Alabama” and “Genesee Fever,” both Literary Guild selections, and is the editor of The Rivers of America series. He is past president of the Authors Guild and during World War II was attached to the Air Force as a writer responsible for such battle front reports as “The Jesse James of the Java Sea,” “The War Against God,” and “Tape Is Not Enough.”

Margaret Buehl Wilder, story editor, Screen Gems Inc., Hollywood, has resigned to take on a writing assignment for the State High School Dept. and is enroute to Munich, Germany.

Bob Goodwin, motion picture financial expert, has been elected treasurer of General Film Laboratories Corp., Hollywood.

Walter A. Klinger, district operations manager, United Television Programs Inc., Hollywood, promoted to national operations manager.

‘Lux Theatre’ Tops AM Nielsen Listing

NETWORK radio ratings by A. C. Nielsen Co. for April 3-11 showed CBS’ Lux Radio Theatre moving from third to first place in the top 10 evening programs. CBS had eight of the top 10 and all the top 10 week-day programs.

NATIONAL NIELSEN-RATINGS TOP Radio REGULAR WEEK APRIL 3-11, 1953 NIELSEN-RATING

<table>
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<th>Rank</th>
<th>Program</th>
<th>Average for</th>
<th>Homes Reached</th>
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<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>5,173</td>
<td>1,284,600</td>
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<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
<td>5,031</td>
<td>1,261,400</td>
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<tr>
<td>3</td>
<td>People Are Funky (CBS)</td>
<td>4,925</td>
<td>1,244,300</td>
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<tr>
<td>4</td>
<td>Amos ‘n Andy (CBS)</td>
<td>4,907</td>
<td>1,239,400</td>
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<tr>
<td>5</td>
<td>Your Show Life (NBC)</td>
<td>4,078</td>
<td>1,195,800</td>
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<tr>
<td>6</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>4,028</td>
<td>1,188,800</td>
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<td>7</td>
<td>Great Gildersleeve (NBC)</td>
<td>3,983</td>
<td>1,178,800</td>
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<tr>
<td>8</td>
<td>Yours Truly, Johnny Dollar (CBS)</td>
<td>3,670</td>
<td>1,146,800</td>
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<tr>
<td>9</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>3,536</td>
<td>1,137,600</td>
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<tr>
<td>10</td>
<td>Big Story (NBC)</td>
<td>5,401</td>
<td>1,383,600</td>
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</table>

Pulse Finds Special Ads Needed In N. Y. C. Market

IMPORTANCE of the different religious, national and racial groups making up New York’s population and the need for special advertising and selling plans to reach them most effectively is emphasized in a survey of 1,560 New York housewives conducted by Pulse for Joseph Jacobs Organization as part of its tenth annual home inventory of food and drug products.

Pulse estimates show that in New York there are: 789,230 Jewish families (32.4% of the total), 384,870 Italian families (15.8%), 211,930 Negro families (8.7%), 141,280 German (non-Jewish) families (5.8%), 131,540 Puerto Rican families (5.4%), with the remaining 31.9% including the smaller cultural groups—Austrian, Polish, Russian, Swedish, etc.—as well as non-Jewish families in which the housewife and her mother are native-born Americans.

‘Lucy’ Heads April Hooper

CBS-TV’s I Love Lucy again led the “Hooper-ade of TV Stars” in April, according to figures released by C. E. Hooper Inc. last week. The show took place first in five of the six cities covered and was second in the other, Philadelphia, where CBS-TV’s Arthur Godfrey’s Talent Scouts was first. It was the seventh month Lucy was among the top 15 programs in all six cities. NBC-TV’s Dragnet and You Bet Your Life were the only others on the list in all six for April. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.
THE FACTS
speak for themselves - about

"HOMETOWN, AMERICA"
on WFBR in Baltimore!

"Hometown, America", is doing an amazing job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America’s" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338
LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511
CALLS WERE MADE BY OUR SALES SERVICEMEN

278
NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410
STORE POSITIONS WERE IMPROVED FOR SPONSORS

469
STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA"
DISPLAY MATERIAL

401
INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Years ago, according to legend, The Pied Piper played and all the children followed.

Saturday mornings in Philadelphia, "C'Mon to Uncle Pete's" plays on WPTZ and the children of Philadelphia's huge television market desert their games and, we must admit, their chores, to spend 11:00 to 11:30 with "Uncle Pete" Boyle and his program of cartoons, stories, and drawings.

Not all the children, of course—just a couple of hundred thousands of them. 251,233 to be exact! And there are adults, too.

Pete Boyle is more than the conductor of children's programs on WPTZ. He is the most invited, most visiting personality in Philadelphia television.

With an ARB rating of 10.4, this modern Pied Piper delivers more than 20 customers for a penny... or 1000 customers for 49 c!

When you participate in "C'Mon to Uncle Pete's", Pete Boyle, himself, does your commercials, and your message is received eagerly by 58% of the entire Philadelphia audience tuned in from 11:00 to 11:30 Saturday mornings.

Yet your fee per participation is only a modest $135... and even this can be shaved down under WPTZ's sensational new "45-12 Plan".

Right now, a few participations are available in "C'Mon to Uncle Pete's". For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative.

When "Uncle Pete" does your selling in Philadelphia, Philadelphia is sold!
## TELESTATUS®

**Weekly TV Set Summary** — May 18, 1953 — Telecasting Survey

**Editor's Note:** Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Tons 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.

### FIGURES

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<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area Total of Sets</th>
<th>uhf</th>
<th>vhf</th>
<th>Avg.</th>
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<th>5.7</th>
<th>1.5</th>
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<th>3.7</th>
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<td>Los Angeles</td>
<td>KTTV</td>
<td></td>
<td></td>
<td></td>
<td>61,789</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Total Stations on Air 1698.** Total Markets on Air 1188

*Includes XELE-DT Matamoros, Mexico.**

**Total Sets in Use 23,466,319**

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**FACIDS & FIGURES**

**Comedy Variety Favorite On Pulse April TV List**

THE PULSE'S analysis of program types telecast in April showed comedy variety in first place in an average rating of 27.2. Quiz-audience participation programs led in total quarter-hours of programming with 115 quarter-hours during the April 6-12 week. Listings follow:

**MULTIPULSE PROGRAMS, BY TYPES & AVERAGE RATING**

*From Multi-Market TelePulse, April 6-12, 1953*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Avg.</th>
<th>Sets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
<td>40.6</td>
<td>27,365</td>
<td>1.8</td>
</tr>
<tr>
<td>Musical Variety</td>
<td>22.3</td>
<td>14,600</td>
<td>0.9</td>
</tr>
<tr>
<td>Boxing</td>
<td>22.2</td>
<td>14,600</td>
<td>0.9</td>
</tr>
<tr>
<td>Education and Science</td>
<td>17.5</td>
<td>11,500</td>
<td>0.7</td>
</tr>
<tr>
<td>Sports</td>
<td>9.9</td>
<td>6,000</td>
<td>0.4</td>
</tr>
<tr>
<td>Wrestling</td>
<td>20.2</td>
<td>13,500</td>
<td>0.9</td>
</tr>
<tr>
<td>TV Police Shows</td>
<td>7.5</td>
<td>5,000</td>
<td>0.3</td>
</tr>
<tr>
<td>TV Playhouse</td>
<td>10.3</td>
<td>6,900</td>
<td>0.4</td>
</tr>
<tr>
<td>Westerns &amp; Serials</td>
<td>11.7</td>
<td>7,900</td>
<td>0.5</td>
</tr>
<tr>
<td>Talent</td>
<td>16.7</td>
<td>10,900</td>
<td>0.7</td>
</tr>
<tr>
<td>United Nations</td>
<td>4.3</td>
<td>2,700</td>
<td>0.2</td>
</tr>
<tr>
<td>Film Shorts</td>
<td>2.7</td>
<td>1,700</td>
<td>0.1</td>
</tr>
<tr>
<td>Housekeeping Service</td>
<td>2.1</td>
<td>1,300</td>
<td>0.1</td>
</tr>
<tr>
<td>Holidays</td>
<td>5.5</td>
<td>3,600</td>
<td>0.2</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1.7</td>
<td>1,100</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**Total** | 665 | 40,000 |
ZIV ANNOUNCES 'RADIO THEATRE'

NEW transcribed radio series, Movietown Radio Theatre, dramatic series featuring 52 Hollywood name personalities to be supported by a widespread promotion campaign, was announced last week by Frederic W. Ziv Co.

Company officials said the new series is in line with Ziv's announced intention of seeing that 1953 brings the company's most spectacular radio programs to date, supported by strong advertising, merchandising and promotion campaigns in the belief that "radio, properly merchandised and promoted, is still the advertiser's best buy."

Promotion for Movietown Radio Theatre, according to Alvin E. Unger, Ziv vice president in charge of radio sales, will be highlighted by a "Name the Stars" contest, with first prize including a week's Hollywood vacation for two plus $2,500 in cash and hundreds of other prizes including local awards to insure a winner in every market where the series is broadcast. Ziv Co. will pay the costs of the contest. Sales Promotion Director Ben Philley said that, additionally, the new series will be backed by the most extensive merchandising, promotion, and advertising campaign in Ziv history.

Hollywood personalities slated to appear on one or more of the Movietown Radio Theatre programs, it was announced, are Pat O'Brien, Jane Russell, George Raft, Adolphe Menjou, Ann Rutherford, Nigel Bruce, Cesar Romero, Jeff Chandler, Eddie Bracken, Victor Moore and George Brent.

SPOT RADIO is graphically portrayed at a clinic in New York's Biltmore Hotel as T. F. Flanagan, managing director of the sponsoring Station Representatives Assn., points out the sales rise of spot radio to media men. Guests included: Standing (l to r) David O'Mara, Lever Bros.; Taylor Eldon, Branham Co.; William Wilson, John E. Pearson Co.; Joseph Daly, Lever Bros.; Fred Neuberth, Averv-Knodel Inc.; John Doyle, Lever Bros.; Alton Copeland, Lever Bros., and Reginald Rollinson, director of advertising relations, SRA. Seated are Stanley Pulver, Lever Bros., and Mr. Flanagan.

BAB RATE POLICY CHALLENGED

Maurice Mitchell, Associated Program vice president, stirs the local vs. national rate issue as he opposes a suggestion that new car advertising be accepted at retail rates.

President Ryan answers for BAB.

THE dormant but provocative issue of national vs. local rates charged for advertising of nationally advertised products flared anew last week in an exchange of letters between Maurice B. Mitchell, vice president and general manager of Associated Program Service, and William B. Ryan, president of Broadcast Advertising Bureau.

Mr. Mitchell touched off the exchange in a letter questioning a BAB reference to the rate problem in its May 11 issue of BAB Radio Salesman (No. 90). He wrote Mr. Ryan he was "horrified" at the suggestion that radio stations accept new car advertising at retail rates and termed it "a drastic change in a policy that was carefully worked out by a group of top broadcasters over a long period."

Before joining Associated, Mr. Mitchell was the first head of BAB, having directed the operation when it was formed as part of the old NAB.

Mr. Ryan said the BAB May 11 comment referred to the "complaint of a Washington, D. C., advertising agency (as expressed in its newspaper ad) objecting to the payment of a national rate for newspaper space by local new car dealers."

He added that the agency objection was based on the theory that local dealers for other nationally advertised items are not charged a national rate by newspapers.

The Mitchell letter recalled that NAB's board and the membership had agreed rates should be described as "retail" and "general" rather than "local" and "national." The letter added, "Since the advertising agency cannot exist unless it can place national advertising at national rates and derive the committals therefrom, it was quite apparent that anything we did to weaken that well-established structure could very easily destroy our relationship with the agencies."

Also recalled were efforts of car makers to send local dealers into radio and newspaper offices with national copy as a means of getting a local rate.

Mr. Ryan replied in part: "While not a policy making organization as to station rates, it is BAB's opinion that broadcasters should charge the same rates for new car advertising—when placed locally—as for the local advertising of other nationally advertised brands. However, if the station wishes to charge a national rate to dealers for the advertising of new cars, or other branded products, that is their business...

"When clearance through a national advertising agency is involved, such agency automatically gets its commission and, in this case, the station may wish to charge a national rate. Where no such arrangement is made, a local agency may handle it or it may be placed direct by the dealer. If it comes through a local agency, certainly the station pays a commission whether the rate charged is local or national."

Mr. Ryan said BAB is substantially aiding stations in obtaining automotive advertising by telling the radio story to key Detroit executives. In addition, he said, BAB is providing its nearly 800-member stations with a number of sales tools designed to stimulate automotive advertising at the local level by local dealers. He said BAB is working with the AAA to improve relations with agencies and at the same time increase radio billings and promote more effective use of the medium.

NARFD Area Meet May 25

SOME 20 farm directors from stations in Illinois, Indiana, Ohio, Michigan, Kentucky, Wisconsin and Tennessee and a total of 200 persons are expected to attend a regional Farm Radio Sales Clinic May 25 at Chicago's Sherman Hotel under auspices of the National Assn. of Radio Farm Directors, with Mal Hansen, WOW Omaha, presiding. Among speakers scheduled are John McDonald, WSM Nashville; Larry Haag, WCCO Minneapolis, and Tom Johnson, Purdue U. extension official.

BROADCASTING • TELECASTING
LE BOEUF SUR LE TOIT,

or 4 apparently unrelated paragraphs

Scientific cattle ranching rivals the efficiency of the hog abattoirs you read about, where everything but the squeal is used. As a reporter once put it, "You drive a cow critter into one end of a special corral and it comes out dipped, drenched, branded, milked, tatoed in the ear, dehorned, tested for disease and engaged to be married."

The Amarillo Livestock Company, where non-betrothed cattle find themselves, is now the biggest in the world. Its butcher-block candidates jam the pens on auction days. The overflow goes on the roof, and that's our excuse for the headline. Translation: beef-on-the-roof.

A visiting Hollywood firewoman, a bit on the scrawny side, came to town to launch a cow epic. As a local photographer posed her on a corral fence, she cautioned him not to make her look too thin. "Make me look round," she ordered. He complied; she slapped him.

The cattle industry's growth is phenomenal but not unique—for the Panhandle. Wheat, cotton, oil, helium and natural gas all play their part in building Amarillo's highest-in-the-U.S. family income. It's enough to make a time buyer look round.

Represented nationally by the O. L. Taylor Company
TRAD E ASSNS.
PAB SETS AM-TV SELLING TALKS

COMPETITIVE problems facing radio and TV as they learn how to sell against each other as well as live with each other will be covered in a series of panel discussions and talks on the agenda of Pennsylvania Assn. of Broadcasters, meeting Wednesday-Thursday at Bedford Springs, Pa.

NARTB President Harold E. Fellows, Gov. John S. Fine of Pennsylvania and Milton Eisenhower, president of Pennsylvania State College, will be luncheon speakers. Mr. Eisenhower, brother of the President, will talk on educational TV.

Wednesday morning’s program will include radio discussions dealing with news, music and overhead costs, along with a review of PAB services (see PAB story page 82). TV enters the afternoon agenda along with several talks on radio’s power as a sales booster for retailers. Audience rating systems will be covered in the concluding hour of the first day.

Thursday morning will be confined to TV, with emphasis on the problems of starting and operating uhf stations. Afternoon speakers will be George Whitwell, vice president of Philadelphia Electric Co., who will discuss “Allies for Advertising.”

Panel Moderators

Panel moderators for the two-day meeting will be: Joseph Cleary, WESB Bradford, sale of news; Don Isot, WPIT Pittsburgh, selling music; Joseph T. Connolly, WCAU Philadelphia, PAB services; Herbert Scott, WPAP Pottstown, cutting overhead; Herbert Kendrick, WHGB Harrisburg, sales problems; Lou Murray, WPAM Pottstown, programming for retailers; Charles Vanda, WCAU Philadelphia, profitable TV programming.

Among other speakers are Joseph Cavanough, WARD Johnstown, selling against TV; Sam Cuff, consultant, and Fred Weber, WPFP Atlantic City, N. J., department store problems; Dr. Kenneth H. Baker, Standard Audience Measurement, and A. M. Wharfleet, A. C. Nielsen Co., measuring radio circulation; Edwin Leftwirth, Pennsylvania State College, study of rating systems; Humboldt Greig, WHUM-TV Reading, getting uhf stations on the air; Sam Booth, WCHA Chambersburg, cost of starting uhf stations; Otis Morse, WSBA York, uhf audiences; Roy E. Morgan, WILK Wilkes-Barre, uhf programming; Dave Baltimore, WILK Wilkes-Barre, uhf selling; A. K. Redmond, WHP-TV Harrisburg, uhf promotion.

KANSAS BROADCASTERS SET
MEET SATURDAY AND SUNDAY

ANNUAL meeting of the Kansas Assn. of Radio Broadcasters will be held Saturday and Sunday at the Hotel Jayhawk, Topeka, Ben Ludy, WPWB Topeka, president, said last week.

Among the speakers, according to a tentative agenda, will be Gene Dennis, account executive at R. J. Potts-Calkins & Holden, Kansas City, Mo., who speaks on “What Radio Stations Do for Me and What They Don’t Do for Me.”

Robert K. Richards, NARTB administrative vice president, and Ernest Theleman, FCC, will speak in addition to the advertising and sales executives. Election of officers will wind up the two-day session. Mr. Ludy said 37 stations will be represented.

‘Research as Tool’ Described to AMA Meet

USE OF research as a tool for both the buyer and seller of radio and television time was described Thursday at a meeting of the New York Chapter of the American Marketing Assn.

Howard Gardner, manager of ratings at NBC, outlined ways by which sellers of time could benefit by research programs, and Paul Keller, ABC supervisor of ratings and research, offered suggestions to tiempoysers.

Mr. Gardner stressed that a time salesman must make a complete presentation, offering both the positive and negative aspects of his project. But he emphasized that the positive factors should predominate.

Mr. Keller made the point that a timebuyer is bound to “find the best time for an advertiser” and “the most powerful station” to deliver his particular message. He recommended the use of Standard Audit & Measurement Services and Nielsen Coverage Service to learn “how many people can and how many people do listen to a station.”

SAG DROPS RE-USE CLAUSE
FOR AD COUNCIL TV FILMS

THE ADVERTISING COUNCIL announced last week that through cooperation of the Screen Actors Guild the production of public service television film spots on Council’s campaigns will not be subject to re-use payment.

SAG’s 1953 contract with producers specifies that an actor be paid minimum rate for a performance plus re-use payment when the film is telecast. The Council said that the Guild policy on public service films is that scale players must be paid the minimum rate for performance but not for re-use.

Kenneth Thompson, television administrator of SAG, said in a letter to the Council that “the Guild heartily endorses the work of the Advertising Council and will cooperate in every way possible in its activities.” T. S. Repplier, Council president, replied, expressing the gratitude of his organization “in behalf of the government agencies and private organizations whose campaigns we assist.”

IU WANTS NETWORK
SAYS IBA’S HOLM

ILLINOIS Broadcasters Assn. President William Holm, WLPO La Salle, last week charged the U. of Illinois president, Dr. George Stoddard, with attempting to “pave the way for a network of six or seven tax-supported TV stations in the state through the institution’s application for a video outlet at Urbana.”

This network, IBA’s Mr. Holm said, ultimately would become part of “a giant national network of educational TV stations that Stoddard has stated is desired and sought by the nation’s educators.”

Asserting that the proposed university outlet would serve only 8% of Illinois’ people, Mr. Holm said if funds are granted, other stations for tax monies will be made for stations in Chicago, Carbondale, DeKalb, Normal, Macomb and perhaps Charleston.” He urged use of private funds as the “right way” to support educational TV stations.

Mr. Holm termed “ridiculous and absurd” a statement by Dr. Stoddard that commercial groups will try to get reserved noncommercial educational channels because they represent a potential source of lost income.

Page 44 • May 18, 1953

KOLN-TV 12
LINCOLN, NEBRASKA
Represented Nationally by DUMONT
WEED TELEVISION 29,600 Watts Visual
13,400 Watts Audel

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area...most northerly U. S. TV station

KVOS 1000 WATS 790 K C
KPQ 5000 WATS 560 K C
ABC Network

Here’s 55.4% of WASHINGTON STATE’S CASH FARM INCOME
Represented by Robert Merker Assoc., Inc.

EVERYONE IS SOLD...

on “MERRY and MR. BILL”

Pre-School games, surprises and guests plus Crusader Rabbit and Beanie makes the afternoon complete for the kids and Mom, 5:00-5:40 P.M., Monday through Friday.
TAPE RECORDING TRADE GROUP SEEN

PLANS for the formation of an industry trade association will be discussed by leading manufacturers of tape recorders and tape recording equipment in Chicago Wednesday.

The meeting, which will be held in conjunction with the Electronic Parts Show at the Conrad Hilton Hotel, has been called by Joseph F. Hards, vice president of the A-V Tape Libraries Inc., New York, to explore the objective of such an association. It is expected that a public relations program on an industry-wide basis to promote public interest and acceptance of the quality and desirability of tape recording for home, school and industry use will come under discussion.

Mr. Hards reported he sent a letter to all tape recorder manufacturers asking for comments on the proposal for setting up a trade association. He said that 98% of the companies expressed interest in discussing such a project.

Heritage Foundation To Run Freedom Crusade Stations

WORK of the Crusade for Freedom, operating chains of private radio stations that carry the democratic message inside the Iron Curtain, will be taken over by the American Heritage Foundation.

Henry Ford II, new chairman of the foundation's board of trustees succeeding Winthrop W. Aldrich, said the action "is based on the foundation's conviction that no common effort has a greater or more pressing significance today than that of the Crusade for Freedom." The foundation has sponsored two register-and-vote campaigns and the Freedom Train of 1947-48.

President Eisenhower last week lauded the foundation's decision to take over the crusade, in which he was an active participant.

Thomas D'Arcy Brophy continues as president of the foundation. New vice chairmen were elected as follows: Barney Balaban, John L. McCaffrey, George Meaney, Walter Reuther, Robert G. Sproul and Charles E. Wilson. Officers re-elected were Louis A. Novins, executive vice president; James G. Blaine, treasurer; Edwin L. Weisl, secretary, and P. A. Delaney, assistant treasurer.

 Stations Form Association For Corn Picking Contest

ANNUAL corn picking contest has become so popular under co-sponsorship of WGN Chicago and the Bloomington-Normal Junior Chamber of Commerce that 10 Midwest radio stations have formed the National Corn Picking Contest Assn. to coordinate state and national contests.

President of NCPCA is Chuck Worcester, farm director of WMT Cedar Rapids, Iowa, with Norman Krael, WGN farm service director, as vice president. Mr. Worcester has announced plans for the fifth annual competition, to be held near Bloomington, Ill., Oct. 24. The Illinois contest is set for the previous day.

Other members and sponsors of state contests are WIBC Indianapolis; WKZO Kalamazoo; KSTP Minneapolis; KFEQ St. Joseph, Mo.; WOW Omaha; WRFD Worthington, Ohio; KSOO Sioux Falls, S. D., and WEKZ Monroe, Wisc.

The "Mrs. Music of 1953" contest was inaugurated March 16 as a special WMBD promotion on "Morning Call" . . . a 45 minute live talent show originating in the Carrousel Room at the Pere Marquette Hotel.

84 contestants vied for three top prizes which included a Motorola console TV set, a complete spring wardrobe, and an all expense paid week-end in Chicago, via TWA, at the Conrad-Hilton Hotel.

One winner was chosen each week by the number of mailed in votes. The total number of votes received numbered well over 50,000! On May 2, "Mrs. Music of 1953" was chosen from the six finalists who performed on the stage of the Palace theater in Peoria. The winner was Mrs. Jo Ann Holzinger.

This is another example of local "idea" programming that has made WMBD "Obviously Outstanding" in the Peoria area . . . one of the reasons why "Morning Call" enjoys a greater share of the audience than the next two stations combined.
Fellows Plans Address
AT KSB Banquet June 11
IN TRIBUTE to one of the oldest and most
active state associations, Harold Fellows,
NARTB president, has agreed to be principal
speaker at the Kentucky State Broadcasters
Assn. banquet June 11.
He will be presented by the new district
director, F. E. Lackey, WHOP Hopkinsville.
Agenda for the meeting June 11 includes:
10:30 a.m., administrative traffic panel with
Georgia Bates of WLBJ Bowling Green,
chairman; luncheon, James D. Russell, KVOR-
KKTV (TV) Colorado Springs, speaking on
small market TV; 2 p.m., program panel with
Sam Gifford, WHAS Louisville, as chairman;
3 p.m., sales panel with J. Porter Smith, WGRC
Louisville, as chairman; 6 o'clock, cocktail
party, and 7:30 p.m., banquet.
On June 12 there will be a 10:30 brunch and
business session.

BAB, BMI To IBA Meet
BAB and BMI will conduct sessions at a two-
day sales and program clinic of the Indiana
Broadcasters Assn. in Indianapolis June 15-16,
it was announced last week by Dee O. Coe,
WWCA Gary, IBA president. Broadcasters
and representatives of stations from the 50-
member association are expected to attend,
Mr. Coe said. Meetings will be held in the
auditorium studios of WIRE Indianapolis with
registration beginning there the morning of
June 15.

The best view is from
the mountain top

CHANNEL 4—El Paso—has
mountain-top location

KROD-TV's antenna is 1783 feet
above the city, yet it is right in El
Paso. It transmits a perfect picture
into every part of the city, and for
more than a hundred miles in every
direction. That's COVERAGE. And
with superior programs, it gets best
RESULTS, too.

KROD-TV
CHANNEL 4

CBS • DUMONT • ABC
Nationally Represented by
O. L. TAYLOR COMPANY

GOVERNMENT

JOHNSON EXPECTS SENATE APPROVAL
ON BASEBALL RADIO-TV LIMITATION

Baseball's rule 1 (d) empowering prohibition of broadcasts and
telecasts within a 50-mile radius of a home game is again discussed
on Capitol Hill. Hearings concluded last Tuesday.

SEN. EDWIN C. JOHNSON (D-Colo.) antici-
pates clear passage in the Senate for his
baseball bill. His measure (S 1396) would
permit baseball to reinstate its former rule 1
(d), which, before its repeal in 1951, prohibited broadcasts or telecasts of major or minor
league games within a 50-mile territory around
the "home" game's ball park.

Hearings ended Tuesday after Sen. Johnson's
Commerce subcommittee heard addi-
tional baseball people and Gordon Mc-
Lendon of Trinity Broadcasting Corp.
(KLIF Dallas and KLBS Houston).

Sen. Johnson said he expected subcom-
mitee approval in about two weeks.
The bill, if also re-
ported by the full
committee, would go
to the House.

Mr. McLendon
Among the highlights in last week's sessions:
• Louis Carroll, National League attorney.
accused Mr. McLendon of "pirating" descrip-
tions of big league games for broadcast. He
said: "What purports to be a play-by-play is a
distortion of a play received from some un-
authorized source. That type of broadcast does
not serve the public interest."
• Prodded by Mr. Carroll, Sen. Johnson
directed the subcommittee staff to check FCC
files for any complaints on Mr. McLendon's
baseball recreations.
• Mr. McLendon asserted the major leagues
never dropped rule 1 (d), saying its repeal was
a "sham." (Mr. Carroll retorted that individual
cubs may be imposing similar conditions as
those contained in the rule, but that these
actions would uphold the desirability of the rule's
reinstatement.)
• Mr. McLendon, formerly associated with
Liberty Broadcasting System which went bank-
rupt last year, said Liberty paid $1,000 to the
majors for the 1948 season, $225,000 in 1951
and then in 1952, he said, the majors would
not sell at any price.

Claims LBS' Losses
Mr. McLendon said that when the majors
would not sell rights to Liberty, the network
had to cancel its "game of the day" broadcasts
and reportedly lost $4 million. LBS has a $12
million suit pending against 13 major league
clubs. That suit only last week was postponed
to Jan. 11, 1954, in Chicago's U. S. District
Court. (See story page 66).

Under questioning, Mr. McLendon, testify-
ing at his request, revealed he now is associated
with Knickerbocker and Republic Networks
which recreate accounts of sports activities.
Final baseball witness, Nathan R. Kobey of
Denver, a former ball club owner, laced the
Justice Dept. Its interest in baseball, he said,
is "like the quack doctor treating a disease
which does not exist." Even if there is a "disease," he
said it was more of a "pimple on the financial
scene."

A. B. (Happy) Chandler, former baseball
commissioner, said baseball must retain the
right to pick its broadcast sponsor. He testified
that Justice forced rule 1 (d)'s modification
under pressure.

Meanwhile, Gene Shumate, sports director.
KSO Des Moines, wired a proposal to the
Johnson subcommit-
tee. He suggested
that make the
"protection of minor
league baseball com-
plete," wire services
be forbidden to tra-
nsmit major
league stories and scores to newspapers
in towns where there is a minor league
team; and that local
newspapers be per-
mited to cover
minor league games
except on holidays, Sundays and when there
are double-headers. "Who wants to see a
game when they can read about it and get all
the inside information?" asked Mr. Shumate.
Mr. Shumate reflected, "I am the first to admit
that my proposal is ridiculous, but it is
no more so than were submitted [by base-
ball to the subcommittee] and accepted as the
gospel truth."

While the Senate group held hearings, leg-
islation was introduced in the House—HR
5105 by Rep. A. S. Herlong Jr. (D-Fla.)—
which would permit taking off the admission
tax on "amateur, semi-professional or minor
league baseball games."

IKE ASKS D. C. SUM
FOR EDUCATION TV

APPROPRIATION of $400,000 to construct and
operate an educational TV station in the
District of Columbia was recommended
Wednesday in a supplemental D. C. budget
submitted to the House Appropriations Com-
mittee by President Eisenhower.

The request provides that all revenues from
operation of the station go to the D. C. tax
collector for deposit in the U. S. Treasury to
the credit of the district.

District officials said this revenue clause
could not be construed as an indication that
the educational TV outlet would sell time.
They insisted it is a routine clause which must
be inserted in such budget items under the law.

The budget request specifies no more than
$350,000 for construction of the plant and
equipment, with another $95,000 for an operat-
ing staff of 18 during the first year.

The D. C. school board is an applicant for
the Ch. 26, non-commercial educational TV
channel. FCC has not acted, pending receipt
of more information on financing and co-
operation with other educational organizations.

Page 46 • May 18, 1953
TOBEY WARNS FCC ON CHANNELS ISSUE

Educational TV supporters get an emphatic assist from Sen. Tobey, who cautions FCC to be wary of poachers on the educational TV channels preserve. FCC, meanwhile, is prompted to clarify June 2 issue.

EDUCATIONAL TV supporters set up a cross-fire from both branches of Congress last week. Nobody was caught in the middle but the volley clearly was designed to keep opposition forces in line.

The fire was greatest from the Senate, where Sen. Charles W. Tobey (R-N.H.), who heads the Interstate & Foreign Commerce Committee there, issued a strong statement on the subject.

His statement coincided with a more general comment in the House from Rep. Louis B. Heller (D-N.Y.). Reawakening to the subject on the Hill came at the same time the FCC issued a public notice on channel reservations.

Sen. Tobey reviewed FCC’s position on educational reservations and added:

“I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full scale investigation.”


Rep. Heller said, “The author feels that it is now or never for educational television.”

He made reference to the 242 channels reserved by FCC. “Yes,” he said, “there is little public awareness of the importance of the action taken by the FCC or of the great significance of the gift it has presented to the American people.”

Inquiries before FCC “indicate a belief that the reservation of television channels for non-commercial educational use will expire on June 2,” the Commission said in its public notice. “This is not the case; such reservations continue indefinitely.”

The significance of the June 2 date, FCC explained, “is that the Commission will thereafter give consideration to any petitions it may receive to make changes in channel assignments in individual localities. This applies to commercial as well as educational assignments. Any such proposal will necessitate rule-making proceedings. In such cases, the Commission will afford all interested parties—including appropriate educational organizations which may be involved—an opportunity to participate and be heard.”

The notice pointed out that “while the Commission stated that such a reservation should not be for an excessively long period and should be surveyed from time to time, it placed no limit whatever on the duration of the assignment of channels reserved for non-commercial educational operation.”

The notice explained that upon adoption of the Sixth Report, FCC included a rule which provided, with limited exceptions, that the Commission “would not consider any petition to change the table of assignments for one year following the effective date of the rules.”

Radio-TV Time Donations Cited Before House Group

**FCC MEETS WITH TOBEY GROUP TODAY**

PROCESSING of television applications and the backlog of TV comparative hearings will be discussed today (Monday) by FCC Chairman Rosel H. Hyde and the Senate Interstate and Foreign Commerce Committee. The informal session was requested by the committee chairman, Sen. Charles W. Tobey (R-N.H.), several weeks ago [B*T, May 4].

FCC Chairman Hyde is expected to voice his personal views on ways to speed up application processing and the handling of TV hearings, as well as to review staff and other proposals for processing speed-up now pending before the Commission. The Chairman does
IT'S UP!

WALA-TV's 430-Ft. Tower
Now Complete and Reaching Out!

WALA-TV's new tower is up! Its new 12-bay RCA antenna is now in operation. NBC, ABC and CBS programs are being telecast from it for the enjoyment of both new and familiar audiences—audiences reaching from Panama City, Fla., to beyond Bay St. Louis, Miss., and an equal distance north into Alabama and Mississippi. Many people in this new audience are seeing television consistently for the FIRST time, and the new antenna has opened new worlds of entertainment for them. From its imposing tower, WALA-TV views a future bright with the opportunity for continued entertainment and service to thousands.

OWNED AND OPERATED BY THE PAPE BROADCASTING COMPANY

Page 48 • May 18, 1953
MOCK pre-trial conference by members of the Federal Communications Bar Assn. and FCC attorneys—as a demonstration of techniques for shortening the length of TV hearings—is under preparation for public performance within the next 30 days.

Part of the efforts of the FCBA and FCC officials to squeeze as much unessential material out of hearing examinations as possible, the demonstration is a special project of FCBA.

The committee is headed by William C. Koplovitz, Dempsey & Koplovitz, chairman, and includes William J. Dempsey, of the same firm, and Henry G. Fischer, Fischer, Willis & Panzer. Cooperating are FCC attorneys Frederick W. Ford, Robert J. Rawson and Max D. Paglin, all of the Hearing Div., Broadcast Bureau.

Also lending a hand are FCC Hearing Examiners J. D. Bond and Benito Gagnie.

Participants have been drawing up applications for three TV dummy corporations. Rehearsal of the pre-trial conference demonstration is scheduled in the next few weeks, after which the program date will be announced. At the demonstration, participating lawyers will act without scripts.

Demonstration will be open not only to communications attorneys, but also to private and government practitioners whose specialties are in other Government agencies.

Business Census Fate Rests with Senate

Indications last week were that the Senate might restore funds for the census, which a dollar-conscious House cut out earlier in the month.

FATE of the business and manufacturing census restored in the hands of the Senate last week. There were indications that the upper branch of Congress may be inclined to favor restoration of funds knocked out of a Commerce Dept. appropriation bill by an economy-minded House.

Sen. Homer E. Ferguson (R-Mich.), second ranking majority member on the Senate Appropriations Committee, indicated to B&T last week that the committee was studying the question and might have an "answer" soon.

Strong protests against the House action were registered by Commerce Secretary Sinclair Weeks and a business advisory group as the Senate Appropriations group completed its hearings on the fiscal 1954 appropriation bill for the Commerce Dept. of which the Census Bureau is a part.

The $11 million requested by the Bureau would have permitted the taking of a new census next year, the first since 1940. Marketing and advertising researchers and statisticians among others rely on the business and manufacturing censuses for guide posts.

NARTB President Harold E. Fellows has emphasized the need for the figures in surveys on broadcasting operations.

Strong resolution calling for Congressional approval was adopted May 9 by the Dept. of Commerce Business Advisory Council, comprising 100 top corporate officials. Meeting at Hot Springs, Va., the council recommended reinstatement of the appropriation.

The resolution obviates the need because Secretary Weeks already had sliced the Truman budget request for a business-commerce census by $10 million. Postponement would destroy the continuity of statistics on which many industries rely.

It was pointed out that Secretary Weeks, in a letter last Monday to Chairman Styles Bridges (R-N.H.) of the Senate Appropriations Committee, urged restoration of the deleted census funds. The original Truman budget called for $23.4 million.
COMMISSION GRANTS 7 NEW TV OUTLETS

SEVEN new TV stations were granted by FCC last week.

Included was the third vhf channel awarded to a Charlotte operator—vhf Ch. 13 to Metropolitan Pittsburgh Educational TV Station. Vhf Ch. 13 was granted to Rockford, Ill., interests that merged the week before [B*T, May 11].

Since the freeze was lifted, 360 TV grants have been made.

In granting vhf Ch. 4 at Honolulu to American Broadcasting Stations the FCC simultaneously denied petitions of Advertiser Pub. Co. (KGO) and Island Broadcasting Co. (KPOA) to withhold action. Petitioners, joint purchasers of KONA-TV (Ch. 11), had indicated they would apply for a shift of assignment—to vhf Ch. 4.

Details of new permits:

Honolulu — American Bestc. Stations Inc. (WGTV-WGTV Cedar Rapids, Iowa), granted vhf Ch. 4: ERP 58 kw visual and 29 kw aural; antenna height above average terrain 1,360 ft.

Cincinnati—Roi and Bcstg. Scripps-Howard Inc., granted vhf Ch. 13: ERP 165 kw visual and 63 kw aural; antenna 2,680 ft.

Pittsburgh—Metropolitan Pittsburgh Educational TV Assn., granted vhf Ch. 7: ERP 49 kw visual and 24.5 kw aural; antenna 620 ft.

Knoxville, Tenn.—Contestants for vhf Ch. 6: Mountaineer Bestc. Co. (WORF) and WSKG Inc. (WJGD).

Trenton, N. J.—Contestants for vhf Ch. 41: Morrisville Bestc. Co. (WBTU) and Peoples Broadcasting Co. (WTV).

Competing bid for vhf Ch. 14 at Worcester, Mass., was dismissed last Tuesday by Motions Comm. Frieda B. Hennock upon the request of WNEB there, the applicant. Comr. Hennock referred to the full Commission the question of whether the remaining application of Salisbury Broadcasting Corp. should be retained in hearing status or returned to the application processing line.
Radio station has nearly two and three times as great an audience as any other station in reaching cities comprising one of the richest farm markets.

**HOOPER RADIO AUDIENCE INDEX**

Quincy, Illinois

<table>
<thead>
<tr>
<th>CITY ZONE</th>
<th>Nov., 1952, thru Feb., 1953</th>
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<tbody>
<tr>
<td>SHARE OF RADIO AUDIENCE</td>
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<tr>
<td>TIME</td>
<td>Radio Sets in Use</td>
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<tr>
<td>Mon. thru Fri., 8:00 AM — 12:00 Noon</td>
<td>22.8</td>
</tr>
<tr>
<td>Mon. thru Fri., 12:00 Noon — 6:00 PM</td>
<td>22.4</td>
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<td>Sunday</td>
<td>12:00 Noon — 6:00 PM</td>
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<tr>
<td>Sun. thru Sat. Eve., 6:00 PM — 10:30 PM</td>
<td>29.8</td>
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</table>

*The above measurements are adjusted to compensate for the fact that Radio Station "E" signs off at local sunset.

**HOOPER PROVES IT!**

**STANDARD AUDIT PROVES IT!**

WTAD has an average Hooperating more than twice that of any other station reaching the Quincy, Illinois; Keokuk, Iowa; Hannibal, Missouri area. And it covers this area at lower cost and more effectively than any other medium. Write or call Walter Rothschild, National Sales Manager, for availabilities.

**WTAD, QUINCY, ILLINOIS**

930 KC... 5000 Watts, day... 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa... Represented by Weed & Company

*Lee Stations*
<table>
<thead>
<tr>
<th>LOCATION</th>
<th>APPLICANT</th>
<th>CHANNEL</th>
<th>DATE ISSUED</th>
<th>DATE HEARING BEG</th>
<th>DATE HEARING END</th>
<th>ADJUDICATION</th>
<th>RECORD CLOSED</th>
<th>REJ. 1</th>
<th>REJ. 2</th>
<th>ADDITIONAL DATA</th>
<th>REJ. 3</th>
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<tr>
<td>ARKANSAS, ARK.</td>
<td>(Examiner Combined)</td>
<td>WAVE Enterprises</td>
<td>1950-05-02</td>
<td>12-22-53</td>
<td>5-25-53</td>
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<td>CAYUGA, ORO.</td>
<td>(Examiner Combined)</td>
<td>WBCH-B</td>
<td>1950-05-02</td>
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<td>WBCH-B</td>
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<td>DESCHUTES, ORIO.</td>
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<td>KOBI</td>
<td>1950-05-02</td>
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<td>1950-05-02</td>
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**Note:** Since preparing the above information, the Commission designated the following applications for new TV stations as channel assignments in the District of Columbia on June 6, 1953:


Central Broadcasting Co. (WPTZ-16) and Allentown Television Co. (WPTZ-16), both seeking to operate on Channel 61 in Allentown, Pennsylvania.

**HERE is the boxscore as of May 8 of television hearings currently in various stages before FCC hearing examiners. It was compiled under the supervision of Fred Ford, chief of the Commission's Hearing Division, for the use of Commissioners and FCC staff.**

Several new TV comparative hearings were designated by FCC last week to commence in Washington on June 15 (see story page 50).
July 21, 1952 we ran this ad in B&T

WE'RE NOT SMUG

... but we are pleased that so many new, as well as old, advertisers have found that advertising on KLRA pays off!

IN 1951—
Local Business Increased 14.5%
(Falling to top our best year, but coming in a strong second.)
National Spot Increased 35.8%
(Making it the best year in the station's history in this classification.)

IN 1952—
Local Business is Up 21.8%
(First five months '52 over '51. These are folks who know us boys.)
National Spot is Up 17.9%
(And remember, please, that last year was our best year. We have our fingers crossed.)

--reprint from BROADCASTING • TELECASTING, July 21, 1952

NOW look at the story—

Complete for 1952:

LOCAL BUSINESS INCREASED 45.2%
This made 1952 the TOP year for local business on KLRA!

NATIONAL SPOT INCREASED 11.6%
This set a new record for Spot business — top year for National

First Quarter, 1953:

LOCAL BUSINESS IS UP 30.5%
Our “home folks” can check results—that’s why they more and more prefer KLRA!

NATIONAL SPOT IS UP 39.1%
Again we have our fingers crossed; the greatest month in KLRA’s history was March, 1953!

THERE’S A REASON—

Programmed for Arkansas with shows that folks like to listen to, plus a strong Merchandising-Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers’ products... all have made KLRA “Arkansas’s Listening Habit.” Our Farm Service Department has Johnnie Holmes and Jim Maffett on full-time farm service work... our full-time News Department of Mark Weaver, Gene Goss and Randy Gover has scored innumerable “scoops” on news stories... our top Disc Jockeys, including Bob Hicks, Bob Hess and Al Dent, are “most-listened-to” in the area. These are all “plus-values” you get when you buy KLRA. And, coming soon, a top sports personality and a top women’s service director to add to the value of your message on KLRA.

YOUR O. L. TAYLOR COMPANY
MAN WILL GIVE YOU COMPLETE DETAILS

KLRA LITTLE ROCK

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
“ARKANSAS’S LISTENING HABIT”
GLOBAL TV PLANS CHAMPIONED

Senate Foreign Relations subcommittee hears Halstead, Unitel president, propose "mountain top" and "island chain" relay systems to beam telecasts around the world.

INTERNATIONAL TV and radio-relay services were given a boost last week in New York during a three-day hearing of a Senate subcommittee [B'T, May 11].

Their use, the Senate Foreign Relations subcommittee on International Information Services (includes Voice of America) was told, would be "the most powerful means yet devised for educating, unifying and strengthening" the world's population.

Speaker was William Halstead, president, Unitel Inc., New York, a telecommunications and planning firm. Mr. Halstead testified on developments in international broadcasting.

Among the points he raised:
- TV will "provide the most effective channel that has so far been created to reach the mind of man.
- A so-called "mountain top" technique of relay using natural vantage points throughout a country—studies were conducted, he said, in Japan, Mexico and Turkey.
- Because of "mountain top" success, consideration has been given to bridging long-overwater distances with a projected relay between North America and Europe using the chain of islands — Greenland, Iceland, the Faroes and the Shetlands—as relay bases.

Senators at the hearing were B. B. Hickenlooper (R-Iowa) and Theodore Green (D-R.I.).

Mr. Halstead said that by means of this North America Relay Communications project, known as The NARCOM Plan, direct transmission of television signals between Europe and America could become a reality. He added that in radio, the system could carry all trans-Atlantic traffic presently transmitted by short-wave systems, "relatively free from the possibility of channel interference of intentional 'jamming'."

He estimated that this system could be put into practice in from three to five years.

Hubbell Support

Supporting Mr. Halstead's views was Richard W. Hubbell, television development office of the International Broadcasting Service, under which the Voice operates. But Mr. Hubbell warned that the U.S. may lose out to Soviet Russia in the realm of international TV if the country keeps "missing the boat" as it has in the past.

Mr. Hubbell charged that the television activities of the State Dept. have been "confined to the most limited things, given a low priority and blocked at every turn." He claimed that the department has been "paying lip service to the idea of international television while doing virtually nothing about it."

Mr. Hubbell argued that the IBS TV branch has been operating with a staff of three and a budget of $18,000 yearly, exclusive of salaries. He proposed the expansion of television activities to the world in eight to ten languages at the expense of $250,000 a year, exclusive of personnel costs.

Mr. Hubbell also advocated that a worldwide TV study be made at an estimated cost of $75,000 to lay the blueprint for a master plan under which the television branch could operate. He urged, too, that the branch be organized as a separate agency.

Sen. Hickenlooper said he would attempt to hold a conference in Washington with officials of the State Dept. and the International Information Administration to see whether the decision to eliminate VOA broadcasting in Latin America could be reconsidered. Programs are scheduled to end May 23 in line with a proposed $10.6 million reduction in IIA's budget for the fiscal year starting July 1.

Sen. Hickenlooper said the information services might be improved by removing them from the State Dept. and placing them in a semi-autonomous agency.

AM, FM Actions Include Ownership, Power Changes

THREE ownership changes, several power boosts and the postponement of the effective date of an April 1 power grant to KEAR San Mateo, Calif., highlighted the AM and FM decisions of the FCC last week.

Control of WBCU Union, S. C., passed to James Coggins, who purchased it from five owners. Mr. Coggins owns WEDK Newberry, S. C. Edward Osborne, WBCU general manager, acquired 48% in the move. Total consideration was $63,090.

J. E. Taylor gained control of KCRV Caruthersville, Mo., following retirement of Harry L. Shulman from three-way partnership that included Robert L. Harrison. Mr. Harrison increased his equity to 20% and W. Y. Cleveland, new partner, purchased 25%. Mr. Levin received $31,500 for his holding.

Negative control of WSAT Salisbury, N. C., was granted to C. H. Wentz (formerly 164%) in a transaction that netted several retiring stockholders $36,000. The remaining stock is divided between newcomers Elbert Sherman, WSAT chief engineer (20%), and Harry Welch, salesman (30%).

Upon protest of alleged adjacent channel interference filed by KFBK Sacramento, Calif., FCC postponed the effective date of its April 1 grant which authorized KEAR San Mateo, Calif., to increase power from 1 kw to 10 kw, operating on three 30 kw days for a total of 1550 kw. KFBK is on 1530 kc with 50 kw, directional. Hearing was ordered on the KEAR power boost with KFBK made party to the proceeding.

Power changes were granted to an AM and two FM outlets:

WLET Toccoa, Ga.—Granted power boost from 1 kw to 5 kw by day on 1480 kc.

KPUO-FM Clayton, Mo.—Granted ERP change on 98.1 mc from 67 kw to 61 kw and increase antenna height from 290 ft. to 320 ft.

WKPT-FM Kingsport, Tenn.—Granted ERP boost on 98.3 mc from 6.2 kw to 10 kw and change antenna height from 85 ft. to 96 ft.

ZENITH CH. 2

ARGUMENT HEARD

ARGUMENT on Zenith Radio Corp.'s appeal to stay FCC's decision dismissing its application for vhf Ch. 2 in Chicago [B'T, Feb. 16 et seq.] was heard last week by three judges of the U.S. Court of Appeals for the District of Columbia.


The Commission dismissed the Zenith application, which was filed in 1948, on the grounds that the Chicago radio-TV manufacturer had waived its rights by not participating in the TV allocation proceedings. This resulted in the deletion of Ch. 4 from Chicago and the show cause order moving WBKB Chicago (now CBS-owned WWBM-TV) from Ch. 4 to Ch. 2. It also said Zenith should have intervened in the WBKB renewal (this was part of the Paramount case).

Zenith's position was that it had been deprived of its right to a hearing under the Ash-backer decision. This, upheld by the Supreme Court in the early 1940's, declared that the Commission must give a hearing to applicants. Zenith also argued that if WWBM-TV was permitted to move to Ch. 2 before the Court decided the basic case, it would prejudice Zenith's position.

Opposition counsel argued that Zenith waived its right to a comparative hearing when it failed to participate in the allocation proceedings. They also took the position that a stay would be against the public interest, in that it would hold up WTIV-TV's move to Ch. 4, continue interference to WKZO-TV (Ch. 3) and WHFB-TV (Ch. 4). Zenith's case would not be prejudiced, it was stated, since CBS would still be a licensee no matter what channel it was operating on in Chicago.

In answer to the Ashbacker argument—which seemed to impress the judges—the opposition attorneys insisted that it only applied in cases where there were other applicants. In this case, they pointed out, CBS was moving pursuant to Commission order.

Capitol Hill Meet

On NARBA Reported

INFORMAL conference was held last Thursday on Capitol Hill on the Northwest Regional Broadcast Agreement (NARBA), B'T has learned.

Attending were FCC Chairman Rosel H. Hyde; Robert D. L'Heureux, chief counsel, Senate Commerce Committee; Carl M. Marcy, consultant, Senate Foreign Relations Committee, and State Dept. representatives.

Purpose, it was understood, was to lay groundwork for upcoming hearing on NARBA by Charles W. Tobey (R-N.H.) Senate Foreign Relations subcommittee chairman. Mr. Tobey also is chairman of the Senate Commerce Committee.

Hearings may be held late this month or in early June.

NARBA treaty apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951.

BROADCASTING • TELECASTING
OKLAHOMA'S GREATEST STATION

Nielsen PROVES IT
Pulse PROVES IT
Results PROVE IT

50,000 WATTS  NBC AFFILIATE  1170 KC

EDWARD PETRY & CO., INC., REPRESENTATIVE
ASSISTANCE IN TEXAS DISASTER REFLECTS RADIO'S PUBLIC SERVICE

Always a voice of hope, radio last week again assumed its role of uniting public servant. The following are the first of the station reports from the devastated area.

RADIO demonstrated again that it can disseminate information as can no other medium, in the tornado which struck last Monday in San Angelo and Waco, Tex., killing scores of persons and damaging property in the millions of dollars.

Reports were still coming in to B T last weekend describing radio's public service in the aftermath of the tornado which struck San Angelo at 2:50 p.m. CST and hit the downtown business district of Waco two hours later, shortly after 4:30, inflicting heaviest destruction on the latter city. Stations broadcast U. S. Weather Bureau warnings of the approaching storm Tuesday until 2:35 p.m., when the center of the devastated area to direct rescue operations.

WACO led the 20-station Texas Network 18 hours of the disaster coverage, beginning at 12:30 a.m. Both WACO and KWTX Waco, canceled all commercial programs and went on emergency operations, WACO until 6 a.m. and KWTX until 6 p.m. Thursday. Here are station reports:

WACO, after its own damage as slight, was on the air 35 minutes after the tornado struck, broadcasting details of the damage from two remote trucks at different vantage points.

KWTX, which went off the air for two hours when the storm tore down power lines to its transmitter, afterward went on emergency operations. The KWTX public address truck was dispatched to the center of the devastated area to direct rescue operations.

WACO fed the 20-station Texas Network 18 hours of the disaster coverage, beginning at 12:30 a.m. Both WACO and KWTX in one remote truck.

KTXL San Angelo General Manager Robert L. McClelland said the station missed the station's studios and transmitters by only about a hundred yards, but that the station received no extensive damages. The station went off the air from 2:30 p.m., when the storm struck San Angelo, to 5:30 p.m., then resumed broadcasts with a crew of six men covering the disaster completely with on-the-scene tape reporting and other general news broadcasts, including names of dead and injured. KTXL kept up coverage until 12:30 a.m. Thursday.

In the hope of keeping critical news plans for opening KTXL-TV July 1 were not affected by the storm.

KGKL San Angelo, according to General Manager Lewis O. Siebert, received no damages to property, but all power and transmission lines to its transmitter were blown away and the station was off the air from 2:35 p.m. Monday until temporary power lines were backed up at 10:30 a.m. Tuesday. Temporary telephone transmission lines were in operation at 10:30 the next morning.

Since then, Mr. Siebert says, KGKL has been broadcasting all kinds of emergency messages and programs of the Emergency Disaster Relief Committee, including news, clothing, bedding and other needed items have been secured by special KGKL programs.

KFAB Omaha reported it made a special broadcast of relief aid to the stricken Hebron, a county seat 15 miles southwest of Omaha, on the night of May 9, then dispatched newsmen Hugh McCoy and Al Bates, technical director, to the scene in a KFAB mobile unit, from where dispatches were broad cast.

KFAB reported it sent out emergency calls after the storm for sandwiches and hot coffee for workers digging out the dead and injured from the rubble, and the food later was turned over to the Salvation Army, Boy Scouts, Red Cross and other volunteer groups for distribution. Wives of WACO personnel brought food to station personnel, who stayed on all night at telephones and microphones, answering calls.

TSN aired several on-the-spot broadcasts from WACO before midnight Monday, then Porter and Robert, an ad editor, left Fort Worth to broadcast over WACO the rest of the night. His 15-minute summary was aired over TSN at 7:30 a.m. Tuesday. He was joined later by Dale Drake, TSN sales manager, Hal Thompson, KFJZ-TSN special events man, and John Riley, KFJZ-TSN engineer. By mid-morning Tuesday lines from WACO to KFJZ were installed and TSN blocked out regular commercial network service and aired disaster messages.

KCRS Midland reported it relayed messages to ham operators for shortwaving about the country. KCMC Texarkana, KNOV Austin, KABC San Antonio, KTRR Houston, and KTB Tyler called for fees as long as possible.

ASSISTANCE IN TEXAS DISASTER REFLECTS RADIO'S PUBLIC SERVICE

Always a voice of hope, radio last week again assumed its role of uniting public servant. The following are the first of the station reports from the devastated area.

WOR-TV 'DOUBLE EXPOSURE' STUDIED

Station invites sponsors to repeat "outstandingly successful" films.

BUYERS and sellers of TV time and programs, particularly film packages, were studying closely the "double exposure" plan announced last week by WOR-TV New York.

In essence, the station is inviting sponsors of "outstandingly successful" filmed programs on one or both New York TV stations to repeat them on WOR-TV, which for "an experimental period of 26 weeks" will accept these shows, complete with commercials, on a no-time-charge basis.

One of the shows asked by WOR-TV is that running time of the "29 1/2 minutes" can be cut from 29 1/2 minutes to 28 1/2 minutes, giving the station an extra minute for adjacent spots, from the sale of which it expects to derive its revenue.

In announcing the "double exposure" plan, James M. Gaines, General Telecardvice president in charge of WOR and WOR-TV, said that the station at the outset will devote the 9 to 11 p.m. period of one evening a week to this repeat programming, with like periods of other evenings to be added if necessary to accommodate advertisers. Three "major advertisers" have already indicated interest in the idea, he said, but he declined to identify them.

Mr. Gaines, in explaining the plan, pointed out that if a program's original telecast attracted 25% of the TV audience in the New York area, a high rating, there would still be 75% of the potential viewers who had not seen it.

Producers of package film programs declined to speak for direct quotation until they have had time to study the "double exposure" scheme in detail. But informally they pointed out that in most cases they might well choose to look at the second. Thus, if the second or the first telecast of the show to be repeated would be curtailed.

It also was pointed out that broadcasters have long been suspicious of offers of "free" transcriptions made when the discs are auditioned, are found to have included several plugs for their products or services, oftentimes subtly introduced. Yet here, one station sales representative emphasized, is a TV adaptation of this plan being proposed, not by an advertiser, but by a station.

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Want to expand your circle of customers... in America's sixth biggest market... at low, low cost?

The KDKA Shopping Circle is the program you want! Here's just one example of results on this long-established morning participation show—

An offer of a little booklet on homemaking (announced just once on a Thursday) brought 1400 replies on Friday, another 800 on Saturday!

For spot action like this in a vast area in Pennsylvania, Ohio and West Virginia, there's no match for KDKA!

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS INC
WBZ - WBZA - KYW - KDKA - WOWO
KEX - WBZ-TV

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

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BROCHURE TRIGGERS RADIO-TV CONFLICT

A San Francisco controversy was started when KNBC said its television competitors had bad picture reception in some areas and questioned TV's advertising value. Three area video stations answer the charges.

INTRA-INDUSTRY battle of radio and TV stations in San Francisco, started by KNBC in an anti-television brochure, will be fought to the finish, judging by present strategy of the TV group.

Under the title "Pause for Appraisal," KNBC stirred Golden Gate media circles with a slashing attack on the value of TV advertising, contending that large areas lack a good picture and that radio can do a better advertising job at less cost.

Speaking for the three San Francisco TV outlets—KRON-TV, KPIX (TV) and KGO-TV, Harold See, KRQN-TV manager, told B+T:

"We have begun a thorough, scientific study and field test to refute the KNBC report in its entirety. It will include engineering findings, photographed kinescopes in the so-called 'impossible areas' and will be completely documented by impartial research organizations.

"Consensus of the TV group was that the KNBC anti-video brochure was 'ill-conceived, unscientific and superficial.'" They claim the KNBC charges dealing with spotty TV coverage are based on an RCA service map of metropolitan San Francisco which was originally drawn up to indicate which reception areas would require indoor, outdoor or special antennas.

Said one TV engineer: "The fact that TV reception in some areas was more difficult than in others is not to be taken to mean that the proper antenna can't bring in a clear picture."

Agency reaction was mixed. Some felt any effect of the KNBC report would be temporary. Others contended that to show the report to TVclients would be an indirect admission the agency had been selling TV time under false pretenses.

"Results Will be Temporary"

Suggestion was heard that the study only served to pit one medium against another in a manner detrimental to all. The manager of a competitive radio station, who refused to allow his name to be used, said, "I doubt if the report will have any serious, permanent effect. Any results will be temporary. If viewing conditions are as bad as KNBC claims, I'd like to know more about it. However, I can't believe that engineers can't remedy the reception problems."

One large California milk and ice cream company with a local TV budget exceeding $100,000 a year indicated it had no thought of changing media as a result of the report.

KNBC opens its brochure with the claim that radio has been "trampled" in the rush of advertisers to the new "glamour" medium. "Even advertisers who owe their sales success in large measure to radio have of late been treating the aural medium like a poor relative," the brochure continues.

Comparisons are given of radio and TV rates and audiences in the basis of 494,000 TV sets in the bay area, KNBC lists the viewing homes as 91,390 in the afternoon and 206,492 in the evening. This compares with 185,985 total listening homes in the area in the afternoon and 270,082 in the evening. Extra audiences for radio, such as auto listeners, are cited.

KNBC criticizes TV stations for crowding "an average of three to four station breaks between programs (not to mention hitch-hiker) and could further announcements on the programs fore and aft."

"Radio learned long ago not to crowd commercials, it was added. Then KNBC poses this question: "Doesn't it make sense for you, as an advertiser, to concentrate at least a part of your efforts in radio—while your competitors are figuratively battering to death on TV?"

"The brochure closes with a coverage map prepared by R. A. I. engineers. All areas of the population have "poor" or "impossible" TV reception, it is claimed.

John E. Surrick, vice president and general manager of WFBR Baltimore, has been named general manager of WORZ Orlando, Fla., Mrs. Naomi Murrell, WORZ president, announced last week.

"Before his association with WFBR, Mr. Surrick was radio and television sales director for the Philadelphia Inquirer's WIP-AM-TV, and prior to that time was an account executive with the N. W. Ayer & Son agency. He participated in the organization and was first president of the Maryland-District of Columbia Radio-TV Broadcasters Assn. He also has been active in NARTB affairs."

WJAR Moves to Ch. 10

WJAR Providence reports May 3 was "Ten Day" for the station, when it changed from Ch. 11 to 10 and increased effective radiated power from 30 to 53 kw. The station claims an increase from 425,000 to 1,016,600 TV sets in its primary coverage area and reports an "excellent" response to the power boost.

A new 12-bay superturnstile antenna has replaced WJAR's 6-bay antenna, increasing antenna height from 720 to 7336 ft. above sea level.

JAMES PARKS, partner in the now-dissolved Searle & Parks Inc., Hollywood program packagers-distributors, has joined KNBH (TV) that city, as sales manager. Mr. Parks originated the ABC radio Quiz Kids, and formerly was associated with WIB Kansas City, Gardiner Advertising, St. Louis, and William Morris Agency, Chicago. He succeeds Doty Edouard, who becomes manager of radio spot sales for NBC's western division.

Mr. Surrick

Mr. Parks

Mr. Thrower

WPIX (TV) APPOINTS THROWER MANAGER

Fred Thrower, former CBS-TV and ABC sales executive, will replace Bennett Larson, who joined Time Inc. in KDYL-AM-TV purchase.

APPOINTMENT of Fred M. Thrower, former CBS-TV and ABC executive, as general manager of WPIX (TV) New York, effective May 21, was announced last Thursday by F. M. Flynn, president of WPIX Inc.

Mr. Thrower will succeed G. Bennett Larson, who is associated with Time Inc. in purchasing of KDYL-AM-FM-TV Salt Lake City for $2.1 million subject to FCC approval [B* in April 6].

A radio-TV veteran, Mr. Thrower, resigned as vice president in charge of network sales for CBS-TV a few months ago, and since that time has been identified with Audio-Video Products Corp., in which he holds an ownership interest.

He formerly was TV sales vice president of ABC, a post he gave up to take the CBS-TV sales vice presidency in December 1951. A native of Tampa, he joined NBC in 1929; subsequently became general sales manager of the Network, forerunner of ABC, and after wartime service in the Navy, was elected a vice president of ABC in December 1945.

Frank H. Just Dies; Owned WKRS Waukegan

FUNERAL services were held last Tuesday for Frank H. Just, 81, owner of WKRS Waukegan, Ill., editor and publisher of the local New-Sun, who died May 10.

Mr. Just, associated with newspaper work for over 50 years, died following an emergency appendectomy in suburban Lake Forest Hospital. Burial was in Libertyville, Ill., where he made his residence.

Among survivors are his wife, Mary; a daughter, and two sons, including Frank Ward Just, president of WKRS and general manager of the Sun-News. WKRS is licensed to Sun-News Broadcasting Corp., a subsidiary of the newspaper.

WCAU's Stan Lee Broza Resigns to Join WPTZ (TV)

STAN LEE BROZA, vice president in charge of programming for WCAU Philadelphia, has resigned to become program manager of WPTZ (TV) Philadelphia, NBC-TV affiliate, it was announced Thursday.

Mr. Broza, a veteran of 30 years in radio and television, will assume direction of all program development for WPTZ (TV). His new position, it was reported, will not affect his duties as producer and m.c. of The Children's Hour on WCAU. He is credited with helping to launch the show in 1927, which has been continuously sponsored since that year by the Horn & Hardart Co.
No. 1 WORKHORSE

CARRYING MORE FREIGHT MORE MILES THAN ALL OTHER FORMS OF TRANSPORTATION COMBINED

for the ASSOCIATION OF AMERICAN RAILROADS
THREE COMMERCIAL TVS START: FIRST EDUC. OUTLET ON THE AIR

Total U. S. television stations number 172. KUHT (TV) Houston, although a month late, becomes the initial noncommercial outlet.

THREE new commercial television outlets began programming last week, raising the number of commercially operating TV stations to 171. The first noncommercial educational outlet in the U. S. also went on the air, almost a month after its planned April 16 target date.

There are now 63 commercial post-thaw TV stations on the air, of which 33 are vhf and 30 are uhf. The noncommercial outlet brings the total vhf stations up to 34, and the total number of stations (including pre-freeze) up to 172.

Between now and July 1, 30 more stations plan to begin programming. Last week's start-ups and those which contemplate programming within the next few months are in chronological order:

On the Air
KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV, started May 10 instead of May 3. Already in Lubbock: KDUB-TV on ch. 13.
KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe TV Inc., started May 15. It is the first Bellingham (Wash.)-Vancouver-Victoria (B. C.) TV station.
WTVE (TV) Elmina, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., started May 15. It is the first Elmina TV station.
KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV, started May 11 instead of May 10. It is the first Sioux Falls TV station.
WHIZ-TV Zanesville, Ohio, uhf Ch. 59, represented by John E. Pearson TV Inc., started May 17. It is the first Zanesville TV station.
KUHT (TV) Houston, Tex., noncommercial educational permittee on uhf Ch. 8, started testing last week. It is the first U. S. educational station to go on the air.

May 22
WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont. Already in Kalamazoo: W resultTV on vhf Ch. 5 in the air this year: WBCK-TV on uhf Ch. 88 (Battle Creek) and WKM1-TV on vhf Ch. 36 (Kalamazoo).
WDAY-TV Fargo, N. D., uhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and will carry programs of CBS-TV and DuMont. It will be the first Fargo TV station.

May 24
WSUM-TV St. Petersburg - Tampa - Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV. It will be the first St. Petersburg-Tampa-Clearwater TV station.

May 28
WNao-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

May 18-June 1
WCSG-TV Charleston, S. C., uhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks. It will be the first Charleston TV station.
WTVI (TV) St. Louis (Mo.-Belleville) III, uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KS-DSTV on vhf Ch. 5 (a free-preaze station).

May-June
WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed TV. It will be the first Easton TV station (exact on-the-air date unannounced).

June 1
KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Farje TV Inc., affiliated with all four networks. It will be the first Bakersfield TV station.
KEFQ-TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.
KPSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc. It will be the first Fort Smith TV station.
KEWS-TV Rosewell, N. M., uhf Ch. 8, represented by Meeker TV Inc. It will be the first Rosewell TV station.
WFAM-TV Lafayette, Ind., uhf Ch. 60, represented by the William Rameau Co. It began testing May 8 and is the first Lafayette TV station.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), uhf Ch. 9, represented by Weed Television (the target date has been moved up 45 days). It will be the first Rome-Chattanooga TV station. Chattanooga permittees: WTVT (TV) on uhf Ch. 48 and WOUC (TV) on uhf Ch. 48 (target dates unannounced).
WTVU (TV) Scranton, Pa., uhf Ch. 78, represented by the Bolling Co.

June 2
WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

June 7
WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

June 1-15
KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.
KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker Television Inc. It will be the first Rochester TV station.
WBUP-TV Buffalo, N. Y., uhf Ch. 17, represented by H-I Television. Already in Buf-

fale: WBEN-TV on vhf Ch. 4 (a pre-freeze station).

June 15
KFOR-TV Lincoln, Neb., uhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV on vhf Ch. 12.

June 21
WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc.
WMTV (TV) Madison, Wis., uhf Ch. 39, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

June 15-July 1
KCTV (TV) Kansas City, Mo., uhf Ch. 25, represented by Edward Petry & Co. (Television Div.). Already in Kansas City: WDAP-TV on vhf Ch. 4 (a pre-freeze station).
KEM-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.
KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-E Television Inc. It will be the first Hutchinson-Wichita TV station.
WNOK-TV Columbus, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbus: WCOS-TV on uhf Ch. 25.
WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. Already in Harrisburg: WHP-TV on uhf Ch. 85.
WTVH-TV Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co. (Television Div.). Already in Peoria: WEEK-TV on uhf Ch. 48.

July 1
KRDQ-TV Colorado Springs, Colo., uhf Ch. 38, represented by Joseph Hershey McGillivray Inc. Already in Colorado Springs: KTVT (TV) on vhf Ch. 11.
WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television. It will be the first Akron TV station.

July 15
WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rameau Co. It will be the first Waterbury TV station.

• WBKZ-TV Battle Creek-Kalamazoo, uhf Ch. 64, ‘‘will be on the air, definitely, with a full schedule of programming, at twelve o’clock noon, on May 22,’’ John L. Booth, president of Booth Radio & Television Stations Inc., WBKZ-TV permittee, advised B&T. Mr.

Jaspan Takes WCAN-TV Post
ELMER F. JASPAN today (Monday) begins duty as assistant general manager of WCAN-TV Milwaukee, Lou Poller, station's owner-general manager, announced last week. Mr. Jaspan had been producer-director for WPTZ (TV) Philadelphia for the past five years. In his new job he will direct overall operation of the new TV outlet, which plans an early summer on-the-air date. He will supervise programming, promotion and public service.

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HEAD ROOSTER* on the nation's BIGGEST farm!

KNBH sells your product to farm-rich, industry-rich Southern California

Plant your advertising seeds in fertile ground, and they're sure to sprout profits.
Los Angeles County has the highest farm income in the U.S.
And KNBH gives you widest TV coverage of this great spending area.
Yes, more of your potential customers watch Channel 4. Of the first 15 top-rated shows in Southern California, 8 are televised by KNBH!
Retail sales in Southern California are leaping ahead — have quadrupled since 1939. Use KNBH and watch your sales grow, too! Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for details.

*PULSE GIVES KNBH BIGGEST VIEWING AUDIENCE IN SOUTHERN CALIFORNIA FOR FIRST QUARTER 1953.
WINNERS in WOV New York's "Belle of the Borough" contest, who are under-12 week contract to appear weekly on WOV's 1280 Club, are (1 to 4): first row, Dolora Laurell, representing Brooklyn, and Helen Martin, Manhattan; middle row, Gloria Strohm, Richmond, and Sally Jane Holt, Bronx; back row, WOV star Evelyn Robinson, who with WOV star Max Cole (r), were m.c.'s for the contest broadcast; Pat Conway, Queens, and Dianne Johnson, representing the suburbs.

EDUCATORS GET STORER OFFER

Conditioned on FCC approval of Storer Broadcasting Co.'s purchase of WBRC-AM-TV Birmingham, President George Storer makes liberal offer to local educators.

TELEVISION facilities for a noncommercial educational station in Birmingham were offered the city's educators last week by George B. Storer, head of the Storer Broadcasting Co., radio and TV stations.

Text of the Storer offer was made public Thursday by educators and M. D. Smith III, vice president of Birmingham Broadcasting Co., operating WBRC-AM-TV. The Storer offer is based on acceptance of noncommercial educational station in Birmingham.

The offer is as follows:
1.—We offer to a nonprofit educational corporation formed by proper representatives of such educational institutions for use only as a noncommercial educational station the 5 kW VHF station presently being used by WBRC-TV.

2.—Ch. 10 TV station, installed atop the 500-foot steel tower formerly used by WBRC-TV together with the coaxial cable necessary to connect the transmitter to the TV station on the tower and antenna at the present location.

3.—A live or film chain camera in our studio for a period of 1/2 hours daily, five days a week, for a period of 1 year and a half, or until such time as the educational TV station acquires its own studio and camera equipment, if sooner in point of time.

4.—Acceptance of this offer by a responsible organization representing appropriate educational institutions should form a basis upon which an application for the FCC for use of Ch. 10 can be initiated promptly.

5.—Replies to above offer are to be open to acceptance on or before June 1, 1963.

The 5 kW transmitter would become available for the use of the educational station upon completion of the 100 kW operating authority for WBRC-TV which now awaits delivery of equipment. Suitable arrangements for the use of the above equipment, studio and tower, according to Storer, would of course have to be entered into.

Krantz and Affe Named To WBNC-WNBTV (TV) Posts

APPOINTMENTS of Stephen Krantz as program manager of WNBTV (TV) New York and Peter Affe as manager of operations for WNBRC-WNBTV, New York, were announced Wednesday by Richard Pack, director of programs and operations for WNBTV, and for the NBC Owned-And-Operated Stations.

Mr. Kranz has served WNBTV for the past year and a half as writer, producer, and, more recently, as manager of the station's "special feature" section.

Mr. Affe, who has been associated with NBC for the past 10 years, has been in the production end of television since its inception at WNBTV. In his newly created post, he will supervise all studio operations for both radio and television.
BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 6 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities

Versatility — by reason of wide range of plug-in amplifiers

Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply line amplifier

Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".
Cunningham WBNF GM, Mastin VP; Taylor to CBS N. Y.

CECIL D. MASTIN, general manager of WBNF Binghamton, N. Y., for the past 21 years, has been promoted to vice president and member of the board of Clark Assoc., licensee of WBNF and WBNF-TV, which Mr. Mastin also has served as general manager since the station went on the air Dec. 1, 1940.

He is being succeeded as general manager of WBNF-Amy by Mr. Cunningham, manager of CBS Radio Spot Sales promotion. In the CBS post, Mr. Cunningham is being succeeded by Sherrill W. Taylor, director of sales promotion, advertising and exploitation for CBS-owned KNX Hollywood and the Columbia Pacific Radio Network. The appointments become effective May 25.

Mr. Mastin has been identified with WBNF since 1929 and has been general manager since its acquisition by John C. Clark Sr. in September 1932. In addition to operation of WBNF, the planning of WBNF-TV— as well as its operation since it went on the air more than three years ago—were under his management. The stations are now nearing completion of the remodeling of a recently acquired office building, slated for occupancy by the administrative staffs in early June. Radio and TV studios will remain at the Arlington Hotel for the present.

Mr. Cunningham became director of sales presentations for CBS Radio Spot Sales in June 1951.

Both the WBNF radio and TV stations are CBS affiliates.

Mr. Taylor has held the KNX-CPRN post since May 1951. He formerly was with KSL Salt Lake City four years, where he served at various times as publicity director and sales promotion manager. He also has had newspaper experience.

In his new post Mr. Taylor heads a nine-man promotion department, backed by a research department of five.

Lamb Buys Building

EDWARD LAMB, broadcaster-publisher, is reported to have bought the five-story Produce Exchange Bldg. in Toledo, Ohio, for about $600,000. Mr. Lamb said he will build a pent-house atop the building, if his application for vhf Ch. 11 is approved, to house the TV outlet's studios. He said it is unlikely that he will move WTVOD Toledo, of which he is owner, into the new building.

New ABC-TV Fare Includes Western, Band, News

NEW ABC-TV programming announced last week includes a Western serial, a news commentary program and a dance band series.

Scheduled to make its bow last Saturday, 10:15-10:45 p.m. EDT was Lash of the West, a weekly Western adventure series starring Lash La Rue. It will be sponsored by Reyner & Bros. Inc., Pittsburgh, for its blend lemon drink. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

The program, a sustaining feature on WABC-TV New York, effective this Saturday, will be carried on that station on a sustaining basis from 10:45-11 a.m.

Starting May 31, ABC-TV will present Gerald Johnson, political analyst, in a news commentary on Sunday, 8:45-9 p.m. EDT. He will originate his programs in the studios of ABC's affiliate, WAAM (TV) Baltimore, where he has been seen locally for some time.

ABC-TV will launch this Saturday a series titled Music From Meadowbrook, presenting top names bands weekly, plus other musical acts. It will originate from Frank Dalley's Meadowbrook at Cedar Grove, N. J.

Menkin Leaves DuMont, Takes WOR-AM-TV Post

APPOINTMENT of Lawrence Menkin, manager of program planning for DuMont TV Network, as director of programs for WOR-AM-TV New York, effective June 1, was announced last week by James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV.

Mr. Gaines also announced that Milton Burgh, MBS director of news, will function also as director of news for WOR-AM-TV, and that Warren Wade has been promoted from producer to executive producer for WOR-TV, effective June 1. Mr. Wade will produce Broadway TV Theatre and other programs.

As of June 1, feature films will replace Broadway TV Theatre, although the latter title will be retained for the summer program. A different film will be shown each night, with week-day scheduling from 7:30-9 p.m. EDT; Saturday, 7:30-9 p.m. and 9 p.m.-10:30 p.m. EDT, and Sunday, starting at 7:30, 9, and 10:30 p.m. EDT.

WELCOME is extended Robert F. Aaron (c), NBC public relations projects officer who spoke before the Radio Executives Club of New England, meeting in Boston. On hand were Rudolph Bruce (I), club president, and Herbert C. Messe, WBZ-TV Boston commercial manager. Mr. Aaron told the group that network broadcasting was a "quasi-public" operation because of its many public responsibilities.

14 NEW STATIONS SIGN WITH NBC-TV

FOURTEEN new television stations have joined NBC-TV as affiliates during recent weeks, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Eight of the stations are on the air and the remaining six are scheduled to begin operations soon.

New NBC affiliates currently operating are:

KPDX-TV Wichita-Falls, Tex., on vhf Ch. 3 and owned by Wichert Radio & Television Co.; WLBC-TV Muncie, Ind., uhf Ch. 49, owned by Tri-City Radio Corp.; WCOTV-TV Montgomery, Ala., on uhf Ch. 20, owned by Capitol Broadcasting Co.; KTVT (TV) Sioux City, Iowa, on vhf Ch. 9, owned by Cowles Broadcasting Corp.

WLOK-TV Lima, Ohio, uhf Ch. 73, owned by WLOK Inc.; KGNC-TV Amarillo, Tex., vhf Ch. 4, owned by Plains Radio Broadcasting Co.; WTVO (TV) Rockford, Ill., uhf Ch. 39, owned by Winnabego Television Corp., and WABI-TV Bangor, Me., uhf Ch. 5, owned by Community Telecasting Service.

Six stations which have affiliated with NBC-TV but are not on the air are:

WDAY-TV Fargo, N. D., on vhf Ch. 6, owned by WDAY Inc.; WPTVL-TV Fort Lauderdale, Fla., uhf Ch. 23, owned by Gore Publishing Co.; KJMT-TV Fresno, Calif., uhf Ch. 24, owned by McClatchy Broadcasting Co.; KEYT (TV) Santa Barbara, Calif., on uhf Ch. 3, owned by Santa Barbara Broadcasting & Television Corp.; WFTV (TV) Duluth, Minn., uhf Ch. 38, owned by Midcontinent Broadcasting Co., and KELO-TV Sioux Falls, S. D., vhf Ch. 11, owned by Midcontinent Broadcasting Co.

Hopkins Joins ABC-TV

APPOINTMENT of Dick Hopkins, manager of CBS-TV design and construction department since 1949, to the newly created post of executive producer of ABC-TV was announced Wednesday by Charles Underhill, national director of the ABC-TV programming department. Mr. Hopkins will be responsible for the production of certain network TV programs and the network's first eastern film production.

BROADCASTING * TELECASTING
THE NEW WORKSHOP COSECANT UHF ANTENNA for Television

ELECTRICAL DATA

Model WA-14-XX
POWER GAIN — 14 dB
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX
POWER GAIN — 25 dB
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

Null Fill-In or Null Fill-Ins Power Gain 27.2
With Null Fill-In, Power Gain 24.3
Null Fill-Ins and Beam Tilt Power Gain at Beam Peak 21.5
Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street  •  Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas
LBS-Majors Case Delayed By Court to Next Jan. 11
THE $12 million suit by the defunct Liberty Broadcasting System against 13 major league ball clubs, charging restraint and monopoly on baseball broadcasts, has been set back again in U. S. District Court.
The trial date was delayed to Jan. 11, 1954, by Judge John P. Barnes, attorneys for both sides said, on the grounds neither side has completed depositions.
Originally set last Jan. 19, the case was postponed to May 5 for the same reason. Last week's postponement had been anticipated generally and came as former LBS President Gordon McLeod testified on baseball broadcasting before a Senate Interstate & Foreign Commerce subcommittee (see story page 46).
Liberty network, which subsequently went out of business, cited all clubs except the Chicago White Sox, the Cincinnati Reds and the Brooklyn Dodgers. The $12 million figure is triple the damage allegedly suffered through loss of its Game of the Day broadcasts. The ball clubs denied the charges last November.

NBS Signs Eddy Arnold
EDDY ARNOLD, RCA Victor recording artist, currently heard on NBC's Eddy Arnold Show (Sat., 10:10-30 p.m. EDT), has been signed to a five-year radio and TV contract by the network. Programs Vice President Charles C. Barry announced last week. A television program is being developed for him, Mr. Barry said.

ABC-TV News Anniversary
ABC began celebration Wednesday of the eighth anniversary of its television news operation, organized May 13, 1945, and which placed its first program, the weekly ABC Tele-Newsreel, on the air Aug. 5, 1945. The anniversary was mentioned on many ABC-TV news programs throughout the week. Plans for and the extent of the celebration of the anniversary on Aug. 5 will be announced later, according to William R. McAndrew, the network's manager of news and special events.

Shape of Things to Come
Speaking to representatives of the military, industry, government, civic affairs and the press attending the plant's formal opening, Dr. DuMont stated that "this plant and its products have a very great potential for influencing the shape of things to come. The value of its operations to progress will help to make possible a new age—the electronic age."

Rudolf Feldt, manager of the DuMont instrument div., said that the cathode-ray oscillograph is to industry and science in general what the x-ray machine is to medical science, "the electronic device which acquires and transmits to the operator and observer, quickly and accurately, the knowledge and information necessary to an adequate study of the subject matter."

Oscillography Shown
A dozen of more applications of oscillography, ranging from a spectrophotometer for detecting color variations too fine to be seen by the naked eye to a three dimensional display tube with three knobs permitting the independent rotation of each axis of a cube pictured on the tube screen, were shown visitors during the tour of the plant. Mr. Feldt said the 3-D oscillograph is in no way related to Dr. DuMont's recent statements on 3-D television [Sat., May 11].

One of the most familiar applications of oscillography to TV broadcasters—the television synchronizing signal—was shown with the comment that no TV station could operate with-

RCA Portable Recorder
RCA VICTOR Div. will show a new portable tape recorder for the consumer in mid-June, W. W. Watts, vice president of the engineering products department, has announced. Mr. Watts said the machine will be available "at a price that will be competitive with other tape recorders on the market today." Details will be announced shortly, he said.
Most of all you want dependable tower performance. The kind of performance that helps keep your signal on the air day-in day-out, year-in year-out... whatever the weather. That's why it pays to talk with Truscon.

Truscon's background of tower experience is unmatched. It's in the minds and hearts of men who have designed, engineered and manufactured so many hundreds of towers that now stand strong and tall in all types of topography—exposed to all extremes of wind and weather.

Truscon manufacturing facilities are modern and efficient... geared to the production of tall and small towers... guyed and self-supporting... tapered or uniform in cross-section... for AM, FM, TV and Microwave transmission.

Benefit from this broad experience. Use this knowledge. Write or phone your nearest Truscon district office or "tower headquarters" in Youngstown to get your tower program started as soon as defense requirements allow.
PRODUCTION has been going on since last month in Allen B. DuMont Labs.' new instrument division plant. It was dedicated last Tuesday. The new plant's area provides 118,000 square ft. of space for development and manufacture of cathode-ray instruments.

out it, since this device enables the transmitter operator to see at all times that the synchronizing signal responsible for holding the picture steady on receiver screens is going out correctly with the picture signal.

Probably the most novel demonstration was the use of an oscillograph to show the reaction time of a driver to a traffic signal. A normal red-yellow-green traffic light faced a chair, before which were an accelerator and a brake. The subject was instructed to watch the light and when it turned red to shift his foot from accelerator as rapidly as possible. Pips on the oscillograph screen showed whether his reaction time was normal, faster or slower. Mr. Fordt said that as a test for safe driving this method was superior to the chemical tests employed by some police departments to measure the amount of alcohol in a subject's system.

The new instrument plant adjoins the DuMont cathode-ray tube plant in Clifton. It is 525 ft. long, 228 ft. wide, with 18-ft. ceilings. Of its 118,000 square ft. of floor space, 77,000 is used for production and office space and 41,000 as an assembly area which can be reclaimed by the instrument division as future needs require more room. Designed by Gordon C. Jacoby, consulting engineer, the plant has been under construction since last August and in use since April. Ample cafeteria and parking facilities are provided for the approximately 400 employees.

**LOUGHREN SEES COLOR TV IN YEAR**

COLOR TV — commercial and sponsored — within a year. That was the guarded prediction made last week by Arthur V. Loughren, vice-president in charge of research, Hazeltine Electronics Corp., in a talk to the Washington Section, Institute of Radio Engineers.

In other prophecies, Mr. Loughren, who also is vice chairman of the National Television System Committee, said that early color TV receivers would be about three times the price of present monochrome sets. But, he added, five years after the commercial start of color TV, that price differential would be so nearly erased that manufacturers would cease making black and white sets.

Mr. Loughren says the NTSC color standards produce a color TV picture "not inferior to the best of monochrome." He told of field tests with 12-15 different receivers, and said, "all worked reasonably well.

Broadcasters must make a few minor modifications in auxiliary equipment, Mr. Loughren said, and must maintain transmitters at top level. If not, he warned, they will not get any color from network signals.

Mr. Loughren was accompanied by Charles J. Hirsch, chief engineer, Research Div., Hazeltine Electronics Corp. The meeting was sponsored by the Chapter on Communications Systems of the Washington Section, IRE.

**Parts Show, Opening Today, Expects Record Attendance**

NEARLY 300 leading manufacturers of electronic parts, components and equipment are scheduled to display their wares to a consumer sales potential estimated at more than a $1 billion dollars when the 1953 Electronic Parts Show opens today (Monday) in Chicago where the third largest group of wage earners is in electronics.

The show, being held at the Conrad Hilton Hotel, runs through this Thursday. Equipment will be on exhibit at some 203 booths in the hotel's Exhibition Hall and in display rooms on the fifth and sixth floors. Distributors from the 48 states and 19 foreign countries will preview latest developments in radio-television-electronic devices.

Sponsors of the show are Radio-Television Mfrs.; Assn. of Electronic Parts & Equipment Mfrs.; West Coast Electronic Mfrs.; National Electronic Distributors Assn. and the Sales Managers Club (eastern group).

Samuel L. Baraf, United Transformer Corp., New York, was to greet about 10,000 people, including distributors, manufacturers, sales representatives, government personnel, and industrial buyers and engineers. He predicted it would be the "largest show of its kind" in actual attendance.

An educational program scheduled for Wednesday consists of seminars and panel sessions. Annual industry dinner will be held tonight.

Before the convention began, show officials warned against non-exhibitors who claim to have a part in the Electronic Parts Show exhibits. They called attention to regulations governing member exhibitors and guest exhibitors from the trade press.

"No complete sets designed as conventional home and auto receivers home phonographs, television receivers, [and other products] may be exhibited," it was explained.
Photographing the celebrated Columbia Boychoir and Founder-Director Huffman in action, with the Maurer '16.

...MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times," says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16."

From Maine to Texas

THE MAURER 16R, designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic tube control, view finder, sun-shade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 315-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

maurer means finer motion pictures!

J. A. MAURER, inc.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

Cable Address: JAMAURER

May 18, 1953 • Page 69
Webster-Chicago to Hold Regional Sales Seminars

REGIONAL sales seminar program, for distributors and their sales personnel, instead of the usual national sales conference, will be conducted this month and next by Webster-Chicago Corp. The program, according to Norman C. Owen, vice president in charge of sales, will include a series of three seminars to be held in New York May 27-28, Chicago June 3-4 and Los Angeles June 10-11.

"With the work of distributor management and distributor sales people becoming more complex every day," Mr. Owen explained, "we believe that the ... sales seminar will give a clearer view of the merchandising, marketing and sales picture that will provide them with the background to continue a top selling job in today's highly competitive market."

The seminar staff will consist of H. R. Letzer, sales manager; S. T. Seaman, advertising man-
ger; E. W. Otson, sales promotion manager; and Paul Brickman, account executive. An introduction to the general merchandising ses-
sions will be made by Dr. J. R. Hawkinson, professor of marketing, College of Commerce, Northwestern U.

Four Transistor Types Put on Market by RCA

FOUR TYPES of RCA transistors are being made commercially available to equipment de-
signers, manufacturers, scientists and others. R. T. Orth, vice president in charge of RCA Victor's Tube Dept., said last week.

The types, application possibilities and sug-
gested user prices were quoted by RCA as follows: RCA-2N32, point-contact type for large-signal applications such as pulse or switching service, electronic computers and counters and on-off control devices—$15.40; RCA-2N33, point-contact type for use as an oscillator at frequencies up to 50 mc—$23; RCA-2N34, P-N-P junction type for low-power, audio-frequency applications—$13.40, and RCA-2N35, N-P-N junction type also designed for low-power audio-frequency applica-
tions—$18.40.

Inglis Joins RCA

ANDREW F. INGLIS, partner in McIntosh & Inglis, Washington consulting engineers, June 1 joins RCA as manager of advanced studio planning. He will work under Merrill A. Trainer, manager of broadcast planning, En-
engineering Products Div. Mr. Inglis joined Mr. McIntosh in 1946 following his discharge from the Navy. In 1950, Mr. Inglis became a part-
er. Mr. McIntosh will continue as a con-
sulting engineer under his own name.

GIC's Sales Soar

GENERAL INSTRUMENT Corp., electronic component manufacturers, notched a 64% sales gain for 1952—$30,407,529 to 1951's $18,527,973—while earnings went to $1,274,863 from the previous year's $993,557 deficit, Abraham Blumenkrantz, board chairman, announced in the firm's annual report. Much of the increase is attributed to General Instrument's being the first to supply a combination uhf-uhf tuner, capable of receiving 82 channels, Mr. Blumen-
krantz stated.

WCEMS Annual Directory

WEST COAST Electronics Mfrs. Assn. will publish its illustrated, 32-page 1953 directory of members and products in July for distribu-
tion prior to the annual Western Electronic Show & Convention to be held in San Fran-

AT&T Opens New Cable

NEW 142-MILE coaxial cable system between Little Rock, Ark., and Memphis, Tenn., was put into service Thursday, AT&T reported. The new line will be used initially for telephone service, but can also be adapted for network television transmission. Also last week, WFBG-
TV Altoona, Pa., was linked with the Bell Sys-
tem TV network facilities to receive network programs, now available live to 134 stations in 88 U. S. cities.

Manufacturers' Profit Slips 10% in 1952

Manufacturers' during 1952 earned prof-
its of $10.7 billion after federal taxes, 10% less than the $11.9 billion profit figure shown for 1951, according to a "Financial Report for U.S. Manufacturing Corporations, 1952," released last week by the Securities Exchange Commis-
sion and the Federal Trade Commission.

The SEC-FTC report showed profits before taxes in 1952 declined 16%—$27.4 to $22.9 billion. Total sales were $245 billion in 1951 with costs and expenses of $218.1 billion, com-
pared to record high sales of $250.2 billion in 1952, and costs of $227.7 billion. Income and excess profits taxes were $15.6 billion in 1951 and $12.2 billion in 1952.

Manufacturers' sales in the 1952 fourth quarter reached an all-time high of $67.5 bil-
lion and net profits were up 8% over the similar 1951 period, both reflecting recoveries of the steel and auto industries after the steel strike.

ANNOUNCING

THE AMPEX 350 TAPE RECORDER

• A NEW MODEL by the leader in tape recording
  Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• A NEW SLANT on operating convenience
  With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator—tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• A NEW STANDARD of reliability
  In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the indus-
try. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• A NEW REASON to change to the best
  Ultra high fidelity recording is now priced within reach of discriminating users in every field—radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

AMPEX MODEL 350

Tape speeds—7 1/2 & 15 in/sec. or 3 3/4 & 7 1/2 in/sec.
Frequency response
15 in/sec. — ± 2 db from 30 to 15,000 cycles
7 1/2 in/sec. — ± 2 db from 30 to 10,000 cycles
3 3/4 in/sec. — ± 4 db from 30 to 12,000 cycles
3 3/4 in/sec. — ± 4 db from 30 to 12,000 cycles

AMPEX ELECTRIC CORPORATION

If you plan for tomorrow, buy AMPEX today
For further details write today to Dept. D-1228

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OILMEN BUILD UNDERGROUND WEAPON

Oil Pipelines Put New Muscles in U. S. Defenses;
Bring You Oil Products At Low Cost

A record 55,000 miles of new oil pipelines, built by U. S. companies since World War II, have greatly strengthened America's oil transportation system.

These pipelines—a peacetime development by U. S. oilmen—are safe from submarine attack—insure uninterrupted deliveries of oil products where and when they are needed.

The nation’s underground network of oil pipelines, which now total 168,000 miles (enough to encircle the earth 6½ times), benefit you and your neighbors by providing low cost transportation. Pipelines can carry a gallon of crude oil a thousand miles for only a penny.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did in 1925—only the taxes are higher.

Oil pipelines are built and operated under the free enterprise system by America’s oil companies in their efforts to bring you the finest oil products at the world’s lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.
‘RESIDUAL RIGHTS’ UNDER IATSE STUDY

IATSE’s Brewer surveys the effects SAG and SEG contracts have on unemployment through their re-use clauses, while those two unions chide IATSE for attacking a ‘brother union.’

THE EXTENT of unemployment created by the re-use or residual rights clause in the Screen Actors Guild and Screen Extras Guild contracts with TV film commercial producers is being surveyed by Roy M. Brewer, IATSE international representative and Hollywood AFL Film Council chairman.

His investigation, it was said, follows complaints received from various producers and union members concerned with the cutdown in activity. Coupled with it was the accusation of Herbert Aller, business agent for IATSE International Photographers Local 639, that the SAG-SEG demands were responsible for a 90% cut in Hollywood TV film commercial production and that producers are being forced to turn to the use of cartoons rather than pay the re-run fees to talent in regular filmed commercials.

Emphasizing that he considered the situation involving the actor unions a “mutual problem,” Mr. Brewer said that after gathering the facts, he planned to request a conference with SAG-SEG executives to discuss it.

“If the contract is hurting us, it is doing likewise to actors and extras too,” was his contention.

John Dales Jr., executive secretary of SAG, sharply denied the charges originally made by Mr. Aller, as “completely unfounded.”

“We are surprised that any responsible producer official would make an attack on the progressive bargaining contract of a brother union without first consulting with that union to get the facts straight,” he said.

Mr. Aller, meanwhile, reportedly is contacting cameramen’s locals in Chicago and New York to determine what unemployment, if any, has occurred in those cities.

Reel Resigns AFTRA Post

A. FRANK REEL last week announced his resignation as executive secretary of the New York local of the American Federation of Television & Radio Artists (AFL), effective July 1, to practice law in New York. No successor has been named. Mr. Reel, who served as national executive secretary of the American Federation of Radio Artists from Jan. 1, 1950, until it merged with Television Artist's last September, will become associated with the law firm of Silverstone & Rosenthal.

TWA Petition Denied

NLRB Examiner Fred W. Davis last week turned down a petition by Television Writers of America asking for a collective bargaining election at Revue Productions, Hollywood, on the ground TWA did not represent 30% of the writers at Revue, a subsidiary of Music Corp. of America, during the past year. TWA had challenged jurisdiction of SWG and ALA.
"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

Work on the first Mitchell Camera was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are sharper, clearer, and steadier on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world. Be sure of professional results—use the Mitchell Camera.
95 AM, TV OUTLETS GET NSC AWARDS

National Safety Council lauds public information media for their share in accident prevention. Honors go to 79 radio and 16 TV stations.

SEVENTY-NINE radio and 16 TV stations, plus four radio networks, are among recipients of the National Safety Council's 1952 Public Interest Award for "exceptional service" by public information media.

Winners of the non-competitive awards were announced last Tuesday by the council and its president, Ned H. Dearborn, who issued the following statement:

"Publishers, broadcasters and advertisers are more and more accepting accident prevention as one of the great social problems of our time. Public information media command the channels of mass communication which make it possible to reach and teach the public."

The network awards went to ABC, CBS, MBS and NBC.

Radio stations receiving the award follow:

CHL Toronto; CHUM Toronto; CJBC Toronto; KABF Ames, Iowa; KECB Odessa, Tex.; KELO Sioux Falls, S. D.; KFAB Omaha; KELO Des Moines, Iowa; KFTN Stockton, Calif.; KTAC Tacoma, Wash.; KFMY Twin Falls, Idaho; KFYN Denver; KFIM Beaumont, Tex.; KUBA Tulsa City, Calif.; KFVI Seattle; KFYA San Francisco, Calif.; KYW Philadelphia; WAGA Charlotte, N. C.; WAZL Harrisville, Pa.; WBNY-BFM Buffalo; WBUD Trenton, N. J.; WCAC Pittsburgh; WCMC Lawrence, Mass.; WCBS Amsterdam, N. Y.; WIBO Orlando, Fla.; WDEF Chattanooga, Tenn.; WEFE Boston; WEEY Reading, Pa.; WFBP Platts, Mich.; WPFW Martinsville, Va.; WAGB Cleveland; WGH Norfolk, Va.; WHMM Providence, R. I.; WIBR Madison, Wis.; WIMX Utica, N.Y.; WISN Milwaukee; WIMI Westfield, N.Y.; WQAK Allentown, Pa.; WKNK Charleston, W. Va.; WMAQ Chicago; WMOA Marion, Ohio; WMBX Marion, Ohio; WOIZ Orlando, Fla.; WQED Taunton, Mass.; WNOG Providence, R. I.; WRGB Rochester, Wis.; WROJ Knoxville, Tenn.; WRUP Galveston, Tex.; WURL Dubuque, Iowa; WYBE Richmond, Va.; WSMB Savannah, Ga.; WSGB Saginaw, Mich.; WWLL-AM-FM New Orleans; WBTB Stamford, Conn.; WBSY Syracuse; WTIC Hartford; WERI Memphis; WUVT Knoxville; WWDC Washington; WTVF-FM Detroit; WVL New Orleans, and WWSB Pittsburgh.

JUDGES and staff members look over some of the entries received by the National Safety Council for its 1952 Public Interest Awards.

Baker Wins Army Award

DR. W. R. G. BAKER, vice president and general manager of General Electric Co.'s electronics division, has won the Medal of Freedom Award for speeding up electronic application to the solution of Army research and development problems. It was presented to him by Under Secretary of the Army Earl D. Johnson at a Pentagon ceremony May 7.

Three Get Press Club Awards

OVERSEAS Press Club awards for 1952-53 were presented Tuesday to Howard K. Smith, CBS, for best radio reporting of foreign affairs from abroad; Edward R. Murrow, CBS, best television interpretation of foreign affairs, and Elmo Davis, ABC, best radio interpretation of foreign affairs.

SUCCESS STORY by WOC-TV

SPEAKING OF RESPONSIVE VIEWERS . . .

One of products made by Albert Lea Manufacturing Company is a kiddie toy-house construction set. During first three weeks of December, 1952, firm spent $340.00 for participation announcements on WOC-TV, offering these sets at $3.00 each. Result: 1,770 ORDERS . . . $5,310.00 IN DIRECT SALES . . . ALL FROM AN $840-ADVERTISING-INVESTMENT.

Beck's Salad Dressing Company, on December 4, 1952, began a 13-week schedule of one participation weekly on "Today's Cooking"—WOC-TV's popular homemakers' program. During 13-week schedule, this 85-year-old Davenport food processing firm forced distribution on all their products—INCREASED SALES BY 30% ABOVE SALES TARGET THEY HAD SET FOR PERIOD. Beck's has renewed for another 13 weeks.

Surely, you'd like further proof of WOC-TV's responsive viewers. You can get this information from interesting folder titled "THEY GET THE PICTURE." Write direct to us for "THEY GET THE PICTURE"—or ask your nearest Free & Peters representative for a copy.

FREE & PETERS, INC.
Exclusively National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa
The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It's a proven formula that keeps WREC the top station, as evidenced by the latest Standard Audit & Measurement Reports and Hooper Ratings. WREC delivers the “Better Half” of both the rural and metropolitan listeners with a single schedule . . . and, here's the best news of all, the cost is 10% less per thousand listeners than in 1946!

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC - 5000 WATTS
One Studio Operation

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**EXTRAS**

Up to 4 non-composites and 2 composites for any equipment combination you need!

**General Electric**

General Electric offers such a wide variety of TV switching combinations you can quickly pinpoint the unit that best fits your needs today—get the most for your money! And, large and small broadcasters alike who envision their operation one or two years hence know that G-E provides that extra margin for expanding facilities when necessary.

G-E “extras” in a one-studio switching combination allow you to add a camera where it will increase profit the most. Here also is an opportunity for instant equipment changes in emergency—that extra provision has been built-in! Mixer section can be by-passed! This means minimum maintenance for you to worry about plus operational ease that’s always appreciated.

For complete information write today to: General Electric Co., Section 253-18, Electronics Park, Syracuse, New York.

Operating with this G-E switching combination’s control panel you get eight plus features!

- Switches, fades and dissolves either manually or electronically
- Local, remote or network switching with a three-position selector switch
- Stabilizing amplifier controls
- Two sets of projector controls for remote operation
- Use for rehearsals without disturbing on-air signal with by-pass switch
- Five-position monitor selector switch
- Inter-com selector facilities
- Automatically laps, fades, and dissolves at any pre-set rate—slow, fast, or instantaneous!

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

**GENERAL ELECTRIC**
DEMOCRACY WATCHED PORT ANGELES SELF-STUDY

AN EXPERIMENT in democracy that took place at the grass roots of the State of Washington has attracted national attention and is having an effect in such distant places as Western Germany. And both regionally and internationally, radio occupied a key role in the project.

The venture was a six-month Community Self-Study, conducted in Port Angeles, Wash., with assistance of the Bureau of Community Development of the U. of Washington. Hundreds of citizens of the Olympic Peninsula town gathered for weekly discussions on such topics as "The Character of Our Community," churches, social agencies, government, physical appearance, economic expansion, health, recreation and the educational system.

Radio played an important part at several levels:

KONP Port Angeles tape-recorded an hour or more of the citizen discussions each week, and broadcast the material on its Town Crier each Wednesday. James Frits, KONP commercial manager, acted as chairman of the whole study group.

Using raw tape supplied by KONP and edited by Jack E. Wright of the university's Bureau of Community Development, KIRO Seattle aired a weekly report, Democracy Is You, every Friday. The 26-week KIRO series was directed by Carroll Foster, KIRO director of public affairs.

Blueprint For All

Mr. Foster described the radio reports as "setting a pattern that all radio can do anywhere in the country."

As part of the U. S. State Dept.'s international exchange program, eight citizens of Rosenheim, Germany, lived in Port Angeles several months, observing and taking part in the community self-study. The German visitors were so impressed with the experiment that they transcribed 12 talks on their own reactions to the project.

The Voice of America has expressed interest in beaming the Germans' comments to Western Europe, but the visitors felt their transcriptions would have more impact in Germany if aired on local stations, so they took the platters home with them.

In a recent letter to Saul Haas, KIRO president, Richard W. Poston, director of the university's Bureau of Community Development, wrote:

"During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Milton S. Eisenhower, and to a number of department heads having to do with the exchange of persons program of the State Department. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the Northwest a radio station the size of KIRO that is so public-minded and willing to donate so much time to public service."

DISCUSSING the book, Democracy Is You, and the 26-week series of the same name on KIRO Seattle as part of the six-month Port Angeles, Wash., Community Self-Study, are (l to r): Carroll Foster, KIRO public affairs director, who directed the series; Jack E. Wright of the U. of Washington's Bureau of Community Development, who edited tapes of and supplied narration for the citizens' weekly discussions about their community, and Kenneth Yeend, KIRO program director. Book's author, Richard W. Poston (not shown), heads the university bureau which assisted the Port Angeles project.

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“First requirement for telecasting baseball is a well-developed and highly technical knowledge of the game,” says Jack Murphy. “Without the combination of skill and know-how, the result will fall far short of satisfying the average arm-chair viewer.” Here Mr. Murphy tells how WPIX goes about satisfying the discriminating New York baseball audience.

HOW TO

Jack Murphy, sports editor of New York News station WPIX, supervises one of the heaviest sports schedules in television. From the middle of October to the latter part of March he oversees more than 100 sports events in Madison Square Garden.

With the advent of spring he goes directly to Yankee Stadium and the Polo Grounds where he is in charge of telecasting all home games of the Yankees and the Giants.

Mr. Murphy went to WPIX in 1948, when the station was inaugurated. Before that he was at DuMont’s WABD (TV) New York, where he rose from studio assistant to manager of remote operations in five years.

Born at Trenton, N. J., March 31, 1914, he attended St. Joseph’s Prep School, Philadelphia; Trenton High School and Fordham U. He married the former Maude McCormick. They have three sons, Jack, Jim and Nick. Their home is at Clifton, N. J.

Assisting Jack in his strenuous sports schedule are Mike Meltzer, Arthur Susskind Jr. and Jack Ferrone, all of whom have been with him for many years. Supervising the remote staff is Charles Vosco. The technical director is Stanley Palasek.

WPIX (TV) is about to begin its sixth year of baseball telecasting.

This independent station, which telecasts more sports than any other station in the country, has aired more than 500 baseball games, and an equal number of hockey, basketball and football games, fights, wrestling matches, roller derbies and just about all other types of sports.

Obviously, we should have learned a lot during that time. We have.

Over the course of this five-year period, television coverage of baseball has improved tremendously. This is due to more experienced personnel, better facilities, new techniques developed along the way and, above all, a better understanding of just what the public wants to see in ball games.

Experienced Crew Valuable

As for myself, I can only repeat that any director is only as good as his operating crew. WPIX is fortunate in that it has the most experienced camera crews available anywhere. Why? Because of our long experience in telecasting New York Giants and the New York Yankees games.

What does the average baseball fan expect from a televised game? As an avid fan myself, I think I can tell you that he expects a box seat right in his living room. Too, anything less than a box seat starts a chain of protesting letters that floods the mailroom.

We continually try to improve our coverage.

Last year, in order to enable viewers to identify players more clearly, we began to superimpose the name of each player on the screen as he came to bat. Obviously, to the average viewer, this might seem unimportant inasmuch as the announcer is on the job. But we did this for the benefit of those people who might not have heard the name and more important as the result of many letters received from persons who are deaf.

Viewer Response Favorable

After it was tried, we received such a wonderful mail response that we intend doing it for every ball game during the 1953 season at Yankee Stadium.

Noteworthy among those improvements which have helped the armchair viewer is the use of the Zoomar lens, which can be elevated by hand, and enable the cameraman to keep on the ball until it is caught. We also use the split-screen method, which enables the viewer to watch two places on the ball field at the same time. For example,

View of WPIX’s No. 3 camera at the Polo Grounds, New York. This camera is located in the television announcer’s booth.
By Jack Murphy

TELEVISE BASEBALL

there can be a pitcher-batter shot and, at the same time, the runner leading off first base.

Some ball clubs permit cameras on the field, which means better closeups. Our cameras are in the stands, two above and in line with the batter and pitcher, and another along the first base line. We use still another camera in a room beneath the stands, where the commercials are done.

One of the greatest aids to the director is the announcer, who should be expert in working in coordination with the camera. He should always be aware of the picture the viewer is watching, and is thus able to fit his description to the picture on his monitor.

Mel Allen of the Yankees, and Russ Hodges and Ernie Harwell, of the Giants, are particularly expert in this type of delivery.

Our job is to give complete coverage, crowd noises, the crack of the bat on the rawhide, the play at home plate, and most certainly any hassles between the umpire and players and/or managers.

Little mannerisms of the players are important in identifying them with the game such as Jackie Robinson's habit of patting his hips while at the plate, Leo Durocher's habit of scuffing out the white line at the third base coaching spot, and Gil Hodges continual tugging at the peak of his cap.

Other Color Coverage

All these shots serve to humanize the players and add to our coverage. Some time ago WPIX inaugurated pre and post-game television shows, in which leading personalities in the game are brought before the microphone. They are interviewed on off-stage color such as hobbies, their families and some comment of what has happened on the field.

Our interviewers have included such stars as Joe DiMaggio, Laraine Day, Joe E. Brown, and Frank Frisch, all of whom are identified with the game.

This type of show also enables the telecaster to make the fan more acquainted with the entire club and the park personnel, even the newspapermen who cover the games.

Of course, all this is economically possible in a city the size of New York, and for such an operation as WPIX, which uses five or six cameras, and a total of 16 or 17 working personnel.

In limited baseball coverage, let's say three-camera operation, which should be minimum to assure proper coverage, the problem lies in the strategic location of cameras, i.e., getting the utmost coverage out of the working minimum.

The most important camera should be located directly behind and above home plate, an umpire-batter-pitcher line, and it should be equipped with a Zoomar lens. This takes in the standard, or "cover" shot, and, with the use of the Zoomar can follow the ball to any part of the field in closeup or wide angle. It can zoom to the outfield and take a closeup of an outfielder catching the ball. It follows any play to its logical conclusion.

I would station the second camera right immediately alongside camera No. 1, to be used as a "spare" if necessary, but which...
KRON-TV'S FORM SIMPLIFIES SPOT ART

EVER SINCE KRON-TV San Francisco went on the air in 1949, Harold P. See, the station manager, spent what he considered was far too much time filling out forms and answering questionnaires about art specifications for the station identification spots.

This chore was later passed on to the promotion department, but Mr. See suggested that the station's art, engineering and promotion people get together and devise some kind of handy aid for advertisers who were preparing space-sharing station identification spots. The above artwork is the result of several trials and errors, and now is being sent to agencies requesting a copy.

The artwork forms the basis for the commercial message's video portion, and clearly shows the upper right-hand corner bearing KRON-TV's Ch. 4 insignia. Not only is the space available for the commercial artwork plainly indicated, but also guide lines are provided to show the advertiser the margin he should leave to allow for viewers who have TV sets with rounded corners which might cut off some of the picture.

On the reverse side of the artwork KRON-TV has included complete specifications for slides, title cards and commercial films, and has provided answers to the most frequently asked questions about the outlet's facilities.

Now that the station identification aid is completed, Mr. See declares KRON-TV's next effort will be to convince the industry that feature films should be edited at the source and that all contracts in the film industry should be standardized.

Photograph this reproduction for insertion of commercial material on shared space station identification announcements. The upper right quadrant is wholly reserved for station call letters.

The scanned area, a rectangle 9" X 12", represents the area transmitted by the station. Centered within it is the essential area, which is 6½" X 9½". To compensate for the fact that many home receivers have rounded corners, it is suggested the essential area should also have round corners of a two inch radius. All commercial art and copy must lie within the essential area while art background or bleed must continue to the borders of the scanning area.

STUDIO CARDS. Eliminate station identification and the above areas are the correct size for studio cards. However, it must be centered on a 14" X 17" average weight illustration board.

PROJECTALL CARDS. Reduce the scanned area to 3½" X 4½" (the essential area then becomes 2½" X 3½") and center on a 6½" X 8½" card.

3" X 2" SLIDERS. Reduce scanning area to 2½" X 3½" (the essential area then becomes 1¼" X 2½/32"). Art specifications subject to change.

It is important that all elements of this operation be in constant communication. The director should be in communication with all cameramen, in addition to the technical director, particularly to set up shots in anticipation of plays. WPIX employs an associate director seated immediately next to the announcer upstairs. This associate director acts as a liaison between the announcer and director.

In addition to this liaison, the announcer has an off-the-air monitor in front of him so that he can see all pictures taken by the director, who also uses a like receiver to hear what the announcer is saying. This assures perfect coordination of effort.

To add to the color mentioned a while ago, we sometimes put the announcer on camera so that listeners can become acquainted with him.

As far as pre and post-games pickups are concerned, and particularly for the integration of commercials, the ideal solution is a fourth camera in an available room somewhere in the ball park, preferably underneath the stands. However, if the room is not available, pre and post-game interviews can be conducted on cameras No. 1 and No. 2, or camera No. 3, depending upon where the press box is located.

As an alternative, one of the cameras in fixed position can be swung around to commercial cards to allow for superimposed types of commercials. The announcer can, if necessary, do a live commercial in his booth, with some minor lighting and a backdrop.

Obviously, it is not necessary to insert commercials during the game itself. There is plenty of time between innings to insert them, when they will not antagonize.

One of those technical "musts" in any operation should be a stand-by sync-generator. This is a locking device, which keeps the picture in the home receiver locked on the picture in camera, and any trouble with this generator would result in a loss of all video. We use such a generator for the same reason we use a standby camera.

All of these details are the responsibility of the technical director, who supervises the entire technical end of the telecast, thereby freeing the director to concentrate entirely upon the program material. The technical director punches all buttons, and is responsible for all switching from camera to camera, field to film, or any dissolving, or superimposing on cue from the director.

Any director should be a fan. Without being a fan, he cannot correctly judge the type of picture he is putting on the screen, how it is going to appeal to the viewer.

He should try to put on the screen the particular impression he thinks most important at the time, a crowd reaction during the change of teams, or perhaps a celebrity in the box seats. It all adds up to complete coverage.

I get a lot of tips from neighbors, members of my own family, and write-in suggestions from fans.

It is my own personal opinion that a majority of the clubs are becoming increasingly aware of the importance of television in educating the public to sports, and particularly to baseball.
To sell dog food to inland Californians (AND WESTERN NEVADANS)

Be on the Beeline

Dog food or whatever you’re selling—take this pointer to boost your sales in inland California. Be on the BEELINE! That’s the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA  PAUL H. RAYMER, National Representative

Broadcasting • Telecasting

May 18, 1953 • Page 81
Pennsylvania broadcasters, convening this week at Bedford Springs are proud of their record in their March radio drive.

** Everywhere You Went . . . There Was Radio **

IT'S ALMOST certain that there will be a great deal of back-patting going on next Wednesday when the Pennsylvania Assn. of Broadcasters opens its annual convention at Bedford Springs.

The self-praise which the Keystone State broadcasters will lavish upon themselves is not without justification, however. These broadcasters are justifiably proud of the job they did last March when it was Radio Month in Pennsylvania. They went all out to make sure that everybody knew all about Radio Month—at least, about radio.

Radio Month was not brought about because of television or the competition of any medium. It was designed as a positive campaign, not an "anti" anything campaign.

The Pennsylvania radiomen believed that a unified promotion by all the stations would help to bind the radio stations to a common cause: The promotion of radio as an advertising and public service medium. The promotion would awaken the listeners to the values attained. Through planned promotion, it was believed that many stations which ordinarily do little promoting of themselves or of radio would get into the act. That is what happened, too—93% of the state's radio outlets participated in Radio Month.

** Recorded Testimonials **

More than 8,000 testimonials, recorded by the governor, Senators, mayors and university presidents, were broadcast during March.

The stations broadcast more than 18,000 short announcements pointing up Radio Month, such as "Remember, wherever you go, there's radio. This is Radio Month in Pennsylvania," and, "Do you like the program you just heard? Tell us what you thought," and simply, "March is Radio Month in Pennsylvania."

Pennsylvania stations posted blown-up reprints of B*TV cartoons in stores and shops. PAB supplied the cartoons, which were captioned, "Help spread the enjoyment of radio. Today, tell just one friend about your favorite local program . . ."

Many stations used newspaper and card advertising, others held open house, and some invited a local civic group to operate the station for one day. Displays were erected by the stations in building lobbies and other prominent places, and WCBM Harrisburg built a large display at the Central Pennsylvania Builders Show. The display showed mannequins engaged in various activities—while listening to the radio. A large clock in the display had program titles instead of numerals.

Plans for Radio Month were discussed late last year at the PAB board of director's meeting. PAB President Roger Clipp, general manager of WFIL Philadelphia, called the meeting at which Joseph T. Connolly, vice president and program director of WCAU Philadelphia, was appointed Radio Month chairman. Thomas B. Price, vice president and commercial manager of WBVP Beaver Falls, was named co-chairman. Because PAB has no paid secretary, the brunt of the month-long campaign fell on the shoulders of Messrs. Clipp and Connolly.

Cost of transcriptions and cartoons used during Radio Month—nearly $1,000—was borne by PAB. Membership dues in PAB amount to only $10 annually.

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** Erecting an Antenna for $1,300 **

FEW television permittees have kept an unfurrowed brow as they contemplated the construction costs that faced them.

Therefore, the ability to improvise, without detracting from the efficiency and value of any of the proposed installations, has paid dividends to many operators. For example, the way WABI-TV Bangor, Me., cut its tower costs.

With an 800-foot hill and a few feet of 10-inch steel pipe, it erected a television antenna tower just as good as the "store bought" kind.

And the vhf Ch. 5 outlet which began operation last winter put up a whole antenna supporting structure at a cost of less than $1,300.

Here's how WABI-TV did it, according to General Manager Murray Carpenter:

The station chose, as its antenna site, the top of Copeland Hill. This is such a good location that it was decided no more than a stubby supporting structure was needed for the antenna.

"We decided on the simplest structural solution—a cylinder," Mr. Carpenter said. "We bought four 20-foot sections of 10-inch steel pipe, welded them together into a single 80-foot length, and attached to the top an especially designed rig to adapt the RCA superturnstile to the steel structure."

Next, Mr. Carpenter recalls, "we examined the whole rig on the ground—antenna and supporting structure, including guys." The antenna was tested while the unit still was on the ground.

Testing the assembly on the ground was of great importance as a time saver, Mr. Carpenter declared. "When the rig is assembled on the ground you can have numerous men working on it at the same time—this is difficult when the antenna is 100 feet in the air—particularly in the middle of a Maine winter." The antenna was erected last January.

** Matter of Hours **

While the antenna was being checked on the ground, the contractor erected a gin pole which was used to hoist the antenna structure into the air and guy it in its location. "The entire erection job took only a couple hours," Mr. Carpenter recalled.

The materials for the supporting structure cost less than $300, he revealed, and the designed work and erection cost about $1,000. "People who are poor," opined Telecaster Carpenter, "have to use ingenuity in place of money."
GPL introduces a new design concept in distribution amplifiers with this compact package of 5 interchangeable units. In less than 12 inches of rack space, 20 outputs are provided...in one-fifth previous area.

Each amplifier has 4 outputs, which may be modified for 5 different combinations of video and sync distribution. Any amplifier may be removed while the others are in operation.

For TV studios or laboratories where video, sync and blanking signals require multiple distribution, this GPL design provides flexibility in multiple output combinations. Feed levels are 1.4 volts for video; 4 volts for sync distribution.

**Design Features**

- 20 outputs in rack area
- 10⅞ x 17⅛ inches.
- Extreme flexibility of output voltage and impedance combinations.
- All test points easily available.
- Frequency response flat within 2 db to 10 mc.
- Gain variable from 0.6 to 2.0.

**GPL Sync Generators**

**Circuit Reliability...in less space**

New GPL unit now available has 2 synchronizing generators with change-over panel mounted in one space-saving rack. Maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply. Ask for specifications.

---

General Precision Laboratory

Incorporated

Pleasantville, New York

Export Department:
13 East 40th St., New York City
Cable address: Atralab

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

Broadcasting • Telecasting

May 18, 1953 • Page 83
CORDIALLY INVITED
TO ANNOUNCE the Sunday morning pre-
miere of Chrissy Fox, society news program, KKNX Radio and Television, the station
sent double-envelope, invitation-type announcements to some 5,000 society
leaders in Southern California. Miss Fox is a
society columnist on the Los Angeles Times.

DON'T BUY FROM US
IT ISN'T often that a firm buys radio time and
tells listeners to do their shopping elsewhere.
But it did happen in Philadelphia when Mac-
Donald & Campbell Men's Store scheduled
announcements on KYW's early morning Mu-
sic Clock on May 5, telling listeners to forget
about their own needs and not to stop at the
store. Instead, the commercials urged folks to
remember Mother's Day by putting their
"thoughts and dollars into buying that wonder-
ful and lovely lady the finest gift possible."

THE REAL THING
A 32-PAGE newspaper special supplement with
a full-page three color ad in the Battle Creek
Enquirer and News, and a 24-page newspaper
special supplement with a full-page three color
ad in the Kalamazoo Gazette on Sunday, May
17th, announces that "The Real Thing Is Here!"
The "Real Thing" referred to WBKZ-TV Kala-
amazo—Battle Creek area's first uhf television
station, an official basic outlet of ABC. The
test pattern went on the air May 15.

'THE UNSEASONED TRAVELER'
A NEW series, The Unseasoned Traveler, re-
corded by Joseph L. Brechner, general manager
of WGAZ Silver Spring, Md., is being made
about the Ille De France. Mr. Brechner is re-
cording seven programs in the series at various
stops during his tour of the continent. The first
program, heard on May 10, at 5 p.m. over
WGAZ, was recorded in a Cadillac located in
the hold of the ship. Mr. Brechner chatted
informally with the owners of the car, dis-
cussing life aboard ship and the simplicity and
cost of taking a car overseas.

AFFINITY FOR PLANE CRASHES
KMO Tacoma, Wash., reports that it has an
affinity for plane crashes and for getting out-
standing news on them. When a Miami Air-
lines plane crashed in the Cascade Mountains,
Ginie Wagner of the KMO special events staff
was the only radio reporter to reach the scene,
the station reports. Mr. Wagner, with a Mini-
tape Recorder, interviewed the 19 survivors. A
days later, a plane out of Boeing Field,
Seattle, developed motor trouble. Five minutes
before it happened, KMO aired the story that
the plane was about to crash. Ten days after
the Miami Airlines story, another plane went down
in the Cascade Mountains. Again Mr. Wagner
recorded interviews with the survivors.

TO THE RESCUE
WHEN two tornadoes spun through five
Georgia counties on April 30, WMZQ Macon
gave listeners full and continuous coverage of
the storm news and played a leading role in
mobilization, rescue and relief, the station re-
ports. Over the bulletin requests blood donors
sent 150 donors to the Macon Hospital within
an hour. The hospital asked WMZQ not to re-
pet the request; they had all the blood they
could handle. Through announcements from the
station, off-duty personnel at Robins Air Force
Base were mobilized, because troops had been
ordered to keep tuned to WMZQ for official in-
structions, according to the station. Also re-
ported was the collection of two thousand brand
new flashlights from Macon merchants within
an hour by WMZQ staff members.

PURINA CONTEST WINNER
KDET Center, Tex., won first prize in the
lower-cost category of the Purina "Name the Puppy
Contest." KDET received 2,128 entries from a five-minute daily program
to air for two weeks, and the cost-per-return was
$0.828. The station received a check for $500.
Seventy radio stations and seven TV stations competed in the nation-wide contest.

SAFETY POEMS
"IT'S A Lorene Babcock original!" That's the
description of the unique traffic safety feature
Miss Babcock originated for her 4:00-4:15 p.m.
newscast on WITN, Detroit. For each program
Miss Babcock has composed a poem depicting
the dangerous practices of a fictitious traffic
safety problem child, Joseph Charles Nicholas,
age three. Here is one of the six stanzas com-
posing her first poem:

"Now Joey, age three, had no fear of the
cars; He already knew about space ships from Mars.
So out in the street ran Joe like a flash
Right in front of a car, just avoiding a crash."

TRIP TO THE ZOO
BILLY JOHNSON, star of the Billy Johnson
Cartoon Club, WTOP-TV Washington, invited
twenty fans for a little get-together at the zoo.
There, an estimated 3,500 small fry and
mammals heard talks about nature, received
pictures of Mr. Johnson and milled around
the enclosure that recently drove Park Police
frantic. Movies were taken at the occasion,
so that young fans will be able to see them-
.selves on TV as a part of Mr. Johnson's pro-
gram. Mr. Johnson has the distinction of being
the most-viewed local TV personality on any
Washington station after just three weeks on
the air, according to WTOP.

'WONDERFUL CITY'
MUTUAL will introduce a new daily program
on June 1, titled Wonderful City, 10:35-11 a.m.,
the bulletin requests. The program will come from
corners of the globe who are in New York to
fulfill a special ambition. Harry Wissner, sports-
caster, will be host and Nat Brandwynne's orchestra will provide musical background.

BRIBERY CASE DISCUSSION
A SPECIAL hour simulcast over WDSU-AM-
TV New Orleans was devoted to a panel dis-
cussion of the Richter Case, concerning Jack
Richter, an underworld character who gathered
information on vice in New Orleans for the
State Revenue Dept., in return for $1,000. All
persons involved in the case were invited to
appear before the panel, composed of newsmen,
and an open line telephoned directly to the panel enabled anyone to phone in questions directly to anyone they desired to
question. A special statement from Jack Richter
and his wife was filmed from the prison where
both are being held on charges of police bribery.

STUDY OF TEEN-AGERS
A STUDY of the minds, morals and morale of
the teenage generation, titled Class of '53,
will be broadcast over CBS Radio May 29,
9-10 p.m. EDT, with U. S. Supreme Court
Justice William O. Douglas as narrator. To
obtain the story of youngsters in their own
words, six CBS Radio reporters and representa-
tives of a dozen network affiliates rode in "hot
rods," went to dances and parties, attended
junior achievement meetings and interviewed
potential Phi Beta Kappa members.

NEW CHILDREN'S PROGRAM
AN ARRAY of landscapes, animals, people
and objects highlights a new program, Adven-
ture in Art, which premiered on WGN-TV Chi-
cago May 9. Margaret Wolff, Chicago artist
and teacher, conducts the program for children,
working with finger paints, crayons, poster
paints and water colors. Children are urged
to work along with her. Paper sculpture and
modeling clay also will be included in the
series. The program is sponsored by Milton
Bradley Co., which specializes in child enter-
tainment and education.

QUILL TO FEATURE FACTS ABOUT TV NEWS
Special articles about television news—How to Set Up a TV News Program; How to
Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Educa-
tional Aspects of TV News; TV News and the Law—are scheduled in the July Quill.
By-liners will include such television pointers as John Cameron Swayze, Camel Caravan
newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, pub-
lisher TV Guide; Richard B. Hul, director WOLV; William Ray, NBC central divi-
sion newsman; Richard Oelwan, WHAS-TV Louisville; James Byron, WBAP-TV
Fort Worth; and others.
Salient aspects of the First National Television News seminar, co-sponsored by the
Radio and Television News Directors Association and Northwestern University's Medill
School of Journalism, will be covered.
For a round-up of what you want to know about television news, you'll want to read
the July Quill.

Get your subscription order in now. One year, $3. Sent to:
THE QUILL, 35 East Wacker Drive, Chicago, 1, Illinois,

Page 84 • May 18, 1953
Kodak announces...

3 brilliant new Pageant models
...and a heavy-duty silent projector for critical movie analysis

The Pageant is the projector that has revolutionized 16mm. sound projection...the first compact projector with the optical and tonal excellence of full-scale 16mm. equipment...the first to offer permanent lubrication—an exclusive 16mm. feature that eliminates completely the chief causes of projector breakdowns!

At just $400, the Pageant is still the economical top-choice projector for average 16mm. sound-and-silent projection. But now from Kodak have come four more projectors—each "tailor-made" to meet a particular 16mm. projection requirement. See your Kodak Audio-Visual Dealer about a demonstration—or use the check slip below for further information.

NEW Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter—A super-brilliant version of the standard Pageant, it incorporates an extremely efficient two-bladed shutter which provides vastly increased illumination—more than 40% greater than the sound-and-silent projector. Ideal for projection under difficult conditions...in hard-to-darken rooms, in halls or auditoriums...wherever extra image brilliance, long screen "throw"...or unusually large picture areas are required. $400. Sound projection only.

NEW Kodascope Pageant Sound Projector, Model AV-151, with 18-watt amplifier—Features an extremely high-fidelity amplifier, the extra capacity of the 12-inch Kodak De Luxe Speaker, and provision for the finest sound quality obtainable with a 16mm. Portable projector. Ample power output and speaker capacity for auditorium projection...plus separate bass, treble, and fidelity controls for unmatched sound quality in cramped quarters as well as in spacious auditoriums. $530. Sound-and-silent projection.

NEW Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 18-watt amplifier—Combines increased light output produced by Kodak’s Plus-40 Shutter with the precise tone and volume features of the Model AV-151. No other portable projector gives you such brilliant screening—even on long throws—plus such excellent tonal quality at all volume levels. The Pageant, Model AV-151E, is capable of meeting every 16mm. requirement short of a theater-type installation. $530. Sound projection only.

NEW Kodascope Analysr Projector Heavy-duty silent projectors designed to meet the critical requirements of 16mm. motion-picture analysis...ideal for such fields as time-and-motion study and sports analysis. Features a heavy-duty reversing mechanism operated from a remote-control switch on a 5-foot cord. Separate motor drives blower at constant speed, permitting repeated, instantaneous reversals without oil or projector damage. With Daylight Projection Viewer, for desk-top movie study, $295. Silent projection only.

For top sound coverage in acoustically difficult locations, you can step-up volume without distortion with the inexpensive Kodak Multi-Speaker Unit...3 additional speakers in matching case. Simply plug into any Pageant.

MOTION-PICtURE PROJECTORS for every audio-visual need

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked:  □ Standard Pageant □ Pageant Model AV-071 □ Pageant Model AV-151 □ Kodascope Analyst □ Kodak Multi-Speaker Unit

NAME ____________________________ POSITION ____________________________

COMPANY ____________________________

STREET ____________________________

CITY _______ STATE _______________

May 18, 1953 • Page 85
Advertisers
James H. Cobb, director of public relations and advertising for Delta Air Lines, Atlanta, advanced to vice president of Delta-Chicago and Southern Air Lines, in charge of public relations and advertising.

Merrill A. Haag, manager, and Wayman H. Fisher, assistant to regional director, Owl-Rexall Drug Co., L. A., elected vice presidents in charge of merchandising and comptroller, respectively.

Lawrence E. Effinger, acting advertising manager, Mountain States Telephone & Telegraph Co., Denver, named advertising manager.

G. E. Arnold, publicity director, and Mert Reade, publicity department, Valley National Bank, Phoenix, promoted to director of public relations and advertising director, respectively.

John C. Tarvin appointed field sales manager for industrial products for Johnson's Wax.

Agencies
Milton H. Schwartz, vice president of Foote, Cone & Belding, Chicago, elected director of that agency.

Charles H. McDougall, president, Dancer-Fitzgerald-McDougall, S. F., has sold interest in firm to Dancer-Fitzgerald-Sample, N. Y., and opened Charles H. McDougall Adv. Counsel at 155 Montgomery St., S. F. Telephone is Yukon 6-6590. Former firm becomes Dancer-Fitzgerald-Sample, with William B. Dugan continuing as vice-president and general manager; Charles L. Hotchkiss is executive vice-president; Dexter Blunz is vice-president in charge of creative work; Donald McGee is vice-president.

Glen D. Addington and Albert E. Krutilek announce formation of Addington-Krutilek, 3722 Bowser Ave., Dallas.

William R. Hillenbrand elected vice president of Sherman & Marquette, N. Y.


Alfred M. Pettler, treasurer, Conley, Baltzer, Pettler & Steward, S. F., has sold interest in firm and established Alfred M. Pettler Adv. Agency at 821 Market St., that city. Telephone is Garfield 1-7923.

Ida Raisbeck, copy supervisor, Sullivan, Stauf- fer, Colwell & Bayles, N. Y., appointed vice president.


Thomas H. Axelsen re-elected president, Axelsen, Bennett & Clark, Salt Lake City. Lester C. Bennett, elected executive vice president and general manager. William R. Ryting, account executive, KALL that city, joins agency as vice president. He succeeds Cory D. Clark, Jr., who becomes assistant advertising manager, Carnation Co., L. A.


Harry Apeler, eastern regional sales manager, Lever Brothers, N. Y., to Calkins & Holden, Carlock, McClintong & Smith, N. Y., as director of merchandising.


Craig Ramsey, KFEL-TV Denver, to Ball & Davidson Inc., that city, as TV director.

John F. L. Farge, copy chief, Robert W. Orr & Assoc., N. Y., to Greyl Adv., N. Y., as copy group head.

Norine Freeman, media director, Caples Co., L. A., to Yambert-Prochnow Inc., Beverly Hills, in similar capacity with added duties as radio-TV director and production manager.

Mary Weaver to Richard N. Meltzer Adv., S. F., as copy chief.

H. Don Carlos, account executive of W. D. Lyon Co., Cedar Rapids, Iowa, appointed manager of company's new Sioux City office.


R. F. Parkison, Pacific Coast advertising representative, Westinghouse Corp., S. F., and W. H. Ryan, advertising manager, Santa Barbara Star, join Foote, Cone & Belding, Portland, Ore., and S. F., respectively, as account executives.


Dan Charny and Charles Loizeaux, account executives with G. M. Basford Co. Adv., N. Y. and Cleveland, promoted to account managers.

John Whitehead, advertising manager of Shirl- ritt's Ltd., to Willis Adv. Ltd., Toronto, as account executive.

Daphne June King, copywriter, Sidney Gar- field & Assoc., S.F., promoted to copy chief. Ken Shape, agency general assistant, promoted to production manager; Donna Williams, receptionist, named media assistant. Earl Moss joins agency as copywriter.

C. Warden La Roe, copy supervisor, Owen & Chappell, N. Y., to Doherty, Clifford, Steers.
& Shenfield, N.Y., on copy staff. John P. Kennedy, Ruthrauff & Ryan, N. Y., and Charles Plume, Paul Klemtner & Co., Newark, N.J., also to company as assistant account executive and assistant art director, respectively.

Fay Evens, Cecil & Freshrey, N. Y., and Frances Raftery, Ellington & Co., N. Y., to Kenyon & Eckhardt, N. Y., as assistant copy supervisors.


David W. Wedeck, Doherty, Clifford, Steers & Shenfield, N.Y., to Grey Adv., N.Y., as space buyer.


Alexander Benn, Merrill, Lynch, Pierce, Fenn & Beane, and Harold L. Geisse, Liveright Pub. Corp., to staff of Doremus & Co., N.Y., advertising and public relations firm, on copy and public relations staffs, respectively.

James D. Deasy, assistant advertising manager, Angelo California National Bank, S. F., to Merchandising Factors Inc., that city, as copywriter.

William E. Johnson, Delaware Valley News, to N. W. Ayer & Son, N.Y., public relations department.


David W. Wedeck, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., N. Y., as space buyer.

Marc Stutler, Biow Co., N. Y., to Compton Adv., N. Y., as production supervisor in commercial production dept.

Margaret Leak, formerly with Ruthrauff & Ryan, to Campbell-Mithun, Chicago, as radio and TV writer.


C. H. Biscardi, Cunningham & Walsh Inc., N.Y., to creative and promotion staff of Doyle Dane Bernbach Inc., N.Y.

Stations

Brooke Taylor, creative program director at WTAM and WNBK (TV) Cleveland, promoted to general manager.

Gerald S. Cohen, WISN Milwaukee, to KVWO Cheyenne, as assistant general manager.

Stan Lee Broza named program manager of WPITZ (TV) Philadelphia.


George Faber appointed night supervisor; George Friedman

precision engineered for unexcelled realistic brilliance and high fidelity, Magnecorders are preferred by radio engineers 3-to-1. Frequency response flat from 50-15,000 cps, ± 2 db. Compare the Magnecorder — the product, the performance, the price — and you'll see why it's the world-wide choice.

**the NEW Voyager**

one-case Portable Tape Recorder

Lightens all remote work. A portable recorder and amplifier in a single case! Lightweight, rugged, reliable.

**the FAMOUS PT63 magnecorder**

— long accepted as the standard professional tape recorder; 3 heads for simultaneous record and playback.

3rd dimensional sound

Binaural magnecorder

Unbelievable realism! Two simultaneous recordings on one tape give sound a perspective and a "third dimension."

For demonstration, see your Classified Telephone Directory under "Recorders" or write

**Magnecord, Inc.**

Dept. 8-5A, 225 West Ohio Street • Chicago 10, Ill.
overnight supervisor and Lu Bartlow administrative assistant in WBBM-AM-TV Chicago newsroom.

Eugene H. King, chief of radio branch of Office of U. S. Special Representatives in Europe, appointed program director of WEEI Boston, effective July 6.

John J. Dunn, TV co-ordinating producer of CBLT Toronto, becomes chief producer of CBOT (TV) Ottawa.

Harry Lockhart, director of records and transcriptions at WAVE-AM-TV Louisville, Ky., becomes director of music, succeeding Earle Keller, who has resigned.

John M. Piper, sales staff of KIRO Seattle, promoted to national sales manager.


Larry Carr, staff announcer at WPTF Raleigh, N. C., to WNCT-TV Greenville, N. C., as program manager.

Stanford Levy promoted from sales service director to program director at WHUM-TV Reading, Pa.

Walter H. Averill, account executive with KWK St. Louis, to WTVI (TV) St. Louis, as national sales manager.

Ellis E. Erdman, assistant general manager at WCNR Bloomington, Pa., to WENY Elmira, N. Y., as sales manager.

John Burby, Zimmer-Keller Inc., Detroit, to KMA Shenandoah, Iowa, as regional sales representative.

William P. Kusack appointed chief engineer at WBKB (TV) Chicago.

William P. Perry to sales staff of KATY San Luis Obispo, Calif. Barbara Brydia, KWSH Wewoka, Okla., appointed continuity director of KATY.

Jim Lucas, WTX New Orleans, Walter M. Cosley, WKBW Youngstown, Ohio, Robert Jones and Audrey Kossak to sales staff of WSKS Cleveland.


Alene McKinney, director of music, KFAB Omaha, to KBIG Avalon, Hollywood headquarters, in similar capacity. She succeeds Suzanne Stark, who joins advertising staff of Bullock's, L.A. dept. store chain.

George B. Sutherland to staff of WGLI Galesburg, Ill.

John Cseniech, engineering staff of WGR Cleveland, appointed assistant transmitter supervisor. John W. Martin to transmitter staff and Al Kisselbach to studio staff of WGR.

Dick Watkins, KRIS Corpus Christi, has resigned.

Lee Salberg, promotion manager for WBKB (TV) Chicago (now WBBM-TV), to WBKB (TV) that city, as chief of station's continuity operations.

Charles E. Burge, assistant sales manager at KXOK St. Louis, to sales staff of KWK St. Louis.

George F. Sprague, WIOD Miami, to WSIB-TV Atlanta, as TV transmission engineer.

Grady Edney, program director at KCQO San Diego, to productions staff of KYW Philadelphia.

Steve Shepard, sports director at KWIK Pocatello, Idaho, to KOIL Omaha, Neb., in similar capacity.

Myles R. Foland, assistant program director and disc jockey at WIRL Peoria, Ill., to staff of WCOL Columbus, Ohio, as disc jockey and m.e.

Les Lye, disc jockey, CFRA Ottawa, to similar position at CKEY Toronto.

Joseph Diehl, formerly sportswriter at WMCA New York, to staff of WBBM Chicago as editorial assistant to John Harrington, station sportscaster and sports chief.

Jay Boivin, disc jockey at WHAV Haverhill, Mass., to WCCM Lawrence, Mass.

Networks

Richard W. Jencks, CBS-TV legal dept., N. Y., appointed resident attorney of West Coast legal dept. of CBS Inc.

Charles C. Woodward Jr., member of CBS Hollywood legal staff, assumes operating charge of CBS-TV legal dept., N. Y.

Fred Dietrich, manager, West Coast Bureau, Tele-News, to CBS-TV Hollywood, as chief cameraman for newsmfilm department.

Gordon Winter, chief publicist for British B.C.S.T. Corp. in Europe, posted to Canada as BBC representative there, with headquarters at Toronto. He replaces Tom Sloan, who has been recalled to London.

Ray Linton, head of Ray Linton & Co., radio-TV program package, named account executive at ABC Radio Central Div.'s sales department.

Sidney Miller, writer for Donald O'Connor on NBC-TV Carol Channing Hour, signed as head director-writer on NBC-TV Saturday Night Revue starring Hoagy Carmichael.

Roland Winters, featured actor on CBS-TV Time to Smile Alan Young Show, assigned role of Mr. Boone Sr. on CBS-TV Meet Milly.

Jack Kilpatrick to ABC Central Div.'s advertising and sales promotion dept., replacing Gene DuDun, who resigned.

Adrian Murphy, CBS president, honored with Veterans of Foreign Wars' Award of Merit for "outstanding achievement in amusement and public service programs."

John K. West, vice-president in charge, NBC Western Division, and NBC cited for "improving living conditions for minority groups through interracial cooperation and action" by L. A. Urban League.

Ben Grauer, NBC special events reporter, received citation from executive director of Latin American Chamber of Commerce, for being the American broadcaster who has done most during the year to cement good relations with Latin America.

Robert Montgomery, executive producer and host on Robert Montgomery Presents, (NBC-TV, Mon., 9:30-10:30 p.m. EDT), received Gold Medal of Merit for "... meritorious radio programs warning of the Communist menace..." from Veterans of Foreign Wars.

Hamilton Shea, general manager of NBC Cleveland, received special Cancer Society citation of merit in recognition of help given to make northern Ohio fund drive successful.

Don Bishop, manager of program publicity at NBC, is author of a chapter in anthology titled The Enigma of Thomas Wolfe, published last Mon. by Harvard U. Press.

Ozzie and Harriet Nelson, stars of ABC-AM-TV Adventures of Ozzie and Harriet, awarded certificate for outstanding family-situation radio

It's Happening in NEW HAVEN

ON WNH C

28,040 Radio Programs Ago

The PERLMUTTER CO. started to sell clothing over WNH C

They're still doing it SUCCESSFULLY now in their eighth consecutive year

The cash registers ring when New Haven Merchants put their advertising investment on WNH C.

WNHC

NBC Radio

NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

Page 88 • May 18, 1953

Broadcasting • Telecasting
Presto introduces a precision-engineered tape recorder with a radical new type of construction!

Featuring a self-contained capstan drive unit, the Presto RC-11 provides durability, flexibility and rapid maintenance heretofore unheard of in tape equipment. Motor, fly wheel, capstan shaft, pressure pulley and solenoid are all pre-mounted on a cast aluminum sub-assembly... a complete working unit quickly removable for service or replacement.

A heavy, ribbed, cast aluminum panel designed for rack or case mounting supports all other components. Overall durable construction gives additional reinforcement and protection during shipping and adds years to the life of the machine.

In terms of performance and operational ease, the RC-11 also steps out front. This new recorder, with complete push button operation, automatic microswitch in case of tape breakage and a reel capacity of 10½ inches, is an engineer's delight.

The combination of advanced design and engineering in the RC-11 puts ordinary tape recorders in the shade... makes this instrument an investment, not an expenditure. Ask your Presto distributor for full information on this important development in tape recorder design... the all new RC-11.

The "unitized" construction of the Presto RC-11...
... allows a complete flexibility in the manufacture of various types of instruments. By the simple rearrangement of components the RC-11 becomes a high fidelity recorder, a dual track, bi-directional recorder or reproducer or a long-playing reproducer with automatic tape reversal.
show of nation for second successive year by National Assn. for Better Radio and Television.

Raymond Diaz, ABC national program director, received Award of Merit from Veterans of Foreign Wars for radio series Mr. President.

Betty Ross, assistant director of public affairs and education at NBC Chicago, elected director-at-large of American Women in Radio and TV.

George Jessel, ABC personality and producer, received 1953 Gold Medal Humanitarian Award of Williamsburg Settlement Society, N.Y.

Martha Tilton, singing co-star on CBS Radio 

Curt Massey Time, and Jim Brooks, North American Aviation test pilot, were married May 3.


Managers

Dr. Carl Becker, formerly president of Stereophone Ltd., Bavaria, Ger., heads new research division of Ampex Electric Corp., Redwood, Calif.

John Holzman, RCA Estate Appliance Corp. sales executive, named vice president and director of sales for RCA Victor Distributing Corp., Camden, N. J.

Leo G. Sands, president of Bogue Railway Equipment Div., appointed sales manager for Langevin Mfg. Corp., N. Y.

Irving Rosen, president of Keystone Electronics, N.Y., announces formation of Visulite Co. to handle all Keystone Electronics products to service jobbers and distributors nationally.

Grady L. Roark, manager of equipment tube sales for General Electric Tube Dept., Syracuse, N. Y., appointed manager of marketing.


Eugene F. Peterson, manager of marketing for General Electric Tube Dept., Schenectady, N. Y., promoted to manager of marketing for G. E. Radio and TV Dept., Syracuse, N. Y.

Theodore F. Leibfried Jr. and Rolland V. Robinson appointed sales service engineers for Sylvania Electric Products Inc., with headquarters in N. Y. and Cincinnati, respectively.

Howard Young, mechanical and design engineer of Gates Radio Co., promoted to plant manager. William Brady to Gates staff.

Manufacturers

Mr. Roark

Ross D. Siragusa, president of Admiral Corp., Chicago, radio-TV manufacturer, appointed a section chairman in large firms division for 1953 Community Fund campaign.

J. R. Dick Hughes, formerly with Admiral Corp., Chicago, to Capehart-Farnsworth Corp. as manager of Fort Wayne div.

Terrell C. Drinkwater, president, Western Air Lines; C. E. Adams, Adams, Duque & Hazeltine (legal firm), and Howard C. Briggs, general manager, Hoffman Laboratories Inc., all L. A., elected to board of directors of Hoffman Radio Corp., L. A.

Representatives

Kenneth E. Palmer forms new regional radio-TV stations representative firm, Kenneth E. Palmer & Co., Denver, with offices at 1735 Stout St.

Program Services


Jack Stewart, head of own writers' agency, Hollywood, to Nat Goldstone Agency, that city, as TV director in charge of writers and packages.

John M. Borghese to Ethos Organization, N. Y. public relations and promotion firm.

Vincent A. Kleinfield, chief counsel to committee of House of Representatives to investigate chemicals in food and cosmetics, to law firm of Sher, Oppenheimer & Harris, Washington.

It takes all three ... and no more than these three to be fully and accurately informed about radio and television advertising.

Each defines its field. Each encompasses its field. Each is the undisputed leader ... in circulation, in readership, in editorial coverage and advertising impact.
INTERNATIONAL

CBC TO HEAR EIGHT NEW VIDEO BIDS

Applications coming before Canadian Broadcasting Corp.'s board are mainly for western Canada. Five AM requests also will be heard.

EIGHT APPLICANTS FOR TV stations will be heard by the board of governors of the Canadian Broadcasting Corp. in Ottawa May 28. The board also will hear CANADA applications for five new AM stations, and a number of power increases and share transfers.

Most of the TV applications are for Western Canada.

Calgary: A license is requested by Calgary Television Ltd., for vhf Ch. 2 with 10.9 kw video and 5.45 kw audio.

Edmonton: Three applications are being made for vhf Ch. 3—by Edmonton Television Ltd. (affiliated with CICA Edmonton), for 32.8 kw video and 19.7 kw audio; by Wm. Rea Jr., CKNW New Westminster, for 4.53 kw video and 2.26 kw audio, and by CFRN Edmonton, for 23.9 kw video and 14.3 kw audio.

Saskatoon: The Saskatoon Star-Phoenix Ltd., (daily newspaper) has applied for vhf Ch. 8 with 14.6 kw video and 7.9 kw audio.

Regina: CKCK has applied for vhf Ch. 2 with 20 kw video and 10.8 kw audio.

Kitchener, Ont.: Central Ontario Television Ltd., has applied for vhf Ch. 6 with 55.4 kw video and 33.2 kw audio.

Rimouski, Que.: Lower St. Lawrence Radio Inc., has applied for vhf Ch. 3 with 32.5 kw video and 19.5 kw audio.

New AM stations are being asked by J. O. Masse, Chicoutimi, Que., 250 watts on 1450 kc; by Radio Lac St. Jean Ltd., at St. Joseph d'Alma, Que., for 1 kw on 1270 kc; by G. Demers, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, Que., for 1 kw on 630 kc, and by La Bonne Chanson Inc., for 5 kw on 1280 kc at Montreal.

Power increases are being asked by CKRD Red Deer from 250 watts on 1230 kc to 1 kw on 850 kc; by CHRL Roberval, from 250 watts on 1230 kc to 1 kw on 910 kc; by CHVC Niagara Falls from 1 kw to 5 kw on 1600 kc, and by CKOM Saskatoon, from 250 watts on 1340 kc to 5 kw on 680 kc.

Two Department of National Defence stations are applying for AM frequency changes, CHAK Aklavik, from 1230 to 1490 kc, and CFHR Hay River, from 1490 to 1230 kc.

Share transfers are being requested by CIAT Trail, CKWX Vancouver, CKSB St. Boniface, CKX Brandon, CKBB Barrie, CKEY Toronto, CHNC New Carlisle, and CHAB Moose Jaw.

Agency Bills $17 Million

COCKFIELD, BROWN & Co., Toronto, reputed to be Canada's largest advertising agency, last year had total billings of $17 million. It anticipates $20 million this year, its 40th. President G. W. Brown, in his annual report, pointed out that all 93 shareholders are agency employees, and that 28 members of the staff have been with the agency over 25 years.

From where I sit
by Joe Marsh

An Honest Night's Sleep

Slim Johnson, just back from a business trip, tells about a hotel he stayed at one night.

"I hit town late at night and went right to the hotel. There was no clerk at the desk, but, instead, there was a sign that said: 'Gone to bed. Rooms $3. Take a key. Pay when you leave. Sleep Well.'"

"Upstairs, the room was real clean, the bed comfortable, and I slept like a log. Came down in the morning—still no clerk. So I left three dollars at the desk and went on. Can you imagine folks that trustful?"

From where I sit, running a hotel on the honor system shows a real trust in people. And people always appreciate being trusted. Letting your neighbors follow his personal preference is a kind of trust too—trusting in his good judgment. I like a temperate glass of beer occasionally, you may prefer buttermilk, but let's hope neither of us ever wants to "register" a complaint against the other.

Joe Marsh

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May 18, 1953 • Page 9
U.S. EXECUTIVES BRIEF ACA ON IMPACT OF TV IN CANADA

Scalpone of McCann-Erickson and Clough of "Tide" tell Assn. of Canadian Advertisers that TV's impact is greater than that of any other medium, and that Canada will have 35 video outlets by the end of 1954.

EXPECTED IMPACT OF TV in Canada and how to use TV for selling featured the May 8 session of the Assn. of Canadian Advertisers' 38th annual meeting at the Royal York Hotel, Toronto. Canadian advertisers, agency executives, and a number of potential TV station operators heard Alfred J. Scalpone, McCann-Erickson Inc., New York, and Reg Clough, "Tide," New York, discuss experience in TV in the United States.

Mr. Scalpone told the Canadian audience that TV's impact was greater than that of any other medium, and that advertisers, by using TV, could now do many of the things they had hoped to be able to do with advertising. He detailed the qualifications of the agency experts who would be needed to develop TV commercials, discussing the roles of the TV commercial writer, artist and producer. He stressed three fundamentals learned by American advertisers and agencies about TV selling: (1) Demonstrate to sell, (2) keep commercial message simple, and (3) people are the best salesman. Mr. Scalpone pointed out that TV selling is costly, and that advertisers should put enough money aside for the commercial, and gave examples of advertisers who had found that TV advertising was the least expensive in audience reached and increased sales.

Mr. Clough forecast that Canada would have 35 stations on the air by the end of 1954 with some 2,500,000 TV receivers in use, covering about 75% of the Canadian population. He expected to see Canadian advertisers spending more on TV advertising in 1955 than they had spent in all other media in pre-World War II years. Mr. Clough pointed out that experience in the U.S. had shown that money for TV advertising was largely new advertising money, and had not been diverted from advertising budgets of other media. He told the session that ways must be found to bring more small and medium advertising to TV, as TV is a medium for selling fast turnover consumer products.

John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co., Montreal, was elected president of ACA for 1953-54, with Robert E. Day, Bulova Watch Co., Toronto, as executive vice president; R. E. Sewell, Coca-Cola Ltd., Toronto, as vice president and treasurer, and R. R. McIntosh, General Foods Ltd., Toronto, M. M. Schneckenburger, House of Seagram, Montreal, and John M. Meldram, National Carbon Ltd., Toronto, as vice presidents. Athol McGarrie was re-appointed general manager of ACA with offices at Toronto.

J. E. McConnell Sr., chairman of McConnell Eastman Co., London, Ont., advertising agency, was given a silver medal for his outstanding contribution to Canadian advertising.

New Medium—Loudspeakers Capture Brazilian Audience

BRAZIL is going through a jingle craze like that which swept the U.S. a while ago, according to Jose Kfuri of J. Walter Thompson Co.'s Sao Paulo office. Brazilian advertisers use them, he said, not only in radio and TV advertising but also in a new medium—loudspeakers set up in city squares of small cities, which disseminate announcements and recorded music to señoritas during their customary evening strolls through the squares.

"On location in the square," Mr. Kfuri said, "is the loudspeaker, catching strollers' attention with relaxing music, interspersed with 20- and 30-second spots. Thus advertising is to a captive, receptive audience.

"Unlike other media, the loudspeaker is free to listeners. Because the cost of living in Brazil is extremely high at present, the buying power is rather reduced. For those who do not wish to invest in other media, the loudspeaker provides free listening pleasure."

Rates for loudspeaker advertising are very low, 300 straight commercials or jingles—ten an evening for a month—will cost on the average $500 cruzadores (under $15). Commercials are usually recorded although the program is announced "live."

Philadelphia Educ. TV Offered $150,000 Grant

FORD FOUNDATION's Fund for Adult Education has agreed to contribute $150,000 toward the establishment of an educational television station in Philadelphia. W. Laurence LePage, board chairman, and Walter Biddle Saul, president of the Delaware Valley Educational Television Corp., have announced.

Mr. LePage quoted C. Scott Fletcher, president of the fund, as saying the grant was approved "after intensive and after internal and external review of the relative potential of Ch. 35 in the total developing national picture." Wh Ch. 35 has been allocated to Philadelphia by the FCC.

The Foundation will make $100,000 available when the newly-formed corporation obtains $200,000 from other sources. In addition, the fund will provide a maximum of $50,000 on the basis of a contribution of $1 for each $2 obtained by the corporation from private sources, over and above the original $200,000.

New York State Dept. Plans TV Educ. Series

PLANS for a new weekly series of educational programs to be presented by WCBS-TV New York in conjunction with the State Dept. of the State of New York were announced last Monday by Clarence Worden, WCBS-TV director of public service and educational programs.

The series, which is titled Camera Three, began last Saturday, 2-2:45 p.m. EDT. It will cover all areas of education in New York State, including colleges, schools, libraries and museums. James MacAndrew, director of broadcasting for the Board of Education of the City of New York, will serve as moderator for the series, and Jon Fogel of the WCBS-TV staff will direct.
FOR THE RECORD

New Grantees' Commencement Target Dates
* Educational permits $5 - Shares Time

(Please list of operating stations, see Telestatus in Facts & Figures section, this issue. For data on other grantees, see 1953 Telecasting Yearbook.)

LISTED BY CITY ALPHABET

Date Granted & Network

KRCB-TV Abilene,
Pac. Tex. (9)

KOWD-TV Albany
N. Y. (41) 4/14/53

KGMG-TV Albuquerque,
N. M. (13) 3/11/53

KJTV (TV) Alexandria,
La. (45) 2/13/53

KOMY (TV) Austin,
Tex. (43) 3/26/53

WGXE-TV Beloit, Wis.
7/11/53

WHBF-TV Benton
Hobart, Mich. (46) 8/26/53

Rudman-Hoytjen TV Co.,
Billings, Mont. (10) 1/15/53

KYTV-Bismarck,
N. D. (5) 2/4/53

Rudman TV Co.,
Bismarck, N. D. (12) Summer

WSLN (TV) Bloomington,
Ill. (15) 3/4/53

E. Anthony & Son
Boston, Mass. (26) 3/24/53

KXL-F-TV Butte,
Mont. (6) 2/25/53

Spanton Bros., Co.
Caldwell, Idaho (12) 4/9/53

WATD-TV Cambridge,
Mass. (56) 2/11/53

KOMT-TV Capo Grado-
Jesu, Mo. (18) 4/16/53

WMT-TV Cedar Rapids,
Iowa (3) Unknown

WCHM-TV Champaign-
Urbana, Ill. (46) 3/1/53

WBCD (TV) Charleston
W. Va. (49) 5/15/53

WCAY-TV Chicago,
Ill. (9) 2/2/51

KPLZ-TV Cibola,
N. M. (16) 3/1/51

KWHN (TV) Clovis,
N. M. (12) 8/1/53

Telephantine Barty, Co.
Clevea, N. M. (15) 3/9/53

WIS-TV Columbus.
S. C. (10) 2/12/53

WGAT (TV) Columbus,
Ga. (26) 2/11/53

WOSU-TV Columbus,
Ohio (34) 4/22/53

WIBC-TV Columbus,
Ind. (28) 2/11/53

KIL-TV Dallas,
Tex. (25) 2/12/53

M. Foster-H. Hoverson
Decatur, Iowa (36) 3/11/53

WMBS-TV Dayton, Ohio
(23) 10/15/52

WIBG (TV) Des Moines,
Ia. (17) 3/1/51

Rollins Barty, Denver,
Col. (40) 3/11/53

WCCT-TV Durham,
N. C. (46) 1/11/53

KOMV-TV Columbus,
Ohio (26) 2/15/53

WGBL (TV) Easton,
Pa. (57) 8/15/53

WEAU-FM Eau
Claire, Wis. (13) 2/24/53

WECT (TV) Fayetteville,
N. C. (46) 3/24/53

KTVF (TV) Juneau,
Alaska (29) 3/11/53

KJEM-TV Eureka, Calif.
(3) 2/12/53

KOTV (TV) Fort Smith,
Ark. (22) 2/12/53

WINB-TV Fort Myers,
Fla. (11) 11/13/52

KPSA-TV Fort Smith,
Ark. (22) 1/13/53

Torrey County TV Co.
Fort Worth, Tex. (25) 3/1/53

KELO (TV) Sioux City,
Ia. (47) 4/9/53

WYTV (TV) Gadsden,
Ala. (21) 11/6/53

KFXX-TV Grand Junc-
tion, Colo. (24) 4/9/53

KXON-TV Great Falls,
Mont. (3) 4/9/53

Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 20 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

A good sales story to a good audience—that’s what produces the sales. And WSYR gives you the audience—up to 2 99% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Reed

JONI JAMES loves JOE SMITH and his sponsors do, too!

Popular M-G-M Recording Artist is shown during recent appearance with JOE SMITH on his daily RECORD RACK SHOW 4:00-5:45 P.M.

Popular M-G-M Recording Artist is shown during recent appearance with JOE SMITH on his daily RECORD RACK SHOW 4:00-5:45 P.M.

The Station Presence in Western Pennsylvania’s 2nd Largest Market...Johnstown.

CBS Radio Network
WEED & CO., Representative

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WEED & CO., Representative

Popular M-G-M Recording Artist is shown during recent appearance with JOE SMITH on his daily RECORD RACK SHOW 4:00-5:45 P.M.
FOR THE RECORD

**WLW-C**

Columbus' dynamic TV station

...with central Ohio's only Client Service Department to "plus" your advertising

**WWDC**

1st

in out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A.M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.

24.4%

Rank of first 6 stations in out-of-home audience

13.7% 10.4% 8.3% 6.6% 5.2%

In Washington, D.C.—It's

WWDC

Represented Nationally by John Blair & Co.

**Location & Channel**

| WWNT (TV) | Cleveland, Ohio |
| WCNY (TV) | Columbus, Ohio |
| WOVT (TV) | West Orange, N.J. |
| WOAI (TV) | Austin, Texas |
| WJZ (TV) | Baltimore, Maryland |
| WJAS (TV) | New York, New York |
| WOR (TV) | New York, New York |
| WJAC (TV) | Johnstown, Pennsylvania |
| WJW (TV) | Cleveland, Ohio |
| WJZC (TV) | Jacksonville, Florida |
| WJZV (TV) | Des Moines, Iowa |
| WJZP (TV) | Pittsburgh, Pennsylvania |
| WJBK (TV) | Detroit, Michigan |
| WJSL (TV) | Louisville, Kentucky |
| WJZV (TV) | West Palm Beach, Florida |
| WJZ (TV) | Cleveland, Ohio |
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**FCC Broadcast Station Authorizations as of April 30, 1952**

### License holders

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**Notes:**
- Does not include noncommercial educational FM and TV stations.
- Authorized to operate commercially.
- **AM and FM Summary through May 13**

### New TV Stations... Decisions

St. Louis, Mo.—St. Louis Educational Television Commission. Granted vhf Ch. 2 (186-192 mc); 10 kw visual, 10 kw aural; antenna height above average terrain 610 ft., above ground 603 ft. Estimated construction cost $330,000, first year operating cost $300,000, net revenue. President, Floyd C. Grimwood; owner, Louis Schools, and H. Martin, Jr. In common ownership with television consultant and phonograph record dealer, Philip J. Hickey, St. Louis; Martin, owner of Ch. 625, 567 St. Louis; Martin, owner of Ch. 284, Mo.; Martin, owner of Ch. 360, 52', 21° W., 612, 567 Long., 605 567 R.D. Mo.; Martin, owner of Ch. 415, 32° N. Lat., 567 567 W., 570, 567, 605 567 R.D. Mo. Stations are operated by consulting engineer Craven, Lohnes & Fuller, St. Louis.

### Call Letters Assigned

KJEO (TV) Fresno, Calif.—J. E. O'Neill, uhf Ch. 66.

KGAN-TV San Francisco—W. H. Patterson, uhf Ch. 26.

KDST (TV) Columbus, Ga.—TV Columbus, uhf Ch. 20.

KSPJ (TV) Alexandria, La.—Barnet Brezner, uhf Ch. 62.

WKNE (TV) Keene, N. H.—WKNE Corp. uhf Ch. 45.

WGVT (TV) Rochester, N. Y.—Genesee Valley TV Corp., uhf Ch. 27.

WOVT-TV Columbus, Ohio—Ohio State Univ., noncommercial educational, uhf Ch. 34.

KVAL-TV Victoria, Tex., KVAL-TV Co., uhf Ch. 19.

### Applications

Springfield, Ill.—Capitol City TV Co., uhf Ch. 2 (54-56 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 556 ft., above ground 553 ft. Estimated construction cost $464,620, first year operating cost $460,940, net revenue $33,680. Post office address 396 South Side, Springfield. Applications in'State's Attorney's office, now is television consultant and phonograph record dealer, James E. McFarland, Springfield. Applications will be filed with the FCC.

Lubbock, Tex.—Inland Rivers Radio Co., Inc. Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,110 ft., above ground 1,107 ft. Estimated construction cost $750,000. First year operating cost $350,000, revenue $350,000. Post office address: 116 Avenue J, Lubbock. Applications in'City's Attorney's office, now is television consultant and phonograph record dealer, James E. McFarland, Springfield. Applications will be filed with the FCC.

**First! in Grand Rapids with Local and Top National Spot Advertisers.**

**Broadcasting** • Telecasting

*WGRD* — Rep. Gill-Pearl, Inc.

**WEED'S ON FIRE**

Who wouldn't be when WPTR'S JET FIRE Merchandising Plan offers 36 Super Markets whose Retail Sales last year were 25 Million Dollars. Yes—in Albany Schenectady and Troy...

**JET FIRE IS SURE FIRE!**

**In The 7th Market, Cleveland**

—your lowest cost per 1000

1260 KC 5000 WATTS

**FULL TIME INDEPENDENT**

Represented by McGillura

May 18, 1953 • Page 95
For the Record

paper syndicate and sales organizations: Vice President Carl Greenleaf, band instrument manufacturer; Walter R. Beardsley and First National Bank of Zartik, co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietaries. City priority status: Gr. A-2. Filed May 12.

Lawrence, Mass.—General Beest, Co., whf Ch. 72 (161-813 mc), ERP 23 kw visual, 12 kw aural; antenna height above average terrain 243 ft., $255,355, first year operating cost $200,000. First application filed 22. Address to 1 Pemberton Sq., Boston. Studio location is to be determined. Transmitter located at Sandia station at Lawrence city limits. Geographic coordinates 42° 45' 15" N., 71° 14' 10" W. Long. Antenna height above average terrain 612 ft.Filed May 12.

Applications Amended


Rockford, Ill.—Rockford Broadcasters. Dismisses application filed at request of George Rogers. Rockford Broadcasters acquire option on 10% interest in Great Western Broadcasting Co., Inc., for bid to Ch. 13. Dismissed May 6.

_existing_Existing TV Stations

Decisions

KGO-TV (TV) San Francisco—San Francisco— Paramount Theatres. Granted ERP boost on whf Ch. 205, 9, 10 kw visual and 10 kw aural to 15 kw visual and 16 kw aural. Granted May 5.

WEK—TV Erie, Pa.—Erie. Permits to the extent of CP service to Chief Whitman, J.D. Davis, Public Address Engineer. Granted Whf Ch. 16. Filed May 8.

Applications Dismissed


New AM Stations

Decisions

Ville Platte, La.—Ville Platte Broadcasters. Granted first year operating cost $50,000, first year license fee $50,000. City priority status: Gr. A-2. Filed May 12.

Globe, Wyo.—Rudolph Wyner, city manager; Rudolph Wyner, president, co-principals, city priority status: Gr. A-2. Filed May 12.

applications

Wyko-TV Madison, Wis.—Monona Co. Seeks amendments to the conditions of authorizations of Ch. 21. Filed May 8.

 FOR THE RECORD

Page 96 • May 18, 1953

Advertising Agency

Magazine's circulation agency men during the past four years!

More agency men, whose time-buying decisions affect you, pay to read Advertising Agency Magazine than any other advertising publication.

Advertising Agency

MAGAZINE

48 West 38th St.
New York 18, N. Y.

109%

Advertising Agency

Magazine

109% More agency men, whose time-buying decisions affect you, pay to read Advertising Agency Magazine than any other advertising publication.

That's because it's the only publication edited exclusively for them. Why not tell your own agency men they're missing the best prospects in their own business paper?

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Advertising Agency

Magazine

48 West 38th St.
New York 18, N. Y.
New FM Stations . . .

Call LettersAssigned

KCRB (FM) Los Angeles—A. A. Crawford, $97.3
KVCU (FM) San Bernardino, Calif.—San Bern-
nardino Community College, 91.5, ERP 1 kW.
WKLZ (FM) Latrobe, Pa.—Clark Electric Com-
mercial, 101.7, 15.2 kW, formerly WTNL-FM.

KACC (FM) Abilene, Tex.—Abilene Christian
College, 91.9 commercial educational, 91.9 ERP 180.

Existing FM Stations . . .

Harriman, Tenn.—Harriman Best Co. (WHRT),
AM 1310, WMCI-AM-FM, 104.7 FM, 98.7 ERP $1,500.

Application

WAGA—AM-AM-Atlanta—Storer Best Co. Granted
application for FM station change on 103.3 from 78 kW to 50 kW.

Granted May 6.

WAGN—AM-Atlanta—Macon Best Co. Granted
application for change of call letters from WAGN to WHRT.

Granted May 6.

WREX—FM Rome, Ga.—Granted application for
assignment of license to WREX, Inc., investment banker.

Granted May 6.

Applications

WAGR—AM-FM—Buffalo, N.Y.—The Buffalo
News Co. Granted voluntary assignment of license to
WAGR, Inc., investment banker.

Granted May 6.

WGNC—AM-Charlotte, N.C.—The Associated Press
 Granted voluntary assignment of license to
WGNC, Inc., investment banker. Consideration
of $275,000. Assigned, which recently purchased
WAGN, Buffalo, N.Y., and WAGR, Buffalo, N.Y., shortly
will file to transfer all licenses for $275,000.

Planning.

Grant of WAGR, Buffalo, N.Y., an
interest in 36.6% from Frank W. Pepper. Consideration
of $275,000. Assigned to Frank W. Pepper, trustee
of Frank W. Pepper, Jr., trust no. 1. Assigned May 6.

WBIB—FM—Baltimore, Md.—Wheeler Co. Granted
application for license to Wheeler Co. Consideration
of $475,000. Assigned to sell controlling interest in
WBIB to Joe Rubinstein and Viacom, Inc. Assigned
May 6.

WABC—AM-AM-New York—Premier Best Co.
Granted voluntary transfer of control and sub-
sequent assignment of license to General Telephone
Inc. (W-AM-AM-FM-TV, Yankee and Don Lee
networking). Consideration $475,000. Assigned
to sell controlling interest to Viacom, Inc. Assigned
May 6.

WMAL—AM-AM-Washington, D.C.—WMAL
Co., Granted application for change of call letters
from WBIB to WMAL. Consideration of $275,000.

Assigned to sell controlling interest to
WMAL to Viacom, Inc. Assigned May 6.

WLBW—AM-AM-FM—Charleston, W. Va.—WLBW
Inc. Granted voluntary assignment of license to
WLBW, Inc., trustee.

Assigned May 6.

WKDG—AM-AM—Dayton, Ohio—Wagga Best Co.
Granted voluntary assignment of license to
WKDG, Inc., trustee.

Assigned May 6.

WKUX—AM-AM—Kalamazoo, Mich.—WAGA-AM
Co. Granted voluntary assignment of license to
WKUX, Inc., trustee.

Assigned May 6.

KFLB—AM—Buffalo, N.Y.—KFLB, Inc. Granted
voluntary assignment of license to KFLB, Inc., trustee.

Assigned May 6.

KUAC—AM-AM—Juneau, Alaska—KUAC, Inc.
Granted voluntary assignment of license to
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KUAC, Inc., trustee.

Assigned May 6.
scheduled conference May 25.

WALT TANNER (AT&T) attended facilities from 1110 kc, 1 kw day to 829 kc, 2 kw day, 1 kw night (Docket 10481)—FCC denied petition to include in hearing issues tenure and characteristics of WAMU. 0.—Preliminary proposed agenda for consolidated hearing


Proposed ruling to amending (Docket Ch. 82 to 83, North, Mass., and Ch. 88 to North Adams, Mass., for noncommercial educational use (Docket 10436) — FCC finalized amendment making total educational TV reserve channels 244. Decision May 7; reported May 8.

Durham, N. C., New TV, Ch. 46, T. E. Allen & Sons (peremptory) — Protest of Public Information Corp. (WSSB) FCC designated in Docket 10245. Decision May 7; announced May 8.

WIZX, Burlington, Vt., facilities of 1050 kc daytime to 610 kc unlimited, 1 kw, (Docket 10525) — FCC denied petition to release station and its equipment from FMC jurisdiction. Decision May 8; announced May 12.

Post Arthur College (KPAC (Docket 10235) and Smith Radio Co. (Docket 10525) — Commission denied request for Stay on hearing. Decision May 6; reported May 7.

Proposal to institute two proceeding lines for AM applications. (Docket 10426) — Withdrawal of April 17, 1952, rule making proposal because of lack of need for the number of pending AM applications. Ordered May 6; reported May 7.

Proposal to reorganize FM operating hours (Docket 9913) — FCC canceled its rule making proposal, setting minimum operating hours for FM stations and requiring PMS in conjunction with the matter for hearing at least as long as the standard outlet. Ordered May 6; reported May 7.

New Petitions

May 6

Denver, Colo., New TV, Ch. 4, KYMK Best, Co. (KWMY) — Reconsidered denial of application for channel 4 in Denver and surrounding area (Docket 10235) — FCC denied application's rejection of FCC's position to request additional data in connection with NAMO proposal, and claiming superior management of ownership with respect to NAMO’s RKO channel. KYMK supplemented its proposal with the statement that if its proposal were rejected, it would contest FCC's order denying its application. The decision was handed down May 7.

San Juan, Puerto Rico, New TV, Ch. 4, Jose Ramon Quevedo & Co. (Docket 10420) — American Colonial Best, Co. (WKYM) (Docket 10387) — FCC denied petition for review of FCC's upholding of Examiner's denial of application. Order May 7. Withdrawn application to enlarge license made by WGRD, Grand Rapids, Michigan, for the purpose... (Docket 10436) — FCC denied application for the purpose. Decision was handed down May 7.

New TV, Ch. 33, Versailles Radio & TV Stations (Docket 10438) — Versailles filed for a petition to request to enlarge license made by WGRD, Grand Rapids, Michigan, for the purpose... (Docket 10439) — FCC denied application for the purpose. Decision was handed down May 7.

Burlington, Vt., Ch. 12, Southern TV Inc. (Docket 10471) — Tri-State Test Corp. (Docket 10472) — Southern TV petition to interfering with FCC's approval of acceptance of WXBA, Burlington, Vt., and the interference with the Yadkin Valley Electric Cooperative (Docket 10473) — FCC denied petition for the purpose. Decision was handed down May 7.

May 11

Milwaukee, New TV, Ch. 10, Hearst Radio Inc. (Docket 10486) — Joint Committee on Educational Broadcasting (Docket 10486) — Proposed to request of WMPS and WBIK, Inc. station to allow for hearing of FCC memorandum on the purpose of its decision and the content of the memorandum. Order was handed down May 11.
Consulting Radio & Television Engineers

JANSKY & BAILEY
Executive Offices
National Press Building
Office and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
A. Adams 4-2414
Member AFSCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFSCE

—Established 1896—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO-3000
Laboratories Great Notch, N. J.
Member AFSCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFSCE

Commercial Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFSCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFSCE

There is no substitute for experience
GLENN D. GILLETTE & ASSOCIATES
985 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFSCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFSCE

Craven, Lohmes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFSCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFSCE

RUSSELL P. MAY
711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Republic 7-3964
Member AFSCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
Member AFSCE

PAGE, CREUTZ,
GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFSCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFSCE

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Consulting Radio Engineers
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927 15th St. N. W.
Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFSCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-4873
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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1333 M St., N. W., Wash., 6, D. C.
Executive 3-2226
Executive 3-4521
(Night Holidays, Lockwood 1-1813)
Member AFSCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kenanwah St., N. W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-5924
Member AFSCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7016
KANSAS CITY, MISSOURI

Vandyver, Cohen & Warn
Consulting Electronic Engineer
612 Evans Blvd., NA. 8-2698
1420 New Ave., N. W.
Washington 5, D. C.

H. W. HOLT
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres.
1056 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

QUALIFIED ENGINEERING
is of paramount importance in setting your station (AM, TV or FM)
on the air and keeping it there.

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

These Engineers...
ARE AMONG THE FOREMOST
IN THEIR FIELD

May 18, 1953 • Page 99
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 26¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum
All other classifications $4 per word—$1.00 minimum • Display ads. $15.00 per inch
No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

Classified Advertisements:

Help Wanted

Managerial
Immediate opening for aggressive, experienced successful salesman, strong on sales, 1000 watt Michigan daytime independent. Salaries plus 10% commission. Great opportunity for top man. Box 636W, B-T.

Commercial engineers—television transmitter (1) hourly, and supervising engineer (1) all are located for foreign markets. Assistant to manager N. Y. office. State design and operating experience. Languages and salary in reply. Box 685W, B-T.

Manager wanted: Man with seven years minimum experience. Good market, small station, good location. Salary open. Good living conditions for young family. Prefer midwestern man for midwest station. Tell all first letter, photo, address inquiries to WITZ, Box 167, Jasper, Indiana.

Assistant manager-program director. Must have thorough knowledge of programming and broadcasting experience. Mature, sober, real professional. Full particulars with references first letter. WLST, Pikeville, Kentucky.

Salesmen

Salesman-announcer, Florida. Mostly selling but good announcing required. Salary plus commission. Box 617W, B-T.

Salesman—very good draw against commission for real salesman who is a planner, can close contracts and sell service well. New England area. Box 589W, B-T.

Excellant opportunity and advancement for conscientious worker wishing to establish himself in growing community. You will be working with experienced and successful managers. Full particulars with references first letter. Station WJNC, Richmond, Virginia.

Salesman—opening for salesman capable of becoming salaried staff announcer with station located in southwest Western market. Good guarantee salary, 15% on sales over net profit. Unusual opportunity. Box 597W, B-T.


Salesman wanted for highly successful independent WZOX Baton Rouge, Louisiana. one of 1000-watt stations in the South. Natural audios (1) all excellent, all excellent. Station located in southern markets. Full particulars with references first letter. Box 501W, B-T.


Help Wanted—(Cont’d.)

Announcer—first phone. Experienced, with heavy, clear delivery to handle busy commercial schedule. Will work part time, starting at $5,000 a month. Good arrangement. Box 620W, B-T.

Announcer-copierwriter with some experience. Pay $5 to $60 depending on ability. Immediate opening. Small eastern city. Box 689W, B-T.

Capable announcer to assume responsibilities, good opportunity. State present salary. Contact Program Director, KMAN, Minnesota. Kansas City, Mo.

Compo man with emphasis on announcing. NABC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KMWJ, Bozeman, Montana.

Announcer. Some knowledge of board. Excellent opportunity for advancement. Write or call Sam Phillips, WRAK, Hagerstown, Maryland.

Announcer with control board experience. No prima-donna, drunkles or tickets, just good personality and willingness. All in first letter or phone. Prefer single man. Permanency up to you. WBIB, Burlington, N. C.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a lively and opportunistic work with a station in line with experience and ability. If you can qualify send full details first letter to Lester Goulder, WJNC, Jacksonville, N. C.


"Most Powerful Advertising Influence in the South" is what you'll be doing for experienced announcer with good background. Forty-hour week, $350 per month, plus room, board, and local travel. Write for details. Box 600W, B-T.

Eastern Pennsylvania network station has permanent opening for experienced operator but first class ticket not required, 40 hour week. $700 month. Rush disc tape, full particulars to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer. Must be versatile. $70, up. Interview necessary. WYEX, Somerston, Pa.

Technical

Announcer-disc jockey with proven success in daily music program. Start $85.00 a week with regular scheduled increases to $110.00. Program includes local and nationally syndicated features. Must have clean record. Write for details. Box 3085, B-T.

Florida roast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B-T.

Staff announcer for kilowatt independent. Small, friendly station, good working conditions with a future for a conscientious worker. Forward audition and resume to Box 377W, B-T.

Announcer, $60 start, 40 hours. Net affiliate, Southern California. Send tape and background. Box 658W, B-T.

Immediate opening staff duties. Send audition, expected starting salary, radio experience. Will accept good man. University school. Box 600W, B-T.

Help Wanted—(Cont’d.)

5-year-experienced combination men, need two. Permanent, Colorado kilowatt. Box 695W, B-T.

First class engineer with both AM and FM experience plus operating experience. Also operating ability. Prewed married man. WEPF, Martinsburg, West Va.

First class operator for WPNC, Fayetteville N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions. Apply by letter only. Include references and telephone numbers.

First class engineer with car. Experience not necessary. Contact Chief Engineer, WHLI, Bloomsburg, Pennsylvania. Box 696W, B-T.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated. Forever with location in Washington D. C. WFTY, La Crosse, Wisconsin.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Wanted 1st class operator. $50 for 40 hours. With experience and ability. Prefer one year experience. Permanent position. Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Pennsylvania. Must be versatile and willing to travel anywhere for audition. Send all and send audition first reply. Confidential. Box 610W, B-T.

Repeater-rewriter for radio-TV news room. Valley area. Must be competent reporter and skilled writer. Will travel. $1000 first year. Some newspaper or radio experience desirable but not essential. Box 655W, B-T.

Regional southern NBC station in thriving market seeks topflight program director. Good salary with opportunity for advancement to right man. Box 685W, B-T.

Continuity writer with enough experience to really knock out selling copy. This is a good permanent position. Male or female. Box 660W, B-T.

Immediate opening for experienced copywriter who can handle volume of business. Some television, Pine Rocky Mountain climate. Send full details and salary requirements. Box 661W, B-T.

Want to grow, need topflight program director—Copywriter for kilowatt day time station. Morning air shift plus complete control of programming. Salary-incentive plan. Box 663W, B-T.

Young woman to write copy. Should have radio background. Immediate opening. Contact Manager, WCOJ, Coalville, Pennsylvania.

Television

Announcers—Basic national TV affiliate in best southern market needs experienced, mature men. Salary open. Send samples, photo and salary requirements. Box 654W, B-T.

Help Wanted—(Cont’d.)

WANTED—Radio Technicians

Variety of stations in the South. Good salary. WITZ, Box 117, Jasper, Indiana.

Some available in the West. Some in the Far West. WBBB, Box 611W, B-T.

Help Wanted—(Cont’d.)

WANTED—Radio Technicians

Variety of stations in the South. Good salary. WITZ, Box 117, Jasper, Indiana.

Some available in the West. Some in the Far West. WBBB, Box 611W, B-T.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic Seaboard? Family man preferred. Some sales knowhow. Salary open. Box 680W, B-T.

General, assistant or commercial manager. Proven sales record on independent and major market. Need greater challenge. Minimum salary plus percentage. Box 687W, B-T.

Is there anyone who will give an ambitious young man an opportunity to prove he can produce? 13 years experience in management, sales and programming yet under 25. Married, family. Willing to locate anywhere for right opportunity. Box 686W, B-T.
**Situation Wanted—(Cont’d.)**

Commercial manager: Aggressive, selling ac-
counts. Prefer big market but excellent main-
tal background, is now ready for executive position with full responsibility. Desires producer will relocate. For further information write Box 705W, B-T.

Radio station manager for small market with future TV possibilities. Will take salary con-
siderably less than option purchase all or any part of stock. Fifteen years manage-
ment experience in major markets. Box 700W, B-T.

**Announcers**

Announcer, pianist, novelty DJ. 3 years experi-
ence. Top television material. Married, con-
gress, reliable, excellent references. Box 451W, B-T.

Announcer—DJ at 50 kilowatt N. Y. C. independ-
ent. Good DJ. Married, more responsibility in
smaller operation. Bonuses: wife’s guitar and
folk songs, my first phone ticket and six years
technical background. Box 528W, B-T.

Sports announcer—play-by-play baseball, foot-
ball, basketball. One of best. Box 500W, B-T.

Announcer 5 years experience all type programs.
Excellent Sunday morning voice, B.A. Degree. Presently employed. Midwest. Desires permanent well-managed station in southwest

Announcer, DJ—news, special events, Bachelor’s
Degree in Radio, five years experience, commer-
cial and educational, desires permanent position in progressive Florida station. Box 505W, B-T.

Announcer, control board operator, music, news,
sports, etc. Veteran, recent grad of broadcast-
ing school. Tape or disc available. Box 606W, B-T.

Announcer would prefer to specialize in news but
will consider any offer. Data on request. Box 581W, B-T.

Experienced announcer, DJ personality, desires
employment New Jersey or vicinity. Dependable, trustworthy, now employed southern station. Box 626W, B-T.

Over two years experience. Well rounded in sta-
taff, DJ, news, special events—all phases of ann-
ouncing. Presently employed with 6 LW CBW affiliate. Desires metropolitan locality with an-
other opportunity. Round trip plane tickets and res-
erves. Will send tape, picture and resume to any local. Box 682W, B-T.


Announcer. Extensive experience with kilowatt independ-
tent. Versatile, dependable, commercials, personality show, board. College grad w/2 years of voice training. Single, draft exempt. Box 671W, B-T.

Top DJ in southern metropolitan market of 700,000-
0 at 5 kW station. Proven ability. Four years experience. Complete board experience. Cur-
rently running complete plug-in remotes. Interested primarily in east. Box 674W, B-T.

Announcer—Seven years metropolitan market.

Staff announcer, DJ. Three years experience.
Now eastern metropolitan market. Family, per-
manent. Available immediately. Box 682W, B-T.

Single man wants suitable job. Combo back-
ground. All offers considered. Box 685W, B-T.

Summer position sought by experienced an-
ouncer. Mature, versatile, hard-working, tech-
nical. Audition disc on request. Box 684W, B-T.

Want a single, draft exempt combo man who has
DJ experience and news experience? Then contact Box 689W, B-T.

Announcer, control board operator, experience, light voice. Fair, desires position, any capacity or experience. Box 691W, B-T.

Sports-minded stations, California, Arizona, New
Mexico, Nevada and Colorado. Ace sportscaster now in management, small midwestern commu-
nity, wants change. Metropolitan area only.

All inquiries answered. Box 696W, B-T.

**Technical**

Technician—5 years experience console, trans-
mitter, remote, recordings. Box 625W, B-T.

Transmitter operator wants 1 kw job in Florida.
3½ years experience in 250 watt station. Box 639W, B-T.

1st class engineer. 2 years experience, good edu-
cation and references. Uptown. Box 687W, B-T.

1st ticket. 14 months experience with tape, disc, recordings. Available. Box 688W, B-T.

First class ticket, one year experience. Straight engineering. Single, have car. Available now. Box 706W, B-T.

Commercial photographer, first phone, college,
through television, desires connection with sta-
tion with TV application. Good voice. West coast. Box 709W, B-T.

1st phone. Steady, dependable, grad. RCA Insti-
tute. Good voice and appearance. Married vet. Milton Deutsch, 366 Ocean View Avenue, Brook-
lyn 25, N. Y. Nightingale 8-4114.

First phone desires position. Experienced radio broadcasting, some TV. Available. Write En-
gineer, 3844 Miller Ave., Jackson, Miss.

First phone; eight years experience. Engineer, 834 Wescott Street, Syracuse 10, N. Y.

First phone. Want permanent position. (No combi-
work.) Radio schooling. Age 27, single, don’t drink, smoke, live in. Box 642W, B-T.

First phone. Successful developed DJ market. A amateur. Best references, personal, financial, etc. 27, single, 1 year experience first position. Phone 256-8556. Call 46 or 54 Marlback Hill, Missouri, Hec Estates. Box 168. Available now.

Summer replacement engineer with first phone,

**Production/Programming, Others**

Desire change. What have you? Presently PD 12
years experience. Box 396W, B-T.

Program director—17 years experience director, edi-
tor, DJ. Dependable. Family, Green Arizona, western southern California. Write Box 680W, B-T.

**Situation Wanted—(Cont’d.)**

Too much unsold time on your station? A ma-
tial, sales-minded radio-announcer ready to
answer. Announcer has the solution. Interview possible right now New York and Washington. Box 572W, B-T.

Need summer replacement? PD. newsman-an-
nouncer. 13 years broadcast experience. Exce-
tellent voice, versatile, energetic. Now free land-
ing. Desires summer position with airport, ful-
time station opportunity. AM or TV. Splendid background. Fine references. Box 679W, B-T.

Newman, 32, 6 years experience writer, editor, script writer, TV writer, tape script writer. Good offer. All offers considered. One more single at metropolitan newswatch. BA, MS Dee-
grees. Excellent references. Box 680W, B-T.

TV bound, radio writer with 10 years experi-
ence—emphasizes on commercials—desires job in
radio—TV station or advertising agency. Box 698W, B-T.

**Television Salesmen**

Sales manager-program director. Early thir-
ties, married, now earning over $7000 in radio. Want to sell TV. Box 671W, B-T.

**Announcers**

TV personality. Adept, news and sports pres-
tent. Wide experience at two TV outlets. Latest in salesmanship, good announcer, photog-
ogenic. Available two weeks. Box 703W, B-T.

**Technical**

Rocky Mountain or west coast area. 4 years TV

**For Sale**

**Stations**

Progressive southwest 250 watt clear channel
daytime station in one of nation’s richest small markets. Bargain priced for quick sale. Reason-
able price and terms. Box 578W, B-T.

Profitable exclusive 500 watt midnight daytime
dependent. Ill health. Cash only. Box 659W, B-T.

West coast. Ideal town to live in. Exclusive. 250
watt indie. Only $65,000 with $15,000 down. Box 655W, B-T.

**Equipment, etc.**


Three C-49-MF Miniature magnetic recorders (portable). Excellent condition. Two years old. Additional information forwarded upon request. Box 680W, B-T.

Rek-O-Cut challenger disc recorder used only a
few times with low impedence microphone, stand, 100’ cable and 12 15” discs.—$300.00 Also Prestig K-4 recorder in excellent condition—$125.00. Bell tape recorder, in excellent condi-
tion—$60.00. Doug Kahne, KCSJ, Pueblo, Colo-
dado.

(Continued on next page)
FOR SALE (Cont’d.)

RCA MI-4875-G vertical-lateral pickup, complete with filter. Excellent condition. $40. WSHL, Emerson College, Boston, Mass.

500 watt GE transmitter, low hours, excellent condition, available June 1st. WERS, Emerson College, Boston, Mass.

1 Western Electric type 54 FM antenna—4 feet tall—49.9 megacycles; approximately 60 feet 1½ inch 72 ohm copper coaxial transmission line in 10 feet section; 1 Dooittle FM television frequency and modulation monitor FD-11. Best reasonable offer takes it. Call collect Don Zuehlke, WSHL, Oshkosh, Wisconsin.


New 2½” bare copper wire and copper strapping plus conduit, Clark Metal Co., 2106 S. Ashland Avenue, Chicago 8. Installation by Payless Electric Co. No. 1-4538.

Lapel buttons, car plates, microphone plates, benners, ties: program logs, engineers logs, continuity sheets, etc. Send for catalogs. James & James, Inc., 201 East Street, Huntville, Alabama.

Television scenery used. Single flats, books, threefold, drop. Write for price list. The Packit Players, Inc., Ringwood Rd., Itasca, N. Y.

WANTED TO BUY

WANTED

Station Manager

Station wanted in Boston area by a bonafide buyer. No telephones. B-T.

Kitwood wants to buy 350 watt station in southeast. Prefer combination set-up. Must be reasonable. Box 989W, B-T.

Buyer for middlewest 250 to 1000 watt indep. plate, program or tower. Full details kept confidential. Box 602W, B-T.

Equipment, etc.

Fifty kilowatt amplitude transmitter to be operated at one time. Must meet FCC specifications. Air cooled preferred. Box 615W, B-T.

Used television equipment: iconoscopes, image orthicons, camera tubes, microwave links, sync generators, and any type of used television equipment. State make, model, number, age, price, availability. James S. Booth, WCHA, Chambersburg, Pa.

Miscellaneous


Television Help Wanted

ARE YOU QUALIFIED TO CHIEF ENGINEER TELEVISION?

CONTACT:

M. N. BOSTICK
K W T X
WACO, TEXAS

Situations Wanted

TELEVISION

Announcers

ATTENTION TV STATIONS U. S. A.

Ambitious TV staff and personality looker seeking for advancement. Currently at top 150,000 watt TV operation. Five years network affiliate radio, starting second series of TV announcer, will need of career concept forming. Clean cut family man, 23, street references, films, faces, pit. on resume. Box 966, Box 658W, B-T.

FOR SALE (Cont’d.)

COMPLETE TV TRANSMITTING EQUIPMENT FOR SALE

RCA TSSA Transmitter, Channels 2 to 6

RCA TP5 Superowntenna antenna and diplexer, Channels 4 to 6

5 KW RF Load and Watt Meter

Triscan F-30, 498 foot self supporting tower, will support twin antennas. 600 feet 3½ inch steel steato coax line

Complete Package: $67,500

Individual items quoted on request

Write or telephone

Wilbur E. Hudson, Chief Engineer

WAVE, Inc., 334 East Broadway

Louisville 2, Kentucky (Tel.: Wobash 2201)

FOR THE RECORD

directional array not be altered and that hearing be held.

Proposed U. S.-Canada agreement on assigning Class II AM stations (Docket 1441)-Comments requesting modification filed by KFCC Pittsburgh, Calif.

May 12

Beverly Hills, Calif. Amendment of table of TV channel allocations. Lawrence A. Harvey petitioned that uhf Ch. 58 be assigned to Beverly Hills.

Steubenville, Ohio. New tv, Ch. 9. WSTV (BPCT-14407) (BPCT-14408)–Mr. Osborne replied to WSTV answering his petition to strike or oppose petition to dismiss his.

Hearing Calendar . . .

Hearings in Progress


Lancaster, Pa.–New tv, Ch. 6. Pre-hearing conference. Examiner J. D. Bond, Peoples Bcast. Co. (Docket 10365) and WAGL Inc. (WAGL-10366).

Spokane, Wash.–New tv, Ch. 2. Rearing to begin. Examiner William B. Pitts. Contestants: Louis Wasmu (KEEM) (Docket 10265) and TV Spokane Inc. (KENW) (Docket 10426).

Chattanooga, Tenn.–New tv, Ch. 3. WISCOM Bcast. Corp. (Docket 10438) and Muntain TV Bcast. Inc. (Docket 10438). Further hearing. Examiner J. D. Bond.

Portland, Ore.–New tv, Ch. 12. Examiner Elizabeth Smith, Contestants: Oregon TV Inc. (Docket 10420) and<pre>WOSH, Inc., 595 W. Broadway, Rochester, N. Y.

SALES MANAGERS


from 1 kw to 5 kw on 1330 kc. Evangelist Best, Ch. (Docket 910)–KZKZ, Houston and KOLE

Fort Worth, Tex., opposed KVOL petition for modification of order of certification of station to grant of bid. Rochester, N. Y. New tv, Ch. 15. WEBC Inc. (WEBC) (Docket 8589) and Veterans Bcast. Co. (VWET) (Docket 10447)–Chief of FCC Bcast. Bureau recommended denial of WEBC- VET petition for reconsideration of post-<ref>

KAIL Avalon, Calif. John Poole Bcast. Appli- cation for license on 740 kc, 10 kw daytime (BL-4877)–KAIL filed supplemental opposition re-Quest CBS that it show cause why its
</ref>
NARBA Notifications...

FCC has issued the following chart, to be submitted as a part of the records of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Canada

Change List No. 15, April 17

CFRA Ottawa, Ont., 5 kw unlimited. III. to commence April 17, 1954.
Chicoutimi, Que., 1 kw unlimited, II, to deliver call letters.

New Glasgow, New Scotia, 250 w unlimited, IV, to commence April 17, 1954.

Mexico

360 kw
XEGV San Agustin, Yaretz, 250 kw, 250 w, night, to commence Oct. 1, 1954.
XEPD Mexico City, 10 kw unlimited, II, new call letters.
XEUS Mexico City, 1 kw, day, III, to commence Oct. 17, 1954.
XEVR Ciudad Reynosa, Tamaulipas, 250 w day, to commence Oct. 17, 1954.
XECD Ciudad Cuauhtemoc, Chihua, 500 kw, day, II, to commence Oct. 17, 1954.
XERL Colima, 1 kw unlimited, II, to commence July 17, 1954.
XEUT Colima, 250 w, unlimited, IV, new call letters.
XELO Tampico, 1 kw, day, 150 kw night, to commence Oct. 17, 1954.
XEAT Olmeca, 1 kw, day, 150 kw night, to commence Oct. 17, 1954.
XENP Salamanca, Guanajuato, 250 w unlimited, IV, new call letters.
XECV Ciudad Juarez, Chihuahua, 5 kw day, 250 w night, III-B, to commence Oct. 17, 1954.
XEIN San Andres Tuxtla, Vera Cruz, 500 w unlimited, II, to commence Oct. 17, 1954.

Routine Roundup

May 7 Decisions

BY COMMISSION EN BANC

Application Dismissed

VTTV-TV Peoria, Ill., Hilltop Broadcasting Co.—By Order, dismissed without prejudice application for mod. CP to specify trans site at Creve Coeur Ill., after receiving notice that existing tower of AM directional area there (FBC-1068); also denied request for special temporary authority for same purpose. (Failure to comply with minimum separations requirements.)

Granted Renewals

WBBZ-TV Battle Creek, Mich., Booth Radio & Television, Inc.—By Order, granted renewal of WBBZ-TV call letters to Booth because of possibility of "confusion."

Granted Renewal of licenses of following stations on regular basis:


Grant of renewal of license of following stations on regular basis:

WVTM-TV Birmingham, Ala.—By Order, granted renewal of license to WVTM-TV because of interest in station.

Advised of Application Status

KCBV San Francisco, Calif.—By Order, advised that application of KCBV to increase power on 1500 stations to 15 kw will be held until further notice.

WAPH-TV Atlanta, Ga., WJZ-TV Baltimore, Md.—By Order, advised that applications of WAPH-TV and WJZ-TV to increase power on their respective stations to 15 kw will be held until further notice.

WORX-TV New York.—By Order, granted renewal of license to WORX-TV on regular basis.

WPPB Ponce, P. R., Voice of Puerto Rico, Inc.—By Order, granted renewal of license on regular basis.

WBGW New York.—By Order, granted renewal of license on regular basis.

Advised of denial of application of following stations:

KMLC Fort Worth, Texas.—By Order, denied application of KMLC to operate on regular basis.

Advised of denial of license of following station:

KBMJ St. Louis—By Order, denied renewal of license of KBMJ because of failure to meet conditions of license.

WGNW Chicago.—By Order, denied renewal of license of WGNW because of failure to meet conditions of license.

Advised of denial of application of following stations:

KMBN St. Louis—By Order, denied application of KMBN to operate on regular basis.

WGNW Chicago.—By Order, denied renewal of license of WGNW because of failure to meet conditions of license.
License for CP (BP-8125) which authorized D power increase, change from DA-DN to DA-N and install new trans. (BL-4880).

KJEF Jennings, La., Jennings Best Co.—License for CP (BP-3531) as mod., which authorized change in hours of operation and installation of DA-N (BL-4881).

WOW Omaha, Neb., Meredith WOW Inc.—License for CP (BP-8460), which authorized installation of new trans. as auxiliary trans. at 56th & Kansas Ave. (present location of main trans.) to be operated on 110 kc, 1 kw for auxiliary purposes only (BL-4887).

WJFK Columbus, Ohio, United Co.—License for CP (BP-8466), as mod., which authorized installation of new trans. as auxiliary trans. at Obetz Rd. between Parsons Ave. and Lockbourne Rd. Columbus (present location of main trans.) to be operated on 610 kc, 1 kw for auxiliary purposes only (BL-4888).

WFJR Caguas, Puerto Rico, Joroma-Per Radio Corp.—License for CP (IP-15714), as mod., which authorized new AM (BL-4889).

WSBC Sumter, S. C., Radio Sumter—License for CP (BP-7617), as mod., which authorized new AM (BL-4890).

KDNT Denton, Tex., Harrell V. Shepard—License for CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans. and DA-N (BL-4891).

KGFC (FM) Shawnee, Okla., Oklahoma Baptist U.—License for CP (IPED-218) which authorized new non-commercial educational FM (BLED-135).

Modification of CP—

WBKY Waterbury, Conn., American-Republic Inc.—Mod. CP (BP-7867) as mod., which authorized new AM of an anc. channel, change in frequency pattern and changes in ground system, for extension of record date (BMP-6206).

WVAR Bartow, Fla., William Avera Wynne—Mod. CP (BP-8274), as reinstated and modified which authorized new AM, to change trans. and studio location 5 mi. W. of Bartow (Highway 392) about 0.25 mi. N. of Main St., Bartow to 5 mi. E. of Bartow (Highway 392) just outside city limits (Maple Ave.) Bartow and change type trans.

WJKK Detroit, Mich., Soror Best Co.—Mod. CP (BP-8235), as mod., which authorized change in frequency, addition of new trans. and DA-DN and change trans. location for extension of completion date (BMP-6230).


KONT Denton, Tex., Harrell V. Shepard—Mod. CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans. and DA-N (BL-4893).

WRRAK Williamsport, Pa., WRRAK Inc.—BR (BP-1191); KREL Baytown, Tex., Tri-City Best Co. (BL-5174); KXXY Houston, Tex., Shamrock Best Co. (BR-416); WELT Fort Worth, Tex., Eastern Pub. Co. (BR-137); KREL-FM Baytown, Tex., Tri-City Best Co. (BR-838); KTRH-FM Houston, Tex., KTRH Best Co. (BR-563).

CP for New AM—

Midwestern Best Co., Sheboygan, Mich.—License for CP for new AM of an anc. channel, change type trans. change trans. location (BP-8719 Amended).

License Renewal—

WAZW Zapreheke, Wisc., Zapk NUIT of Fire—CP to mount FM ant. on center tower of AM array (Contingent on grant of FM applications) (BP-8586).

Remote Control Operation—

Following have filed for 401-A; application to operate WPAN (FM) Washington, D. C., United Best Co. (BP-8588).—Application for certificate of convenience and necessity (BCHR-21).

Following request remote control operation: WFMH Culham, Ala., The Voice of Culham (BRCH-40); WVZJ Cleveland, Ohio, The Bestg. Co. (BRC-41); WHOB Gardner, Mass., The Gardner Bestg. Corp. (BP-8576); WJTH Omaha, Neb., Mid. Continental Best Co. (BR-44); WESC Greenville, S. C., Greenville Bestg. Co. (BR-45); WAGC Chattanooga, Tenn., Key Best Co. (BR-45); KBHLL Pullman, Wash., Bayton & Hicks (BR-45).

APPLICATIONS RETURNED

License Renewal—

WGXY George Washington & Georgetown Best Co.—Returned application for renewal of license (BP-8242).

Transfer of Control—

KDAS Minneapolis, Minn., Malvern Best Co.—Voluntary transfer of control of licensee corporation from M. M. Gross, and Leslie Eugene Abrahamson and Ernest W. Hackworth to Thomas F. Alford.

May 8 Decision—

BY COMMISSION EN BANC

Daily Telegraph Printing Co., Bluefield, W. Va.—Is being run without a license. Commission with, in 30 days whether it proposes to prosecute pending application for a license and applicant's expressed intention to request rule-making to assign Ch. 5 to Bluefield.

May 8 Applications—

ACCEPTED FOR FILING

May 8 Applications—

License for CP—

WEKY Richmond, Ky., Richmond Best Co.—Mod. CP (BP-8957) which authorized new AM, for operation from radio station WJEZ, as on State Highway 52 0.5 mi. S. of Richmond (BMP-6286).

WCOV-TV Montgomery, Ala., Capitol Best Co.—Mod. CP (BP-8343) as mod., which authorized new TV, for extension of completion date (BMP-1691).

License for CP—

WBAC Cleveland, Tenn., Robert W. Ramsey—License for CP (BP-8557) which authorized change in frequency (BL-4894).

KVUO Volo, Ill., Uvalde Bests.—License for CP (BP-8280) which authorized change in frequency (BL-4895).

Remote Control Operation—

Following have filed for remote control operation of trans.:

WCKT Birmingham, Ala., Chapman Radio & Television Co. (BRCH-51); WHTI Batavia, N. Y., Batavia Bestg. Corp. (BR-133); KTVK Key Coveington, Va., Earl M. Key (BR-49).
By Examiner Thomas H. Donahue

Marie Helen Alvarez, Sacramento, Calif.—Granted petitions to amend application for new TV station (Docket 10340; WCTA-1041) to move transmitter and technical data, etc., filed April 14 to change alt. height, cost of construction, and April 18, 1953, to change height of proposed antenna radiation center above mean sea level, to proposed minimum field strength over City of Sacramento, and to add street address of proposed station location.

Cal Tel Co., Sacramento, Calif.—Granted petition to amend application for new TV station (Docket 10319; WCCT-10106) to make changes in business and financial interests of Frank E. Curd, to correct information concerning employment of Ashley L. Robison, to delete reference to application recently dismissed, etc.

By Examiner Annie Neal Hunting

KTRM Inc., Beaumont, Tex.—Granted petition for corrections in various respects to transcript of hearing in proceeding re application and that of Tri-State Telecasting Corp., applicants for new TV stations at Beaumont, Tex. (Docket 10286; WCTP-74 et al.)

Radio Fort Wayne Inc., Anthony Wayne Best., Fort Wayne, Ind.—Granted petition of Radio Fort Wayne Inc. to amend TV application (Docket 10424; WCTP-1060) by substituting new Sec. V-C of Fort Wayne's conformance application to prevailing manufacturer's specifications; granted petition of Anthony Wayne Best. (Docket 10462; WCTP-1460) to amend TV application to show accurate geographic coordinates.

By Hearing Examiner Herbert Sharman

Head of the Lakes Bestg., Co., Superior, Wis.—Granted motion for continuance of hearing, now scheduled for May 18, 1953, re application and that of Red River Bestg., applicants for CP for new TV station on Ch. 3 at Superior, Wis., and Duluth, Minn., hearing continued without date, subject to being rescheduled within 10 days' notice after action by Commission on Head of the Lakes petition to amend application.

Broadcasting

10-May 12 Applications

ACCEPTED FOR FILING

KDB Santa Barbara, Calif., Lincoln Dellar—CP to install new trans. (BP-8842).

LICENSED FOR CP

WPN St. Petersburg, Fla., Florida West Coast Bests., Inc.—License for CP (BML-1688), as mod., which authorized new alt. tower (conditions) (BP-8576).

KQDW Kansas City, Mo., David M. Segal—License for CP (BP-8594), as mod., which authorized new alt. tower (conditions) (BP-8615).

KWNR Reno, Nev., KWRN—Iicensed for CP (BP-8289), which authorized change in frequency (BP-8672).

Another 12 May 13 Decisions

By Commissioner Frederick H. Bennerk


Premier Television Inc., Evansville, Ind.—Granted petition to amend application for CP for new TV station (Docket 10714), to show responses to Question 1, Sec. 1 and Question 9 (b), Sec. V-C of Form 301. Action May 12.

Howard E. Stark

Brokers and Financial Consultants

By Howard E. Stark

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

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Mycalex Glass-Bonded Mica

TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

Clifton, New Jersey

At least 60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket...

ASK YOUR CHIEF ENGINEER WHY
editorials

Deaf, Kind of Dumb, and Blind

HEARINGS closed last week on a remarkable piece of legislation to exempt the baseball industry (sic) from the requirements of the anti-trust laws. It is a bill that would strike baseball deaf and blind, since broadcasts and telecasts would be precluded at the will of the entrepreneurs. And we think it’s kind of dumb business.

Things seem to be pretty well set on the subcommittee, what with Sen. Edwin C. (Big Ed) Johnson, as its chairman. He also presides over the Western League, one of the minor league compliants, so Mr. Johnson hardly epitomizes objectivity.

Baseball, these same entrepreneurs attest, is the “National Pastime.” But, they argued it is threatened by major league broadcasts into minor league territory. So they want to do things that the anti-trust laws appear to say they can’t, legally.

As an industry, they doubtlessly have a perfect right to sell their product as they see fit. It is their private property (which seems to be at war with their “National Pastime” concept).

The law says something about free, competitive enterprise. As we read the Johnson bill, the ballplayers wouldn’t have to worry about that. Anyway, the question of monopoly, and of the constitutionality of the Johnson bill is something for the courts to decide.

The fact is, the so-called Rule 1-(d), when it was on the books, was observed in the breach. The 50-mile rule meant little. Stations outside the 50-mile area got the audiences anyway. It’s too easy with television, where antennas reach up for the pictures. Where’s the protection for the minor league clubs against major league competition?

Let Congress enact the Johnson bill. Let them ban the broadcast altogether. What happens then?

Baseball needs publicity. Radio and television have stimulated interest where none before existed. They have made new fans, women fans, children who become the “gate” of tomorrow. They have kept old fans from turning to other diversions.

No one wills faster than an unpublicized performer. If play-by-play goes, the public will turn to other broadcast fare. One thing is certain: they won’t desert their radio or television sets.

And once the air-time is otherwise occupied, it may be difficult to get back—except maybe at regular commercial rates.

Collier’s True Confession

SO Collier’s goes bi-weekly. Quick folds. Curtis Publishing Co.’s earnings for the first quarter are down 50%. Park East quits. Cosmopolitan drops extensive subscription sales in favor of newsstands. Others put on tremendous direct-mail drives.

It took Collier’s to cite the unvarnished facts. It couldn’t stand the gaff of television competition as a weekly. People can’t read and look at TV at the same time (a fact that the afternoon newspapers have found disconcerting too).

It wasn’t long ago that the magazines were gloating over TV’s inroads into radio. They revelled in the internecine strife.

It took time for the truth to evolve. Radio circulation is at an all-time high. Saturation is the only word for it. Personalized listening is the vogue, with multiple sets in homes and with perhaps four-fifths of all new cars radio-equipped. There are more “around the clock” stations, because there’s a 24-hour audience.

Television precipitated the revolution. Radio found the answer by changing its pattern and tapping new revenue. It is, and is destined always to be, the only all-inclusive medium.

Magazines and newspapers too will have to find their own answers. Collier’s feels it has it in a bigger paper published half as many times a year. Many afternoon newspapers in TV markets have found it necessary to shove up their deadlines so that the paper is delivered before evening TV gets underway. With daytime television schedules building, the morning newspapers also soon may be faced with a vexing problem.

With Collier’s true confession, and the other forebodings in magazineedom, we surmise the Magazine Advertising Bureau will quit hurling rocks at radio. It’s their turn to take on television, and it’s going to entail more than catch-phrases to do it.

From where we sit radio and TV will be the No. 1 and 2 mediums. When one is second, the other will be first, and vice versa.

‘Statisticide’

IN THIS era of statistics and logistics, it comes as a shock to find the economy-minded House killing funds for a new census of business and manufacturing. There’s still hope that the Senate, with a greater awareness of needs, will heed the warning and authorize the national business inventory—first since 1948.

All marketing and advertising hinge on these basic bench-marks, which show where business is done, how much there is of it, where there is room for expansion, and why. Since 1948, with shifts in population and in manufacturing occasioned by defense production, there have been sharp changes.

All business is affected. Involved are 2 1/2 million retail stores, 350,000 wholesale establishments, 300,000 factories and 500,000 service establishments located in some 20,000 communities. Surely the GOP, whose platform pledges to support private business and free competition, will not delete a trilling expenditure of $11 million, which is all that is needed to avert national “statisticide.”

Tobey: One-Man FCC

BOTH THE FCC and nimble-witted Chairman Tobey of the Senate Commerce Committee last week unburdened themselves on the violently agitated subject of educational television reservations. Both stressed that nothing happens automatically on June 2 to disturb the educational status quo.

Thus, for the nth time, an effort is made to end the confusion. The pro educators (using Ford Foundation Funds) have spread the hoax about the reservations “expiring” on June 2.

But the vigorous Mr. Tobey (whose statement certainly wasn’t spontaneous) wound up with a pronunciamento that makes the FCC an administrative eunuch, and puts it squarely in the middle between two members of the Senate. On the other side is Wisconsin’s free-swinging McCarthy, who has told the FCC to lay off certain educational assignments in his state. Said Mr. Tobey:

I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full scale investigation.

Why have an FCC, costing the taxpayers $7.1 million a year, if the Senate is going to do the allocating? Congress created the FCC because it didn’t have the time, the inclination or the know-how to regulate communications. That was a job for experts.

Sens. Tobey and McCarthy should lay off the FCC’s administrative duties. They can investigate the agency until doomsday, in our Government of checks and balances. They can foster abolition if they aren’t satisfied. But they shouldn’t usurp its functions.
Trade Paper of the Air

Big Aggie Land—the countrypolitan market spread over Minnesota, North Dakota, South Dakota, Nebraska and Iowa—is in the farm business. Its important industries largely derive from farming. A great segment* of its 2 1/2 million persons hears news, market reports and farm service programs from WNAX-570. These are actually trade programs, helping the farmer conduct more profitable farm operations in the same way that this trade paper helps you. With an important difference: There are sufficient listeners to constitute two markets—businessmen-farmers and consumer-farmers. You reach both simultaneously on top-rated WNAX-570.

* 80% of Big Aggie Land's homes hear WNAX-570 3 to 7 times a week.
In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ... plus the prestige and network programming of its NBC affiliation. Add the $\frac{3}{4}$-million Auto Radios, and the $1\frac{1}{2}$-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do... for less than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now... the time to buy is...

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