Educational programs are the keystone of Storer Stations’ public service programming. For instance:

**WMMN, Fairmont**  In West Virginia, children of 88 schools daily “attend” this “School of the Air.” Many rural schools were electrified specifically to receive this program.

**WSPD-TV, Toledo**  This station telecasts adult education courses daily in association with the University of Toledo. Students actually acquire credits via TV. Spring courses obtained responses from 55 Ohio communities and six Michigan communities.

**WAGA-TV, Atlanta**  Six times a week, professors from the University of Georgia conduct TV classes in languages, science, history, speech, art and music.

These are but three examples of the way the four television and seven radio stations of the Storer Broadcasting Company serve their communities.
To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of Broadcasting & Telecasting magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting.
WTPA, Harrisburg's new television station, goes on the air June 22, with a complete schedule of programming. Equipment is installed and tested; personnel and program plans are completed; promotion is underway.

A great many claims have been made about television in Central Pennsylvania. We make only one:

WTPA was designed, equipped and staffed to do just one thing—to provide a superior television service to the greater Harrisburg market, 61st in the United States.
A recent survey of Television Sales and Service dealers in North-Central Texas, before MAXIMUM POWER, showed KRLD-TV with 2 to 1 more firsts than the second station, and over 8 to 1 more firsts than the third television station.

**NOW WITH MAXIMUM POWER . . . A CLEAR AND DEPENDABLE PICTURE . . .**

Is bringing hundreds of new TV viewers into KRLD-TV’s effective coverage area.

**90% of viewers in Greenville, Texas**

*Thriving City of 15,000 depend on KRLD-TV*

*Says Mr. Tilford Collins:*

"I have checked with the personnel in our Television department and it is their unanimous opinion, that close to 90% of the viewers in this area use your station because of the superior picture received."

Respectfully,

T. Collins
RCA will seek FCC approval of its compatible color TV on or before July 1. Production of color TV sets can begin 9-12 months after FCC approval. Sets initially will sell at about $800-1,000. Color tubes initially will cost $175-200. These flat comments were made at closed sessions last Thursday by Brig. Gen. David Sarnoff, RCA board chairman, to some 200 manufacturer-licensor sessions attending at Princeton. RCA's new color TV plant should have capacity of about 2,000 units per month at start, 4,000 in 12 months.

** AS AFTERMATH of FCC's inspection of latest developments in compatible color, as demonstrated by RCA at Princeton and New York last week, it's expected RCA shortly will seek experimental authority from Commission to transmit color on network to get public reaction to color picture as seen on black-and-white screens. This is designed to prove practicability of compatible aspect.

** DEMOCRATIC National Committee intends to end its radio- TV "silence" in about 30 days, asks networks for time to answer "political" speeches made by President and GOP bigwigs in recent months. First major topic probably will be Defense Dept. budget cuts.

** RUMP sessions preparatory to NBC-TV general meeting were held all over New York during weekend, but there were no signs of further defections prior to joint NBC-affiliates meetings beginning today (Monday). Joint meeting at which David Sarnoff, as NBC chairman, will preside is drawing more NBC station ownership brass than any previous session. (See lead story page 27.)

** IF CONGRESS sustains President Eisenhower's proposal for extension of excess profits tax to year's end, advertising media generally are expected to benefit. Plans to curtail some budgets, with scheduled demise of EPT June 30, it was thought, probably will be jettisoned since advertisers get what amounts to free ride in spending profits that would otherwise be taxed. One informed source said June 30 cuts might have amounted to 25% of overall budgets.

** WHO WILL BE new vice-chairman of FCC, now that former Vice-Chmn. Rosel H. Hyde has moved into top slot? Expectation is that Commission's only Independent, Commodore E. M. Webster, will move up on seniority basis when Commission acquires its new Republican majority next June 30. Comm. Webster assumed office in 1947—one year after Mr. Hyde was elevated from general counsel to Commission.

** SHORTLY TO be announced will be sale of WSAP Portsmouth-Norfolk, Va., by Tom E. Gilman Sr., Dr. L. A. McAlpin, controlling stockholders, and associates, to group headed by Charles Duke of Williamsburg, Va., for gross of $145,000. Station, operating on 1350 kc with 5,000 w, is affiliated with Mutual, was established in 1943. Mr. Duke, architectural firm executive, will have associated with him dozen stockholders of Tidewater area. Transaction handled through Blackburn-Hamilton, subject to FCC approval, involves payment of $97,300 for 100% of stock plus about $50,000 in liabilities.

** AT LEAST three advertisers, it's understood, are contemplating NBC-TV's Mon., 9:30 p.m., time for summer sponsorship. Show is opposite highly rated 1 Love Lucy on CBS-TV, but with summer replacement, Racket Squad, it is figured that competition would not be so keen.

** AMONG THOSE actively under consideration for voice of America director, to succeed Albert H. Morton, now consultant, is Charles (Bud) Barry, NBC programming vice president.

** ADMINISTRATION is busy overhauling electronics branches of defense agencies. All 17 persons in Electronics Production Coordinating Div. (military, non-military needs) of Office of Defense Mobilization have been given walking papers; lay-offs effective June 10. Electronics Div. of National Production Authority (materials allocations) has reduced from 92 to 18 in past year. Reevaluation of Munitions Board's electronics division (mobilization base studies etc.) also underway.

** ACCEPTANCE of Vitapix plan to expand into national, station-owned film distributing syndicate (B&T, May 11) encouraging to principals, who are preparing for June 3 board meeting at Chicago's Hotel Drake. In addition to 13 stations in as many cities to which stations to become stockholders were sent two weeks ago, stations in following additional cities have been invited into the fold: Providence, Baltimore, Dallas, Houston, San Antonio, Wichita Falls, Ama- rillo, Lubbock, Charlotte and Rock Island.

** ALTHOUGH STORER Broadcasting Co. has no present plans for TV in Miami (it has withdrawn its Ch. 10 application because of five station limit) it has petitioned Dade County Zoning Commission for approval of transmitter site. Lee B. Walles, Storer executive vice president, avers Storer is still "interested in TV in Miami" where it operates WGBS and presumably is following through on site as protective measure.

** NO SPECIAL frequencies for theatre TV, but if motion picture interests want to apply for specialized common carrier license, let 'em. That's gist of FCC staff recommendation to Commission on theatre TV case, which saw large-screen, closed circuit proponents ask for "limited" common carrier rights if no exclusive frequencies were made available (B&T, March 2). Commission should consider staff recommendations in fortnight.

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** LEAD STORY

As more evidence indicates a shakeup in NBC television programming and perhaps NBC management, top RCA-NBC policy- man Gen. Sarnoff prepares to answer questions at the NBC-TV Affiliates Committee meeting this week in New York. Hanging over expected talks on programming, management, "free hours" and rate-making is WTR-Am-FM-TV Norfolk's switch last week to a strengthened CBS. Page 27.

** ADVERTISERS & AGENCIES

Week's radio-TV timebuying burst sees Hazel Bishop Inc. lead the cosmetics field in TV with $4.5 million in network purchases. Page 29.

** FILM

In a move to film its Tom Corbett, Space Cadet for syndication to television, Rockhill Productions plans to offer 149,000 shares of common stock for sale at $2 per share to finance the deal. Page 32.

** TRADE ASSNS.

During the next few weeks some 50 traveling speakers and 79 others will address a series of 43 two-day sales conferences held jointly by Broadcast Music Inc. and Broadcast Advertising Bureau in strategic centers throughout the U. S. Subjects will follow suggestions laid down by broadcasters themselves. Page 48.

** GOVERNMENT

Among new names being bruited for FCC Commissionership to be vacated by Demo- crat Paul Walker June 30 are those of Republi- can Robert J. Dean, KOTA Rapid City, S. D., president, and consulting engi- neer Glenn D. Gillett of Virginia, who plans to retire from his Washington practice July 1. Page 54.

** NETWORKS

Affiliates committee hears assurances from CBS Radio President Adrian Murphy that a boost in daytime rates is being considered, while at the same time the network pro- poses no lowering of night rates, during a Thursday session in New York. The affili- ates go away happy after taking steps to finalize formation of an independent affil- iates' organization. Page 71.

** FEATURES

WOR New York's way with a woman ex- plodes all her five senses in its Consumer Testing Panel held three times yearly in which some 70 advertisers, after facing the supreme test, have found some new and re- discovered some old slants on selling their products. Page 78.

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** UPCOMING

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.


June 7-10: National Assn. of Radio Farm Directors Spring Meeting, Rice Hotel, Houston.

(For other Upcomings, see page 94.)

May 25, 1953 • Page 5
TWO YEARS ACHIEVING OUR AIM.... PUBLIC SERVICE AND

KG2XAZ

Authorized by the Federal Communications Commission, this station, one of the very few experimental television operations in the country, developed important coverage data for WLEV-TV during the past two years plus information which has proven valuable to the entire television industry.
Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania’s rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV’s signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend annually $1,037,542,000 in retail sales—buy WLEV-TV. Write for information today.

A Steinman Station

Represented by

MEEKER TV, Incorporated

New York • Chicago • Los Angeles • San Francisco
All It Took was the Right Language...

To get Wolfe's forces past the French outposts at Quebec. Slipping downstream under cover at night, the British were challenged by several sentries. Each challenge was answered by a blistering string of cusswords and, “Hush... you fools! The English will hear you!” delivered in faultless French. The ruse worked, and the following day Quebec fell to General Wolfe.

KOWH too, talks the right language... the kind midwestern folks understand. And they show their appreciation by giving KOWH the shopping big HOOPER averaged below for the 18 month period from Oct. 1951, to April, 1953. Use our know-how to infiltrate the Omaha, Council Bluffs area!

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

- Largest share of audience, in any individual time period, of any independent station in all America! (April, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"
General Manager, Todd Storz; Represented Nationally By The BOLLING CO.
FCC APPROVES SPEEDIER TV GRANT PLAN

CLIMAXING week of efforts to expedite TV grants, FCC late Friday announced amendment "clarifying" TV processing rules and putting on notice all applicants and prospective applicants that Commission henceforth will consider promptly applications which become free for action upon merger with competitor or through withdrawal of competitor for same channel. Change applies to "passed over" bids not formally designated for hearing and includes those sent McFarland letters.

Chairman Rosel H. Hyde on Monday announced revised policy on handling of sole survivors (or merger applicants) which are in hearing status when he testified before Senate Interstate & Foreign Commerce Committee on TV processing problem. He said Commission will proceed to act on such comparative hearing survivors and will no longer return them to processing line which made them vulnerable to new competitive attack (story page 56).

Friday's rule amendment, to which Comr. Frieda B. Henning voted in lengthy opinion charging "it represents surrender to haste," becomes effective immediately upon publication in Federal Register. Footnote 10 of Sec. 1.371 of rules is amended by following new subparagraph (M):

Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unsuspended or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantial parts of the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Miss Henning charged TV merger could be effected on Tuesday afternoon and receive grant at Wednesday FCC meeting before anyone received due public notice. She alleged handling of amendment was unwise, if not illegal, and called for immediate revision of entire TV hearing procedures. She would require notices in local papers when applicants' conflicts are resolved, 30 days' waiting period before action by FCC.

ABC CHEERS GOFREY

WONDERS never cease, Gimble's recently told Macy's: "You're wonderful." And ABC reported Friday that starting today (Monday), many of its network radio and TV programs this week will carry following announcement of selling Arthur Godfrey: "Arthur, ABC loves you. We all miss you, Arthur. Hurry up and get well and back on the job." Idea for tribute was said to have originated with Robert M. Weisman, ABC vice president in charge of talent and programming.

AFTRA Strike Forces WDAF-AM-TV Off Air

WDAF-AM-TV Kansas City shut down beginning at 6 a.m. Friday when 26 announcers struck for special wage demands and engineers refused to cross picket lines. AFTRA-affiliated announcers offered to take $2 cut if stations would pay talent fees for commercials during regular working shifts. Station management said it refused formula. Fees now are paid only when announcers work off-shift. Station offered $4 weekly raise. Announcers' scale now runs $102 to $108 weekly, with weekly average $119, and some as high as $170, station management said. Management claimed fee system would saddle advertisers with thousands of dollars in extra costs. AFTRA negotiators claimed new pattern involves regular part of network and major eastern and Hollywood contracts. AFTRA New York headquarters said strike started after negotiations broke down because "management wants to tear out of contract certain important conditions that have been in all our contracts with them in past." All of Kansas City stations in middle of negotiations with IBEW. Management and engineer negotiators believed not far apart late Friday. Only WDAF stations were shut down by AFTRA strike.

Printers Strike in Washington

LAST MONDAY, the Columbia Typographical Union 101, AFL, went on strike at all of Washington's commercial printing plants. The dispute with the members of the Graphic Arts Assn. concerns wages and vacations.

BROADCASTING • TELECASTING is printed by the National Publishing Co., one of the association's members, and work at this plant stopped on Monday. Arrangements had been made, however, to print B&T in Baltimore, 40 miles from Washington.

The strike had been made to meet regular deadlines and ensure regular delivery of this week's issues. The Postoffice Dept. and the National Publishing Co. have cooperated wholeheartedly with our staff in the effort to publish on schedule.

A special four-color circuit was set up in Baltimore for direct communication with both the Washington headquarters and the New York Bureau of B&T to expedite news handling. Part of B&T's editorial, advertising and production staffs were assigned to Baltimore.

For the duration of the strike, we will seek to publish B&T in unabridged form. We express our appreciation to our sub scribers, advertisers, staff, the Postoffice Dept. and the cooperating trades.

• BUSINESS BRIEFLY

LIPTON'S TEA SPOTS • Lipton's Ice Tea, N. Y., preparing television spot announcement campaign in 25 markets in addition to its radio spot schedule, which will be running in about 200 markets. Television starts June 1 in South and June 15 in North, while radio starts June 1. Both radio and television contracts are for six weeks and placed by Young & Rubicam, New York.

SUMMER SUBSTITUTE • Summer replacement for Phil Harris-Alice Faye Show, sponsored by RCA, Sun., 8-8:30 p.m. on NBC radio, will be Tony Martin in show not yet titled, effective July 5.

WATCHBANDS ON MBS • Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of Crime Files of Flambod, Wednesday, 8-8:30 p.m.; Official Detective, Thursday, 8-8:30 p.m., and Take a Number, Fri., 8-8:30 p.m., all EDT, on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.


JACK BENNY RENEWED • American Tobacco Co. renews Jack Benny program on CBS Radio for ninth year, Sun., 7-7:30 p.m. EDT, starting Sept. 13. Show goes off air for summer after June 7 broadcast. Agency: BBDO, N. Y.


HOWDY DOODY SELLS OUT • Howdy Doody show on NBC-TV. (Mon.-Fri., 5:30-6 p.m. EDT) will be completely sold out next fall as result of signing last week of Standard Brands (Blue Bonnet margarine), through Ted Bates, New York, for first half of Monday segment, starting in September.

Skelton Moving to CBS

RED SKELTON will be on CBS-TV next season under exclusive long-term contract, if legal problems are worked out. Negotiations for move to CBS-TV completed over weekend. Radio not included, since he will not use aural medium for "physical reasons." Spread of taxes claimed included in contract, it's understood. Under plan, FreemanKeys, head of Russell M. Seeds Co., with whom comedian has seven year personal contract, reportedly will receive around $3,000 weekly over undetermined period with network having absolute control over production of show.
NEWEST SUCCESS STORY:

One Weekly WJBK-TV Program INCREASED SALES 60% For This Advertiser!

* Only WJBK-TV...no other media...was used for this Detroit campaign for Brading's Cincinnati Cream Ale and Lager. And here's what the agency reports:

"OUR CLIENT'S BUSINESS IN DETROIT HAS INCREASED NEARLY 60% IN THE PAST 3 MONTHS OF 1953 COMPARED WITH THE SAME MONTHS OF 1952"

Further Proof that CHANNEL 2 IS THE SPOT FOR YOU!

WJBK-TV

Detroit

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY
First Post-Thaw TV Hearing Decision Issued

FIRST post-thaw authorization to stem from comparative hearing announced by FCC Friday in order making final Examiner Fannay Litvin’s initial decision to grant uhf Ch. 33 at Fort Wayne, Ind., to WKJG there and to deny competitive bid of WGL (B&T, April 27). No exceptions were filed by either party and FCC acted on WKJG’s plea for prompt final ruling.

Examiner had cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either local newspaper or group of such papers, and had recommended WGL principals “controlled” both papers.

FCC reinstated grant to KLCN Blytheville, Ark., for change from 1 kw daytime at 900 kc to 5 kw daytime at 910 kc, set aside last fall upon protest of alleged interference by WOCO Meridian, Miss. FCC said it erred in setting KLCN’s bid for hearing because WOCO charge was vague, hence defective, and since then has not prosecuted its claim.

Honolulu Hearing Postponed

Comparative hearing set Wednesday on vhf Ch. 2 at Honolulu of RoyalTel and KULA there indefinitely postponed, FCC reported Friday, in view of KULA’s purchase by American Broadcasting Stations (WMT Cedar Rapids) and KJBS San Francisco (B&T, May 11). American is new grantee for vhf Ch. 4 at Honolulu.

WSSB Protest Healed

Oral hearing was held Friday before FCC en banc on protest of WSSB Durham, N. C., against uhf Ch. 46 grant there to T. E. Allen & Sons (merger of original Allen bid and competitor WTOB Durham), WSSB claiming argument was not “full and fair” hearing under terms of Sec. 309(c) protest rule of Communications Act.

FCC overruled clause and WSSB’s next argued “due process” entitles its Ch. 46 bid to comparative hearing with that of Allen, since unanticipated merger of latter did not get reasonable public notice before “quick” grant by Commission. Serious questions about merger should have been called to FCC’s attention by Broadcast Bureau, WSSB claimed.

Allen and Broadcast Bureau both denied WSSB’s allegations, pointing out WSSB’s bid should have been on file before, not day after, grant to preferring rights comparator. Careful consideration under FCC rules. Allen noted Durham was passed on priority processing last October and no bid was on file for Ch. 46. Allen argued WSSB could have filed in November and gotten prompt grant, but took risk of waiting too long and lost out.

Dismissals and Applications

Martin & Minard asked for dismissal of Ch. 11 Savannah bid Friday, one week after designation with NATO application for June 15 hearing. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida’s AM outlet. On heels of Trans-American TV Corp.

$14 MILLION ON NBC-TV

NBC-TV announced Friday that during past 10 days it had signed more than $14 million in gross annual billings for fall season, and said other sales for 1953-54 would be announced this week. Presumably allatter announcements will be made during meeting of NBC officials with TV affiliates (see story page 27). Past 10 days’ signings, NBC noted, included Colgate-Palmolive-Per Reese for presentation of Comedians Hour (Sim., 8-9 p.m. on Oct. 1), and another NCAA collegiate football schedule (B&T, May 18). Gulf Oil for resurrection of Life of Riley (Fri., 8:30-9 p.m. on Oct. 25) and Froster & Gamble for Letter to Lorena (Sun., 10-10:30 p.m.) starting Aug. 30 (B&T, May 11).

Augusta, Ga., Asks Change In FCC TV Priority Plan

STRONG BID, on national defense grounds, for revision of FCC’s TV priority system was made Friday by General of Augusta, Ga. Site of Atomic Energy Commission’s Savannah River Project, Army’s Camp Gordon, and of General’s golf vacation trips. Augusta is No. 51, Group A-2, on processing list, has three applicants for each of two allocated vhf channels, claims 210,000 population.

Recommended revision is this: Top priority group, to include only cities over 50,000 population, beginning with No. 19 in Group A-2 (Baton Rouge, La.) through No. 79 in Group A-2 (Lima, Ohio). Second group of A-2 cities proposed for those with less than 50,000 population.

dismissal for vhf Ch. 62 Evansville, Ind. (granted Friday), W. R. Tuley requested dismissal from hearing with sole remaining applicant, Premier TV Inc. Consideration out of pocket expenses only.

Two more educational TV bids—making six for week—filed Friday. U. of Florida applied for reserved vhf Ch. 5 in Gainesville, proposing ERP of 5.28 kw with antenna of 356 feet. WGGG there indicated last month it would tender commercial application for same facility after June 2 deadline. Denver School District filed for reserved vhf Ch. 6 with ERP 19.85 kw visual and antenna 947 feet. Two TV bids filed for Alaska by Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor at La Jolla, Calif. They seek vhf Ch. 2 at both Fairbanks and Anchorage. Application for Ch. 11 at Anchorage filed earlier in week by Northern TV Inc., including KENI stockholders. Mr. Kiggins’ applications specify ERP of 16 kw visual. Filed too late to check details was application of J. Patrick Beacon & Assoc. bid for uhf Ch. 22 Clarksburg, W. Va. Mr. Beacon controls Fairmont Broad-

PEOPLE

WALKER GRAHAM, Geyer Adv. vice president and co-manager of Detroit office to McCann-Erickson, N. Y., named account executive on Chrysler Div. of Chrysler Corp. account.

ROBERT A. BURKE, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

BEN E. WILBUR, former manager of WOL Washington, appointed director of radio for Broadcasting & Film Commission, National Council of Churches of Christ in the U. S. A., it was announced Friday by Dr. Ronald E. Bridges, Commission director. Mr. Wilbur’s appointment will permit Albert Crews to serve fulltime as director of television.

MARK FOSTER named by Bozell & Jacobs to Washington office as account executive in charge of advertising.

48 NBC-TV Affiliates Plan Attendance at NBC Meet

SOME 65 broadcasters from 48 NBC-TV affiliates had signified by Friday that they intended to attend Monday-Through-Wednesday meetings with NBC officials in New York (see story page 27), according to advance registration list released by network.

Walter Damms, affiliates committee chairman, and Russ Winlike, WTMJ-TV Milwaukee; Harold See, KRAT-TV San Francisco; Aldo da Dominici and Edward Obrist, WJHD-TV New Haven; J. Herman Fitch, WIND-Long Island, Del.; John M. Guter Jr., WBBB-Atlanta; Darkei Tartian and Robert Lemin, WTVY (TV) Bloomington; Ralph Evans, William D. Watson, and Ernest Sanders, WWVE-Davenport; George W. Norton Jr. and Nate Lord, WRAW-TV, Warren; B. D. Starnes; Robert Sweeney, WDSU-TV New Orleans; D. L. Prevost and Leslie H. Peard Jr., WBJA-TV Baiting; Joseph J. and W. Fortey, WLBZ-TV Boston.

Thereafter, WBBJ-TV Detroit; Williard Schroeder, WOOD-TV Grand Rapids; Willard Wallace Jr., WJIM-TV Chicago; Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis Dean Filter, WDAF-TV Kansas City; George Burkh, KSD-TV St. Louis; Lybe DeMoss, WOW-TV Denver; Fred Witten, WPPD-TV Atlantic City; G. Robert Thompson, WBEN-TV Buffalo; Bill Fry, WHAM-TV Rochester, N. Y.; Alana Jr., WGRH (TV) Schenectady; E. R. Vanboden, WBTY-TV, Syracuse; William MacNelly and Michael Pusen, WKTV (TV) Utica; E. C. Dunville, John Murphy, James Leonard, and H. L. Larker from WKNC-TV, Johnson City, Tenn., WYWV (TV) Pittsburgh, WLW (TV) Columbus, and WLWT (TV) Cincinnati.

Lee Walles and Allen J. Hald, WSBD-TV Tulsi; Ben Masters, WLSA-TV Chicago; P. A. Sugg and Royt Andrew, WKU-TV Bowling Green; L. L. McBeath, WOKY-TV Louisville; Clair McColloch, Herald Miller, and J. L. Jochiott, WDBT-TV Des Moines; J. E. R. Stamps, WTVT (TV) Allentown; V. Tooke, WPPT (TV) Philadelphia; David Stanphill, WBFM-TV, Wilkes Barre; Norman Gittleson, WJAR (TV) Providence; H. W. Stilwick and Elwood Brown, WMCX (TV) Memphis; Irving Waugh, WSM-TV Nashville.

Ralph Nimmons, FAA-TV Dallas; Howard Hough, WHAP-TV Fort Worth; Jack Harris, KRPT-TV Houston; Hugh Rainl and Arden X. Fangbon, WOA-TV San Antonio; Del Leshen, KDLY-TV Salt Lake City; James H. Moore, WGEN-AM Schenectady; Richard Dunning, KFYI-TV Spokane; Lawrence H. Rogers, WSAZ-TV Huntington; R. O. O’Meara and J. D. Duvall, WLOA-TV Lima, Ohio; Tom Ertzner, KGNC-TV Amarillo; Tom J. Nunan, WLEV-TV Allentown, Pa.

Craig Resigns from B&B

RESIGNATION of Walter Craig, for past 10 years vice president in charge of radio and television for Benton & Bowles New York, announced Friday by Board Chairman William R. Baker. No reason given, but move was understood to result from "differences of opinion." Announcement said Tom McDermott, agency’s TV director, and radio director, will continue to head those departments, reporting directly to Board Chairman Baker.

loading Co. (WVWW), applicant for uhf Ch. 35 Fairmont.

WFAA Power Increase

WFAA-TV Dallas—Granted power boost on vhf Ch. 8 from 7 kw visual and 33.5 kw aurall to 516 kw visual and 160 kw aurall.

May 25, 1953 · Page 11
TOPS
in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's mobile millions! We'll be happy to show you the facts and figures. For regular results plus the big out-of-home bonus audience...give your product the selling power of Southern California's "One-station network." Represented nationally by H-R Representatives Inc.

KMPC LOS ANGELES

50,000 watts days, 10,000 watts nights.
Gene Autry, president
Robert O. Reynolds, vice pres. & general mgr.

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

Page 12 • May 25, 1953
The ONLY professional turntable tailored specifically for "fine groove" 33½ or 45

- **New, smaller size**... only 28" high, 20" wide, 16½" deep
- **Faster starts**. Full speed in less than ¾ turn
- **Easier cueing**... through faster starts and disengaging of driver idlers
- **Goodbye operating errors**. Center hole diameter changes automatically with speed changes
- **No record slippage**. The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

**Smaller** than any Professional Broadcast turntable... yet capable of delivering the same high-quality output as RCA's famous 70 series... Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: The price is right!

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.
IN REVIEW

THE LAUGH MAKER
On Studio One, CBS-TV, Mon., May 18, 10-11 p.m. EDT
Original Script: A. J. Russell
Producer: Fletcher Markle
Director: Paul Nickell
Special Music written by Jackie Gleason
Cast: Jackie Gleason, Art Carney, Marion Selden, Rita Morley, Sally Gracie and Carl Frank.
Set Designer: Rouben Ter-Arutunian
Editorial Supervisor: Vincent McConnor
Production Cost (Excludes Time): $24,000
Sponsor: Westinghouse
Agency: McCann-Erickson

ALL the cliches generally associated with show business were worked into a one-hour opus appropriately titled "The Laugh Maker" for Jackie Gleason’s debut as a straight (if you’ll pardon the expression) actor on CBS-TV’s Studio One last Monday night. Since the performer, an established TV comedian with his own weekly show, and the series on which he launched his dramatic career are both favorites of the television audience, "The Laugh Maker" merited some attention. One all-around let-down was the reward.

"The Laugh Maker" was a long involved tale of one Jerry Giles, a top banana who almost slipped on his own skin. Naturally, he came up the hard way with the night club circuit and at last hit the big time—television of course! Here was the clown, the braggart, the full comic-tragic hero who contrary to all behavior was a miserable, lonely man. You would never have guessed it so every now and then there was a scene with his sister who kept telling you so. But that’s another story.

Everybody adored Jerry but no one in particular loved him. The "no one in particular" turned out to be the assistant director on his TV show. And why was Jerry so attracted? You guessed it. She didn’t think he was funny! Quite a blow to a top comedian who was a sensitive boy at heart. Along came a newspaper man to do a story on the fabulous Mr. Giles. He, it developed, was once in love with the assistant director, and she with him. They were still much taken with each other but she was determined to have that career. The triangle took shape but as fate would have it plots and sub-plots finally blended in a happy ending. Assistant director and newspaper man got together. Jerry and a vocalist friend discovered each other. And Jerry’s sister pre-
sumably went on being his greatest admirer and severest critic.

The play was bad—certainly not up to most scripts used on Studio One. There was a lot of talk but little action, a prerequisite for any kind of worthwhile dramatic undertaking. It was tailored for Mr. Gleason right down to the theme music used on his own show. In so doing he was given little opportunity to try his hand at acting. He had no role really, no dramatic situations to encounter that he doesn't meet weekly on The Jackie Gleason Show. He seemed aware that the script wasn't giving him much of a chance. The flaws were all the more apparent because of a sloopy production. Granted the director and supporting players didn't have much to work with but the over-all production looked as though everyone had given up early last week.

LIVING IN AN ATOMIC AGE
Presented by the Public Affairs Dept., ABC, in cooperation with the British Broadcasting Corp.
Guest Lecturer: Bertrand Russell.
Origination: ABC New York.

A NEW transcribed lecture series titled, Living in an Atomic Age, had its first broadcast on May 17, in cooperation with the British Broadcasting Corp. Before the microphone on the initial program was Bertrand Russell, the English philosopher, sociologist, author and mathematician, regarded as one of the 20th Century's greatest thinkers. For the next six weeks, Mr. Russell will deliver a quarter-hour talk once a week on the various complexities of contemporary life, their affect on man and man's reaction to them.

It cannot be disputed that this scholarly gentleman has something to say. But doubt has arisen that he knows how to say it so that all may understand.

No thoughtful person can claim disinterest in a subject as timely as the atom. It is intrinsically bound up with survival and that's a topic in which everyone shares an interest, background differences withstanding. Because of this limitless appeal, Mr. Russell's subject matter is excellent radio material if it is presented in a manner intelligible to a varied group that is the American radio audience.

On the basis of his first broadcast, it is not likely that Mr. Russell will be remembered for his ability to communicate his opinions and ideas to any audience other than a highly specialized one.

It is one thing for a brilliant man to inspire a group of, perhaps, philosophy graduate students; it is quite another problem for him to capture a radio listener's attention with the same material.

Mr. Russell's first lecture—"Present Perplexities"—was an intended outline of intellectual and ethical problems in today's world which keep man in a never-ending state of confusion and anxiety. It was heavy material but the much sought-after common denominator could have been found had Mr. Russell been more adept at drawing analogies. Relate an abstract concept to something concrete and familiar to your audience and the idea will come across. But analogies were not drawn. Ideas were lost in complex sentences, technical vocabulary and terms that were never defined.

Production on the broadcast was all but non-existent. There was an announcer who introduced Mr. Russell with proper credit lines. Prior to the introduction and again when the lecture was over someone blows a bugle three or four times. What purpose the musical touch was supposed to serve is still a mystery.

Promotion Plus...that's how it's done at WDSU and WDSU-TV all year round! No opportunity is ever overlooked to effectively promote our sponsors' products. A recent example was our booth at a state-wide grocers convention. Spotlighted in the colorful display was Amanda Lee, WDSU-TV's popular cooking personality who greeted over 7,800 aggressive, sales-minded grocers. This latest "extra" is typical of our year 'round program of Promotion Plus for our clients.

Write, Wire or Phone Your JOHN BLAIR Man!
The Du Mont Series 13000 UHF Acorn Transmitter boasts the same performance, dependability, and ability to grow in power as the famous Du Mont VHF Acorn. Du Mont field engineering assures you of a successful start in UHF — from camera to antenna — top efficiency. Moreover, the outstanding Du Mont design results in lower initial and operating costs.

**COMPARE THESE PLUS FEATURES . . .**

- **COMPLETELY AIR-COOLED . . . .** no expensive or troublesome plumbing.
- **SIMPLIFIED CIRCUITRY . . . .** combined visual and aural exciter—employing fewer tubes—assuring easy maintenance.
- **FULL 1 KW OUTPUT . . . .** air-cooled tetrode as the final tube.
- **COMPACT . . . .** two completely accessible cabinets house entire transmitter.
A marked advance in circuit simplification. Fewer tubes, less cabinet space, and better performance result from the use of common circuitry for both visual and aural exciters.

Air-cooled tetrode as final output. Tube operates as Class B and has an output of a level of 1 KW peak. Extra-heavy, well constructed cavity minimizing warpage. Results in greater cavity stability.

The Du Mont UHF Antenna has a power gain of 14 to 25. Vertical beam approaches within 6 db of the ideal cosecant curve for uniform coverage. Will handle up to limit of transmission line power capacity. Rugged, simple, reliable power. 2 bay, 24 wavelength sections.

In addition to the immediate operational advantages of the Du Mont 1 KW UHF transmitter, provision is made for future power expansion. The original driver may be utilized to drive a klystron amplifier for a power output of 100 KW, ERP.

The 1 KW amplifier may be used in turn to drive even higher units up to 1000 KW, ERP. Thus in UHF, as in VHF, the broadcaster can grow from Acorn to Oak power—with Du Mont.

pre-planned for future power growth
“wonderful things are happening at WMAL-TV in Washington!”

Here’s how Variety said “wonderful things” about WMAL-TV's “Bandstand Matinee,” a local afternoon TV show with real grown-up appeal. The show has pulled 2,000 letters each week and has attracted over 4,000 fan club members since it debuted last month!

Ask Katz.

Represented by The Katz Agency, Inc.

ABC in Washington, D. C.
NOW . . . with 100 kw. video E.R.P.
and 60 kw audio E.R.P., America's FIRST
completely postwar equipped television
station continues to deliver 100% of the
entire VHF audience in the nation's 8th
largest market . . . an area with more
than 500,000 VHF television homes . . .
plus a clearer, stronger, better signal
throughout an expanded secondary area.

KSD-TV
THE ST. LOUIS POST-DISPATCH • CHANNEL 5
National Advertising Representative: FREE & PETERS, INC.
NBC, CBS and ABC Television Networks
OPEN MIKE

Bait and Switch

EDITOR:

Mr. Ralph W. Hardy, of the National Assn. of Radio and Television Broadcasters, and an esteemed member of the Board of Governors of the Assn. of Better Business Bureaus, Inc., has furnished me with a reprint of the editorial entitled "How Hungry Can You Get?" that appeared in Broadcasting * Telecasting magazine, issue of April 27, 1953. I write to congratulate you and your publication. The editorial is a forward looking, realistic evidence of leadership in an outstanding industry. It points out admirably something which Better Business Bureaus have been saying for years, namely, that private enterprise must eliminate its own abuses through voluntary efforts or the job will be done through governmental regulation. This point needs to be emphasized over and over again in many lines of business affecting the consuming public directly.

We are not unmindful of the fact that other kinds of advertising media which are not subject to any sort of regulation are continuing to carry great volumes of bait advertising of vacuum cleaners and sewing machines. This is to be regretted from every standpoint.

In conclusion, I request permission for the Columbus Bureau to reproduce with appropriate credit, the editorial of April 27 above referred to.

Homer E. Frye
President
Columbus Better Business Bureau Inc.
Columbus, Ohio

EDITOR:

... I think your position is well taken and you have made the point quite explicitly that this whole matter of "Truth in Advertising" is one of equal importance to all parties, the public, the advertisers and the broadcasters.

John R. Buckley
Chairman
Assn. of Better Business Bureaus Inc.
New York

EDITOR:

... As a businessman as well as chairman of the board of trustees of the Better Business Bureau and a member of the Board of Governors of the Assn. of BBB's I would like to commend you for your courage and your sound presentation of the serious problems which many of our bureaus are facing.

Evans F. Stearns
Vice President
The Stearns & Foster Co.
Lockland, Cincinnati, Ohio

EDITOR:

Your editorial in the April 27 issue and the story on "bait" advertising in the issue of May 4 were not only outstandingly excellent but showed an amazing comprehension of a difficult subject. Even those of us who, like ourselves, live with such matters could not have told a more compelling, interesting story.

Again, congratulations on an important job superbly executed. With all good wishes.

Kenneth Barnard
President
Chicago Better Business Bureau

EDITOR:

May I express our appreciation for the very
Ever interview an 80-foot papier-mache Giant . . . and get the RIGHT ANSWERS?

Jack Morris, KTUL's News Chief and head of the United Press bureau in Tulsa did . . . .

And the GIANT "GOLDEN DRILLER" gave a very interesting description of what he "SAW" about him at the World's Greatest Industrial Show — where 100 million dollars worth of equipment was on display from May 14 to May 23.

Above, Morris rides a crane skyward to make "conversation" with the I.P.E. "GOLDEN DRILLER."

(P.S.—KTUL Staffer Roy Pickett gave "voice" to the "Golden Driller" via echo chamber and tape recorder.)

The Giant
"GOLDEN DRILLER"
Speaks...
with a
KTUL Accent...!
for the
INTERNATIONAL PETROLEUM EXPOSITION
in Tulsa
"OIL CAPITAL of the WORLD"

The "ACCENT" is on INGENUITY in giving KTUL listeners NEWS with a DIFFERENT SLANT . . . . that holds ATTENTION.

It's the EXTRA PUNCH" that makes KTUL News Coverage OUTSTANDING in OKLAHOMA RADIO.

Ask your nearest AVERY-KNODEL Office about KTUL NEWS . . . . and INGENUITY.

• CBS Radio
IN NORTHEASTERN
OKLAHOMA

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

Our mutual friend, Ralph W. Hardy, has thoughtfully sent me a copy of your fine editorial on "bait" advertising in the April 27 issue of Broadcasting • Telecasting. I want to congratulate you on it.

Splendid support such as this is very valuable to our program of assisting media and advertisers to maintain high ethical standards.

C. N. Kemery
General Manager
Better Business Bureau of Oklahoma City, Inc.

EDITOR:

... We in Milwaukee are currently experiencing a situation with sewing machine-vacuum cleaner advertising and your editorial is right "on the button."

Our radio stations and television station have always given us good cooperation and, as soon as the picture is complete, are confident they will be in the present problem.

Richard Jordan
General Manager
Better Business Bureau of Milwaukee

EDITOR:

I have read your splendid editorial "How Hungry Can You Get?" and I would like to express the appreciation of this bureau for this effective blow against bait advertising practices.

Your leadership within the broadcasting industry in condemning bait advertising as a moral fraud and your call to the industry to rid itself of this low practice in the public interest is an inspiration to all of us in the Better Business Bureaus. Although the problem has been a vexing one for us, we feel confident that if all of us who are concerned with the problem join forces we can and will lick it. Your editorial is a forward step in that direction and I am sure that it will prove influential in focusing attention upon this sore spot and its remedy.

K. B. Willson
President
National Better Business Bureau Inc.
New York

EDITOR:

A copy of the editorial "How Hungry Can You Get?", which appeared in the April 27 issue of Broadcasting • Telecasting, has just come to my attention.

This stimulating and thought-provoking editorial is most timely. Your leadership in thus pointing up the responsibility of radio and television in the maintenance of public confidence is appreciated.

I hope your message strikes a responsive spark within the industry.

G. H. Dennison
General Manager
Better Business Bureau of Pittsburgh, Inc.
III Wind
EDITOR:
When the awards for outstanding public service are passed around, WACO [Waco, Tex.] should come in for an "Oscar." WACO's coverage of the tornado disaster was superb. The entire broadcasting industry should doff its hat to this fine station. Ditto, to the Texas State Network which sent in a special crew to assist the weary staff of WACO and to feed the disaster coverage to its affiliated stations.
Stan Wilson
Manager
KRIO McAllen, Texas

Editorial Comment
EDITOR:
I was very much impressed with your editorial, "Merchandising Merits," in the May 11 issue of Broadcasting & Telecasting. This is a problem which has been giving me some concern for a long time.
I concur most heartily with your editorial and the views expressed by Johnny Outler. I think it is time that all stations examined their merchandising plans to see if they aren't getting themselves into a position where they are selling merchandising instead of radio.
I would be very much interested in the results of the Kenyon & Eckhardt survey.
J. E. Baudino
Exec. Vice President
Westinghouse Radio Stations Inc.
Washington, D. C.

Useful Yearbook
EDITOR:
While I was in New York week before last, Mike Donovan of McCann-Erickson kindly lent me his copy of the 1953 edition of your Yearbook on the condition that I return it to him. However, his copy has been misplaced and, as a consequence, I owe him an additional copy. Therefore will you please send him your Telecasting Yearbook with my compliments. Was really happy to receive my own 1953 copy which came today. My 1952 copy is really dog-eared from constant use.
Guy E. Yeldell
Sales Manager
KSD-AM-TV St. Louis

Presidential Salmon
WALTER L. DICKSON, operations manager for WABI-AM-TV Bangor, Me., presented his credentials at the White House last Wednesday. The credentials: The season's first salmon caught at the Bangor Salmon Pool.
It is a Maine tradition that the year's first catch goes to the President. Mr. Dickson landed the fish, and President Eisenhower invited him to present it personally in last week's ceremonies. That state's Sen. Frederick Payne and Rep. Clifford McIntire also were on hand for the presentation.

In Which Algy writes to...
Mr. Frank Carvell
Benton & Bowles
New York City

Dere Frank:
Whin all th' kids from Sthn. W. Va.
went to Washington D. C. fer a big
School Safety Patrol parade, they had a
big caravan of 20 busses. Everytime they
stopped for a rest, th' head man called
WCHS and we put th' news on th' air
just where they was. All th' way to and
from Washington we carried th' news
every hour or so jist to keep th' parents
that job 'cause they knows WCHS can
reach all th' people. A lot of advertis-
tisers like Peyto-Bismol has been
jist callin' on WCHS fer a long time because
we can sure reach th' people and tell
thim about good products.

Yrs...
Algy

WCHS
CHARLESTON
CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium
Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly. 

NORMAN HEYNE's diversified background in the field of entertainment—particularly in the band business and television—may belie his compelling convictions that radio is a healthy medium.

Radio not only is not dying—"it isn't even sick," he claims with forthright assurance.

Mr. Heyne (pronounced HAN-ey) should know whereof he speaks. He is vice president in charge of radio and television production for Ruthrauff & Ryan Inc., Chicago, and has been associated with the aural medium since 1932.

Mr. Heyne was one of the early practitioners in the art of singing commercials and jingles, and still wields a creative hand in behalf of this technique.

A native Chicagoan—he was born there July 5, 1911—young Norm Heyne studied for the ministry at Concordia College for five years. He later went to Northwestern U., impressing the school with his athletic propensities in football and track—but probably not as much as he was impressed with music—despite the fact he was majoring in journalism.

In those college days he found himself working arrangements when touring bands hit the campus. The upshot: He joined the celebrated Hal Kemp orchestra in 1930 as singer and arranger, and later became associated with Harry Sonnick's organization. Mr. Heyne played with the two bands for radio network dates on the Pennzoil Parade of Melodies.

Joins Schwimmer & Scott
Upon graduation from Northwestern in 1932 Mr. Heyne turned from the band business to a related pursuit—the radio-field. He joined WCFL Chicago that year as assistant program director, and later went to Schwimmer & Scott as a copywriter.

That was the beginning of Mr. Heyne's creative skein of catchy jingles and commercials, and his association with Chicago agency personalities. It was then that he used radio and jingles in helping make Salerno, Thomas J. Webb coffee, and Fox Deluxe household bywords.

(Examples: "Mommy, can I have a Salerno butter cookie, please?"; "Oh, Mortimer, don't forget the Thomas J. Webb coffee"; "Don't say Fox—Say Fox Deluxe.")

Mr. Heyne became radio director of S&S in 1934, and remained with that agency until 1943. It was then that he went to Ruthrauff & Ryan as a "combination general radio man and timebuyer." He has been headquartered in R &R's Chicago office since then, but now has greater supervisory duties involving a number of radio-TV-minded clients.

As an example of radio's pulling power, Mr. Heyne is quick to cite the success of Morris B. Sachs clothing stores, which have used radio advertising almost exclusively in the Chicago area for years. This is one of his accounts at R & R.

Among the other accounts he handles are Griesedieck Bros. Brewery, Arthur Murray Dancing Studios, Motorola Inc., Palm Beach Co., Lewis-Howe Co., Dr. Pepper Co., and Fehr Baking Co.

Cites Competitive Factor
Mr. Heyne feels that TV definitely is competitive with radio and that the trend in television will reflect a new concept in time usage. He notes that many advertisers already are buying on alternate-week or periodic bases—much as they buy insertions in magazines. "Just as advertisers buy magazine circulation—say, three or four insertions a year—they will be forced to buy TV on a similar basis to keep their budgets in bounds," Mr. Heyne explains.

Radio still offers advertisers the lowest cost-per-thousand contact medium and has not stopped growing, he insists. Its potential still far exceeds that of TV in terms of U. S. population, he observes.

It should not be construed that Mr. Heyne is opposed to television, for his creative hand shows clearly in video commercials on many of R & R's client productions. One of the more outstanding successes is the television of Down You Go on DuMont TV Network for Helene Curtis (Spray-Net, shampoo, etc.), which only last Wednesday was cited by the Chicago Television Council as one of the top Chicago network originations.

Mr. Heyne is an avid fishing and golf enthusiast. He "go wherever there are fish," belongs to the Edgewater Golf Club, and is a member of Phi Kappa Alpha fraternity.

He is married to the former Mildred Chisholm. They have two children, Norman Jr., 16, and Robert, 12.

Our respects to NORMAN HEYNE
This is the program which has been voted the favorite discussion and interview show in Chicago by the viewers themselves ... has pulled as many as 127,000 pieces of mail in two weeks ... has sold direct through a single announcement as many as 800 items priced at $1.00 each.

This is the program which prompted Chicago critics to write:

"Every weekday ... TV viewers have an opportunity to see one of the best arguments for television."

"BOB AND KAY show how good television can be."

The BOB and KAY program is just one of the TV Toppers, champions in entertainment and selling, which add daily proof that ...
Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
**NBC UNREST IS MOUNTING: WTAR CHANGES TO CBS**

Major developments are expected from NBC's meeting with its affiliates this week. Brig. Gen. Sarnoff will handle the network's case personally. The Norfolk shift to CBS, which includes AM, FM and TV, brings a round of speculation that others on the 'critical list' might follow suit. Shakeup in top echelon network staff members also is hinted.

A MASS of evidence, much of it circumstantial, was mounting last week to indicate that out of NBC's meetings with its TV affiliates next week may come developments having vital bearing not only on NBC television programming but perhaps on NBC management and on the whole pattern of network-affiliate relationships in television.

While WTAR-AM-FM-TV Norfolk broke off a 19-year association with NBC by signing with CBS, a group of other major NBC affiliates—like WTAR have been for the past fortnight on the so-called "critical list" of potential transfers to CBS—prepared to lay down their conditions for remaining in the NBC fold. These terms were said to be, in essence, as follows:

1. Elimination of the requirement that TV affiliates give "free hours" to the network. Under present affiliation contracts, the stations get no payment from the network for the first 24 hours of network "commercial" time they carry each month, except that these free hours are reduced by five minutes for each network commercial hour in excess of 174 a month.

**Network Management**

(2) "Positive management" of the network—preferably by someone with practical operating experience. This was taken as no reflection on President Frank White, who has had both previous operating experience and cordial personal relationships with affiliates. Rather it was construed as acceptance of the fact that Mr. White is now on vacation, recuperating from what was variously described as "exhaustion" and "illness" (B&T, May 18), and that active management, for the time being at least, is in other hands. It also reflected mounting speculation about impending changes in the NBC top echelon.

(3) Withdrawal of the network's right to set an affiliate's TV network rates, on the theory that a station should control its own rates and would not price itself out of the competitive market.

Although NBC officials denied any executive changes were in store, reports persisted that a realignment was in the offing. The name of Niles Trammell, former NBC president and board chairman who resigned the latter post last December and currently heads a firm seeking a TV grant in Miami, figured frequently in the speculation. But he denied that he had been approached about a possible return to the organization he served almost 30 years.

The "no free hours" demand, if the affiliates group succeeds in enforcing it, generally was viewed as one that could bring a new pattern into affiliate-network dealings. For the free hours traditionally have been regarded as a form of payment to the network for line charges, sustaining programs, etc., and it seemed unlikely that NBC would yield on this point, or consent to substantial modifications, without itself making compensatory adjustments.

The affiliates group's three demands, reported in several affiliate quarters, were in addition to what originally was the prime purpose of the affiliates in calling the TV meeting: To insist again that NBC take positive steps to provide a full schedule of daytime commercial television programming.

The meetings will be held Monday through Wednesday, with a break Tuesday morning to watch a demonstration of RCA color television. Brig. Gen. David Sarnoff, chairman of the board of both RCA and NBC, will head the management group in place of Mr. White, who left last Wednesday to attend the coronation of Queen Elizabeth II at Gen. Sarnoff's representative, and then to take a brief European vacation. NBC authorities said he would return in mid-June.

Officials of the network appeared confident that their plans—which they said include the expenditure of several millions on daytime programs which would start at 9 or 9:30 a.m., on the heels of the two-hour early-morning Today show (Mon.-Fri., 7-9 a.m. EDT and CDT)—would meet with affiliate approval.

They also had in store several cheering business announcements [Close Circuit, May '53]—including assurances that, with recent sales, Today is moving into the black, plus other as yet unannounced time sales, plus disclosure of a new TV discount structure which they say will be more nearly on a par with that of other networks.

**Football Coverage**

They said they will make plain to their affiliates that NBC intends to be the No. 1 network—a position which CBS, for months the leader in radio, claims now to have captured also in television (B&T, May 11). This month's sale of next fall's NCAA football coverage, which last year represented more than $1.1 million in billings and this year is expected to represent considerably more, in itself did much to restore any difference that existed between the two networks. NBC officials maintained.

Additionally, NBC station relations vice president Harry Bannister already has notified several important TV affiliates that they are receiving rate increases, some of them amounting to around $200 an hour, effective Aug. 1.

The attitude of many affiliates, however, was that the situation is more critical than NBC has thought. Evidence of this feeling was seen in the nature of the "demands" being prepared by the so-called "critical list" affili-
**PURCHASE** by Crosley Broadcasting Corp., Atlanta, of 10 acres for a new transmitter and tower site for WLWA (TV) is signed by (1 to r): J. W. Zuber, rector; William P. Robinson, gen. mgr.; K. T. Murphy, v.p.-treas., and Harvey Alderhold, chief eng., all WLWA, and John O. Childs, rector.

**STATION**-Starter Plan is purchased from Consolidated TV Sales by WTVE (TV) Elmira, N.Y. L. to r, seated, Bill Finkeldey, CTS; Tom Cassel, WTVE mngq. ptm.; standing, Jim Patterson, prog. dir.; Shaun Murphy, sls. mgr., and Donna Skelly, tref. mgr., all WTVE. Mr. Cassel also bought plan for WCHA-TV Chambersburg, Pa.

**RENEWAL** of weekly wrestling on KTTV (TV) Hollywood for 52 weeks is signed by Johnston, Fredy & Lomanson Inc. (RX 30 vitamins, Tatton dietary supplement), L. to r, John Doyle, pres., Ring Talent Inc.; Frank J. Miller, head of own agency on account; George Johnston, pres., JF&L; Stanley Brown, acct. exec., and Richard A. Moore, v.p. & gen. mgr., both KTTV.

**AWARD OF MERIT** is presented to CBS-TV Wheel of Fortune and producer Peter Arnell by Robert C. Preble (r), pres., Encyclopedia Britannica Pub. Co. Others (1 to r): Todd Russell, m.c.; Hubbell Robinson Jr., CBS v.p. for network programs, and Mr. Arnell.

**NRC UNREST; WTVE SHIFTS**

**TV NEWSREL**

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ates, who number at least seven, and also in the continuing speculation that others of this group may join WTAR in switching to CBS.

There appeared little doubt that CBS was swinging hard, undoubtedly hopeful of signing up additional NBC affiliates before next week's meeting and thus adding more pressures to those already upon NBC management. CBS authorities reportedly had approached all seven stations remaining on the "critical list," though NBC officials said they were confident there would be no more defections with the possible exception of one which might occur for other reasons.

CBS reportedly has approached the St. Louis Post Dispatch, owner of KSD-AM-TV, with a plan whereby—in a fashion akin to its WCCO-WTTCN-TV deal last year—the CBS owned KMOX St. Louis and KSD would merge under the ownership of a separate company in which CBS would hold a minority—but a substantial minority—interest. (In the WCCO-WTTCN-TV deal, CBS has 47% of the new company.)

This proposal apparently did not succeed, but in any event KSD-TV is regarded as one of the "critical list" NBC stations. And it was deemed significant that Joseph Pulitz, publisher of the Post Dispatch, plans to accompany George Burbach, general manager of the stations, to the affiliates-NBC sessions in New York this week.

Meanwhile, officials of Crosley Broadcasting Corp., whose stations are among NBC's top affiliates, formally denied that CBS had approached them and said "there has been no question of continued affiliation or discontinued affiliation with NBC as the matter is not an issue at this time."

**AIMED AT REPORTS**

This statement followed reports published elsewhere asserting that CBS had made "impressive concessions in the reduction of free hours and increased network rates to get the Crosley stations." The Crosley stations have not been among those on the so-called "critical list."

The Crosley statement, asserting that "there have been no conversations held whatsoever with CBS relating to any network affiliation since the trade press stories reported about two years ago," continued:

"R. E. White, president, and John T. Murphy, vice president in charge of TV operations of Crosley Broadcasting Corp., on the occasion of their semi-annual sales meeting in New York, talked with Frank White, president of NBC, who informed them that NBC plans to step up its daytime programming operations. "CBS Crosley Broadcasting executives understand that in Mr. White's absence Gen. Sarnoff, at the NBC affiliation meeting, ... will make a presentation revealing NBC plans for the immediate future. What these plans are are not known to Crosley executives at this time."

In the signing of the WTAR stations to switch from NBC to CBS—which includes the AM, TV, and FM stations and becomes effective Sept. 27—terms of the new contract were not revealed. It was understood, however, that the agreement embodies an adjustment of the "free hours" plan on CBS-TV to be compensated at the rate of 10% of its network rate for the first five hours of network commercial time carried each month; 20% for the next 10 hours and 30% for all others.

The big gain to WTAR-TV under this arrangement, it was said, would come from the fact that CBS-TV has more time sold than does NBC-TV, according to CBS claims. If CBS-TV's total were the same as NBC-TV's, it was estimated, WTAR-TV's net gain would be less than $20 a week.

Even so, there were reports that CBS-TV was going to be hit by its other affiliates with demands for "the same deal" as that made with WTAR.

CBS has not had an AM affiliate in Norfolk in the past, the area being served by the network's Richmond affiliate, 50-kw WRVA, and a WRVA-owned FM station, WSYC, located in Norfolk.

WRVA General Manager C. T. Lattie told WTAR, following the WTAR-CBS announcement, that his station will remain "status quo," continuing as a CBS affiliate.

The WTAR-CBS pact was signed last Monday night by Campbell Arnoux, president of WTAR Radio Corp. and a prominent figure in NBC-affiliate activities over the years; CBS Television President J. L. Van Volkenburg, and CBS Radio President Adrian Murphy, plus network station relations executives, attorneys, and others.

**The Best Interest**

Mr. Arnoux said the change in affiliations "was decided upon only after long and careful analysis of the broadcasting situation, both present and for the long-range future as well as for radio and television, and we believe that it will be in the best interest not only for our stations but the vital and expanding area they serve."

He said, "We look forward with keen option to the affiliation arrangement" with the CBS networks.

WTAR, which will mark its 30th anniversary in September, operates with 5 kw on 790 kc. WTAR-TV, established April 2, 1950, currently is on Ch. 4 but will move to Ch. 3 coincident with a power boost to 10 kw upon completion of a new transmitter installation now underway in a $500,000 project. With its power increase, officials estimated, WTAR-TV will provide Class A and B service to a market of 1,149,000 persons.

The WTAR stations are owned by Norfolk Newspapers Inc., publishers of the Virginia Pilot and Ledger Dispatch. Mr. Arnoux is a board member of the parent organization.

In the affiliation announcement CBS Radio's President Murphy said his network "is delighted to welcome WTAR, one of the country's outstanding stations, to its radio family. This station, soon to start its 30th year of broadcasting in the increasingly important Norfolk area, is a strengthening addition to CBS Radio. ... CBS-TV President Van Volkenburg called the addition "another step in CBS television's leadership from the standpoint of facilities as well as programming and sales."

**Weaver Singled Out**

While other top NBC executives last week were dodging rumors of impending changes, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, was singled out by Brig. Gen. David Sarnoff, board chairman of NBC and of its parent, RCA, for special mention to the FCC delegation visiting RCA's Princeton laboratories for demonstration of compatible color. "Mr. Weaver, "Gen. Sarnoff said, "is the man we're depending on to prove those wonderful color programs for us."

**Broadcasting • Telecasting**
NINE ADVERTISERS FIGURE IN BURST OF RADIO-TV TIMEBUYING FOR WEEK

Hazel Bishop Inc. will spend $4.5 million on TV network programming to become the largest TV advertiser in the cosmetics field.

NINE major advertisers figured in a burst of radio and television network timebuying activity last week, while another was in the process of revising its entire radio-TV budget up to 1956.

Hazel Bishop Inc. will spend about $41/2 million for its television network programming, the largest in its history and in the cosmetic field, when (1) it starts sponsorship of the Monday, 9-9:30 p.m. EDT time on NBC-TV, (2) alternates with Toni on Your Big Moment on DuMont, Tuesdays, 8-8:30 p.m., and (3) continues to sponsor its This Is Your Life, Wednesdays, 10-10:30 p.m. on NBC-TV.

Effective early in July, Hazel Bishop will present Candid Camera, Tuesdays, 9:30-10 p.m. EDT, on about 50 or 60 NBC-TV stations, opposite Rocket Squad, the summer replacement for I Love Lucy on CBS-TV. Meanwhile, whereas the advertiser had planned to take a summer hiatus with its This Is Your Life show on NBC-TV, it will continue instead through the summer with repeats of the 13 best shows of the year. Raymond Spector Co., New York, is the agency.

Toni Co. and Manhattan Soap Co., effective June 8, will alternate daily on two quarter-hour across-the-board strips on CBS Radio. Advertisers will sponsor the 3:45-4 p.m. strip with Walter O'Keefe in an audience participation show and the 7:15-7:30 p.m. segment with a dramatic program, Family Skeleton, featuring Mercedes McCambridge. Both shows are Carlton E. Morse packages. Leo Burnett Co., Chicago, is the agency for Toni, and Manhattan Soap Co. is serviced by Scheideler, Beck & Werner, New York.

ReaLemon-Puritan Co., Chicago (ReaLemon products), will sponsor Queen for a Day, 11:30-11:45 a.m. on MBS, three times weekly (Mon., Wed., Fri.). Agency is Schwimmer & Scott, Chicago.

Campbell Soup Co. switches its Double or Nothing program from NBC radio to ABC radio effective June 22. (CLOSED CIRCUIT, May 18), Monday through Friday, 11:30-11:55 a.m. EDT. Contract for 52 weeks was placed by law firm Colgate-Palmtine, New York, for the 75th anniversary of the advertiser's association with the Ford franchise.

C. H. W. Miller Co. will sponsor Miss America, 11-11:30 a.m. five times weekly on WJZ-TV, New York City. The show will continue in the fall.

Colgate-Palmolive-Peet Co., Jersey City, has renewed its hour-long show on NBC-TV, Sundays, 8-9 p.m., for seven weeks. The program will run around $70,000 with a $15,000 increase over this year's budget.

NINE ADVERTISERS FIGURE IN BURST OF RADIO-TV TIMEBUYING FOR WEEK

Gillette Co., States Commercial Time Views

HOW much time on the air does an advertiser sponsoring a boxing match expect?

A spokesman for Gillette Co., which sponsored the 2 minute-25 second Marciano-Wolcott battle May 15, told B-T that "there is no guarantee" on the expance of time, but the advertiser goes into the project with his eyes open and gambles on the length of the fight.

In the Marciano-Wolcott fight, for example, Gillette was prepared to run eight commercials, 50 seconds and less: At the opening and after the first, fourth, seventh, ninth, twelfth, and fourteenth rounds, as well as at the close. Actually, Gillette managed to present two of the potential eight commercials: The opening and the close.

On the other hand, since the fight attracted many newspaper stories afterwards and comics on radio and television have taken to gagging about it, Gillette did get additional promotion in that way.

Maxon Inc., New York, is the agency.

Rainier Brewery Sets Radio-TV Spot Campaign

RADIO and TV command half the advertising budget for Rainier Brewery's new beer, developed for the 75th anniversary of Sicks' Seattle Brewing & Malting Co. Agencies are Miller & Co., Seattle, and Virgil A. Warren Agency, Spokane.

The 13-week campaign in Washington, Idaho and Alaska includes heavy spot schedules on 70 radio stations and all TV outlets in the area. Rainier radio features a singing commercial recorded by the Four Hits and a Miss in 15-second, 30-second and 1-minute versions. In Alaska, a specially developed 30-second spot is being used on all stations in the Territory. Rainier also is using a six-week series on KOMO Seattle Monday, Wednesday and Friday, 10:20-10:45 p.m.

On television, the account is using special hard-sell announcements ranging from station identification to 75 seconds, plus twenty 20-second food tie-in spots.

JOINT sponsors of the Indianapolis Speedway classic cover May 30 on KWEM-Memphis will be the Bardahl Co. of St. Louis and Memphis and Johnson Auto Co., Ford dealers of West Memphis, Ark. Shown in the Ford "pace" car to be used at the Indianapolis event is June C. Johnson (at wheel), Johnson Auto president; Bill Hannah, Bardahl Memphis district manager (opposite seat), and Matty Brescia (standing, at mike), KWEM general manager.

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FTC, ANA, AAAA Hold ‘Exploratory’ Meeting

A MEETING described as “exploratory” and which will be followed by other sessions at which “specific subjects” will be discussed was held May 15 in Washington by representatives of the Federal Trade Commission, the ASSN. of National Advertisers and the American ASSN. of Advertising Agencies.

Those at the FTC-ANA-AAAA session discussed how FTC may consult with advertising men to find how the agency can deal most effectively with prevention of false and misleading advertising, an FTC report said. Dan Murphy, director of FTC’s Bureau of Antideceptive Practices, presided.

Main divisions into which future talks would be divided are (1) trends and development in the advertising industry; (2) recent decisions, complaints and stipulations by the FTC, and (3) exaggerated advertising claims, particularly those made for new commodities coming on the market.

ANA was represented by Paul West, president; Ward Maurer, board chairman; Ben Donaldson, vice president; Isaac W. Dages, vice president and general counsel; Peter Allport, secretary, and Gilbert Well, counsel. AAAA representatives were August Nelson, senior counsel, and George Link, secretary. FTC members, besides Mr. Murphy, were James A. Horton, director of FTC’s Industry Cooperation Bureau; Joseph W. Powers, chief of Investigations, and William H. King, Charles E. Grady and Charles A. Sweeney, statisticians. The first FTC-ANA-AAAA meeting was held last March in New York.

BBB Starts ‘Operation Cleanup’

LOS ANGELES Better Business Bureau has started “Operation Cleanup” to eliminate “predatory advertisers” and “restore advertising to respectability.” The bureau charges racketers are trying to force fraudulent advertising on the public through radio, television and the press. All media are asked to cooperate by Robert Beauer, BBB president, who charges their laxity in policing contributes greatly to the problem.

OPENING telecast of Continental Baking Co.’s quarter-hour segment of NBC-TV’s Howdy Doody Show (Wed., 5:30-5:45 p.m. EDT) for Hostess Cup Cakes brought these jovial onlookers together (I to r): George H. Frey, NBC vice president and sales director; Ellis C. Baum, CBC vice president; Bob Smith, the “Buffalo Bob” of the show; L. M. Marshall, CBC advertising manager; William J. Fineshriber, vice president and general manager of networks, and John Lanigen, eastern sales division manager, both NBC. CBC also sponsors another segment of the show that day for its Wonder bread.

WGN-Standard Oil Sign For Chicago Bears Games

WGN CHICAGO last week completed negotiations with Standard Oil Co. of Indiana for exclusive 1953 radio coverage of all home and road games of the Chicago Bears professional football team.

The arrangement marks the return of the Bears to WGN, which originally carried the Bears schedule in 1931. Standard has sponsored Bears radio coverage for seven years.

Cone Joins ‘Tribune’ Panel

FAIRFAX M. CONE, president of Foote, Cone and Belding, and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., Chicago, have been added to the list of panelists for the Chicago Tribune’s fourth annual Distribution and Advertising Forum in that city May 26-27. They will sit in on a clinic devoted to “Problems and Procedures in Selecting a Sales Theme for a Product.” Other participants, including Edgar Kobak, consultant and owner of WTW Thompson, Ga., were announced previously [B&T, May 18].

Set ‘March of Medicine’

SMITH., KLINE & FRENCH LABS, Philadelphia, will sponsor another March of Medicine telecast from the annual meeting of the American Medical Assn. in New York on NBC-TV, June 4, 8:30-9 p.m. (EDT). Borden Co. relinquished its contract time for its Treasury Men in Action show. AMA and Smith, Kline & French disclosed that plans are being formulated for a series of monthly March of Medicine programs to be telecast on a network starting next fall.

NEW BUSINESS

Spot

Braun Baking Co., Pittsburgh, assumes co-sponsorship of all games played by Pittsburgh Pirates for remainder of season, as of May 14, on WWSW Pittsburgh, WBVP Beaver Falls, WHB Greensburg, WCVR Connellsville, WISR Butler and WIPAPA Washington, all Pennsylvania.

California Farm Bureau Federation, Berkeley, adds five times weekly news program, The Voice of California Agriculture, on KFPM San Bernardino, KCBQ San Diego and KDB Santa Barbara. Program, now in third year, is heard on seven California radio stations. Agency: West-Marquis Inc., S. F.

Maier Brewing Co., L. A. (Brew 102), renews saturation spot announcement campaign on KNX KHI KECA KFI that city and KBIG Avenue, for 52 weeks from week of April 27. Agency: John I. Edwards & Assoc., Hollywood.


Network

Sperry Div.-General Mills, S. F. (flour, cereal, formula foods), starts Sam Hayes News on 42 ABC Radio Pacific Coast and Mountain stations, Mon. through Fri., 12:30-12:40 p.m. PDT, for 52 weeks from June 1. Agency: Dancer-Fitzgerald-McDougall, S. F.

Frosticks (ice cream on a stick), made by Pioneer Ice Cream Div. of Borden Co., N. Y., assumes sponsorship of The Rootie Katootie Club Mondays, 6-6:15 p.m. EDT on ABC-TV, to point out that product is sold only in stores carrying Borden’s, Horton’s and Reid’s ice cream, not by street vendors. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Professional Golfers Assn. and Life Magazine co-sponsored coverage of National Golf Day Tournament from Oakmont Country Club, Pittsburgh, and other golf courses over CBS Radio Saturday (May 23), 5-5:30 p.m. EDT, with CBS Radio sports director John Derr as m.c. Agency: Young & Rubicam, N. Y.

Agency Appointments

Jones Sausage Co., Raleigh and Greensboro, N. C., and Danville, Va., South Carolina National Bank, 18 cities in S. C., Tire Distributors Inc., Raleigh, and Heilig-Levine Furniture Co., Raleigh, appoint Walter J. Klein Co., Charlotte, N. C. to handle advertising. TV will be used for all accounts.


Winter-Weiss Co., Denver (transportation and agricultural equipment), appoints Don Clair Adv., that city.

Iowa Packing Co., Div. of Swift & Co., Des Moines, appoints Rockett-Lauritzen, L. A. Don Lauritzen is account executive. National radio-TV spot announcement campaign is being scheduled in addition to local TV programming.

Siteway Drug Co., Chicago, appoints Louis
IOWA PEOPLE
Work-Play-Live
BY RADIO!

Iowa Radio Users Spend More Than Twice
As Much Time With Radio As With
All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a plus this is for advertisers who use radio!

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it intensely interesting.

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

FREE & PETERS, INC.
National Representatives
Block Adv. Agency to handle its radio advertising.

West Coast Soap Co., Oakland (Powow), appoints Long Adv. Service, S. F.


San Mateo County Bldg. & Loan Assn., Redwood City, Calif., appoints Knollin Adv., S. F.

Levittown, N. Y. (housing development), appoints Adrian Bauer Adv., Phila., to handle advertising. Frederick Goldman is account executive.


D. P. Bushnell & Co., Pasadena (mf's, binoculars), appoints Hixson & Jorgensen Inc., L. A.

C. B. Hosking is account executive.

Consolidated Sewing Machine & Supply Co., L. A. (western distributors for Viking Sewing Machines), and Jerant Co., that city (Formula 21 lanolin compound), appoint Yambert-Prochnow Inc., Beverly Hills. Former will use radio. Latter has scheduled spot announcements on KTTV (TV) and KNBH (TV) Hollywood with more TV to be added later.


**Shorts**

W. B. Doner & Co. opens new offices at 2051 West Wisconsin Ave., Milwaukee.

Sidney Garfield & Assoc., S.F., moves to 26 O'Farrell St.


Hansen-Tipton Co., San Carlos, Calif., moves to 436 Waverly St., Palo Alto. Telephone is Davenport 5-6911.

**FILM**

**ROCKHILL OFFERS STOCK, FINANCES FILM**

The firm is letting out 149,000 shares at $2 per in a move primarily designed to place the "Tom Corbett, Space Cadet" series on film for syndication.

In an unusual financing move, Rockhill Productions Inc. is planning to offer for public sale 149,000 shares of common stock at $2 per share. A spokesman said Thursday filing of proposed financing has been made with Securities & Exchange Commission.

Stanley Wolf, Rockhill president, said funds will be used primarily to place the company's Tom Corbett, Space Cadet series on films for syndication use. He noted that the money raised would represent less than 25% of the company's capitalization. Mr. Wolf expressed confidence in the film project, pointing out that Rockhill's financial position has been strengthened gradually in the past ten years, with gross increase rising from $26,000 in 1943 to approximately $1 million last year. He added that about $10,000 a month accrues to Rockhill from merchandising tie-ups on the Space Cadet series. The investment banking firm of Mortimer B. Burnside & Co., New York, will serve as underwriters.

Starting Aug. 29, Space Cadet will be carried on DuMont TV Network, Sat., 11:30 a.m.-12 noon (EDT), under sponsorship of International Shoe Co., St. Louis. Program was carried on ABC-TV until last October with Kellogg Co., Battle Creek, as sponsor.

**MCA-TV Appoints Three New Regional Mgrs.**

Appointment of three new regional managers by MCA-TV Ltd. in line with its expanding TV film operations was announced last week by David Sutton, vice president in charge of sales.

Kirk Torney, MCA San Francisco office executive, has been named eastern sales manager with headquarters in New York. New midwestern sales manager is Raoul Kent, who will operate out of Chicago. Bob Greenberg has been appointed sales manager with headquarters in Beverly Hills.

MCA-TV properties include the Abbott and Castello series, George Raft's I Am the Law films, Famous Playerhouse programs, along with the newly-acquired Man Against Crime shows, starring Ralph Bellamy, which have been retitled Follow That Man. The latter series, according to Mr. Sutton, is being distributed first run in some 40 established and new TV markets.

**Films for Stockholders**

Use of films by large corporations to present their annual reports to stockholders and to keep them informed of other company activities was recommended last week by George F. Foley, president of George F. Foley Inc., New York, TV and film producing firm. He noted that annual reports also might be shown on television as "an important aid" on "plant city" plans sponsored by many firms to increase company relations projects. He added that the films could be distributed to many national and community organizations and to company suppliers, subcontractors, dealers and customers, to describe company plans.

**IMPPA Offers Unions Cut Of Take from Old Films**

In an effort to solve complexities involved through sale of old theatrical movies to TV and to standardize various existing formulas, the Independent Motion Picture Producers Assn., is offering unions, as a group, a flat 5% of all revenue derived from such deals, with money to go into an industry-wide pension pool for Hollywood workers.

Under a plan proposed by IMPPA President Steve Broidy, who also is Allied Artists President, producers Jack Broder and Robert L. Lippert, the various unions and guilds involved would determine distribution of the money.

Although the three-man committee would not comment on their meeting with union executives, it was pointed out that the exorbitant repayment demands being made by the various crafts and guilds are preventing producers from selling old product.

Several crafts and guilds, including Screen Directors Guild, are currently negotiating a repayment plan for films released to video. AFM, about two years ago, had imposed its 5% welfare fund formula on old movies sold to TV and President James C. Pettrillo has blocked every move to rescind.

**20th Century-Fox Meet Bypasses Film Release to TV**

Further information on the availability of 20th Century-Fox motion pictures for television use was not disclosed at the company's annual meeting in New York last week although the annual report issued on April 14 highlighted this plan ['B+T, April 20].

At that time, Spyros P. Skouras, president, advised stockholders that the advent of CinemaScope and other new techniques would result in a demand for "pictures of that type," and he added that it was "therefore likely that older pictures would then be made available for television."

Mr. Skouras later was quoted as saying, in amplification, that the company's library of about 900 films would be sold to television in "three to four years from now, maybe a little earlier." He said the company could take this step when current films are "obsolete" and "not until there are 700 or 800 stations on the air."

The question was not brought up at the stockholders meeting.

**Howard Productions Sets Expansion Into TV Film**

Expansion of Sandy Howard Productions, New York, independent radio and TV packaging firm, into operations in the TV film personal management and theatre show fields was announced last week.

In the TV film field, Mr. Howard has set up Howard Pictures Inc., which will produce its first series of films to dramatize nature in the fall. His theatre show enterprise will consist of well-known personalities appearing at six non-competing theatre chains. In the management field, Mr. Howard said he is completing negotiations with four radio and TV performers.

Mr. Howard said his firm also will take over production of another live television show, starting next month. Sandy Howard Productions currently produces the Ray Heatherton Merry Mailman show on WOR-TV New York.
Giant Study!

His pencil was a trimmed pine tree. His slate, the side of a quarry. With these implements, Paul Bunyan (they say) soon became an expert at figures, and also learned "all the history worth knowing."

Today, practically all the history worth knowing can be found in the recent SAMS study, which reveals that WCCO Radio—the Northwest's 50,000-watt giant—reaches far more people than any other Northwest station... and does so at a lilliputian cost-per-thousand circulation. As a matter of fact, no other station throughout our entire 109-county primary area can match—few can even approach—WCCO Radio's low cost-per-thousand, day or night.

Our salesmen aren't as handy with a pine tree as Bunyan was, but they're all good at figures. Let us show you how WCCO Radio's biggest-circulation-at-lowest-cost can add up to giant Northwest sales for you.

Minneapolis-St. Paul

WCCO RADIO
Represented by CBS Radio Spot Sales
Film Sales

John Guedel Productions, Hollywood, through CBS-TV Film Sales, announces the sale of Linkletter and the Kids, quarter-hour TV film series, in nine markets. They are KTLA-TV, Hollywood (Barbara Ann Brand), starting June 1; KPIX (TV) San Francisco (Riviera Foods), June 11; KYTL-TV Phoenix (Goldwater's Dept. Store), June 21; KBTV (TV) Denver (Meadowgold Dairies); KPTV (TV) Portland (Fred Meyer's Stores); WFBM-TV Indianapolis (Rusco Aluminum Siding); KJMI-TV Fresno; KVEC-TV San Luis Obispo, and KAFY-TV Bakersfield. Maxwell Shane was producer on the 39 completed films.

WGN-TV Chicago last week announced it has obtained exclusive first-run TV rights to some 73 full-length motion pictures for showing this summer and fall. The contracts cover pictures obtained from Atlantic Television, Unity Television Corp. and Tele-pictures Inc., according to Elizabeth Bain, WGN-TV film director. Features from Atlantic have been bought by Jim Moran for showing on his Courtesy Television Theatre next fall. Agency is Malcolm-Howard Adv. The Unity contract includes 21 features and the pact with Tele-pictures covers 46 full-length films. WGN-TV earlier had signed an agreement with the latter for previously released films.

Consolidated Television Sales last week announced it has sold its Public Prosecutor filmed series to WDTV (TV) Pittsburgh, WOAI-TV San Antonio, WKBN-TV New Britain, KDUB-TV Lubbock, KFEL-TV Denver, and KECA-TV Los Angeles.

Other sales completed by the firm were Hollywood Half Hour to WXYZ-TV Detroit, WSBT (TV) South Bend, WOAI-TV San Antonio, and KECA-TV Los Angeles; Ringside With the Rasslers, KETV (TV) Omaha, and MBCY-TV Green Bay, Wis., and Front Page Detective, to WHAM-TV Rochester and WOAI-TV San Antonio.

KTTV (TV) Hollywood has leased 32 Felix the Cat cartoons from Official Films Inc. for showing on their primetime with Steve John, with options on further strips in the same series. Deal was negotiated by Dale Sheets, station film editor, and Herman Rush, sales manager for Official.

KFBM-TV San Diego and WICU (TV) Erie started second runs of Little Theatre, quarter-hour TV series filmed by TeeVee Co., Beverly Hills, May 26 and June 8, respectively, for 52 weeks.

Production

The pilot film in NBC-TV Carolyn, half-hour series starring Celeste Holm, has been completed at KKO Pathes Studios, Culver City, by producer-director Robert Florey. A situation comedy, the plot deals with a Broadway stage star whose life is complicated by three small children left to her by a friend. George Nader provides romantic interest as the star's agent. Radio writer Jean Holloway is set to write scripts for the series. Print of first program is in New York for viewing by agency executives.

William Boyd Productions is in production on 14 half-hour films in NBC-TV Hopalong Cassidy series, on location at Newhall, Calif. George Archainbaud is directing the programs which star Mr. Boyd and feature Edgar Buchanan.

A half-hour pilot film in Ben Blue, Esq., TV series, packaged by William Morris Agency for probable syndication by NBC-TV, has been completed at KKO Pathes Studios, Culver City. Straight-line comedy, accenting Mr. Blue's pantomime, is scheduled for fall release. Ernest Glucksman, producer on NBC-TV Colgate Comedy Hour, and Lee Goodwiss, director on NBC-TV My Hero, are acting in same respective capacities.

Circle Film Labs Inc., New York, will produce a film revealing attempts made by the Pan American Broadcasting Co. on behalf of the Lutheran Church-Missouri Synod to pierce Communist-dominated countries, as well as other missionary efforts of that sect. The film, titled "Bring Christ to the Nations," is supervised by Leo Shore of Pan American Broadcasting. Editing the footage for Circle Film is Joseph Salzburg.

Availables

NBC Film Division is offering for local and regional sponsorship a series of 26 15-minute programs titled Watch the World which covers the arts and sciences plus sports events and personalities. Produced under the supervision of George Wallach the series will present narrators including Don Goddard, Kenneth Banghart, Bob Wilson and Radcliffe Hall.

WBAP-TV Fort Worth, Tex., is filming its weekly 15-minute Facts Forum and announces that the series is available for telecasting in ten television markets. The Forum moderator, Dan Smoot, a former Harvard and SMU instructor and FBI agent, presents both sides of important social, political and economic issues, according to WBAP-TV. The Farm and Home Savings & Loan Assn. of Fort Worth and Dallas sponsors the program on WBAP-TV.

Random Shots

TV Art Productions, a studio that will specialize in producing special slides for television advertisers and TV stations, has been formed in St. Louis. Principals include Daniel Bishop, editorial cartoonist with St. Louis Star Times until it ceased publication, who will handle cartooning, animation and musical commercials; William Han, commercial artist who will handle visualizing and production, and Evelyn Ortlepp, muralist, magazine illustrator and designer who will handle designing and research. Speciality of the new studio will be 35 mm glass slides, balops and art for live cameras, and other TV art. The studio's address is 119 North Seventh St., St. Louis 1, Mo. Telephone: Central 4757.

Wayne-Fellows Productions, Hollywood, is including clauses in all new contracts with motion picture actors, covering TV appearances to promote film's motion picture productions. TV campaigns are being scheduled to promote "Island in the Sky," to be released by Warner Bros. in September, and "Plunder of the Sun."


Film People

Martin Stone, general counsel for Houston-Francis Corp., also has been elected executive vice president of Donley Development Corp., producer of Dangerous Assignment for NBC-TV syndication, which has 9 half-hour films completed in What's My Hobby? and reports it is building TV film libraries to meet various budget requirements of stations.

Gerald Mayer, director on Ethel Barrymore Theatre for Interstate Television Corp., Hollywood, en route to Tel Aviv to direct a TV film series for Muntz Productions, starring William and Maria Riva.

Maury Baker, radio-TV director, BBDO, San Francisco, to MCA-TV Ltd., that city, as film division representative under manager Don Mulford.


Stacy O'Brien, assistant plant supervisor, Paramount Labs., Hollywood, joins General Film Laboratories Corp., that city, in same capacity.


Harry W. McMahon, president of Five Star Productions, Hollywood, will be in Chicago until June 1 developing special psychological research on television commercials.
TV’s HOTTEST New TELEPHONE QUIZ

PHOTOQUIZ*

A 15-minute, 5 day-a-week Winner
Guaranteed to BUILD BIG AUDIENCES
and SKYROCKET SALES!

Here’s the greatest, sure-fire business-getter ever devised... the only telephone quiz show with the terrific natural merchandising and exploitation boost of a promotional tie-in with LOOK Magazine!

LOOK’S PHOTOQUIZ is one of the most widely followed features in the world. Now the editors of TELENEWS have faithfully captured its tremendous appeal in this brand new 15-minute, 5-day-a-week TV program.

LOOK’S TV PHOTOQUIZ is the easiest-to-handle show you’ve ever seen... completely ready to use, with both voice and music on film. No complicated synchronization or cueing problems of any kind! Opening and closing films are made to order with sponsor’s name right on the film.

HERE’S HOW IT WORKS: Film is shown, announcer makes phone call, asks question. Contestant wins jackpot or another award is added for the next call.

It all adds up to the most exciting, greatest sales making telephone quiz yet devised!

IT’S THE BIGGEST BARGAIN IN TELEVISION TODAY!

NEW YORK
444 Madison Ave. PL. 3-4620

CHICAGO
360 N. Michigan Ave. CE. 6-0041

HOLLYWOOD
California Studios, 650 N. Bronson Ave.
HO. 9-8321

Phone, Wire or Write

UNITED TELEVISION PROGRAMS inc.
MORE ADVERTISERS SPEND LESS IN AM NETWORK

PIB data shows that the first three months of this year are slightly under the totals for the same period in 1952. However, this year’s number of advertisers is 184, as against 175 sponsors for the first quarter of ’52.

IN the first quarter of 1953 a total of 184 advertisers purchased $41,163,628 worth of national radio network time (at gross rates), according to data compiled by Publishers Information Bureau. On the average, each advertiser spent, before discounts, $223,715.37 for network time during the three months.

During the like period of 1952 the nationwide radio networks sold $42,600,798 worth of time (gross) to 175 sponsors, for an average of $243,433.13 each.

Comparison, then, shows that more advertisers used the national radio networks in the January-March period of this year than of last, but that on the average they spent almost $20,000 less apiece for this radio network time, at gross rates, than a year ago. Network radio’s gross for the first quarter of this year was down 3.4% from that of the like period a year ago, but that trend was reversed in March, when the gross time sales totaled $14,626,103, a gain of 0.7% over the March 1952 gross of $14,520,393.

Procter & Gamble in March maintained its leadership among purchasers of radio network time and its solo spot as only advertiser to buy more than $1 million worth during the month. Of the ten leaders (Table I), the first nine were also among the top ten for March 1952, with tenth-place Gillette Co. the only newcomer, replacing Philip Morris Co., which ranked ninth in March a year ago.

Table I, listing the leading advertiser for each group of products or services advertised on network radio, lists 25 companies, of which 16 were also on the March 1952 list (B&W, June 9, 1952). Table III, reporting gross time purchases of advertisers by product groups, with March and January-March of this year compared with last, shows no change in the five ranking classes, nor in their order, foods standing first, toiletries and drugs third, bird, smoking materials fourth and soaps fifth in March and the first quarter of both years.

### TABLE I

<table>
<thead>
<tr>
<th>Top Ten Radio Network Advertisers in March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>2. General Foods Corp.</td>
</tr>
<tr>
<td>3. Miles Labs.</td>
</tr>
<tr>
<td>4. General Mills</td>
</tr>
<tr>
<td>5. Stegling Drug</td>
</tr>
<tr>
<td>6. Colgate-Palmolive-Post Co.</td>
</tr>
<tr>
<td>8. Lever Brothers Co.</td>
</tr>
<tr>
<td>10. Gillette Co.</td>
</tr>
</tbody>
</table>

### TABLE II

<table>
<thead>
<tr>
<th>Gross Radio Network Advertisers by Product Groups for March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural, Equip. Access.</td>
</tr>
<tr>
<td>Appliances, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Household Furnishings</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewellery, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equipment, Stationary &amp; Lighting Supplies</td>
</tr>
</tbody>
</table>

### TABLE III

<table>
<thead>
<tr>
<th>Gross Radio Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952</th>
</tr>
</thead>
</table>

### Advertising Measurement Explained in Booklet

A BOOKLET explaining how the influence of advertising can be measured accurately is being distributed by A. J. Wood & Co. The material is based upon eight years’ findings of Wood research specialists.

Wood & Co. advocates the use of two standards as measuring rods: First, comparing advertising for one brand against that of competing brands; second, comparing the indices obtained by the methods with results which the firm has compiled over the period since 1945.

### B&J Releases Auto Study

A STUDY showing how many automobiles are in use at all times of the day is being released now by Broadcast Advertising Bureau. One conclusion: 78% of all automobiles in metropolitan areas are in use some time every day, Monday through Friday. Entitled "Listeners on Wheels—Pilot Study on Automobile Use," the booklet also notes how many people occupy those cars, by hours of the day.
POWER
POWER
POWER

NOW 250,000 WATTS!
SOON 316,000

WKRC-TV
Channel 12

Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National Sales Manager Radio Cincinnati

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY
Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit 342,000 TV homes.
CBS-TV Researchers Count U. S. TV Sets by Counties

COMBINING data from the U. S. Census of April 1, 1950, and Nielsen Coverage Service study of May 23, 1952, with length of program service in each area, CBS-TV researchers have calculated TV set ownership in each U. S. county as of May 1, 1953.

Results are presented in a 48-page booklet titled “U. S. Television Ownership by Counties,” mailed last week to national advertisers and their agencies, Oscar Katterman, CBS-TV director of research, announced Wednesday. This is the first time such information has been presented on a current basis, he said.

New York State has the greatest set-ownership, with 3,641,900 TV receivers as of May 1, CBS estimates. California ranks second, with 2,542,530, and Pennsylvania third, with 2,048,990.

Breaking the country up into geographic areas, the CBS data show 1,862,450 sets in New England; 7,025,200 in Middle Atlantic States; 5,895,460 in East North Central States; 1,454,350 in West North Central States; 2,287,290 in South Atlantic States; 766,240 in East South Central States; 1,054,550 in West South Central States; 305,100 in Mountain States; and 2,931,610 in the Pacific States, to make the national total of more than 23 million.

### TELESTATE®

Weekly TV Set Summary—May 25, 1953—Telecasting Survey

Editor’s Note: Set estimates appearing here are obtained annually. Since all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within a coverage area of stations. Where coverage areas of different markets overlap, set counts in use in U. S. is, is adjudicated estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area city</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>26,434</td>
<td>1,164</td>
<td></td>
</tr>
<tr>
<td>Altona</td>
<td>WBBM-TV</td>
<td>8,700</td>
<td>325</td>
<td></td>
</tr>
<tr>
<td>Amala</td>
<td>WBAL-TV</td>
<td>10,000</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Ann Arbor</td>
<td>WXYZ-TV</td>
<td>2,000</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLWB</td>
<td>330,400</td>
<td>3,300</td>
<td></td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WPTF-TV</td>
<td>47,566</td>
<td>10,056</td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td>KXIN 501</td>
<td>28,010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAM, WBLV, WMAR-TV, WMAC-TV</td>
<td>229,000</td>
<td>1,200</td>
<td></td>
</tr>
<tr>
<td>Bangor</td>
<td>WLBH-TV</td>
<td>478,994</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>WAFB-TV</td>
<td>18,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bath, Conn.</td>
<td>WDSD-TV</td>
<td>134,100</td>
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<td></td>
</tr>
<tr>
<td>Binghamton</td>
<td>WENY-FM, WBCB, WGBR, WRCB</td>
<td>104,300</td>
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</tr>
<tr>
<td>Birmingham</td>
<td>WTVT-TV</td>
<td>225,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>WOFV, WIZW, WJLB, WBBC</td>
<td>50,000</td>
<td></td>
<td></td>
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<tr>
<td>Bridgewater</td>
<td>WICC-TV</td>
<td>11,031</td>
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<tr>
<td>Buffalo</td>
<td>WGRF-TV</td>
<td>345,000</td>
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<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>325,000</td>
<td></td>
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<tr>
<td>Chicago</td>
<td>WBBM, WGN, WLS, WBKB, WXYZ</td>
<td>761,877</td>
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<tr>
<td>Colorado Springs</td>
<td>KTVV</td>
<td>19,699</td>
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<td>Columbus</td>
<td>WOSU-TV</td>
<td>413,000</td>
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<tr>
<td>Cleveland</td>
<td>WWHO, WJKW, WUAB, WKNX</td>
<td>705,190</td>
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<tr>
<td>Dallas, Ft. Worth</td>
<td>KRLD-TV, WFFA-TV, WBAP-TV</td>
<td>272,000</td>
<td>200,000</td>
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<tr>
<td>Denver</td>
<td>KGDO-TV</td>
<td>225,000</td>
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<tr>
<td>Des Moines</td>
<td>KCCI, WDCW, WOC, WWIN</td>
<td>287,000</td>
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<td>El Paso</td>
<td>KFOX</td>
<td>850,000</td>
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<td>Evansville</td>
<td>WSOI, WLTV</td>
<td>40,000</td>
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<td></td>
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<tr>
<td>Farmington</td>
<td>WNII</td>
<td>1,053,857</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fargo</td>
<td>KFYO</td>
<td>1,053,857</td>
<td></td>
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<tr>
<td>Fort Worth</td>
<td>KDFW, WFAA, WBAP, KKTV</td>
<td>272,000</td>
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<tr>
<td>Galveston</td>
<td>KGUL-TV</td>
<td>233,000</td>
<td></td>
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<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>237,643</td>
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<td></td>
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<tr>
<td>Green Bay</td>
<td>WBAY-TV</td>
<td>167,419</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greensboro</td>
<td>WBTN-TV</td>
<td>50,000</td>
<td></td>
<td></td>
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<tr>
<td>Harrisburg</td>
<td>WHFP-TV</td>
<td>167,419</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hollywood</td>
<td>WFLS</td>
<td>215,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honolulu</td>
<td>KGB, KHNL, KGBB</td>
<td>19,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC, KHOU, KHOU-TV</td>
<td>123,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huntington-Charleston</td>
<td>WSZ-TV</td>
<td>192,727</td>
<td></td>
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<tr>
<td>Indianapolis</td>
<td>WSB-TV</td>
<td>342,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJXT, WTVT</td>
<td>182,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>WJXT, WTVT</td>
<td>156,465</td>
<td></td>
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</tr>
<tr>
<td>Johnstown</td>
<td>WJAC-TV</td>
<td>658,843</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WZZZ, WWJZ</td>
<td>295,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>294,467</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lancing</td>
<td>WJMJ-TV</td>
<td>176,912</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KVWN</td>
<td>250,000</td>
<td></td>
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</tr>
<tr>
<td>Lima</td>
<td>WKOL</td>
<td>220,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lincoln</td>
<td>KOLN</td>
<td>28,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRTV</td>
<td>30,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KCRA, KTVV</td>
<td>1,576,275</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>240,828</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lubbock, Tex.</td>
<td>KDXX</td>
<td>24,990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lynchburg</td>
<td>WLEX</td>
<td>70,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madison, Wis.</td>
<td>WRTM, WTMJ-TV</td>
<td>215,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matamoras (Mex.)</td>
<td>Brownsville, Tex.</td>
<td>27,300</td>
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<td></td>
</tr>
</tbody>
</table>

Total Stations on Air 169. Total Markets on Air 115. *Includes XELD-TV Matamoras, Mexico and XETV Tijuana, Mexico. Total Sets in Use 23,990,855
Although the PIB first quarter figures show a decrease in total number of TV network sponsors, nevertheless total billings are ahead of the same period for last year.

TIME sales of the TV networks continue to mount, according to the records of Publishers Information Bureau, which show that during the first three months of 1953 a total of 168 advertisers purchased $51,693,476 worth of time on the video networks (at one-time rates, before discounts of any kind). Sum is 13.2% ahead of the $45,721,135 spent for TV network time in the first quarter of 1952, although the number of TV network clients in the opening quarter of 1953 did not come up to the 183 who used this medium in the same period of 1952.

Acceleration of TV network business rose as the year progressed, PIB data show, with March of this year rising 16.9% ahead of last March—$18,509,328 against $15,835,973—compared with the 13.2% increase for the quarter. Neither figure, however, can compare with the 74.9% increase in gross billings occurring between the first quarter of 1951 and that of 1952.

Procter & Gamble Co. was the number one TV network client in March and the only advertiser to buy more than $1 million worth of time in this medium. Other leaders (Table I) are identical with those which comprised the top ten TV network advertisers in March 1952, with one exception—General Motors Corp., in ninth place this March, replaced Kellogg Co., which ranked eighth the year before.

Table I, showing the leading advertiser in each class of business advertised on network television, shows 13 firms heading their groups which were also in that position in March 1952. Table III, reporting total gross time purchases of each group of advertisers for March and the first quarter, 1953 compared with 1952, shows a like consistency from last year to this. Food advertising ranged first, tobacco second, toilet goods third, soaps fourth and household equipment fifth in March and the first quarter of 1953. Food, tobacco, toiletries and soaps likewise stood one-two-three-four in March and January-March 1952, but in that month and quarter automotive products were the fifth most advertised on the TV networks.

<table>
<thead>
<tr>
<th>Table I: Top Ten TV Network Advertisers in March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co. $1,481,348</td>
</tr>
<tr>
<td>5. Lever Brothers Co. 571,099</td>
</tr>
<tr>
<td>7. General Mills 466,210</td>
</tr>
<tr>
<td>9. General Motors Corp. 419,910</td>
</tr>
</tbody>
</table>

Cosmetics Sales Up

RETAIL sales of perfumes, cosmetics and toiletries, not including toilet soaps, passed the billion-dollar mark in 1952, according to an estimate of Toilet Goods Assn., which calculated the 1952 gross at $1,004 million in 1952 compared with $912.8 million in 1951.

<table>
<thead>
<tr>
<th>Table II: Leading TV Network Advertisers by Product Groups for March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer, Wine &amp; Liquor</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Cat's Paw Rubber Co. $1,380</td>
</tr>
<tr>
<td>Pabst Brewing Co. 302,540</td>
</tr>
<tr>
<td>Glidden Co. 31,655</td>
</tr>
<tr>
<td>Westinghouse Electric Corp. 385,153</td>
</tr>
<tr>
<td>Associated Cork Co. 122,025</td>
</tr>
</tbody>
</table>

TABLE III: Gross TV Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access. $262,404 $254,753 $239,182 $190,035</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip. 1,245,203 1,047,560 927,824 784,385</td>
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<td></td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor 411,636 319,510 273,130 253,978</td>
<td></td>
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</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures 31,455 21,655 19,756 18,259</td>
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<td></td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks 355,941 258,957 258,957 225,030</td>
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</tr>
<tr>
<td>Consumer Services 105,296 92,107 89,240 79,740</td>
<td></td>
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</tr>
<tr>
<td>Drugs &amp; Remedies 100,296 92,107 89,240 79,740</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products 3,159,611 2,789,631 2,491,294 2,191,629</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies 1,792,178 1,509,438 1,219,204 1,058,804</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Furnishings 1,802,334 1,529,204 1,352,904 1,189,944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Materials 469,485 377,397 323,279 273,440</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras 1,341,388 1,175,939 1,016,616 896,930</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies 97,695 82,358 68,005 55,496</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Radio Spot Formula

BAB report distributed recently points out that more than half of all the families in the top three TV markets—New York, Chicago, and Los Angeles—can reach be three times each by an advertiser using one week schedule of three spot announcements a day on each of two radio stations in those markets. Developed from Audimeter reports of the A. C. Nielsen Co., the four-page presentation in this BAB series on the cumulative audience of radio advertising. It is titled "The Cumulative Audience of 21 Radio Spots Per Week . . . in Major TV Markets."

Would Pay to View, Purdue Survey Says

SURVEY conducted by the Purdue U. Opinion Panel showed that 65% of replies to a post card mailing indicated willingness to pay $1 to see a championship fight on home receivers by subscription TV. If the survey was sponsored by Zenith Radio Corp., it was understood (Closed Circuit, May 18), though Zenith was not formally identified with the project.

Dr. H. H. Remmers, Purdue, said more than 23,000 post cards were received in the first six days of returns from a list of 100,000 TV set owners supplied by TV Guide. Of the replies, 70% said they were fight fans and of this number 76% said they would pay for home viewing. Among those who are not fight fans, 21% said they would pay.

Each post card asked two questions: "Are you a fight fan?" and "If a pay-as-you-see television system were in operation, would you be willing to pay $1 to see a championship fight on television in your home?"

| Table III: Gross TV Network Time Sales by Product Groups for March and January-March 1953 |
|------------------|-------------------|
| Apparel, Footwear & Access. $262,404 $254,753 $239,182 $190,035 |
| Automotive, Auto. Access. & Equip. 1,245,203 1,047,560 927,824 784,385 |
| Beer, Wine & Liquor 411,636 319,510 273,130 253,978 |
| Building Materials, Equip. & Fixtures 31,455 21,655 19,756 18,259 |
| Confectionery & Soft Drinks 355,941 258,957 258,957 225,030 |
| Consumer Services 105,296 92,107 89,240 79,740 |
| Drugs & Remedies 100,296 92,107 89,240 79,740 |
| Food & Food Products 3,159,611 2,789,631 2,491,294 2,191,629 |
| Household Equipment & Supplies 1,792,178 1,509,438 1,219,204 1,058,804 |
| Household Furnishings 1,802,334 1,529,204 1,352,904 1,189,944 |
| Industrial Materials 469,485 377,397 323,279 273,440 |
| Jewelry, Optical Goods & Cameras 1,341,388 1,175,939 1,016,616 896,930 |
| Office Equip., Stationery & Writing Supplies 97,695 82,358 68,005 55,496 |

Source: Publishers Information Bureau

Broadcasting • Telecasting
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 ¾-million Auto Radios, and the 1½-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 . . .
TV MONEY IS NOT DIVERTED

Magazine Advertising Bureau figures, covering 160 advertisers spending $25,000 or more in network television during last six months of 1952, are released. MAB says TV advertising is largely new money.

TELEVISION advertising is largely new money, appropriated for TV and not diverted from some other medium or media, according to an analysis of expenditures of TV network clients in other media in the final half of 1952 compared with the same period of 1951. This is the fifth in a series of such studies made by Magazine Advertising Bureau.

MAB figures, covering 160 advertisers spending $25,000 or more in network television during the last six months of 1952, show the following changes in advertising appropriations:

<table>
<thead>
<tr>
<th>Network TV</th>
<th>Magazine</th>
<th>Network Radio</th>
<th>Sunday Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,108,114</td>
<td>$6,184,580</td>
<td>$5,720,604</td>
<td>$1,921,602</td>
</tr>
<tr>
<td>+45.7%</td>
<td>+36.4%</td>
<td>+14.4%</td>
<td>+15.9%</td>
</tr>
</tbody>
</table>

Of those 160 TV network advertisers, 146 also use magazines, 93 network radio and 98 Sunday supplements in 1951 or 1952, MAB noted. Of the 146 magazine advertisers, 82 increased and 64 decreased their use of magazine space in the second six months of 1952 compared to 1951; of the 93 network radio clients, 45 increased and 48 decreased their radio network time purchases; of the 98 Sunday supplement users, 46 bought more space, 52 less or none, MAB said.

"With something as fast moving as network advertising, it has been up to now, it's hard to generalize," MAB concluded. "But certainly this new medium would seem to have fitted into the advertising pattern of its users with a minimum of dislocation to the established and tested media."

Revenue Bureau Releases Radio-TV Income Standings

INCOME and excess profits figures for over 1,000 radio broadcast and television corporations for 1950 are shown in an industry-wide breakdown made public last week by the Bureau of Internal Revenue.

The bureau found that 1,071 active corporations had net income of $57,886,000 for 1950 on which they paid a total tax of $22,249,000. Breaking down this total, it was found that $20,580,000 consisted of income taxes and $1,669,000 of excess profits taxes.

Dividends paid in cash and assets other than stock totaled $19,064,000. The bureau found that 469 corporations showed a 1950 deficit of $6,405,000.

In a breakdown of corporate income tax returns which showed excess profits tax liability, the bureau found that 175 corporate returns showed net income of $33,830,000, excess profits net income of $33,395,000 and excess profits credit of $21,965,000. The bureau study shows adjusted excess profits tax income of $11,426,000.

Total taxes were found to be $14,868,000, of which $13,199,000 was income and $1,669,000 was excess profits.

June ‘Guest Star’ Shows Set

PRODUCTIONS for June of Guest Star show packages, Treasury Dept. shows promoting sale of U.S. Savings Bonds, will be mailed to 2,900 AM and FM stations, John Koepf, chief of the Savings Bond Div. public liaison section, said last week. The shows will feature singers Georgina Gibbs, Kay Starr, Jack Webb and Rosemary Clooney. Production was handled by Ed Linehan, chief of the Savings Bond Div. advertising section, and his assistant for radio, Harry Gatton.

Telenews Editing Table

TELENEWS Productions reports it has purchased a new type of editing table to speed production of news films for television. Called “Filmscheidetisch” (literally speed cutting table), it was developed by the Reiske & Hoepfner Co. of Germany. It is equipped with a viewing screen and sound amplifier, and according to Telenews, permits the film editor "to do a complete editing job on sound or silent films."

AP Sets Coronation Features

AP radio plans to distribute to clients a special series of five-minute features for use during the week immediately preceding the Coronation of Queen Elizabeth II, June 2. Features will include a general biography of the queen, an account of Capt. Blood and the Crown Jewels, and a review of Coronation traditions.
WAVE-TV, LOUISVILLE, CHANNEL 3

NOW SERVES FAR GREATER TV MARKET!

New 914-FT. ANTENNA!
(above average terrain)

New LOW CHANNEL!
(from Channel 5 to Channel 3)

New 100,000 WATT POWER!
(up from 24,000 Watts)

New, ALL-NEW EQUIPMENT!
(the most modern available)

WAVE-TV's television market — always the largest in the Kentucky-Indiana area — is now at least 50% bigger than it used to be.

According to FCC coverage curves, the new WAVE-TV television market has 52.1% additional families . . . living in an 85.5% larger area . . . spending 54.0% more on Retail Sales . . . and representing 51.5% more Effective Buying Income!

Don't neglect the new and vitally important WAVE-TV television market. Ask Free & Peters for all the facts about it — and about WAVE-TV, the only station that can deliver it intact, and with impact!
Vacarro To AP Capital Post

APPOINTMENT of Ernest B. (Tony) Vaccaro, AP White House correspondent from 1945 to 1952, as executive representative of AP's radio division in Washington was announced last week. He succeeds Howard L. Kany, who has resigned to direct CBS' Washington News Film Division [CLOSED CIRCUIT, April 27; BtT, May 18].

In his new post, Mr. Vaccaro will assist radio stations in their contacts with FCC and will supervise the AP Washington city service.

Stark-Layton Names Harris

STARK-LAYTON Inc., program packagers and producers, last week announced the signing of Burt Harris, production manager of KKTV (TV) Colorado Springs, Colo., as executive producer of Ladies' Choice, to be carried on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT, starting June 8. Others to work on the series, which will originate in Hollywood, are: Midge Stark, production assistant; Mrs. Lillian Greene, coordinator of activities with women's organizations, and Ed Sobol of NBC-TV's West Coast staff, who will serve as co-producer.

Radio's GROWING

People listen to radio in cars, kitchens, yachts, bedrooms, trains, canoes, living rooms; on beaches, tractors, mountain-tops and deserts.

And WGN reaches more homes per week than any other Chicago station—in the second largest market in the nation.

A Clear Channel Station Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

MBS

Chicago offices for Minneapolis, St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Geo. F. Hollingshead Co.
Adverting Solutions for All Other Cities

Los Angeles—411 W. 5th Street • New York—606 9th Avenue • Atlanta—223 Peachtree Street

Chicago—207 N. Michigan Avenue • San Francisco—618 Market Street

Trade Assns.

RADIO STILL IS PROSPEROUS

The medium faces a promising future beside its kin, TV, according to NARTB's Fellows and Richards, who were speakers at separate broadcasters' meetings last week.

Radio continues to be a prosperous industry and faces a promising future living beside television, its electronic kid brother, in the opinion of two top NARTB executives.

Harold E. Fellows, NARTB president, and Robert K. Richards, administrative vice president, told two state associations late last week how broadcasters are successfully meeting TV's competition. Mr. Fellows spoke Thursday to the Pennsylvania Assn. of Broadcasters at Bedford Springs. Mr. Richards was on the Saturday program of Kansas Assn. of Broadcasters at Topeka.

Emphasizing there are half again as many radio stations in the U. S. as there were in 1948, Mr. Fellow added that there are at least 65% more receiving sets and the nation's advertising investment has gone up 35%.

At the same time Mr. Fellows sounded a vigorous warning against the two "greatest evils" of aural broadcasting—uncertain rate policies or lack of rate policies, and rate-cutting. The latter he termed "a downright stupid practice."

Mr. Richards pointed out that radio stations are meeting the new competitive factor by renewed efforts to develop new business, with most severe losses found in the area of national advertising.

These radio program trends were noted by Mr. Richards: Tendency to develop and promote radio personalities on live shows, such as farm and women's programs and disc jockey shows; broadening of local news coverage; more local programs developed; more care in selection of music, and better public interest programming.

He found renewed stress on development of local accounts, supported by more market data and better servicing of accounts. Use of persuasive rather than pressure selling methods has occurred in many areas, he said.

SCAAA Annual Conference Set Thursday-Saturday

CARRYING out the theme, "How An Advertising Agency Can Operate Profitably," the third annual conference of Southern California Advertising Agencies Assn. was held Thursday through Saturday at Hotel del Coronado, Coronado, Calif., according to Kai Jorgensen, SCAA president and executive vice president of Hixson & Jorgensen Inc., Los Angeles.

Among speakers were Jim Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood, who talked Friday on "Tomorrow—Radio, Motion Pictures and Television." Panel members who discussed "How Media Can Best Serve the Advertising Agencies" on Saturday, included Stan Spero, account executive, KMJZ, and John Vrba, sales manager, KTTV (TV), both Hollywood.
When you ride the road to success with Operation Chain Action, you’re traveling with a proven performer on WBAL, Radio Baltimore!

Operation Chain Action... a mighty advertising-merchandising plan... a chain of hard hitting selling operations all pushing your product in one unified promotion. You get powerful radio advertising with a big merchandising plus... 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action means business... for you!

And one success story follows another! National Spot advertisers show increased sales and distribution for such products as... candy, insecticide, cigarettes, relish, peanut butter, tea, salt! Want to know more about Operation Chain Action... the advertising-merchandising plan with the double punch! Contact your Petry man... he’ll be glad to put you on the right track, the road to success with Operation Chain Action!

WBAL
RADIO BALTIMORE
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.
Landmarks in history... and...

landslides
in sales

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Washington Monument... if you're looking for a landslide in sales, try "Here's Archer" on WRC... the only local radio program in Washington regularly featuring live music. Now expanded to 90 minutes daily, baritone Gene Archer's show will help you get your share of the $5,698 in retail sales per household spent annually by District of Columbia residents.

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

---TRADE ASSNS.---

TV's Benefits Cited To NRDGA Session

A panel session arranged by NARTB tells the Cincinnati convention that close working relationships between retailers, television people are essential.

TELEVISION offers retail stores an advertising medium of powerful impact at reasonable cost, the National Retail Dry Goods Assn. was told Tuesday during a TV panel held in connection with the mid-year merchandising meeting at the Netherlands Plaza Hotel, Cincinnati.

The panel was arranged by NARTB at the invitation of Howard P. Abrahams, manager of NRDGA's sales promotion division. Howard Bell, assistant to NARTB's TV vice president, presided at the panel.

Pointing to the need for close working relations between retailers and TV, Mr. Bell said the medium offers an effective sales device. He recalled that retailers sold over $164 billion worth of goods in 1952—11.6% of it through department stores. He said TV advertising is 85% local and 15% national.

Bernard Barth, assistant director of TV operations for the Crosley stations, suggested department stores have specialized TV personnel just as they have newspaper specialists. Retail copy for television should be written by department store people, he said.

Bernice Foley, fashion commentator of WCPO-TV Cincinnati, said fashion shows on TV should be more personal and intimate than store shows, with little need for elaborate ramps and props.

H. P. Lasker, general manager of WLWD (TV) Dayton, a Crosley station, cited case histories of successful TV selling by the Rike-Kumler store in Dayton, now in its third television year. The station and store work together in developing the right formula, he said, and WLWD actually built a television studio in the store. In turn the store maintains an exclusive TV staff, which carefully plans the five weekly half-hours two weeks in advance.

Mr. Lasker said the five periods cost the store about $1,000 a week, not counting the store's own TV personnel.

Paul E. Wagner, commercial production manager of WKRC-TV Cincinnati, recalled that while TV talent and production costs had risen 24% in 1952 over 1951, the number of TV homes was up 45%, bringing the cost-per-thousand down 15%.

Mr. Wagner suggested advertisers should learn more about television. The visual medium is not like radio, on which a store can call the station and get a good selling campaign on the air within minutes or hours, he continued.

Correspondents Group Formed

FORMATION of the Government News Correspondents' Assn. in Washington, D. C., has been announced. The group will draw membership from newspaper, radio and television correspondents who report and edit news about the Government and its employees.

Broadcasting • Telecasting
In Atlanta, WSB-TV gives you more for your money ... considerably more

The big 10-county "single-station" audience WSB-TV gives you includes the important Macon, Georgia, market. Population of this entire 10-county bonus you get with WSB-TV is 387,600—as many people as live in a city comparable in size to Louisville, Kentucky! Ask a Petry man to tell you more about this first Nielsen report. It's interesting.
Here is your COMPLETE technical and creative TELEVISION library in two unsurpassed books by RUDY BRETZ and EDWARD STASHEFF

TELEVISION SCRIPTS For Staging and Study

Just Published. A complete, expert, practical course in Creative Camera Techniques, this new book by the authors of THE TELEVISION PROGRAM is a production manual covering all the principal types of TV programs. Here is the first book to reveal a new system of gripless camera work without royalties, with full production notes and suggestions from the top flight directors who originally produced the shows. Get a complete glossary of director's marking symbols, diagrams and notes on composition, special camera effects, and cutting techniques. Every step in the staging and production of virtually every type of TV script is clearly explained. 332 pages. $4.95

THE TELEVISION PROGRAM

Its Writing, Direction, and Production

The foremost book in the field, it has become the "bible" of students and workers in TV, adopted within one year by over 50 colleges, universities and schools of television. Fully illustrated with photos, diagrams, production charts and scripts. "This is it! ... A complete book on television. ... It has my unqualified endorsement." — CHARLES F. HOLDEN, Ast's National Director of Program Production, American Broadcasting Co. 334 pages. $4.95

Essential for daily use and reference by
• Writers • TV Program Directors • Advertising Agency Executives • Students in TV courses • TV Program network TV Directors and good Vendors • Art Directors • Workshop Groups • Student Directors and Producers • School and College TV Course Teachers • Stage Managers • Assistant Directors • Choreographers • Musical Directors • Script Assistants

Television is a Billion Dollar Industry! This two-volume TV library will give you the "know how" needed to make TV successful for YOU! Send for them TODAY!
The Top Banana!

Besides operating the Radio Station with the fabulous personalities and the astronomical Hoopers, we own and operate the largest legitimate Theater in the United States.

THE KRNT THEATER is the "Showplace for All Iowa."

So what happens? Well, the Station promotes the Theater and the Theater promotes the Station, and we learn about Showbusiness from both!

Last year over a half-million people passed through our Theater doors. That's a lot of people--AND a lot of KRNT impressions.

We fill our 4,200-seat house with Guys and Dolls, the Top Bananas, the South Pacifics--and with our own special radio broadcasts. We fill it once a week with wrestling—we fill it once a year with The Metropolitan Opera. From the ridiculous to the sublime.

You've got to be a fool for luck and you've got to know Showbusiness to do the job we do in both Radio and Theater.

When you go on the line for $18,000 against a big percentage for a one-night stand of The Metropolitan Opera performance of "Aida", and you scale the house at $28,000 you've got to have faith in your judgment, to say nothing of confidence in the promotional go-power of your organization.

And we ARE promoters out here. For instance, here's one way we promote our sportscaster, Al Couppee. We just signed up a pro football game for next fall—New York Giants vs. Chicago Bears. Couppee will invite every football coach in Iowa to the game and a special clinic. We guaranteed the teams a big hunk of dough against a percentage, come rain or snow, hell or high water. The sky's the limit—and that's no pun! If you want some extra thrills for your work, try gambling with that unpredictable sky when the stakes run high and Uncle Sam takes 20% off the top yet!

Yes, we're in Showbusiness clear up to our necks out here in Iowa—and we love it. We make lots of plans and no little ones. Something happens—every day—at KRNT. We don't know what mess looks like.

We operate the Station in much the same way as we do the Theater. We know you got to have stars. We have them... we call them personalities. And most of them are known throughout the land.

There's DON BELL, who Hoopers sky-high. He filled the Theater on a couple of occasions at 6 o'clock in the MORNING!

GENE EMERALD, a veteran in Showbusiness who's been with us eight years now and going great guns with his afternoon stint.

SMOKEY SMITH, the most popular country-music (hlibibly) star in this area. What a salesman—and doesn't make any difference whether it's 5:30 in the morning or 5:30 in the evening, HE SELLS!

AL COUPPEE, the most publicized sportscaster in the Midwestest. He's known out here as "Mister Sports" of Radio, and he IS!

BILL RILEY, Iowa's most popular quizmaster, auction operator, and emcee of the fabulous children's safety show. He appears before thousands and thousands of people every year.

AL ROCKWELL, our late-night man who's recognized by everyone as a "musician's musician" but talks real friendly and down-to-earth on the air and plays the kind of music that entertains the most.

SPECK REDD, our newest addition to the roster. A terrific piano artist who not only "sends you" but "comes and gets you" for an hour every Saturday night.

NEWSCASTERS? We've got the best... Russ Van Dyke, Paul Rhoades, Don Soliday, Gordon Gammack, Dean Naven, Mac Danielson. (Gammack is in Korea covering that story). When we advertise: "You get the news first—and you get it right—when you listen to KRNT!"—IT HAPPENS. Any week-day quarter-hour newscast on KRNT is the highest Hooper-rated newscast in Des Moines—BY FAR. You don't inherit news fans—YOU EARN 'EM!

That's not our total Personality list, but it gives you the idea right off that we're running a real station out here—A LEADER IN THE NATION; THE LEADER IN DES MOINES.

We find out the hard way what people will pay to see and hear at the theater. Then we are better radio people. We learn about Showbusiness from both.

When you place your advertising on this station—KRNT (CBS)—you're buying a piece of Showbusiness that grabs and holds listeners.

Here's a quick audience picture that would open anyone's eyes not familiar with it. The Hooper figures for January, 1953, for Des Moines make it clear again—KRNT with the biggest audience by far, morning, afternoon, evening.

Morning—KRNT is FIRST in all but 2 of 22 rated periods.

Afternoon—KRNT is FIRST in all but 1 of 24 rated periods.

Evening—KRNT is FIRST in 36 out of 63 rated periods.

Sunday afternoon—KRNT is FIRST in all but 2 of 12 rated periods.

Like we say: You're RIGHT when you buy KRNT for your product or for your client's products. You get the BIG-TIME buy on KRNT, the station with the Fabulous Personalities and the Astronomical Hoopers. All Iowa looks to KRNT for entertainment... KRNT is the Showplace for All Iowa!

Katz Has
The Whole Story

KRNT
Des Moines, Iowa

The Register and Tribune Station
The Top Banana in Iowa
How Do These 12 Things Affect The Price of MEAT?

1. Hides and skins for leather goods.
2. Rennet for cheese making.
4. Glycerin for explosives used in mining and blasting.
5. Lanolin for cosmetics.
6. Chemicals for tires that run cooler.
7. Medicines such as insulin, pepシン, epinephrine, ACTH, cortisone... and surgical sutures.
8. Drumheads and violin strings.
10. Bone charcoal for high-grade steel, such as ball bearings.
11. Wool for clothing.
12. Special oils and organic chemicals widely used in industry.

Did you know... that all these items help to bring your meat from farm to table at a lower service cost than almost any other food?

American Meat Institute
Headquarters, Chicago • Members throughout the U.S.
The city of Charlotte is merely the “home office” of the CHARLOTTE MARKET. Almost 1½ million people live within a 50-mile radius — 31,000 of them in textile- and railroad rich Salisbury. To power the industry of the Salisbury area, Duke Power Company has located and is now expanding — this massive steam electric generating plant. Salisbury unites with a score of similar towns to validate the Charlotte market story. For coverage to match the market, draw on powerful Jefferson Standard stations, WBT and WBTV.
Television and radio audiences in the millions... record-breaking personal appearances... a tremendous following of fans from coast to coast — that's the Sammy Kaye story!

And with that story, Thesaurus subscribers are clinching sponsor sales with "The Sammy Kaye Show" — the newest addition to RCA's Thesaurus Library. The sales power of this show is proved by the time charges and talent fees already made by Thesaurus subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on "The Sammy Kaye Show" — only one of 31 big-name, easy-to-sell shows available to you as a Thesaurus subscriber. Clip and mail coupon now!

*NARTB Success Story #3

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**GOVERNMENT**

ONE UP, ONE DOWN IN TEXAS TV BIDS

FCC grants vhf Ch. 4 at Harlingen to KGBS as Tom Potter's CP for uhf Ch. 24 at Austin is returned. Post-thaw grant total now stands at 361, but three (all from Texas) have been returned.

TEXAS again gained and lost one TV authorization last week as the FCC granted vhf Ch. 4 at Harlingen, Tex, to KGBS there while Potter revoked his construction permit for uhf Ch. 24 at Austin, where KTBC-TV is operating on vhf Ch. 7. The Ch. 4 award to KGBS was the only new TV station approved by the Commission during the week. The single grant boosts post-thaw authorizations to a total of 361, but three of these CPs have been returned, all from Texas. Aside from the Potter permit for Austin, the others returned were KGKL's CP for vhf Ch. 3 at San Angelo and Permian Basin TV Co.'s CP for vhf Ch. 2 at Midland.

Mr. Potter, who said he will retain his permit for WTIV (TV) Chattanooga on uhf Ch. 43, told the Commission he was giving up his Austin grant because of difficulty in locating an adequate site and obtaining equipment.

The Ch. 4 grant at Harlingen was issued to Magic Triangle Televisors Inc., owned by KGBS principals. Effective radiated power of 13 kw visual and 6.9 kw aural is specified, with antenna height above average terrain of 410 ft.

The KGBS grant was made possible by withdrawal of a fortnight ago of an application for vhf Ch. 361, from Houston Mayor Roy Hofheinz, who owns KSOX Harlingen (B&T May 18). In other TV actions, FCC designated for consolidated hearing in Washington on June 19 three competitive applications for vhf Ch. 12 at Shreveport, La. These are KRMK, KCJ and Shreveport TV Co.

The Commission advised Northwestern School of Bible College Inc. that its application for a new commercial TV station on vhf Ch. 23 "involves considerations which indicate the necessity of a hearing."

Permit for vhf Ch. 13 issued a fortnight ago at Eugene, Ore., to Eugene TV Inc. was modified by FCC last week to include condition that part owner C. H. Fisher must divest himself of all interest in KUGN there, which he acquired earlier in a reshuffle of stockholders in the TV applicant, KUGN and KORE (B&T May 18, 41).

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**OREGON BROADCASTERS GET POLITICAL LIBEL RELIEF**

OREGON state radio and TV station operators are guaranteed immunity from libel suits arising from statements by political candidates on broadcasts or telecasts in a bill signed by Gov. Paul Patterson, May 2. It complements existing Oregon laws protecting broadcasters from liability for defamatory remarks unless it can be proved the station failed to exercise due care.

Sponsored by the Oregon State Broadcasters Assn., and introduced Feb. 20 in the Oregon House of Representatives, the measure was passed in the closing days of the legislative session without a dissenting vote, according to OSBA.
Mr. V. V. Holmes, Manager
Antenna Power Department
Wincharger Corporation
Sioux City, Iowa

Dear Mr. Holmes:

Your cooperation in helping WKAB-TV to get on the air in record breaking time cannot be measured in dollars and cents. When we installed our 260 foot type 300 Wincharger antenna for anything other than our A & W operation, we had no idea of using this antenna for anything other than our A & W operation. You can imagine our extreme delight to learn during our recent TV installation, that we could also use our Wincharger as a mount for our 40 foot, 2600 pound, 5 bay, G.E. helical antenna. The trouble that you and your staff went to in blue prints without cost was almost too much to expect, even to the machining of the top plate for the TV mount. We were also more than pleased with the reasonable cost and prompt service you gave us on the shipment of this plate.

I personally think that this type of service and interest when the element of time meant thousands of dollars should not go unrecognized. More words cannot express our appreciation. We are gratified by all you have done, and it is with great satisfaction for a fine antenna installation that I write this letter of thanks to you.

Sincerely yours,

H. Eugene Miller
Chief Engineer
WKAB-TV

QUALITY that ENDURES!
That's the WINCHARGER combination, the reason why more TV, AM and FM stations specify WINCHARGER than any other tower. From coast to coast... and all over the world they have demonstrated their durability, ease and economy of maintenance, and maximum efficiency. Whatever your tower needs may be, you'll find that WINCHARGER will serve you well, too.
KOTA operator confers at White House and Republican National Committee, under sponsorship of Sen. Case. Mr. Gillett, veteran engineering consultant who plans to retire from practice, urged to seek Commission vacancy. Several others still in running for post to be open June 30 when Comr. Walker's term expires.

LAST WEEK saw two new names crop into speculation for the vacancy on the FCC to be created June 30 with the expiration of the term of the veteran Democrat, Paul A. Walker.

Newcomers are:
Robert J. Dean, president of KOTA Rapid City, S. D.
Glenn D. Gillett, consulting engineer of Virginia, who is retiring from his engineering practice on July 1.

Mr. Dean, who has been in radio since 1922 and is a lawyer, was called to Washington at the instance of Sen. Francis D. Case (R. S. D.). He conferred at both the White KOOK Phoenix, controlled by Gene Autry; Edward J. Heffron, former NARTB public relations man and formerly with Johnson & Johnson (Closed Circuit, May 18), and J. Paul Marshall, Washington attorney, who has been prominently identified with the Young Republicans of Maryland.

Mr. Gillett, it was learned, has been urged by friends to seek the FCC post. He is 55 and has decided to retire from consulting practice since he has adequate means. A Republican, he has lived in Virginia since he began his consulting practice in 1936. He was formerly with Bell Telephone Labs in New Jersey and has done considerable government work, having given up his practice during World War II to function as a chief engineering consultant to the Army Signal Corps. He is a native of Colorado but lived in California for many years.

Mr. Dean practiced law in South Dakota following his graduation from the State University. He practiced in Watertown from 1926 until 1929 and for the following three years was special counsel for J. I. Case Co., farm machinery manufacturers.

Mr. Dean, 51, started in radio in 1932. He owns control (55.5%) of KOTA and KOZY (FM), and is an applicant for TV Ch. 7. He has built seven stations in South Dakota.

Although he has not been active in state politics, he did serve on the City Commission from 1949 until 1952. He has been a Republican for 25 years and was active in the Eisenhower campaign. Mr. Dean is married and has two daughters, 20 and 22, now attending college.

Mr. Dean's two visits to the White House ostensibly were to talk over the President's planned trip to Rapid City on June 11 when he will address the Young Republicans National Convention and visit Mt. Rushmore National Park.

Strongest proponent of Mr. Garland, who has been in the running virtually from the start, is Eugene C. Pulliam, Republican National Committeeman, publisher of the Indianapolis News and Star, and owner of WIRE. Mr. Pulliam, a potent political figure, also lives part of the year in Phoenix, where he owns the Republic and Gazette.

Robert J. Dean

House and the Republican National Committee but did not see the President.

Contacted by B•T, Mr. Dean was noncommittal. It was learned, however, that the FCC vacancy was discussed and that Mr. Dean was confronted with the preliminary decision as to whether he would be willing to divest himself of his 55% interest in KOTA and KOZY (FM), as well as his ownership of Radio-Games Service, which controls five "Service Marks" it is syndicating in the premium-content field on radio.

Presumably, if Mr. Dean decides to dispose of his holdings, he will become an active candidate, and Sen. Case, a close personal friend, evidently already has urged him to seek the appointment which would complete the Republican reorganization of the Commission. The FCC balance then would be four Republicans (Hyde, Chairman; Sterling; Doerfer and the new appointee; Democrats, Hennock and Bartley, and Webster, Independent).

Despite the fact that there have been a number of candidates for the post, word has gone the rounds for some days that the FCC post is still "wide open." Others in the running include Charles Garland, general manager of KOOL Phoenix, controlled by Gene Autry; Edward J. Heffron, former NARTB public relations man and formerly with Johnson & Johnson (Closed Circuit, May 18), and J. Paul Marshall, Washington attorney, who has been prominently identified with the Young Republicans of Maryland.

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Although he has not been active in state politics, he did serve on the City Commission from 1949 until 1952. He has been a Republican for 25 years and was active in the Eisenhower campaign. Mr. Dean is married and has two daughters, 20 and 22, now attending college.

Mr. Dean's two visits to the White House ostensibly were to talk over the President's planned trip to Rapid City on June 11 when he will address the Young Republicans National Convention and visit Mt. Rushmore National Park.

Strongest proponent of Mr. Garland, who has been in the running virtually from the start, is Eugene C. Pulliam, Republican National Committeeman, publisher of the Indianapolis News and Star, and owner of WIRE. Mr. Pulliam, a potent political figure, also lives part of the year in Phoenix, where he owns the Republic and Gazette.

Webster Goes Abroad

FCC Comr. E. M. Webster flew to England May 15 in advance of the May 26-June 13 meeting of International Telegraph Consultative Committee at Arnhem, Netherlands. He will head the U. S. delegation. Marion Woodward, chief of FCC's International Division, sailed for Holland May 16. Comr. Webster was to discuss maritime radio matters first at London, then fly last Wednesday to Geneva for conferences on International Telecommunications Union matters. His return to Washington is scheduled for mid-June.
KEY TO THE CITY

KPIX consistently wins not only awards such as this for public service, but accolades from sponsors for many a job well done. "Unusual policies" in public service, coupled with great CBS, DuMont and local programming, have won such faith and following that KPIX is indeed the "key to the city"...and to every television home...throughout Northern California.

KPIX TELEVISION CHANNEL
SAN FRANCISCO, CALIF. 5

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency.
GOVERNMENT

HYDE TELLS HEARING SPEED-UP PLAN

Three-point plan to accelerate TV hearings involves FCC rules revision, more examiner teams and changes in law.

THREE-POINT plan to speed up handling of TV hearing cases was discussed Monday by FCC Chairman Rosel H. Hyde and the Senate Interstate & Foreign Commerce Committee, the latter giving the Commission some “home work” in the form of additional committee questions.

As discussed, the proposed speed up involves:

- Revision of FCC rules and procedures to shorten hearing records and expedite staff and Commission action on such cases.
- Provision by Congress of supplemental funds to hire more hearing examiner “teams” to clear the backlog of 650 applications.
- Suggested changes in the Communication Act and possibly the Administrative Procedure Act to remove administrative “obstacles” held to be in the way of efficient Commission functioning with respect to TV hearing cases.

At the morning meeting with the committee, Chairman Hyde reported for the first time that the Commission at its May 14 meeting decided to revise its policy in the handling of TV applicants who become the sole survivors in a comparative hearing after opposing applicants withdraw from the contest. He told the committee FCC henceforth will retain the sole survivor in hearing status for decision by the examiner and will not, as before, put such survivor back into the regular processing line, making him “vulnerable” to new competitive bids.

Proposals under consideration by FCC to further streamline procedure, according to Chairman Hyde, include:

- Plan for “paper” TV hearings, in which affirmative cases would be made in writing and oral presentation would be limited to cross examination of specific witnesses [Closed Circuit, May 18].
- Extension of the principle of the “cut-off rule” to cases destined for eventual comparative hearing but not yet designated formally. The cut-off rule requires a new applicant to file more than 30 days before a comparative hearing begins if he wishes to be included in the contest.
- Suggestion for local publication of “due notice” by a TV applicant upon filing at FCC, so many days after which he would receive protection from a competitive application and thus be ready for consideration by the Commission.
- Intent of Commission to advise its examiners to “contain” their hearing records to essentials and to cut out needless minute detail. Latter practice drew rebuke of some Committee members who cited “comparative consideration of the number of janitors” a proposed station would have.

Chairman Hyde informed the Committee that bolstering of the Commission’s present 12 examiners with the seven new teams provided by the proposed $7.1 million FCC budget would provide “substantial relief” in TV processing.

As to legislative changes, Chairman Hyde discussed:

- Provisions of the McFarland Act amendments which prevent the Commission from talking with its “staff officers” (general counsel, chief engineer, chief accountant) and hearing examiners. He felt these restrictions are beyond the requirements of the Administrative Procedure Act.
- Present interpretation of Sec. 309(c) of the Communications Act which allows “parties of interest” such as local radio stations to protest, on grounds of “economic injury,” the permits for new TV stations. Chairman Hyde said Justice Dept. representatives already have indicated a local theatre operator may have right to protest a TV grant under Sec. 309(c).
- Transfer of FCC hearing examiners from Civil Service status to direct employment by FCC so as to assure more efficient hearings. This point was emphasized by committee member Sen. John W. Bricker (R-Ohio).

Chairman Hyde was accompanied to the Monday morning meeting by all other Commissioners excepting Comr. E. M. Webster, now abroad on telecommunication matters [see story, page 54]. Also attending were FCC Broadcast Bureau Chief Curtis B. Plummer and Assistant Chief Joseph M. Kittner.

In Chairman Charles W. Tobey’s (R-N.H.) absence, Sen. Homer E. Capehart (R-Ind.) presided for the Senate Commerce Committee.

The FCC Chairman reported some 169 stations are operating and 630 applications remain to be processed through comparative hearings. A total of 732 communities have channels applied for, he said.

Virtually all non-hearing applications have been “screened and granted” by this time, he reported.

Baseball Could Protest TV

After Chairman Hyde explained that Justice Dept. spokesmen have indicated local theatre operators may have legal right under Sec. 309(c) to cite economic injury and protest TV grants, Sen. George A. Smathers (D-Fla.) asked, “What about baseball?”

“I could see the possibility,” the Chairman retorted.

On the newly revised policy for handling of survivors in comparative hearings, Chairman Hyde explained it formerly has been the practice to return the survivor to the non-hearing processing line, despite vulnerability to new attack, because there was no preliminary processing of bids as to legal and technical qualifications as is now done under the revised hearing procedures.

Since, under the new hearing rules, an applicant is found basically qualified and would be granted were it not for the contest, he now will be kept in hearing status for prompt decision should he become a sole survivor.

Sen. Capehart expressed fear that the changed policy might encourage “collusion” and “fake hearings” among applicants in order to prevent competition and gain the cloak of protection afforded by hearing status. He and Sen. Smathers felt the policy, when effected, should be made retroactive to prevent such abuse.

Without a retroactive clause, Sen. Smathers pointed out, he could run around the country and tie up uncontested bids, then wait to be bought out by the legitimate applicants.

For protection of pending bids still awaiting FCC action, Chairman Hyde also suggested a cut-off rule to protect them from competitive attack. He thought local community notice by advertisement of filing with FCC might work, with the cut-off to apply for many days thereafter on filing of competitive bids.

Asked by Sen. Capehart if TV processing efficiency would be helped by cutting out “dead weight” from FCC’s staff, Chairman Hyde replied, “I think dead wood would be at a minimum in our agency.”
ANOTHER

Big Extra Value for K-NUZ advertisers

K-NUZ plugged your product to 70,000 people at the Houston Annual Home Show, April 19-April 21.

An impressive booth display with glittering signs, colorful balloons and a revolving display of K-NUZ’s top disk jockey personalities attracted the attention of visitors—thousands of regular K-NUZ listeners—to the products advertised on Houston’s leading independent station.

NATIONAL AND REGIONAL ADVERTISERS:

- ANAHISET
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- FROSTIE
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- HADACOL
- JELL-O PUDDING
- JELLO PIE FILL
- KAISER-FRAZER
- LADIES' HOME JOURNAL
- LIFE
- LONE STAR BEER
- MANISCHWITZ WINE
- MUSTERLE
- NABISCO MILK BONE
- NADHOLA
- NADORNEO
- O. J. BEAUTY LOTION
- PHENIX DAIRY
- PREAM COFFEE CREAM
- PRELL
- PRENER
- RAYCO SEAT COVERS
- RAYTHEON TV
- RCA TV
- ROBERT HALL CLOTHES

ROYAL CROWN
SATURDAY EVENING POST
7-MINUTE PIE MIX
SILVER DUST
SILVER SPUR DUDE RANCH
SOUTHERN SELECT BEER
SIS TONIC
STARBACK
SULFUR B
SWANS DOWN CAKE MIX
TABASCO SAUCE
TENDERLEAF TEA
TREND
WILDROOT CREAM OIL

DAVE MORRIS, Manager • FORJOE, National Representative

K-NUZ
1-2-3 ON YOUR DIAL
4701 CAROLINE • HOUSTON
TWX - HO - 414
CBS ENTERS FIELD FOR BOSTON CH. 5, REACHES FCC’S LIMIT FOR TV OUTLETS

The network’s application is pitted against those of WHDH Boston and Greater Boston TV Corp. It proposes operations far more extensive than either of the competitors.

CBS filed for Boston’s vhf Ch. 5 Friday and thereby reached for the FCC-imposed ceiling of five on multiple station ownership. WEEL-AM-FM there is CBS owned-and-operated.

The network is a permittee of WBBM-TV New York; KNXT (TV) Los Angeles, and WBBM-TV Chicago and, as owner of KMOK St. Louis, has filed for Ch. 4 there.

A keen fight is developing for Boston’s only unclaimed vhf outlet with WHDH, owned by the Boston Herald-Tribune, and Greater Boston TV Corp., formed by 21 Hub businessmen including Joseph A. Dunn, president of WOWL there, already in the field. Hillreth & Rogers Co., is expected to dismiss its bid, having sold its only outlet, WLAW Boston-Lowell, to General Teleradio Inc., owner of WNBC-TV there 1B-WT, May 11.

The network has proposed a far more extensive operation than either of its competitors.

For one thing, its estimated construction cost of $1,907,887 is almost double the combined estimates ($972,763) submitted by WHDH and Greater Boston TV. Also, anticipated first year revenues of $1,270,000 far exceed Greater Boston TV’s expected $700,000 or the $798,130 WHDH figured.

A breakdown of cost items showed $806,000 proposed for buildings, $488,400 for studio equipment and $363,647 for transmitters and antenna.

Like its competitors, CBS proposed an effective radiated power of 100 kw visual and 50 kw aural. It plans a 1,000-foot antenna located in Framingham and for a studio will use the Tremont St. building currently housing WEEI.

Extent of Grade A Contour

The Grade A contour would reach from above Nashua, N. H., on the north to below Providence area includes Worcester westward and Scituate, Mass., southeast on the Atlantic Coast.

Northampton, Mass., falls within the Grade B circle as does almost all of Rhode Island and all of Massachusetts except a stretch of Cape Cod between Barnstable and Provincetown and the islands of Martha’s Vineyard and Nantucket.


Included with the application is a statement of the network’s balance as of April 4, 1953.

It shows CBS fortified by $63,668,441 in total current assets and $122,525,193 in total assets. Specifically, cash on hand totalled $14,823,551, inventories $13,445,392 and accounts receivable added $29,790,252.

Earned surplus was given as $39,205,305. Among liabilities were listed $5 million in bank loans due within the year and another $30 million to be met between 1957 and 1973. Mortgages totalled $5 million and accounts payable $23,436,886. Current liabilities amounted to $38,539,901.

By far the most significant stockholder is Chairman of the Board William S. Paley, who controls 11.15% between his personal holdings and the interest of Shelter Rock Development Corp., which he owns. Adding the stock held by Samuel Paley, his father, the family equity amounts to about 12%.

FCC OKAYS STORER WBRC-AM-TV BUY

PURCHASE by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was granted last Thursday by the FCC. Application for approval had been filed last month 1B-WT, April 13, March 30.

Storer earlier withdrew its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10) 1B-WT, March 9. This action was necessary because approval of the purchase of the Birmingham stations gives the Storer company the maximum of five TV outlets permitted by the FCC.

At the time that Storer filed its application for the WBRC stations, the company told FCC it was negotiating to sell WSAL-AM-FM Cincinnati so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has frowned on one owner having more than seven standard broadcast outlets.

Storer had also noted no intention of changing personnel in the Birmingham stations pending study. G. F. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operating in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

Mrs. Eloise H. Hanna was owner of Birmingham Broadcasting Co. She held all the issued stock. Under the contract with Mrs. Hanna, Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets of approximately $73,000.

Storer also owns WJKB-AM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM TV Atlanta, WWVA-AM-FM Wheeling, WMNN Fairmont, W. Va; WBJS-AM-FM Miami, WSAL-AM-FM Cincinnati, and KEYL (TV) San Antonio.

Gerity Granted Pontiac AM

NEW AM station at Pontiac, Mich., on 1460 kc with 500 w fulltime, directional night, has been granted by FCC to James N. Gerity Jr., operator of WGRO Bay City and WABJ Adrian, Mich. Finding that only slight interference would result to WCLC Flint, Mich., FCC approved Mr. Gerity’s petition for removal from hearing. The grantee also is applicant for a new TV station at Bay City on vhf Ch. 5.
complete unattended operation by GATES

GATES equipment for unattended operation is complete!
Yes, even the rack cabinets are provided and installation is a simple procedure. Only negligible alterations are required in transmitting plant and when installation is complete, operation is efficient and trouble free!

Two models, both very similar, are available. One is for use with GATES Frequency Monitor and the other for use with General Radio frequency monitoring equipment.

When you buy GATES equipment for remote control of your transmitting plant, as usual you receive the extras. Everything possible has been done to make it unnecessary for the installing engineer to run out and buy more to complete the installation. Standard equipment includes motor tune plate rheostat, including rheostat, all mounted on one chassis and ready to mount in the transmitter so you will not have to remove the present rheostat from your transmitter front panel. Also included is a unique radio frequency amplifier to air operate your modulation monitor. All equipment is supplied mounted and wired in rack-cabinets. Even a complete diode type remote reading antenna meter is provided, eliminating alteration or reworking your present remote metering equipment.

Design is around conventional dialing system with high quality stepping relays that operate heavier relays, some of which are part of your transmitting equipment and part of which are supplied with the remote package. Installations are actually tested on lengthy telephone lines installed at GATES plant for this purpose.

Whether you are using GATES equipment or that of other makes, you can’t go wrong in selecting the complete remote control apparatus for unattended operation — GATES of course! The price? Very reasonable! Is installation service available? If you want it, but we doubt if it is necessary — simply because it is complete to begin with. Write, wire or phone any GATES office for complete information.

PROVIDES FULL CONTROL AND VISUAL INDICATION OF MAJOR TRANSMITTER FUNCTIONS — AS DEFINED BY THE FCC

PARTIAL LIST OF FUNCTIONS ARE:
- Turns transmitter on and off
- Reads current or voltage of major meters
- Provides an adjustable power control
- Provides tower light indication
- Provides remote readings of frequency and modulation monitors
- Ample studio rack space for other additions.
KOIN, KGW MERGER MAY SPEED PORTLAND VHF CH. 6 GRANT

Pioneer Broadcasters, KGW licensee, would acquire a five-year option on 50% interest in the Mount Hood group, which owns KOIN. The proposal may come under FCC's new 'umbrella' protection policy.

PROPOSED merger involving KOIN and KGW Portland, Ore., competitors for vhf Ch. 6 there, may result in that TV being the first to receive an expedited decision under the new "umbrella" protection policy reported by FCC Chairman Rosel H. Hyde on Monday for applicants who become sole survivors in such contests (see story page 56).

Under the merger plan, KGW's licensee, Pioneer Broadcasters Inc., acquires a five-year option to purchase 50% interest in Mount Hood Radio & Television Corp., licensee of KOIN. Pioneer's Ch. 6 application is to be "disposed of" in a manner which late last week was undecided, leaving the field free for a grant to Mount Hood. Since the case continues in hearing status, it would be immune to attack by any new competitive bid.

Following the proposed merger, KOIN would be retained as a third party to preclude common ownership of two AM stations in the same area, in accord with FCC's duopoly rule.

Negotiations for the sale of KGW already are underway, it is understood, with the prospective purchaser consisting of a group headed by West Coast broadcaster and representative John D. Keating. Consideration is said to be in the neighborhood of $400,000.

The merger plan is significant in that it could mean a prompt second TV service to Portland, now served only by KPTV (TV) on uhf Ch. 27. KPTV (TV), post-thaw grantee owned by Empire Coin Co., began operation only last September.

The KGW-KOIN Ch. 6 contest went before Examiner Elizabeth C. Smith for further hearing last Monday afternoon. It was continued until June 1 in view of the merger proposal and Chairman Hyde's announcement of policy revision before the Senate Interstate and Foreign Commerce Committee last week.

The record of the Ch. 6 hearing was officially opened Oct. 1, 1952, along with the other Portland channel contests, but was continued from time to time because of procedural litigation between KGW and KOIN and the precedent of hearings before the examiner.

Negotiations between KOIN and KGW on the merger plan have been underway about a fortnight, it was reported. Pioneer Broadcasters, upon acquiring 50% of Mount Hood's stock, also would be entitled to elect three of the seven members of the board of directors. Three others would be named by Mount Hood's present principals and the seventh director probably would be an attorney acceptable to both groups.

Theatre operator Ted R. Gamble, now 43.5% owner and board chairman of Mount Hood, following the proposed merger would become president while C. Howard Lane, now president, would become vice president in charge of the television operation. Harry H. Buckendahl, general manager of KOIN, would become vice president in charge of the AM and FM operations.

Principals in Pioneer Broadcasters are Samuel I. Newhouse Jr. and family, owners of the Portland Oregonian. The family also controls WPXR-AM-FM-TV System in Salem.

KOIN is a CBS outlet on 970 kc with 5 kc, directional night. KGW is an affiliate of NBC, assigned 5 kw directional on 620 kc.

There are several methods by which "disposition" of the KGW Ch. 6 television application might be accomplished. Under the new "umbrella" protection policy, the KGW TV bid could be dismissed, thereby enabling the examiner to enter an immediate decision granting the KOIN Ch. 6. Both parties could request the examiner to accept data on the merger plan and close the hearing record, the parties waiving initial decision and asking FCC to issue a prompt final ruling in grant KOIN and deny KGW. The course to be employed is expected to be worked out this week.

Conelrad Program Plans Needed by CD—Sterling

AS the nation's first emergency radio system network (Conelrad) went into effect May 15, Comr. George Sterling, Jr., chairman of the Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Conm. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and planned by the part of broadcasters, the telephone companies and officers of the Air Defense Commands."

The Conelrad system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations. Most radio stations would go off the air (TV and FM stations would go off completely) and citizens would receive messages on either 1440 and 1240 kc frequencies. (For detailed Conelrad data see FOR THE RECORD, May 4).

The broadcasting industry has provided $2 million of its own funds to provide facilities for the system.

Meanwhile, FCC announced last Thursday that it has modified the license authorizations of about 1,500 AM stations, effective May 15, to enable them to conform their operations to the Conelrad plan.

Three Communications Bills Sent to Senate Last Tuesday

HOUSE last Tuesday passed and sent to the Senate three bills on communications. They were approved by the House Commerce Committee a fortnight ago [At DEADLINE, May 11].

Bills are HR 4558, which would extend the time the FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

All the bills were sponsored by FCC.
ONLY A FEW WEEKS LEFT
TO GET ABOARD THIS
HOT WEATHER PROMOTION

"The greatest selling plan ever presented in the Pacific Northwest" — the KEX SUMMER BANDWAGON, is again scheduled for a campaign this year, to start June 15th for 12 weeks through September 5th. The "Bandwagon" is a combination exchange of promotion between KEX and Portland's leading food outlets for the benefit of KEX advertised products who maintain an established minimum required schedule during the 12-week period.

THE BIGGEST Grocer Grossers in the Portland metropolitan area are cooperating with KEX in this second summer of sensational sales promotion.

And ALL-YEAR 'ROUND Merchandising, Too!

**KEX-tra Values:** A complete merchandising service by an experienced staff, regularly servicing the biggest and best stores in the Portland area. Every week these stores attract 540,000 customers who spend nearly $2 million. (About 60% of the total weekly Portland Food Stores Sales.)

For complete details of BOTH MERCHANDISING SERVICES see KEX Sales or Free & Peters

KEX Oregon's Only 50,000 Watt Station
ABC AFFILATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc  •  KEX  •  KYW  •  KDKA  •  WBZ  •  WBZA  •  WOWO  •  WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
FCC MAY GET $300,000 MORE

Senate passes Independent Offices Bill, approving funds boost for FCC's fiscal 1954 operation to help Commission process additional TV applications. Total FCC appropriation recommended is $7.4 million.

COMPROMISE was struck in the Senate last Wednesday to give FCC an additional appropriation of $300,000 to take a bigger bite in the TV application load.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee, supported by colleagues from TV-hungry states, forced the issue before the Senate.

The funds for FCC's 1954 fiscal operation were voted unanimously Wednesday. Total FCC appropriation recommended by the Senate, now stands at $7.4 million, $300,000 more than the House approved. Next step will be for-Senate-House conferees to agree on just how much FCC will get. Their report must be accepted by both houses before the President can sign the funds bill (Independent Offices Bill).

The $300,000 was agreed upon by the Senate Appropriations Committee and Sen. Johnson, after contact was made with FCC Chairman Rosel H. Hyde. Sen. Johnson said the money was "acceptable" but was "far from adequate." He predicted the sum would give the FCC an additional seven examiner teams. FCC now has 10 examiner teams working on TV. The House-approved bill would have given FCC another seven examiners. Thus, the overall increase in the Senate version would give FCC a total of 24 examining teams.

Technically the accepted amendment was offered by Senate Majority Whip Leverett Saltonstall (R-Mass.). It reached the sym pathetic ears of Sens. Homer F. Capehart (R-Ind.); Burnett R. Maybank (D-S.C.).—he said he would do his "best" in conference to retain the figure; Spezzard L. Holland (D-Fla.).—he wanted assurance that FCC would revise its procedures; William Langer (R-N. D.).—he said he would have voted for the entire sum requested by Sen. Johnson; Dennis Chavez (D-N. M.), and Arthur V. Watkins (R-Utah).

Sen. Saltonstall said Chairman Hyde informed him that there were about 600 applications on file and that 250 more were expected before the year was out. One team could handle about 15 applications yearly; 17 could handle 255 applications per year.

He noted that FCC, as indicated in the Senate Appropriations Committee report [BT, May 18]....could return to Congress and request an additional appropriation "if the Commission can recruit the men required." Sen. Johnson originally had proposed an additional $618,440.

Sen. Johnson, in pushing his battle for more FCC funds to process TV, warned colleagues last Monday that Congress would be continuing the TV station freeze by not providing more money to hire additional examiner teams.

Supporting his fight were Democratic Sens. George A. Smathers and Holland, both Florida, and John C. Stennis of Mississippi.

Both Sens. Johnson and Smathers referred to FCC testimony given that day to the Senate Commerce Committee (see story, page 56).

Summary of Sen. Johnson's position:

- He would provide for a total of 40 examiner teams. They could process applications at such a rate as to permit clearing of the backlog in TV cases in one year. Otherwise, he cautioned, there may be as much delay as five years.
- "Dragging out" of hearings would result in higher costs. Therefore, government spending for TV now would mean less cost later.
- Senate Appropriations Committee is "mis-informed" in believing the "bottleneck" is in FCC rather than with the number of hearing examiners. (It was precisely on this point that Senate leaders could not agree and which forced postponement of further consideration of the Johnson Amendment to Wednesday).
- By appropriating additional money, Congress "can set in motion a chain reaction which in 3-5 years' time will create billions of dollars in business." It would increase employment, advertising and selling would be stimulated and set sales would be at least doubled.

Bids for TV Directionals Believed to Be First

TWO requests for television directional antennas were tendered to FCC last week, believed to be the first to ask such operation. Versluis Radio & TV Inc., permitted of uhf Ch. 35 WTVM Muskegon, Mich., petitioned for modification of its authorization so as to specify slight directionalizing of its antenna to put minimum required signal into a public park just within the city. The technicality was uncovered by WGRD Grand Rapids, Mich., during FCC's hearing on the WGRD protest of the TV grant to Versluis. BT, April 271.

The other directional antenna request came from KRIQ-TV McAllen, Tex., permitting for uhf Ch. 20 with effective radiated power of 86 kw visual and 49 kw aural. The antenna would be directionalized to put greater signal over the lower Rio Grande Valley. ERP in the maximum direction would be 566 kw and in the minimum direction 61 kw, it was reported.

Radio-TV Rates Exemption Voted in 'Controls Standby'

EXCEPTION of radio-television station rates from 90-day emergency "standby controls" was voted in the measure passed by the Senate last Tuesday.

The amendment exempting radio-TV and printed media was offered by Sen. Price Daniel (D-Tex.).

"These controls are essentially commodity controls, while the newspaper, radio and television rates, are more like fees for professional services. Authority to control these rates would permit undue government interference with our press and radio," Sen. Daniel said.

The last controls law enacted by Congress similarly exempted radio and TV stations from rate controls. Wages were frozen, however. Senate bill was sent to the House for consideration. 

**GOVERNMENT**

GET MORE THAN YOU BARGAIN FOR

ORIGINAL GUARANTEE

*28,000 SETS

28,000

**1953** 37,790

DU MONT RESEARCH

**1952**

TELEVISION MAGAZINE

RADIO-TV MANUFACTURERS

*NUMBER OF SETS IN KOLN-TV AREA ASSOC. BY COUNTIES

Call your nearest WEED television representatives!

KOLN-TV CHANNEL 12

LINCOLN, NEBRASKA

WEED TELEVISION—NATIONAL REPRESENTATIVE

26,900 Watts-Visual

13,400 Watts-Aural

Page 62 • May 25, 1953
"There was a big man from Dubuque"

He weighed 275 pounds. Still does. He used to make his pants from sail cloth. No more. He heard about Yager's.

Yager's "Mr. Big Department" is to the out-sized man what Brooks Brothers is to no shoulders. The man from Dubuque and lots of other well-shouldered Eastern Iowans constitute Yager's "large" following, thanks to a consistent advertising program.

*On radio. WMT, in fact.

Moral: They do things in a big way in Eastern Iowa.
Tampa TV Proposes Cooperative Operation

Tampa TV Co., last week proposed cooperative interim operation of Ch. 13 in Tampa, Fla. by three applicants pending final decision as to which wins the FCC decision and the subsequent court actions that Tampa TV predicts will ensue.

The reaction was frosty, but Tampa TV's proposal is noteworthy in that it is the first application of the suggestion made by Paul R. Bartlett, president of KFRE Fresno, which is pitted against KARM for Ch. 38.

Tampa TV's adversaries are Tampa Times Co. (WDAE) and Orange TV Broadcasting Co. In a letter postmarked May 15 it suggested that the three applicants join hands in Tampa at the same time they are opposing one another in Washington—for the overriding consideration of bringing "high quality vhf television to the people of Tampa Bay."

A damper was quickly put on the proposal by the Tampa Times, which ran Tuesday full texts on both Tampa TV's letter signed by W. Walter Tison (KALM), vice president, and the newspaper's refusal as expressed by David E. Smiley, president.

The record in the Tampa Ch. 13 hearing is scheduled to close June 3. In his letter, Mr. Tison outlined a timetable of legal maneuvering running through the initial decision, filing of exceptions, argument, petitions for rehearing, final decision ("well into 1954") and an appeal to the courts, winding up "well into 1955."

While seeing no way to avoid this delay, Mr. Tison felt telecasting could begin if the three applicants formed a corporation, owned equally by each, which would petition FCC for a permit to construct and operate an interim Ch. 13 outlet, pending final disposition of the case.

In his biding reply published in the Tampa Times alongside Mr. Tison's proposal, Mr. Smiley challenged the suggested lengthy chronology leading up to a final decision; cited the imminent operation of WUSN-TV St. Petersburg (WUSN Ch. 38) as providing potential TV fare for Tampa; doubted whether FCC would approve the plan, and claimed that the interim station's low power could not offer a picture "either adequate or something of which we could be proud."

Orange TV's reply was in the process of composition at press time, but from remarks of its Washington attorney, Marcus Cohn, the implication is clear that Mr. Tison will be unequivocally rebuffed.

Mary Louise Marshall
Stuffed 'em With Marshwood Stuffing

Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing for poultry. To promote this product, they bought two participations on the "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deliveries. Flippa head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—sales were terrific."

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & F man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

KMYR Asks FCC to Strike NBC's Ch. 4 Case Memo

MOTION to strike the entire NBC memorandum and part of the KOA Denver reply to proposed findings in the Denver Ch. 4 TV case (BT: May 181 was filed by competing KMYR Denver last week. KMYR also objected to the KOA reply on the ground that the points made constituted a request to change its case after the hearing had been concluded. Both NBC and KOA have filed oppositions.

Hope Relationship

In moving to strike the NBC memorandum—which held that relationship of Hope Productions Inc. (Bob Hope) and NBC was that of a creditor-debtor—KMYR claimed NBC was not a party to the hearing and therefore its document should not be accepted. It also held that the KOA reply included new material which was not the subject of examination during the hearing. This was the resolution passed by Hope Productions late last month to pay off the $1.25 million after KOA received its TV grant.

Even if the Hope group pays off the NBC note, the relationship of the noted radio, TV and screen comedian with NBC would be still too close, the KMYR supplemental proposed findings stated. KMYR also answered the KOA and NBC claim that the Commission had already passed on the Hope-NBC relationship when it approved the sale of KOA to the Denver-Hope group last year by stating that that decision has no bearing on the TV application.

Action on Census Funds Today

SENATE Appropriations Committee is expected to rule today (Monday) on restoring funds for the census budget the Dept. of Commerce's fiscal 1954 appropriations bill. Subcommittee studied the situation last Monday. Funds for a new business census were knocked out by an economy-minded House (BT: May 11 text).
Greater Convenience and Economy in Radio Broadcasting...with new Continental
TRANSMITTER REMOTE CONTROL EQUIPMENT

GENERAL DESCRIPTION
The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.

The equipment consists of three main units — a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

FEATURES

OPERATIONAL—The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.

2. Provision for raising or lowering output transmitter power by operation of a reversible motor control.

3. Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.

4. Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.

METERING—Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. Final Amplifier Plate Current
2. Final Amplifier Plate Voltage
3. Antenna Base or Shunt Feeder Current
4. Spare Position

MONITORING—A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier.

This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL—The equipment is constructed for installation on standard relay racks and the space requirements are two 8¼" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS—Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.
HENNOCK OPPOSES WISCONSIN CH. 10 BID


FCC Comr. Frieda B. Hennock wants the Commission to throw out the newly filed competitive bid of Wisconsin Gov. Walter J. Kohler for reserved vhf Ch. 10 at Milwaukee on the grounds the state cannot file for an educational TV station under FCC's rules, it was understood last week.

The governor's application, tendered last Monday just days after expedited state legislation empowered his move (SwT, May 18), is in contrast with the Ch. 10 bid of Milwaukee's Vocational School. The city's mayor, Frank P. Zeidler, has telegraphed FCC to protest the governor's "surprise action." Ch. 10 also is sought by Harnett's WISN Milwaukee for commercial use.

It is reported Comr. Hennock favors the Vocational School bid.

The Washington (D. C.) Post has carried stories alleging the three-way Ch. 10 contest has political implications involving Sen. Joseph McCarthy (R-Wis.), Gov. Kohler and FCC Comr. John C. Doerfer, formerly chairman of the Wisconsin Public Service Commission. The allegations have been denied in all quarters.

Some weeks ago, just before Comr. Rosel H. Hyde was elevated to the Chairmanship and the Commission lost its Democratic majority, then-Chairman Paul Walker and ex-Comr. Eugene H. Merrill were called before Sen. McCarthy's Government Operations Committee for a reported conference on Ch. 10 at Milwaukee. [Closed 3/26, April 20.]

Comr. Hennock reportedly based her view that the governor's application is illegal upon Sec. 3.621(f) of FCC's rules governing authorization of educational bids.

Sec. 3.621(b) provides:

Where a municipality or other political subdivision has no independently constituted educational organization such as, for example, a board of education having autonomy with respect to carrying out the municipality's educational program, such municipality shall be eligible for a noncommercial educational television broadcast station. In such circumstances, a full and detailed showing must be made that a grant of the application will be consistent with the intent and purpose of the Commission's rules relating to such stations.

The governor's application, prepared by the state's attorney general and filed through the Washington law office of Dow, Lohnes & Albertson, is the first of several which the new legislation requires the governor to file for all of the state's 11 reserved educational TV channels. Gov. Kohler wired FCC May 12 immediately after the legislature acted and asked the Commission to withhold action on the Vocational School's bid pending receipt of the state's application.

After receiving the governor's wire, FCC passed over the Vocational School's application with Comr. Hennock dissenting and favoring prompt action.

The governor's wire was based on legislation which called for a two year study of educational TV, asked FCC to continue reservation of channels pending completion of the study, authorized the governor to file the bids and expressed the "opinion" of the legislature that the channels should be used by the highest educational authority in the state.

Three AM, One FM Approved by FCC

THREE new AM stations and one new FM outlet were approved by FCC last Thursday. Two existing AM and two FM outlets were granted changes in facilities.

New AM construction permits went to the following:

**Detorat, Ala.--** J. B. Fult Jr., 1490 kr, 250 w fulltime.

**Lake City, S. C.--** Lake Bong Corp., 1260 kr, 1 kw daytime.

**Fairfield, Ill.--** Wayne County Bistg. Co., 1390 kr, 300 w daytime.

The new FM permit went to:

**Crossville, Tenn.--** Arthur Willsman lumber Co., (WAEW), Class B FM, Ch. 246 (97.1 mc), ERP 9 kw.

Changes in facilities were as follows:

**KUGN Eugene, Ore.** Granted change of 890 kr from 1 km fulltime to 5 km fulltime, 1 kw night.

**KWAR Richfield, Utah.** Granted change of 3 kw daytime on 690 kr to 1 kw fulltime on 980 kr, directional night.

**WRNM (FM) Warren, Pa.** Granted change of ERP on 92.3 mc from 2.3 kw to 3 kw.

**WKPM (FM) Romeike Rapids, N. C.** Granted change of ERP on 92.5 mc from 16 kw to 19 kw.

For Fireside Chats

NEW production gimmick in the White House basement—a quilted drop that enables noisy newsmen to work in the broadcast room without disturbing sound tracks of radio and live TV—was tried out Tuesday when President Eisenhower delivered his radio report to the nation (story on this page).

The curtain was installed Monday. It contains an adjustable horizontal aperture through which newsmen cameras shoot. Only a minimum amount of noise gets through to the desk microphones used by the President.

A gray backdrop behind the desk provides a satisfactory background for the President. With its quota of receptacles, the room can now be set up on short notice so radio, TV and newsmen facilities can do a good production job simultaneously.

The broadcast room has space for two live TV cameras on the flanks and another in front of the apertured curtain.

The President used the facilities for a second time Wednesday evening in making a closed circuit telecast in connection with the 50th anniversary of Ford Motor Co.

IKE MAKES HISTORY IN BOTH RADIO, VIDEO

HAVING made radio history last week by refusing to let TV carry his first report to the nation, President Eisenhower is now preparing to make television history with a visual report to the people in his talk June 3, 9:30-10 p.m., on all four TV networks.

The TV appearance will be informal in nature, judging by present White House planning. It is felt the President's warm personality will be portrayed during a chatty video appearance, in contrast to the more stilted delivery during last Tuesday's radio talk when the Chief Executive closely followed a serious and statistical script.

For the first time last Tuesday, a President of the United States used the new broadcasting room to report to the nation. The room was built during reconstruction of the White House. Its multi-arched basement ceiling as well as floors and walls are sprinkled with an assortment of plugs, including cables to a series of plugs available to remote trucks outside the building.

While the room was completed during the Truman regime, President Truman preferred to broadcast from his office. The studio was originally the White House kitchen. It is furnished with a desk and a few odd chairs.

Television and newsmen cameras were allowed to pick up part of last Tuesday's radio speech 4:30 p.m., with an 11 p.m. release date. The President made another "first" by opening his film summary with the statement that he was giving the TV audience some highlights of the speech he had just delivered on radio.

It appeared at the weekend that President Eisenhower might bring in some of his top Cabinet officials to share the telecast. This plan was reminiscent of the 1932 campaign when he used informal question and answer formats. In this first TV report, it was believed he might call on Cabinet officers to explain in detail why certain actions have been taken.
"We have the names and addresses of forty million people who own automobiles," says R. L. Polk, "—and that's only one of the ways we might have you listed!

"We release up to 2½ million advertising mailings a day to these lists. But kits, catalogs and displays—always subject to last-minute changes—must reach the dealers first.

"That's when we call on Air Express!

"For one auto manufacturer, we recently made Air Express shipments to 3,000 dealers, not once but three times, just before the new model announcement date. Every one of those shipments had to be on time—and every one was!

"Only Air Express could have done it. Yet their rates are not only reasonable — in many weights and distances they are lower than other air carriers.

"We have made upwards of 35,000 Air Express shipments over the past four years, ranging in weight from a few pounds to more than a thousand. This top-speed, dependable low-cost service helps us give maximum service to our advertisers. Our use of Air Express will increase another 27% this year."

He has your name and address!

—R. L. Polk, President, R. L. Polk & Co., publishers

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS
GETS THERE FIRST
via U. S. Scheduled Airlines
DuMont's petition again denied

FCC reaffirmed its belief that Paramount Pictures Corp. "controls" Allen B. DuMont Labs., when it denied a DuMont petition last week for reconsideration of its earlier decision on that subject [B\*T, Feb. 16].

Whether DuMont will appeal the final decision was uncertain last week. There was some indication that the manufacturer-broadcaster would not pursue the case any further.

Dissenting from last week’s opinion, they did in the original decision, were FCC Chairman Rosel H. Hyde and Comr. George E. Sterling. Comr. John C. Doerfer did not participate. In his initial decision last week, Examiner Leo Renick (now in private practice) recommended that the Commission find Paramount Pictures does not control DuMont.


Dr. DuMont told B\*T last week that DuMont would apply for another station. However, he could not say where or how soon it would apply. Paramount officials were unavailable for comment on their plans to seek another station.

The Commission refused to change its mind on the inference of control enjoyed by Paramount even though DuMont pointed out instances where Dr. DuMont and the Class A directors had voted contrary to the Paramount directors’ recommendations. DuMont also made the point that there had been no proxy fights to unseat the management of Dr. DuMont.

The Commission also said that another factor which convinced it that Paramount has a favored position in DuMont was the fact that as owner of all Class B stock it elected the secretary, treasurer and assistant treasurer of the firm.

Commission summarized the reasons why it refused to change its mind on the control issue.

They were that Paramount (1) is the largest single stockholder in DuMont, (2) owns all the Class B stock and elects three of the eight directors, (3) has a veto power over various major corporate changes, (4) elects the financial officers of the company, and (5) put its "best business" on the DuMont board.

In 1948, an examiner ruled that DuMont was controlled by Paramount. This was never decided by the Commission, however, so last week’s opinion is the first official FCC ruling on the question.

FCC COUNTERS COURT ON CHICAGO ORDER

FCC moved quickly last Thursday following a Court of Appeals stay order prohibiting CBS from moving to Ch. 2 in Chicago until after it decided the merits of the Zenith Radio Corp. appeal. The Commission asked CBS and Zenith to submit applications regarding the changeover so that Ch. 4 might be deleted from Chicago as quickly as possible.

Although the court stayed the Commission's February order to CBS to move its WBBM-TV from Ch. 4 to Ch. 2, it listed four alternatives which the Commission could take if it wants to clear Ch. 4 in Chicago. These were the conditions referred to in the Commission in Thursday's letter to CBS and Zenith asking for applications not later than May 27.

Rebuttal to applications were allowed until June 3.

The four alternatives approved by the court were:

1. Approve CBS' move to Ch. 2. This is what the Commission did in the Lancaster, Pa., case when WAGL-TV moved from Ch. 4 to Ch. 2 for temporarily, pending the outcome of a hearing on the application of the WLAM Lancaster for Ch. 8.

2. Approve CBS' move to Ch. 2, provided CBS leases Zenith's experimental Ch. 2 facilities.

3. Approve the change of WBBM-TV to Ch. 2, provided it is operated as a joint CBS-Zenith venture.

4. Approve Zenith's operation on Ch. 2.

Time Inc.'s KDYL Buy Includes $720,000 Assets

IN PURCHASING the radio and television properties of KDYL Salt Lake City, Time Inc. receives broadcast station assets of $720,000, it is disclosed in the application filed for FCC approval. Sale price of KDYL-AM-FM-TV is $2.1 million (B\*T, May 18, April 61). KDYL values its net fixed assets at $355,000 and accounts receivable at $129,000. Among liabilities are $135,000 in bank loans, $33,700 marked as accounts payable and TV equipment contracts amounting to $178,774. Time Inc. does not assume $93,681 of that figure, which is owed to RCA. Intermountain Radio & TV Corp., KDYL licensee and transferor, showed $91,820 in retained earnings and $13,934 profit for last year.

Time Inc., which is 50% owner of KOB-AM-TV Albuquerque, is dividing the 20,000 shares of Intermountain stock between two wholly owned subsidiaries: TLF Inc. (14,800 shares) and Printing Development Inc. (5,200 shares), which will own all fixed assets, excluding land.

There are three major beneficiaries of the sale. Sidney S. Fox held 10,740 shares of Intermountain and receives $1,127,700; Hazel (3,000 shares) and Fred Protow (19,500, 250, and Jessie F. Loeb (4,100 shares), $430,500.

G. Bennett Larson, most recently vice president and general manager of WPIX (TV) New York, will take over as president and general manager of the stations and has been permitted to buy 20% of TLF for $30,000.

FCC Voices Pro Reaction After Viewing RCA Color

MEMBERS of FCC expressed favorable reaction last week to improvements in RCA's compatible color TV system which they witnessed in demonstration at Princeton, N. J., Tuesday. The private, informal showing for FCC, at which RCA's board chairman, Brig. Gen. David Sarnoff, was host, duplicated the open demonstration held earlier before the House Commerce Committee and the press (B\*T, April 20).

The Commissioners, excepting Comr. E. M. Webster, now abroad, spent Tuesday morning at RCA's Princeton laboratories where they watched a special color TV program and exam- ined RCA's color equipment. In the afternoon, they toured NBC's color studios in New York City.

Chairman Rosel H. Hyde told B\*T the demonstration was "impressive" and felt considerable progress has been made. He pointed out, however, that the inspection was informal.

Comr. George E. Sterling thought that definite advances had been made in stability, fidelity and registration.

RCA's color TV system "is greatly improved over what it was in 1949," Comr. Paul A. Walker noted.

Comr. Robert T. Bartley termed the color pictures "very good."

"It was the first time I had seen color television," Comr. John C. Doerfer commented. "I was very favorably impressed and, from what I have heard, I would assume that advances have been made."

Comr. Frieda B. Henneck stated, "There is no question in my mind that very considerable progress has been made since we saw our last demonstration."

The Commission returned to Washington late Tuesday afternoon from New York.
SPECIFY COLLINS for your REMOTE AMPLIFIERS

COLLINS 12Z Remote Amplifier

✓ small, lightweight for easy portability
✓ four microphone channels
✓ automatic switchover to batteries if AC power fails

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER

212Y SPECIFICATIONS

Gain: 85 dB max.
Input impedance: 50/200 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+17 dbm)*.
Distortion: Less than 1% between 50-15,000 cps.
Noise level: 65 dB below normal program level.
Frequency response: ±1.5 dB; 50-15,000 cps.
Weight: Approximately 10 lbs.

*dbm, 1 mw into 600 ohms

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 40H mixer unit.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 36
1930 Hi-Line Drive
DALLAS 2
2700 West Olive Avenue
BURBANK
Dogwood Road, Fountain City
KNOXVILLE

For dependable remote broadcast equipment, it's . . .
NEW TV STATION STARTS REPORTED

TWO MORE commercial television stations—WKZK-TV San Luis Obispo, Calif., and WBKZ-TV Battle Creek, Mich.—began commercial programming last week, increasing to 173 the total number of commercially operating outlets. One non-commercial educational station, KUHT (TV) Houston, brings up the total stations on air to 174. The number of post-tvah commercial stations on the air is 65, of which 34 are vhf and 31 uhf.

One more uhf station—WSUN-TV St. Petersburg, Fla.—was to have started yesterday, and WDAY-TV Fargo, N. D., on vhf Ch. 6, is planning to begin today.

The most recent starters and those which contemplate programming between now and next Monday are (in chronological order):

On the Air

WBKZ-TV Battle Creek-Kalamazoo, Mich., vhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont, started May 15. Already in Kalamazoo: WKZO-TV on vhf Ch. 3. Due on the air this year: WBCK-TV on vhf Ch. 58 (Battle Creek) and WKMAT-TV on vhf Ch. 36 (Kalamazoo).

KVEC-TV San Luis Obispo, Calif., vhf Ch. 6, represented by W. S. Grant Co., affiliated with DuMont, started May 18. It is the first San Luis Obispo TV station.

Yesterday (Sunday)

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., vhf Ch. 38, represented by Weed Televisio, affiliated with ABC-TV, was to have started yesterday (Sunday). It is the first St. Petersburg-Tampa-Clearwater TV station.

Today (Monday)

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and to carry CBS-TV and NBC programs. It will be the first Fargo TV station.

May 28

WNAG-TV Raleigh, N. C., vhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV, it will be the first Raleigh TV station.

May 30

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television, affiliated with ABC-TV, was to have started yesterday (Sunday). It will be the first Rome-Chattanooga TV station. Chattanooga permits: WTVY (TV) on vhf Ch. 45 and WOUQ (TV) on vhf Ch. 49 (target dates unannounced).

May 25-June 1

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), vhf Ch. 56, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

DeLaney to Direct Gannett Radio Group

GLOVER DeLANEY, for 12 years manager of WHTT Hartford, a Gannett station, last week was named managing director of the Gannett Radio Group and general manager of WHEC Rochester, N. Y. He succeeds Gunnar O. Wiig, who resigned April 27 to become executive vice president of Allegheny Broadcasting Corp., operating KQV Pittsburgh and applicant for vhf Ch. 4 in that city [Be T, May 4].

John H. Stenger Dies

JOHN H. STENGER Jr., 56, owner of WBAX Wilkes-Barre, Pa., and holder of radio licenses since 1910, died May 18 of a heart attack at his summer home.

WAVE-TV Switches to Ch. 3; WLWT (TV) Readied on Ch. 5

WAVE-TV: Louisville, Ky., last week reported receipt of "thousands of letters, telegrams and telephone calls" from several states commenting upon favorable reception of the station's new vhf Ch. 3 signal. WAVE-TV changed from Ch. 5 to Ch. 3 on May 15, pursuant to provisions of the Sixth Report and Order finalizing the TV reallocation plan.

Concurrent with the channel change, WAVE-TV moved its transmitter site from downtown Louisville to Bald Knob, Ind., some nine miles northeast of Louisville. Antenna height above average terrain is changed from 516 ft. at the old site to 946 ft. at the new site where a 600 tower has been erected on the 985 ft. hill. This gives total height above sea level of almost 1,600 ft.

With all new equipment and a new RCA transmitter, WAVE-TV presently is transmitting 58 kw effective radiated power, visual. Former visual ERP was 24 kw. Nathan Lord, WAVE-TV general manager, told Be T the new RCA amplifier was expected late last week and that full operation with 100 kw ERP is expected soon.

Meanwhile, WLWT (TV) Cincinnati last week was momentarily planning to change from vhf Ch. 5 to Ch. 3. WLWT has vacated the latter facility. Although WLWT (TV) planned to make the change May 17, the switch was delayed as bad weather prevented work on the station's tower to switch antennas. WLWT (TV) temporarily is using a special antenna pending the change.

Actual switch-over of WAVE-TV from Ch. 5 to 3 was done May 15 on a 30-minute program featuring a brief summary of the station's history. Then, as the change was made to Ch. 3, Mayor Charles Farnsley greeted old and new viewers.

WAVE-TV aired Ch. 3 test patterns for about two weeks before the switch.

The Ch. 3 operation increases WAVE-TV's coverage area 54% in terms of population (1.8 million) and 85% in terms of land area (20,050 sq. mi.), the station claims, according to FCC engineering standards. New advertisers are invited to advertise from 90 to 120 days before from WAVE-TV have purchased time, WAVE-TV stated.

WAVE-TV presently is distributing a promotion piece to the trade which depicts, with pop-up antennas at the old and new sites, a comparison of the old and new coverage areas. Further details of the improved service will be related tomorrow at a reception at the Waldorf-Astoria Hotel, New York. WAVE-TV and its national representative, Free & Peters, will be hosts.

KSD-TV Begins Operation On Maximum 100 kw ERP

KSD-TV St. Louis is now broadcasting at maximum 100 kw power, the station reports. The Post-Dupas outlet increased its effective radiated power to 100 kw visual, 60 kw aural from 16 kw visual, 8 kw aural. KSD-TV is on vhf Ch. 5, and has NBC and ABC network affiliations. National advertising representative is Free & Peters Inc.

The power boost went into effect when a new six-bay antenna and two high-power amplifiers were installed. George M. Ellersick, general manager of Post-Dupas radio and TV properties, reports the station's signal was extended 12 to 15 miles.

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On the beach—or in the car listeners dial WAGAR...

HIGHWAYS

81% of all cars in Northern Ohio have radios, 75% in use and 35% tuned to WAGAR at any given hour. Drive your sales message home!

COTTAGES

Along Lake Erie are more than 15,000 summer homes. They listen most to WAGAR, the 2-to-1 choice in this area.

MOTEHS

Nearly 1,500 motels and tourist hotels serve Ohio's summer residents. Transient dialers also stop at WAGAR for top CBS and local shows.

TRAILERS

Listeners follow the WAGAR trail in 750 trailer camps. It keeps them in touch with the world and gives them a worlds of entertainment.

RESORTS

Listeners in more than 100 vacationlands in Northern Ohio resort to WAGAR, as do smart advertisers who want to reach prospects year round.

WAGAR

The SPOT for SPOT RADIO

Cleveland

52,000 watts power

CBS

Eastern Office: 60 Fifth Ave., N. Y.

By WAGAR (TV)

Broadcasting • Telecasting
BOOST IN DAYTIME RATES CONSIDERED BY CBS RADIO

President Adrian Murphy tells affiliates committee network is studying daytime question. He assures committee that no rate reductions are contemplated for either day or evening time. Steps taken to complete creation of completely independent organization of affiliates.

A RAISE in daytime radio network rates will be considered, President Murphy told members of the CBS Radio Affiliates Committee last Thursday, at the same time reassuring them that no rate reductions are contemplated for either day or evening time (B+T, March 30).

Mr. Murphy's statement was in answer to the committee's request for reassurance as to nighttime rates and its proposal that daytime charges be boosted.

He gave no direct answer on the daytime rates question, but committee members appeared satisfied with his promise that the question of an increase would be considered. They did not specify how much increase they thought should be given, whether assurance that no changes in the network's nighttime cost structure are contemplated was reiteration of his widely hailed statement on the subject several weeks ago, when the only qualifying clause was "whatever situation changes because of competitive moves or other major factors."

Before the session ended late Thursday afternoon, the committee voted to recommend to all CBS Radio affiliates the continuance of last August's Cut-41, under which daytime charges were cut, daytime charges were raised, and the network promised to make no rate cuts for at least a year. The committee's recommended continuation of that rate plan was tied to the understanding that CBS Radio will launch immediately a study of the possibility of raising daytime rates.

Meeting Harmonious

The meeting with the affiliates group—unlike the session two weeks ago when CBS Radio was considering and finally took the lead both in cutting nighttime charges and in raising daytime rates—appeared highly harmonious. "We still have problems," one affiliate observed, "but we are getting along under which the situation changes because of competitive moves or other major factors."

The affiliates committee—which meanwhile took steps toward finalizing the establishment of a completely independent organization of affiliates (B+T, May 4)—went on record with a resolution emphasizing approval of CBS' separation of radio and TV operations, and praising President Murphy's "aggressive leadership" of CBS Radio and the activities of the network's sales and program departments "for their selling and maintaining leadership."

Headed by Kenyon Brown of KWFT Wichita Falls, Tex., the eight committee members attending the session voiced agreement that CBS Radio is in a "sound position of leadership" and has "achieved a stability which we have every confidence will continue."

President Murphy, too, appeared impressed by the harmony of the sessions.

Final details of the plan to set up a new radio affiliates committee—completely independent and charged with carrying on the functions of the old network-sponsored Columbia Affiliates Advisory Board and of the autonomous Affiliates Business Standards Committee, which was formed when the threat of a network rate cut arose a year ago—were worked out at a meeting of the committee members Wednesday night.

Mr. Brown, named chairman of the committee to work out details as a result of a meeting during the NARTB convention in Los Angeles last month, said he would send out to all CBS Radio affiliates this week a copy of the proposed by-laws of the new group.

He and other committee members predicted that the new organization would be established and operate within 30 to 45 days.

Subject to the affiliates' approval, the plans call for a committee of 12 members, nine of them to be selected from nine districts geographically similar to those used under the old CAAB plan and the remaining three to be designated by the nine district representatives. The three members-at-large will be elected for one-year terms. Terms of the nine others will be for three years each, except that in the first election, in order to establish a system of staggered terms, some of the nine will be elected for one year, some for two years, some for three years.

A dues structure has been worked out, also subject to general approval by the affiliates, whereby all CBS Radio stations will contribute toward expenses of the committee.

Mr. Brown said, will be held immediately upon approval of the by-laws by affiliates generally.

Mr. Murphy volunteered his approval of the plan for a single, independent committee representing affiliates, terming it "more efficient" that having several groups to negotiate with and paying tribute also to past cooperation from affiliates. This cooperation, he said, is "a major factor in reaching our present solid situation."

The committee also approved a resolution commending Louis Hausman, administrative vice president of CBS Radio, for past services and voted to elect him as vice president of CBS-Columbia Inc., a CBS subsidiary. Mr. Hausman assumed his new duties last Friday (B+T, May 18).

Members of the committee on hand for the sessions were Chairman Brown; Victor A. Sholits, WHAS Louisville; John F. Patt of the Goodwill Stations; I. R. Lounsbury, WGR Buffalo, former CAAB chairman; Ray Hendron, KTRH Houston; Hubert Taft Jr., WKRC Cincinnati; Saul Haas, KIRO Seattle, and Lee Walles, Storer Broadcasting Co. (substituting for George B. Storer). Members unable to attend were John E. Feter, WKZO Kalamazoo and WIEF Grand Rapids, and William B. Quanton, WMT Cedar Rapids.

Cleaver Named by NBC

APPOINTMENT of Frank Cleaver, motion picture producer, story editor and administrator, as television program director of NBC's West Coast programs was announced Wednesday by Charles C. Barry, vice president in charge of network programs for NBC.

TREND IN AM TO DOCUMENTARY

NATIONAL'S unique flexibility makes it the most effective of all media for telling a documentary story.

This observation was voiced last week by Stuart Novins, CBS Radio director of public affairs, in an interview with B+T on the network's expanded programming in the documentary field. Since March, CBS Radio has presented two-hour-long broadcasts, "Bomb Target, U. S. A.," and "The Green Border," has scheduled "Class of '53" for May 29 and is in the process of formulating plans that will result in a documentary about once a month for the remainder of the year.

"More than ever before, special issues in the world must be spotlighted," Mr. Novins asserted, "and I feel radio is the medium to do the job. What other medium is geared to move in on a story quickly, with a minimum of equipment and personnel, and get people to talk? We can bring the story of world-significant issues, as we did in 'The Green Border,' in the actual words of the people affected—in this case, refugees."

Radio's cooperation in a documentary centering around the "general area of crime," Mr. Novins disclosed, plus another tentatively titled "39th Parallel," which will examine the effects of the Korean conflict on U. S. citizens, big and small, from all parts of the country.

KIDO-TV, KCMC-TV Bring CBS-TV Affiliates to 115

SIGNING of CBS-TV's 114th and 115th affiliates—KIDO-TV Boise, Idaho, and KCMC-TV Texarkana, Tex.—was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations.

KIDO-TV, on Ch. 7 and owned by KIDO Inc. with Walter E. Wagstaff as general manager, joint CBS-TV effective June 1, as a supplementary, non-interconnected affiliate. KCMC-TV, on Ch. 6 and owned by KCMC Inc. with Frank Myers as general manager, becomes a primary, supplementary, non-interconnected affiliate July 15.

Three Affiliates Join NBC Television Roster

ADDITION of three new television stations as NBC-TV affiliates was announced Wednesday by Harry Bannister, vice president in charge of station relations. New affiliates are: WSCW-TV Charleston, S. C., which will operate on vhf Ch. 5, starting on or about June 15, owned by WSCW Inc.; KCJS-TV Pueblo, Colo., vhf Ch. 5, beginning on June 1, owned by Sports Division of WSET (TV) Macon, Ga., uhf Ch. 47, starting on or about Aug. 1, owned by the Macon Television Co.

Cuban Group Acquired

CUBAN syndicate headed by Guasp Pumar, former Havana broadcast producer, has acquired RHC Cadena Azul (Blue Network) from the American group headed by Edmund Chester, former director of news and public affairs of CBS Radio, which purchased the network about a year ago, B+T learned last week.

BROADCASTING • TELECASTING

May 25, 1953 • Page 71
AB-PT EARNINGS TO GET BOOST FROM MERGER, SAYS GOLDENSON

Reporting progress already by ABC Division, AB-PT President Leonard Goldenson tells enlarged firm's first stockholders' meeting since the merger that the network's talent hunt is succeeding and it expects to gain new radio-TV sponsors for programs being readied for fall. Directors are re-elected.

PROGRESS already made by the ABC Division of American Broadcasting-Paramount Theatres Inc. indicates the merger of this broadcast organization with United Paramount Theatres is going to add substantially to future earnings of AB-PT and returns to stockholders, AB-PT President Leonard Goldenson said Tuesday at the first AB-PT stockholders' meeting since the merger.

"I am pleased with the progress of the ABC Division," Mr. Goldenson said in his formal report to the meeting.

Citing such stars as George Jessel, Ray Bolger, Danny Thomas, and Martin Block, already signed by ABC, and its search for new, young talent for its radio and TV networks, Mr. Goldenson reported that "in conjunction with these moves in the talent and programming field, the ABC organization is making an intensive sales effort to gain new sponsors and increase network radio and television billings."

Although the present scarcity of TV stations, particularly in the larger markets, presents clearance difficulties that "greatly hinder the network's expansion," Mr. Goldenson reported that "ABC is, however, moving in the right direction and while we do not expect results immediately, I believe that current efforts will begin to bear fruit in the fall season."

ABC is moving ahead in radio as well as TV, Mr. Goldenson said, reporting "wide and favorable attention" for the new ABC Playhouse, one of a number of new ABC radio programs recently introduced or under development. "Radio continues to show strength and we have confidence that it will continue as an important and profitable operation," he said.

"As the Playhouse expands," he said, "we look forward to further developing the program in the 'Yes, Minister' style, a rich new talent."

NBC RECOUNTS MERCHANDISING WORK

The network's merchandising department has served 83 advertisers since its launching Jan. 1, 1952, an NBC film presentation report.

ACCOMPLISHMENTS by NBC's merchandising department, which in less than a year and a half already has served 83 advertisers and today offers a national, integrated service, which includes merchandising cooperation from 182 NBC radio network affiliates and 65 NBC-TV outlets, are described in a new film presentation previewed by NBC for newsmen in New York Thursday.

Fred N. Dodge, director of NBC Merchandising, introduced the 20-minute Anamorphic sound-slide color film, which begins by noting the recent recognition by business executives of merchandising as "the vital link in the distribution of goods" and by asserting "only NBC of all the networks had the foresight to recognize this important trend.

"Of all advertising media," the presentation explains, "only a network has the means at hand to build a truly effective merchandising service—for the simple reason that no medium could afford to establish local operations in all the key markets. A network, and only a network, can possibly provide these facilities because it is represented in these markets by its affiliates."

On this precept of network-station cooperation, NBC's merchandising department carried out, with 12 supervisors assigned to 12 geographical districts, each contacting the trade—key wholesalers and retailers—and the NBC affiliated stations in his territory, developing the station merchandising cooperation of stations on behalf of network sponsors that NBC calls the department's "most vital and important work."

Program developed by NBC for use by the affiliates comprises monthly mailing pieces to the food and drug, Owen D. Youngman, "a Merchandising Memo" sent to every station on the network every month.
PHILCO MICROWAVE CUTS COMMUNICATIONS COST

TEST JACKS AND BUILT-IN METERING
Field circuit analysis simplified by built-in metering and test points on every major circuit for instantaneous monitoring of any current or voltage.

ANTENNA-REFLECTOR SYSTEM
Tower climbing eliminated for routine checks since antennas are mounted at ground level, easily accessible for maintenance.

"PACKAGED UNIT" COMPONENTS
Field maintenance time and cost saved. All assemblies removable with only the use of a screwdriver for quick field replacement and depot checkout.

Reduce your communications cost with Philco microwave. Thousands of your communications dollars will be saved by the cost cutting features built into each Philco unit. Philco engineers know there is no substitute for quality and low maintenance cost.

That is why Philco microwave is built to Joint Army-Navy Specifications and why Philco's exclusive design slashes field maintenance time with built-in metering and test points on all major circuits... eliminates tower-climbing for routine checks with passive reflector-antenna system... allows quick field replacement of major assemblies with Philco's exclusive "packaged unit" components, removable with only a screwdriver.

Look to Philco microwave to cut your communications cost.

For full information write to Department BT

PHILCO CORPORATION
GOVERNMENT & INDUSTRIAL DIVISION
PHILADELPHIA 44, PA.
WATERS TAKES DUMONT STATION POST
The general manager of WCPO-AM-TV Cincinnati will captain the TV network's station advisory committee. An optimistic atmosphere pervades DuMont as 'substantial' fall business is under negotiation.

IN an atmosphere of optimism over fall time sales prospects, Managing Director Chris J. Witting of the DuMont Television Network announced last week that Mort C. Watters, vice president of Scripps-Howard Radio Inc. and General Manager of WCPO-AM-TV Cincinnati, had been named chairman of the network's station advisory committee.

The announcement said the new committee, whose other members are to be designated shortly, is expected as part of its functions to "collaborate closely in developing, airing and servicing a substantial volume of fall business now being negotiated."

More than $3 million in football billings was reported, including Westinghouse's contract to sponsor some 19 professional football games over a 10-week span next fall [8T, May 18].

Other football signings, reported by DuMont sales director Ted Bergman, included Admiral Corp. to sponsor the annual game between college All-Stars and the professional football champions in Chicago on Aug. 14, and Atlantic Refining Co. and Miller Brewing Co. to again co-sponsor a series of 12 New York Giants professional games (six home and six out-of-town games). Atlantic also was reported to have signed to co-sponsor, with an advertiser yet to be announced, six games to be played by the Philadelphia Eagles and the Pittsburgh Steelers pro teams.

Other football contracts were said by DuMont authorities to be nearing the signature stage, and additionally it was pointed out that Admiral has renewed Bishop Sheen's "Life Is Worth Living" series for resumption in the fall, and that International Shoe Co. has renewed "Space Cadet."

In another sale, Hazel Bishop Inc. (cosmetics) was signed to co-sponsor "Your Big Moment" on alternate weeks on a 57-station DuMont network, starting tomorrow evening (Tue., 8:30 p.m., EDT). Another alternate-week sponsor is Toni Co. [8T, April 13], which launched the program last Tuesday. Agency for Hazel Bishop is Raymond Spector Inc.; for Toni, Weiss & Geller.

The new DuMont station advisory committee, aside from developing and servicing sponsors, will cooperate with the network in "developing new avenues of network service to stations."

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A LONG SHOT SOMETIMES PAYS OFF IN FLORIDA

...But... FOR A SURE THING
BUY WHOO AM-FM ORLANDO

Mr. Watters

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MANUFACTURING

NEAL McNAUGHTEN JOINS RCA JUNE 1

NEAL K. McNAUGHTEN, manager of the NARTB Engineering Dept., leaves the association June 1 to join RCA as administrative head of the broadcast market planning section of the Engineering Products Dept.

In announcing the appointment, A. R. Hopkins, manager of the RCA Broadcast Equipment Marketing Division, said Mr. McNaughten will be responsible for long-range planning for all aspects of the broadcast business.

Mr. McNaughten joined NAB, predecessor to NARTB, Jan. 1, 1948, going to the association from the FCC where he had been chief of the FCC Standard Broadcast Allocation Section.

High Fidelity Innovations Highlighted in Chicago Meet

INNOVATIONS in new high fidelity sound reproducing equipment, uhf, and progress in master antenna systems were among the highlights of the $1 billion Electronics Parts Show in Chicago last week.

The exhibition was held at the Conrad Hilton Hotel Monday-Thursday, under co-sponsorship of a number of associations, the primary ones being Radio-Television Manufacturers Assn. and National Electronic Distributors Assn. A record attendance of about 10,000—comprised of distributors, manufacturers, salesmen and government and industrial buyers—was reported as the show drew to a close.

One highlight of the exhibition was a special demonstration of "Hi-Fi" sound reproducing equipment developed by RCA Victor Div. of RCA, and shown publicly for the first time.

Buetow Becomes MM&M Head

HERBERT P. BUETOW, executive vice president in charge of finance, has been elected president and Dr. H. N. Stephens has been elected vice president in charge of central research at Minnesota Mining & Manufacturing Co. (tape recording systems), St. Paul. Mr. Buetow succeeds Richard P. Carlton, who becomes vice president of the executive committee. Dr. Stephens has headed MM&M's central research laboratory since 1937.

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Adm. Holden Dies; Was FTL President

FUNERAL SERVICES for Vice Adm. Carl F. Holden (U.S.N. Ret.), president of Federal Telecommunications Labs, Nutley, N. J., research unit of IT&T, were held Thursday at Arlington National Cemetery. Adm. Holden, 57, died Monday in the naval hospital in St. Albans, Queens.
In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the rich, 76-county Memphis Market, WREC delivers the "Better Half" of both the rural and metropolitan listeners with a single schedule! HERE'S WHY: High quality programming and engineering perfection ensure good reception and a compelling performance of interest to your best customers. Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper Ratings for further evidence of WREC's compelling performance... and, the cost is another pleasant surprise... 10% LESS per thousand listeners than in 1946!
G-E STUDIO SWITCHING COMBINATIONS
ANSWER ALL YOUR REQUIREMENTS!

For Large Studio Operations

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EXTRAS

Studio or Film Camera 3

Up to 9 non-composites and 2 composites for any equipment combination you need!

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today's broadcasting operation from General Electric's complete line of switching combinations. You will get the most for your money plus built-in provision for expansion! This G-E "extra" also minimizes your maintenance worries... allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to:

General Electric Company, Section 253-25, Electronics Park, Syracuse, New York.

Operating "extras" that spell standout performance with this G-E switching combination's control panel:

- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Channel inputs can be manually faded or lapped
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Selector switch monitors each input or output
- Rate selector switch automatically determines speed of fade or lap dissolve
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC
WAYNE U. LEARNS SELLING THE DJ WAY

IF WAYNE U.'s halls of ivy trembled a bit when the institution's lecturer was Eddie Chase, disc jockey of CKLW Detroit, they are perhaps a bit sturdier for the experience.

Mr. Chase was invited by the Detroit university to talk to two student classes of its radio school of 200 enrollment about the profession he knows most—spinning records.

When Mr. Chase got through turning his phrases as well as the table, students were convinced that there is more to the job of disc jockey than reading the labels of the latest pressings.

As Mr. Chase, who was clothed in cap and gown and voted an honorary "DDJ" by his student fans, expressed it: "It takes more than a voice and a stack of records to make a disc jockey."

He said "real" disc jockeys will put forth extra effort to assemble their own staff of engineers, technicians and assistants. They absorb the station's rate structure, make a point of knowing the sponsors personally and become thoroughly acquainted with the sponsors' problems as well as taking time to study the products themselves.

The more one knows about the product, how it's made and what it does, the better the disc jockey can sell it, Prof. Chase said. "Because if you can't sell it—well, there's always paper to change in the news machine."

Top-drawer salesmen among record spinners are still too rare today, Mr. Chase said. "It's a business—just like any other business." Variety in disc jockey shows presents the listener "something pleasing if they let the dial alone," the lecturer-m.c. asserted.

Not only can the m.c. be known as the man who gives music; he can serve the public as well—by giving friendly warnings on speed and weather conditions for the young motorist.

Wayne U. students watched and studied while their instructor, Eddie Chase, taped a three-minute interview with a locally-known TV singer. Wayne U. prepares its radio students for industry work and operates WDET (FM).
The Ladies have 

"WHEN the time comes around for advertising, we shall not fail to place WOR high on our list."

Those are not the words of a prospective client who has been locked in a room with the station's entire sales force. It is simply a typical tribute to a relatively new WOR service which has met with amazing success —The Consumer Testing Panel.

The idea is this. Women representing a cross section of consumers sit in judgment on products and advertising ideas for the products, and tell the prospective adviser their opinions on what is good, bad, or indifferent about the lot. From the answers the advertiser can determine how to design his product and its promotion for best results.

We started the panel in February, 1951. Since then it has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entree into the offices of account executives and advertising managers. As operated by WOR, it is a free service designed to provide advertising agencies with qualitative consumer information.

The panel is conducted periodically—about three times a year—and sessions are divided so that different groups of women take part on each of three days. During the two-hour-long sessions, the women take part in taste tests, examine packaging and advertising copy and provide many of the answers to questions that are puzzlers to advertisers.

The testing panel has been used by upwards of 70 advertisers so far, with products submitted by large agencies and small agencies, by national companies and regional ones. Canada Dry, Cudahy Packing, Armour & Co., Welch Grape Juice and Wheatena are some of the nationally-known items tested on the panel. But given equally as thorough treatment have been such local products as Levy Bread, Barton's Candy and Gnome Bakeries.

Although agencies of varying sizes have taken advantage of the WOR service—Foote, Cone & Belding, J. Walter Thompson, J. M. Mathes and William Weintraub, to name a few of the heavy-billing ones—the panel is especially beneficial to medium and small agencies which maintain limited research departments, or none at all. Through the consumer panel, the smaller agencies and advertisers can get many of the answers to their problems—at no cost.

Carrying this idea a step further, it is readily seen that a testing panel, as set up
WOR had an idea, and it paid off. The objective was to provide an inexpensive research system for the advertiser. The answer is the Consumer Testing Panel, where the women who will buy the product, and use it, tell the men who make and promote it where they’re right, where they’re wrong, and what to do about it.

by ROBERT M. HOFFMAN
DIRECTOR OF RESEARCH, WOR

**the first WORd, too**

by a station, becomes increasingly valuable as it moves further away from those sections of the country which have the extensive facilities of large advertising agencies. By operating panels, smaller stations in the South and West, for example, could provide a valuable service to clients in their areas who lack easy access to research facilities.

Of course, we’re well aware that the Consumer Testing Panel has its limitations. We realize—and always make a point of cautioning users—that the panel cannot be used to project results over an entire area. Instead, it is an excellent medium for obtaining qualitative information (e.g., as to likes and dislikes) or for specialized and pilot research prior to undertaking a major research project.

The research head of a large agency, which used the panel in this specialized manner, writes: “We also used your panel as a control factor on another small, pilot survey which we had recently completed. We are happy to inform you that the results obtained were about equal.” While the Consumer Testing Panel sample cannot provide projectable market data, we at WOR are convinced—as are many of the panel’s users—that it can furnish dependable qualitative information as well as indicate the direction future surveys should take. It is of the greatest value to agencies and advertisers when used in this manner.

As set up by WOR, the Consumer Testing Panel is something which any station can undertake successfully, providing the management is willing to invest in the neighborhood of $25. That its true value to WOR is immeasurable is stressed by Bill Crawford, sales manager for the station and a WOR veteran of 12 years. “I’m delighted that the panel has turned out the way it has,” says Crawford. “It has been a real service to advertisers of all sizes and has opened many doors which have led to business for the station. Designed to acquaint prospective sponsors with WOR, the panel is available to advertisers regardless of whether they use WOR. All we ask in return is that those who use the panel think of the station as an advertising medium that works for their products off the air as well as on.”

WOR salesmen, the fellows who go out and knock on agency doors, have reacted similarly to the consumer panel. Herman Maxwell, one member of the sales staff, has this to say: “The panel has enabled me to perform a unique service to my clients and agencies. In my mind, it has been especially helpful in the launching of new products, One client of mine, a bakery, used the panel before marketing a new type of bread. Thus, the company was able to find out what were the desirable qualities in bread expected by consumers, and to incorporate these in its new product before its introduction.”

The panel has research as well as advertiser acceptance. Dr. Leon Arons, vice-president in charge of research at the William Weintraub agency, points out that “we have found the panel quite helpful in several situations. For example, in one case (as part of a larger problem) the experimental method required precisely controlled exposure times. The panel was just the thing for this, and provided a large number of cases quickly.”

Dale Anderson, director of research at Erwin, Wasey & Company, had the following ideas: “We have found WOR’s Consumer Panel a useful and, of course, economical ‘tool’ for conducting pilot tests of radio and television advertising. Its usefulness has been enhanced by the fact that it is so flexible; we can control, within reasonable limits, the conditions under which we want to test.”

At WOR we set our sights on about three panels during a year; additional ones may be scheduled for special events such as our “Food Industries Week.” Sharing the responsibility for the smooth function of the panel are the research and promotion departments, the latter under the direction of promotion manager Bob Sullivan. At stations lacking large staffs, other personnel could assume these duties. Here is a description of how we at WOR go about the mechanics of the panel:

Each WOR salesman, in making the rounds of his agencies, invites advertisers to participate on the panel. Advertisers are merely required to provide the products and equipment for testing, the questionnaires,
and a sample of their product to be given
to the women participating in these sessions.
(In this way, it's possible to provide the
women with a gift shopping bag of products
which have a $3 to $5 retail value.)

While the material to be used in the
panel is being sent to the station, WOR
is busy recruiting the women who will partici-
brate. Each session is tied in with a WOR
program personality who invites the women
to attend. All replies are screened by WOR
research, enabling the station to line up a
cross-section of women, both young and
old, and from the suburbs as well as the
City. The big appeal for the women lies
in the fact that they will meet the radio
personality, sit in on the broadcast for that
day, and be served a lunch, which is usually
arranged by the station through a trade
agreement with a company such as Schraffts.

When approximately 15 advertisers have
submitted material for testing and the three
groups of 80 or so women are notified as
to which of the three days they are to par-
ticipate, the panel is ready to operate. If
film projectors or slides are used in any of
the tests, operators and equipment are fur-
nished by the advertisers. The same holds
ture for special setting up, such as taste tests and package comparisons.
In all other cases WOR provides a staff to
handle the tests.

Here are just a few ways in which an ad-
viser can use the Consumer Testing Panel:
Advertising copy tests (radio and TV
commercials, ad slogans, remembrance
tests); taste tests; selection of names for
new products, books and movies; compar-
sion of different packaging designs; motiva-
tion tests to determine factors affecting buy-
ing of specific products; obtaining new uses
for products; obtaining suggestions for im-
proving present products, and for product
sampling.

At the conclusion of each session, WOR
forwards all questionnaires to the individual
adviser or agency for tabulation. Shortly
thereafter, the WOR research department
provides all participating accounts with a
breakdown showing the characteristics of
the panel.

In addition to gleaning information about
their products through tests in the studio,
advertisers can also test products under
actual conditions of use through the panel's
"at home" feature. Products which would
be difficult to examine in the studio, like
cookie mix, detergents and shampoo, are
taken home by the women to be tested. The
station, as well as the advertisers, has been
gratified by the response to these "use" tests,
since more than 60% of the questionnaires
are returned by women making the "at home"
survey.

Here are some of the specific examples of
what has been tested on the panel, and some
of the reactions from those submitting the
products:

Scheideler, Beck & Werner used the con-
sumer panel to determine the value of cer-
tain claims on a new product, a house-
hold cleanser. They reported that "as a
result of our test on your panel, we made
substantial copy changes which we believe
greatly increase the selling power of our
commercials and ads."

Results from the panel prompted Doyle
Dane Bernbach to emphasize in all copies
that Levy's Bread was a white, and not a
rye bread. Because close to one-third of the
panel did not recognize it as a white bread,
the agency has placed the word "white"
into the ad headline.

Another agency, Erwin, Wasey & Com-
pany, said that some of the things learned
from the panel would be incorporated in new
TV commercials being prepared for
Pertussin. One company, Schraffts, changed
the design on its ice cream package as a
result of the tests; another, Fred's Steak
Sauce, discovered better copy approaches.

Barton Candy spokesman had this to say
about the tested new product: "The find-
ings of your listeners confirmed our opin-
ion that our new Chocolate Spread was
a welcome way to 'party up' bread and
 crackers."

A tea company, Aborn's, wanted to know
if it should package a summertime product
for iced tea. The panel vetted the idea and
said, through the questionnaires, that any-
thing "iced" might sound watered down.
The company followed the advice of the
panel.

The taste tests have proven to be a favor-
ite of the participating women, who have
sampled such products as Ferris Ham,
Torino's minestrone soup and pasta fazzo,
Dannon Yogurt, soft drinks, candy and
others. In many cases we purposely with-
hold the names of products from the pane-
l lists to prevent certain prejudices from
creeping in. In this way we hope to get a
purely objective reaction to the products.

To sum up, here at WOR we've found
that the idea of servicing agencies and ad-
visers through the Consumer Testing Panel
has paid off. In addition to providing
untold goodwill, it has actually brought in
business. We otherwise would have missed
and would have lost the opportunity for our
salesmen in their efforts to sell panel participants
on using WOR. There's no reason why sta-
 tions in other areas couldn't initiate the
same type of service with equal success.

---PROGRAMS & PROMOTIONS---

TEACHERS VISIT STATION

KOMO AND KXXA Seattle were among 137
firms which played host to 2,560 school teach-
ers at the second annual Business-Education
Day, sponsored by the Seattle Chamber of
Commerce on May 7. At KOMO the teachers
were given a tour of the studios and offices,
where they heard an explanation of how the
radio station operates. The teachers who vis-
ited KXXA transmitted their impressions of
the tour, and the program was aired on Sunday,
May 10.

MOTHERS' DAY PARTY

TOMMY REYNOLDS presented his KEYL
(TV) program from the stage of the Inter-
state Texas Theatre in San Antonio, where
more than 3,000 housewives are reported to
have attended Mr. Reynolds' Mothers' Day
Party. More than $1,500 in appliances, per-
fume, cakes and flowers were given away dur-
ing the hour and a half program which is
spon-
ored regularly each weekday by Wolff & Marx
Department Store. Highlighting the pro-
gram were the winners of a two-month "Bride
and Groom Contest," conducted by Mr. Rey-
nolds and the selection of "South Texas' Oldest
Mother."

JET FLIGHT

LINDLEY HINES, KMOX St. Louis news-
caster and World War II pilot, told his radio
listeners how it feels to dive, spin, barrel
and slow roll in a modern jet fighter plane.
The tape-recorded flight was broadcast on Mr.
Hines' newscast at 10 p.m. on May 17. Heard
on the program were the takeoff, climb to
35,000 feet, the high speed dive to 11,000 feet,
losing 1,300 feet every 10 seconds and instruc-
tions from the control tower.

METHODIST CELEBRATION

A SPECIAL worldwide broadcast from Bristol,
England, commemorating the 250th anniver-
sary of the birth of John Wesley, founder of
Methodism, was broadcast yesterday (May 24)
on WAVE in Stamford, Conn. The program orig-
inated in the New Room Chapel, oldest Meth-
odist shrine, built with the small contributions
of Bristol miners in response to Mr. Wesley's
first preaching in the open fields. The day is
now celebrated by Methodists in America as

When in Hawaii . . .

A HUSKY SEGMENT of Japanese pro-
gramming marks the format for KPOA
Honolulu, reports Jim Hollinger, general
manager of the Hawaiian chain, who has
discovered that although 90% of the
Japanese elements of the population un-
derstands English, 88% listens to Japan-
ese-language radio programs.

Mr. Hollinger has established Japanese
radio features in peak listening periods
both daytime and evening, and has made
affiliation with Japan's Radio Tokyo,
commercial network, and NHK, non-
commercial network. He points out that
40% of the Hawaiian population is Jap-

BROADCASTING • TELECASTING

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you've heard it until you're bored stiff...but

**WE DO IT!**

**Keystone Merchandising** Follows Your Product to the Retail Counters!

It's the kind of follow-through even your most active sales staff couldn't deliver, because local **key**stone station management arranges personal contact with local stores almost simultaneously with your merchandising package! Stocks are checked and recorded, order cards distributed personally, window streamers and counter cards installed, all by the personnel of **KEYSTONE's 650 HOMETOWN AND RURAL AMERICA STATIONS** who air your message. What sets this merchandising machinery in action? **YOUR ORDER!** The single order you place for any length announcement or program, for any part of the farflung KBS network. This is one of the many fine points of **KEYSTONE** service that add up to the biggest and best buy in radio today. It will pay you to investigate the **KEYSTONE** story if you want the most for your money!

---

**WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES**

**CHICAGO**
111 W. Washington St.
State 24303

**NEW YORK**
580 Fifth Avenue
Plate 7-1460

**LOS ANGELES**
1130 Vine Street
California 3-2910

**TAKE YOUR CHOICE**
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

**MORE FOR YOUR DOLLAR**
No premium cost for indivisualized programming. Network coverage for less than "spot" cost for some stations.

**ONE ORDER DOES THE JOB**
All bookkeeping and details are done by **KEYSTONE**, yet the best time and place are chosen for you.

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**Broadcasting • Telecasting**
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<tr>
<th>SUNDAY</th>
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<th>WEDNESDAY</th>
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<td>Dr. Kildare</td>
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**Notes:**
- **CBS** stands for Columbia Broadcasting System.
- **MBS** stands for Mutual Broadcasting System.
- **NBC** stands for National Broadcasting Company.
- **ABC** stands for American Broadcasting Company.

These times and programs are subject to change and may vary by location.
PROGRAMS & PROMOTIONS

Aldersgate Day and in England as Wesley Day. Dr. Eric W. Baker, secretary of the Methodist Conference of Britain, spoke at the ceremony.

COUNTY AGENT CONTEST
IN A public service effort to make rural listeners more keenly aware of the valuable services performed by their County Agricultural Agent and County Extension Director, WOW-AM-TV Omaha, Neb., is rewarding the outstanding agent a free trip to Europe. The winner will be selected from letters received from rural listeners, who have been invited to write about the fine services rendered by their local County Farm Agent. The winner will attend the Sixth Annual Farm Study Tour to the British Isles and Europe, including visits to Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France.

TIED TO HER APRON STRINGS
“GOOD selling is tied to Martha Lane’s apron strings.” So states a brochure from KXXO St. Louis. through which is tied the apron strings. Inside the folder is a green and yellow plastic apron (life-size) on which is written: “Tie your sales to Martha Lane’s apron strings, KXXO . . . 11:30 to 12 noon daily.”

SYMBOLS OF BRITISH MONARCHY
EXACT, life-size reproductions of the symbols of monarchy to be worn or carried by Queen Elizabeth II for her Coronation were displayed on Today, NBC-TV news and feature program. The display included the Imperial State Crown, the Orb of England and the Royal Scepter, as well as an 18-inch statuette of Britain’s queen, portraying her as she will appear at the Coronation.

CORONATION CONTEST
AFTER 15 weeks of competition, a winner was selected in the Coronation Contest conducted by WKRC-TV Cincinnati. Questions in the contest revolved around historical and geographical subjects. The winner, Charles E. Stevenson, assistant professor of law at the University of Cincinnati, will receive a free trip to the Coronation and Paris, plus clothing, luggage and spending money. Runners-up received refrigerators, gas ranges, watches, etc. The contest was conducted by means of picture clues on the air and in the Cincinnati Times-Star.

FM NOT DEAD HERE
WHEN storm damage put WABB-FM Mobile, Ala., off the air temporarily, and the lack of replacement parts held up repairs for three weeks, calls, postcards and letters made life miserable for radio repairmen, switchboard operators and secretaries who had to explain, the station reports. In an effort to relieve this pressure, WABB ran a 68-inch ad on the Sunday radio page of a local paper, explaining the situation. The station’s comment: “FM dead? Don’t tell that to these folks! The listeners don’t know it.”

SPECIAL SUPPLEMENT
A 22-PAGE special supplement to the Fort Lauderdale Daily News, containing information on WFTL-TV Fort Lauderdale staff and programming, has been distributed to 35,000 prospective uhf viewers, the station reports. On the front page of the section in blue color is a picture of the new station.

IN THE PUBLIC SERVICE
“IN THE Public Service” is the title of a booklet put out by WLAC Nashville, containing over 606 pages telling of the station’s public service programs. On each page is the story of a public service event and a photograph.

STUDENTS PROFIT
KGLO Mason City, Iowa, reports that a program involving high school students in the area has proved beneficial to the station, the schools and the students. KGLO permitted students from a different high school each week to appear on an hour-long program for which they selected music, edited news and announced commercials. The station turned over to the high schools half the proceeds from the commercials.

NEXT TIME THEY’LL WHISPER
THREE brief mentions on the Dean Landfair program on WMT Cedar Rapids, Iowa, brought thousands of requests for tickets to the first broadcast in the summer People Are Funny series, sponsored on CBS Radio by Amana Refrigeration Inc., Amana, Iowa. The freezer firm’s dealers along with WMT, the Cedar Rapids Local College (which wasn’t even involved in the program) and the local Paramount Theatre were flooded with calls. According to George C. Foerster, executive vice president, and Merlin E. Morris, advertising manager of Amana, dealers had so many thousands of requests it was necessary to hold drawings for the 1,950 tickets.

To satisfy the crowds that were turned away, Art Linkletter, star of the program, gave a special out-of-doors performance before the start of the Three-Foot baseball game the same night. Mayor Milo Sedlacek, of Cedar Rapids, proclaimed May 9 as “Art Linkletter Day.”
BALANCED PERFORMANCE gives you highest overall sound recording quality ...at no extra cost

Audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in your recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at no increase in price.

Here are some of Audiotape's extra-value features:

* **More Uniform Frequency Response** — Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

* **Low Noise Level** — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level—completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

* **Low Distortion** — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

* **Maximum Uniformity** — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±1/4 db or better—and a reel-to-reel variation of less than ±1/4 db. What's more, there's an actual output curve in every 5-reel package to prove it.

* **Complete Interchangeability** — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios—played back perfectly on any machine.

* **Highest Coating Adhesion** — keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

* **Guaranteed Splice-Free** — Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

* **Low-Tension Reel Design** — with 2¾" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

**COMPARE AUDIOTAPE** in an end-to-end run with any other sound recording tape available. Compare the prices, too. You'll find that Audiotape speaks for itself—in performance and in cost!

**AUDIOTECH, Inc.**
444 Madison Avenue, New York 22, N.Y.

Export Dept.: 13 East 40th St., New York 16, N.Y. Cables “ARLAB”
Advertisers
Charles E. Brooker appointed assistant sales manager of Food Industries Dept. of Pennsylvania Salt Manufacturing Co., Phila.

Leon H. Black, assistant purchasing agent of W. A. Sheaffer Pen Co., named manager of Canadian subsidiary.

Agencies
Bryan Houston, executive vice president, Sherman & Marquette, N. Y., office, elected president; Stuart Sherman, president, elected chairman of board of that office.

Arnold T. Bowden, vice president of Flack Adv., Syracuse, to James J. Coolican Inc., Syracuse, as executive vice president and general manager.

Sidney C. Lund becomes head of creation of industrial literature in publicity dept. of G. M. Basford Co., N. Y.

William Ennis and Robert Kunkele, account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers, supervising group of accounts.

Paul B. Kinney, sales promotion div. of Trumbull Electric Dept. of General Electric Co., Plainville, Conn., to James Thomas Chirurg Co., N. Y. and Boston, as account executive in N. Y.


William J. Jost, former vice president of Owen & Chappell Agency, N. Y., to Geyer Adv., same city, as account executive.


Edgar C. Kahn, TV director, NBC, to Kudner Agency, N. Y., TV dept. as producer-director on Martin Kane, Private Eye show.

John W. Gladhorns has retired after 20 years with Geare-Marston, Phila. Adv. Agency, as account executive.

E. D. Geoffrey Garth, vice president of Lamb & Keen, Phila., to Lee Rasmddel & Co., that city, as account executive.


Hildred (Bitty) Sanders, vice president in charge of radio-TV, Dan B. Miner Co., L. A., becomes first woman appointed to American Assn. of Adv. Agencies Standing Committee on Radio and TV Production.


John H. Hines, BBDO, N. Y., to Kudner Agency, N. Y., on radio-TV copy staff.

Don Belding, president, Foote, Cone & Belding Inc., L. A., named publicity committee chairman of local 1953 Community Chest campaign.

William Z. Burkhart, president of Stockton-West-Burkart Inc., Cincinnati, named president of Cincinnati chapter of Society for the Advancement of Management.

Stations
Don Perrie, announcer for WIBO and WBRLL-FM Baton Rouge, La., promoted to program director.

Ruth Richley Rouzie appointed commercial manager of WNNT Warsaw, Va.

Wall Matthews appointed account executive at WBAL-TV Baltimore.

Jack Howlett named production manager of CCFP Montreal, succeeding Reo Thompson, who has moved to All-Canada Radio Facilities Ltd., Montreal, to head TV division.

Faye Johnson, national accounts and traffic manager, Hawaiian Broadcasting System, appointed promotion director. Wayne Collins named news director for Hawaiian Broadcasting System (KGBM-AM-TV Honolulu and KHBC Hilo).

Alex West, radio-TV director at Rhoades & Davis Adv., S. F., to KCBS San Francisco, as assistant sales manager.

Richard E. Goebel appointed executive assistant to Harry L. Nace, Jr., president of KTYL-TV Phoenix.

James Parks, creator of ABC radio Quiz Kids and partner in Searle & Parks Inc., former Hollywood program packager-distributors, to KBH TV (that city) as sales manager. He succeeds Doty Edouard who becomes manager of radio spot sales, NBC Western Division.

George T. Miller named news and special events director at KTYL-TV Phoenix.

Peter McDonald, producer at CBLT (TV) Toronto, becomes TV co-ordinator of CBUT (TV) Vancouver, expected to be on air late this year.

O. F. Bobbitt appointed sales manager of KTBC Austin, Tex., succeeding Sam Plyter.


Barbara Tobin, TV production staff of WGN-TV Chicago, appointed director of education for WBBM-AM-TV, William B. Wolff, WHFC Chicago, to WBBM, as staff announcer.

John S. Bell, program-news-sports director of WSDC Marine City, Mich., to WKBZ Muskegon, Mich., as director of sports and special events.

Ron McElwee, salesman at WIST Charleston, N. C., returns to WIS Columbia, S. C., as salesman.

James Edward Doggett, salesman for WBBR Welch, W. Va., has resigned. Les Breek, special events and sports director, assumes additional duties as account executive for sports accounts now on station.

George H. Stephens appointed farm reporter for KCMO Kansas City.

William J. Hooper, executive sales staff at WCAU Philadelphia, to sales staff at WHAM Rochester, N. Y.

Johnny Johnston to staff of WCBA Corning, N. Y., as sports director.

Hunt Strangberg, Jr., motion picture writer and N. Y. stage producer, and Selig J. Seligman, author and former assistant to Edward L. Hyman, vice president of Paramount Pictures, to KECA-Tv Los Angeles as producer-writers.

Richard Crosswhite, news editor of KOA Denver, to KBTV (TV) Denver, as newswriter.

Bob Ehrlich replaces Jim Erhardt on announcing staff of KCKY Coolidge, Ariz.

Maurice Hamilton and Roger Peterson to KCBS

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San Francisco, as writer and summer relief announcer, respectively.

James G. Hoyt, executive comptroller of KEYT (TV) Santa Barbara, elected president of Santa Barbara Advertising and Merchandising Club.

Max Ewing, production supervisor at KGNC-TV Amarillo, Tex., named as one of ten press photographers to attend annual dinner given by White House Press Photographers for President Eisenhower.

Harvey J. Struthers, general manager of WEEI Boston, received 1952 public interest award for spreading information concerning accident prevention, from National Safety Council.


Jack Lemon, N. Y. TV actor, assigned role in Columbia Pictures feature film, "A Name for Herself."

Barbara Haddox, promotion manager, WBNS-TV Columbus, named grand prize winner in contest among stations carrying CBS-TV George Burns and Gracie Allen for best overall promotion during March 20-April 20 period. Contest was sponsored by Carnation Milk Co. and B. F. Goodrich Co.

W. Wright Esch, owner and operator of WMFJ Daytona Beach, Fla., elected president of local chapter of Reserve Officers Assn. of America.

Calvin J. Smith, president, KFAC L. A. and Southern California Beasts Assn., received award from California Fire Prevention Committee in recognition of radio’s cooperation with fire prevention program.


Lloyd Grant, staff announcer at WNAX Yankton, S. D., father of boy, May 4.

Sam Hall, salesman for KXOK St. Louis, father of girl, May 1.

Jack Creamer, WIP Philadelphia commentator, has had his new book "Horses and Men" published by Cowen, McCann, N. Y.

Flood Waldo Rood, transmitter engineer at WPTF Raleigh, elected mayor of Cary, N. C., for third term.

Frank Raymond, farm director of WDVA Danville, Va., elected president of Ruritan Club of Westwood Hills in suburban Danville.

Bob Forker, WGAR Cleveland local sales manager, elected president of American Turners Dramatic Society, Cleveland chapter.

William R. Tedrick, vice president and general manager of WOKZ Alton, Ill., honored on behalf of WOKZ by savings bond div. of Treasury Dept. for origination of new savings bond program, Mr. Minute Man.

Edwin K. Wheeler, general manager of WWJ-TV Detroit, and Ben R. Donaldson, director of advertising, Ford Motor Co., received Freedoms Foundation award for outstanding contributions to better understanding of American way of life. Ford was awarded for "The American Road" series, WWJ-TV for Message From Korea.

Edward C. Obrist, station manager of WNHC.

The "Triple-Threat" Performer

Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler ... lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum Performance Security.

Your RCA Tube Distributor has RCA Tubes in stock for immediate delivery. Call him for fast and friendly service.

RCA 5762 forced-air-cooled grounded-grid POWER TRIODE
AM-TV New Haven, named to Advisory Board of Council on Human Relations.

Sandy Saunders, WKY-AM-TV Oklahoma City farm director, received award from Central Oklahoma Milk Producers Assn. "In recognition of... contribution to Oklahoma's dairy industry..."

Monette Shaw, women's director for KABC San Antonio, received Jaycee Award for outstanding civic and charitable work.

Jack Emley, WTVI (TV) Miami news cameraman, elected second vice president of Miami Press Photographers Assoc.


Jack Steck, executive program director of WFIL-TV Philadelphia, and Bess Berg, radio-TV assistant for Phila. Board of Education and producer of Science Is Fun on WFIL-TV, received certificate of merit from New Jersey Science Teachers Assn. for Science Is Fun program.

Walter B. Hasse, general manager of WDRC Hartford, received "Certificate of Appreciation" from Connecticut Society for Crippled Children & Adults for station's help during recent Easter Seal drive.

Henry Schacht, director of agriculture, KNBC San Francisco, cited for daily Farmer's Digest program as "best farm show" by California Associated Press Radio Assn.

Dave Showalter, director of public affairs, and

Gonner Cool, writer-producer, both KNX Hollywood, named co-chairman to produce "Scoutorama" stage show in L. A., June 5-6.

Ed Murphy, star of WSYR-AM-TV Syracuse, received award from Central N. Y. Safety Conference Exposition for his Safety Rangers program.

Bob McLaughlin, disc jockey, KLAC-AM-TV Hollywood, and Jerry Barrett, singer, will be married Aug. 1.

Johan O. Bergquist, engineer at WSYR-TV Syracuse, N. Y., father of girl, Carol, April 20.

Don Costello, operator of CHUM Toronto, father of girl, Sharon Elaine.

George Stadtmuller, director of personnel and accounting at KCBS San Francisco, father of girl, Patricia, May 1.

Ed Ruppe, account executive at WICC-TV Bridgeport, Conn., is engaged to Marie Curye.

Vance Colvig, star of KNBH (TV) Hollywood Peanut Circus, and Tink Ross, Capitol Records, that city, were married April 25.

Ray Karpowicz, sales manager at WEE St. Louis, father of boy, Paul Anthony, May 5.

Philip Dexheimer, account executive, KBIG Avalon, Calif., father of girl, Jana Helane, April 23.

Bill Rapp, director, KJH-TV Hollywood, father of girl, Susan Joyce, April 19.

Cody E. Augustine, director of public relations and promotion at WJAS Pittsburgh, father of girl, Peggy Jo, May 3.

Jean Shadden, director of women's activities at WDTV (TV) Pittsburgh, married Bill Connelly, Pittsburgh Press advertising salesman, April 18.

Networks

Matthew Viercacker and Stewart Robinson appointed treasurer and assistant treasurer, respectively, of ABC Central Div.

Mary Martin is first star to be signed for Ford 50th anniversary TV program on NBC and CBS-TV networks, Monday, June 15, 9-11 p.m. EDT.

Gale Storm, star of CBS-AM-TV My Little Margie, and Marguerite Piazza, Metropolitan Opera star featured on NBC-TV Your Show of Shows, signed to recording contracts by Capitol Records.

Sarah Selby, featured actress on CBS Radio Junior Miss, assigned role in 20th Century-Fox feature film, "Be Prepared."


Jim Campbell to CBS-AM-TV New York, as staff announcer.

George Olden, CBS-TV graphic arts director, presented with Art Directors Club Medal for "overall contribution to TV graphic art."

Ralph Edwards, creator-star of NBC-TV This Is Your Life, awarded first TV network program citation by Laymen's Movement for Christian World for "outstanding contribution to the spiritual life of America."

Gustav B. Margraf, vice president for talent and program administration for NBC, elected an honorary member of Duke U. Circle, Rho, of Omicron Delta Kappa, national honorary fraternity.

Stanton Kramer, director of TV promotion-publicity, ABC Western Division, father of girl, Andrea, May 13.

Win Uebel, assistant network sales traffic manager at NBC Chicago, father of girl, Diane Rose.

Manufacturing

Dr. Constantine S. Szegho appointed vice president of research for Rauland Corp., Chicago tube manufacturing agency.

John Holzman appointed vice president and sales director for RCA Victor Distributing Corp., RCA subsidiary, Chicago headquarters.


INTERVIEWING a patient at Fitzsimmons Army Hospital while attending a meeting of the KOA Denver board of directors, of which he is a member, radio-TV-screen comedian Bob Hope uses a KOA microphone to get the veteran's reactions.

Birchard, assistant manager, patent dept., Zenith Radio Corp., Chicago, to Hoffman as manager of firm's patent dept.

Herbert Sands, sales training div., Philco Corp., Phila., appointed to sales dept. of radio div.

Jerry Kirshbaum, sales manager of Precision Apparatus Co., Elmhurst, N. Y., elected president of Eastern Div. of Sales Managers Club.

Representatives

A. A. McDermott, Radio & Television Sales Inc., Toronto, elected first vice-president of Advertising and Sales Club of Toronto for 1953-54.

George Lindman, head of S. F. office of George P. Hollingbery Co., elected vice president.

John Carter, account executive with Adam J. Young Jr., Inc., N. Y. radio and TV station representative firm, promoted to assistant to president, with duties of planning sales strategy and supervising research and promotional activities.

Wynn Kirby, salesman, O. L. Taylor Co., station representation firm, father of boy, May 3.

Program Services

George M. Rowland, Jr., vice president and director of sales for Gardner Displays Co., appointed assistant director for special activities for American Museum of Natural History in N. Y., including duties of administering contracts for TV, radio and motion pictures, in cooperation with CBS-TV. Museum presents special TV series titled Adventure. (Sun. 5-6 p.m. EDT).

William Hodapp, executive director of Tele-

Trade Associations

Gene L. Cagle, president of Texas State Network and president and general manager of KFJZ Fort Worth, Tex., elected to board of directors of Advertising Federation of America, replacing Oveta Culp Hobby, now secretary of newly created cabinet department, Washington, D. C.

What a station executive says about Standard Rate Service-Ads:

"Media men seek and appreciate this information"

says G. Richard Shafto, general manager, station WIS Columbia, S. C.

"The story of WIS in our own language gives personality to the essential reference data in our Standard Rate Listings. We feel that media men seek and appreciate this added information at the time they turn to Standard Rate for comparative facts and figures."

8 ways a service-ad in SRDS sells time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations right then.
8. It provides a "last chance" gain from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

SRDS

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-buying Function

Walter E. Baitel, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

May 25, 1953 • Page 89
IN PUBLIC INTEREST

‘Esso’ Public Service

A TOTAL of 9,683 public service messages were carried on Esso Standard Oil Co.’s Your Esso Reporter radio and television broadcasts over the past three years, the Advertising Coun-
cil announced last week. Some 8,949 of the appeals were heard over radio and 734 on te-
tlevision, with a total of 25 Council public in-
terest projects supported on Esso’s programs, the Council said. Marshak & Pratt is the
agency for the program. Public service mes-

WSYR gives you up to 239% more
daytime audience families than
other local stations according to
SAMS and Nielsen.

Write, Wire, Phone or
Ask Headley-Reed

WLIR Aids Blood Testing

WLIR New York reports it was the radio sta-
tion kicking off the city public health depart-
ment’s campaign beginning last Monday to get
people to take blood tests. To help overcome
various fears that make many people reluc-
tant to take tests, WLIR staffers were sched-
uled to take tests themselves while on the air.

Hartford Day Camp Benefits

WDRC Hartford, Conn., has brought in $1,000
for Camp Courant, a summer day camp for
children. Fund drive was conducted on Jack Zaiman’s Needle Club, which will continue the
campaign until late June. The camp is spon-
sored by the Hartford Courant, for which Mr.
Zaiman is a political reporter.

$30,090 for Neighbors Club

CHRISTMAS Neighbors Club contributions in
1952 amounted to $30,089.81, Al Boyd, direc-
tor of the club, has announced. The money
was contributed by WLS Chicago listeners
and Prairie Farmer readers, he said, and was
used to buy 964 radios, wheel chairs, inhala-
tors, orthopedic walkers and playground
equipment for hospitals in Illinois, Indiana,
Wisconsin and Michigan. WLS and Prairie Far-
mer absorb operating expenses of the club.
Since its start in 1935, Mr. Boyd disclosed,
the Christmas Neighbors Club has raised nearly
$380,000, solely through announcements over
WLS and stories in the Prairie Farmer.

Two Awards in One Day

KLRA Little Rock, Ark., recently received two
awards in one day. The first was from the
President’s Committee on Employment of the
Physically Handicapped; the second from the
U. S. Junior Chamber of Commerce. W. V.
Hutt, KLRA general manager, accepted both
public service awards.

Cleveland Cites WEWS (TV)

WEWS (TV) Cleveland, Peabody Award win-
ning station, received commendation from the
local City Council May 11 for having “focused
attention on Cleveland as a progressive com-
munity.”

‘Letters From America’ Aid

SOME 423 foreign language broadcasting sta-
tions in the U. S. have helped to promote the
“Letters From America” campaign during the
past three years, the Common Council for
American Unity, sponsor of the drive, reported
last week. Campaign, designed to combat
anti-American propaganda abroad through per-
sonal letters from Americans to friends and
relatives overseas, marked its third anniversary
last week, which was designated “Letters From
America Week.”

WRC Assist to Charity

AFTER WRC Washington disc jockey Gene
Archar interviewed Mrs. Margaret E. Kennedy,
who made a charity appeal in behalf of the
Washington Home for Foundlings, a man in
nearby Arlington, Va., Aubrey Lee, donated
the entire stock of a gift shop to the foundling
home. The goods, which Mr. Lee had stored
after closing his shop two years ago, were
valued at $20,000 wholesale.

Tragedy-Stricken Family

SOME $900 was raised through appeals by
WIDE Biddeford, Me., to give financial aid to
a family in which one son was struck by an
auto and later received an eye injury, two oth-
er children were drowned when ice broke be-
neath them, and the mother underwent major
surgery. President Arthur Deters said only one
$2 pledge was unfulfilled.

Appeal Brings $1,000

COLLECTIONS have reached $1,000 in WBZ
Boston radio appeal to aid an Arlington, Mass.,
youth who has been in a coma since an auto-
mobile accident January 13. Jerry and Sky,
all-night disc jockeys on WBZ, initiated the
appeal. Response to date has been from 35
states.

Praises Funds for Surgery

WBCU Union, S. C., has ended an air cam-
paign to raise $1,000 to pay expenses of a
surgical operation on the 8-year-old son of a
local underprivileged family. A total of $1,-
200 was contributed for the boy, who is suf-
fering from a rare heart ailment and whom
doctors have given a 50-50 chance for survival
if the operation is performed.

WPX (TV) Aids Foundlings

WPX (TV) New York May 3 launched a
community service program in cooperation
with the New York Foundling Hospital,
which cares for 3,000 homeless children.
Titled A Home for a Child, the program
emphasizes the hospital’s humanitarian work
and presents case histories of children for po-
tential adoption or placement in foster homes.
Program is carried Sundays, 12:15-12:30 p.m.
EDT.
Ubelhart, Bourgholtzer To Get Headliner Awards

JAMES UBELHART, news director of WSPD Toledo, and Frank Bourgholtzer, recently appointed NBC chief correspondent in Paris, have been selected to receive National Headliners' silver medallions in recognition of consistently outstanding news broadcasting during 1952. In the new field of TV, Headliner judges voted a joint award to the four video networks for their telecasting of the political conventions in Chicago as "outstanding coverage of a news event."

Reportorial Ability

Mr. Ubelhart, whose 1952 reportorial achievements ranged from a series recorded at U. S. air bases in Europe to a report of the showing of the Berlin art masterpieces at the Toledo Art Museum, won the Headliners Award for "consistently outstanding news broadcasting by a local radio station." Mr. Bourgholtzer was accorded his award for the performance of his duties as NBC's White House correspondent during 1952. He held this post from 1947 until April 1, 1953, when he was transferred to Paris.

Medallions will be presented to the radio and TV winners and to other winners from newspaper, news service, and newscast fields on June 13 at a luncheon at the Dennis Hotel, Atlantic City.

N. Y. Art Awards to Radio-TV

THREE medalist awards in the fields of radio and television have been made by the Art Directors Club of New York as part of its annual contests for the best examples of advertising and editorial art.

Medalist winners included G. Olden, CBS-

OVERSEAS Press Club’s 1952-53 award for the best radio reporting from abroad of foreign affairs has been won by Howard K. Smith, chief of CBS Radio’s European news staff (B&T May 18), and Adrian Murphy (r), CBS Radio president, accepts the award in Mr. Smith’s behalf. Admitting the award are George Cran- dall (l), CBS Radio director of press informa- tion, and Ben Gross radio-TV editor of the New York Daily News.

BURNS & ALLEN Prizewinner

BARBARA HADDIX, promotion manager of WBNS-TV Columbus, has been adjudged the grand prize winner in a nation-wide contest conducted by George Burns and Gracie Allen and their sponsors, the Carnation Milk Co. and the B. F. Goodrich Co., for promotion managers of stations carrying their television show. Miss Haddix wins a trip to the Coronation of Queen Eliza- beth with all expenses paid. Runners-up, who will receive 21-inch console TV sets, are: Burt Toppan, WTVJ (TV) Miami; Robert Pratt, WCBS-TV New York; Ardyce Pfansiel, KEYL (TV) San Antonio; James Evans, WHNC-TV New Haven, and Jack Schumacher, WICU-TV Erie.

TV director of graphic arts department, for "overall contributions to TV art tilting"; Louis Dorfman, art director and associate direc- tor of sales promotion and advertising, CBS Radio, for "design of complete unit booklets, and direct mail ads"; and to Lew Keller, Ray Patin, and Marlowe Hartung, Ray Patin Pro- ductions, for "television commercial film, full animation."

Merit Awards

Awards of distinctive merit were made to William Goldin, art director of Lester Rossin Assoc., New York, for newspaper and maga- zine advertisements created for CBS Radio and Television; Norman Tate and A. Oestrander, TV commercials for the Atlantic Refining Co.; Ray Patin and Tom Newman of Ray Patin Productions, TV Commercials for Blue Plate Foods, Inc.; Irving Miller, CBS Radio, for magazine advertisements for KCBS San Fran- cisco, and Arnold Rosten, MBS art director, for magazine ads for MBS.

Waco Stations Honored For Work After Tornado

TEXAS Assn. of Broadcasters Wednesday will present special awards to the two Waco radio stations, WACO and KWTX, and to the Texas State Network, for the outstanding public service they rendered after a tornado in that city May 11 killed more than a hundred people and destroyed millions of dollars in property (B&T, May 18).

TSN will air the live broadcast, which will originate in Waco (Wednesday 10:30-11 a.m. CST), according to Richman Lewin, TAB public- ity director.

To Emcee SDX Banquet

DON MCNEILL, Toastmaster of ABC’s Break- fast Club, will be m.c. for Sigma Delta Chi’s national award banquet and presentation cere- mony at the Conrad Hilton Hotel in Chicago today (Monday), Lee Hills, the fraternity’s national president, has announced. John H. Norton Jr., vice president in charge of ABC’s central Div., will accept a special citation for ABC, one of four to TV networks for outstanding coverage of the 1952 political conventions.

EVEN MEXICANS WATCH

WHEN

Day-in and day-out, the people of Mexico watch WHEN and then shop the greater Syracuse Market.

Mexico is only one of more than 250 communities covered exclusively by WHEN. Your advertising dollar, over WHEN, is exposed to over 2½ million people. This is a market with a high stable buying income . . . a market whose buying habits are constantly influenced by watching WHEN. This is your opportu- nity to cover the important Central New York Market with JUST ONE medium . . . WHEN.

SEE YOUR NEAREST KATZ AGENCY
**AWARDS**

**NBC Takes Radio Awards; Shares TV Honors with ABC**

Chicago Federated Advertising Club announces its 1953 competition winners for Chicago-originated network programs.

NBC corralled top honors for Chicago-originated network radio programs and divided awards with ABC on TV network shows in the Chicago Federated Advertising Club’s 1953 awards competition.

The awards were announced and presented to the networks and local stations in a number of categories at the annual CFAC dinner in the Morrison Hotel last Thursday evening. They covered radio, television and seven other classifications on the basis of work created in the Chicago area between April 1, 1952, and March 31, 1953.

NBC won the radio variety program honor for its Kukla, Fran & Ollie, produced by Beulah Zachary, and a special feature public service award for its National Farm and Home Hour, sponsored by Allis-Chalmers Mfg. Co.

In television, ABC-TV’s Super Circus—a four-time CFAC winner in the past—walked off with honors for the “best network children’s show” and NBC-TV’s Ding Dong School won out for the “best all-around network service show.” NBC-TV also won a special citation for its overall Chicago TV productions.

WGN, WBBM and WMAQ shared local radio honors.

Other top radio winners were:

**Programs**

- Drama—Hall of Fantasy, WGN. Dick Thorne, writer-producer.
- Commentary—Honorable mention: The Earl Nightingale Show, WGN. Earl Nightingale, writer-producer.

**Special Features**

- Public Service—Honorable mentions: Holiday Traffic Service, WGN; Bruce Dennis, writer-producer. Dollars For Decency, WBBM.
- Women’s Shows—Virginia Dale Show, WGN. Ruby Anderson, writer.
- Special Events—WBBM Was There and Crime Hearings, WBBM. Chuck Wiley, producer: Art Thomsen, writer.

**Commercial Announcements**

- One Minute Announcements—Advertiser, Atlas Brew.

**RCA Institutes Awards**

RCA Institutes Inc. announced May 13 it had awarded scholarships to that school valued at $1,500 each to Richard Anton Belz, John Francis Corbani and Anthony C. Medile, all of New York. Final selection for the awards, open to contestants representing public and private high schools in the New York area, was made by Dr. Alfred N. Goldsmith, consulting engineer; George L. Van Duesen, president emeritus of RCA Institutes, and George F. Maedel, current president.

**DuMont Wins VFW Award**

DuMont TV Network has been presented with the Award of Merit of the Veterans of Foreign Wars "in commendation of its excellent public service programs, and particularly of the meritorious national feature, The New York Times Youth-Forum" (Sunday, 6-7 p.m., EDT).

**‘American Weekly’ TV Awards**

THE American Weekly's 1953 TV award winners were announced May 17 after a nationwide poll of newspaper critics. “Bests” were taken by:

Variety, Your Show of Shows; comedian, Sid Caesar; musical, Dinah Shore; mystery, Dragon; educational, Omnibus; discussion, Life It Worth Living; documentary, Victory at Sea; audience participation quiz, You Bet Your Life; panel quiz, What’s My Line?; news, Camel News Caravan; children’s, Kukla, Fran and Ollie; sports, Blue Ribbon Bets; dramatic, Robert Montgomery Presents; comedy drama, I Love Lucy; comedy; Lucille Ball; most promising personality or show, Mr. Peepers, and special achievement, Omnibus.

**Students Win Radio Awards**

NATIONAL Collegiate Radio Guild presented honors to eight students at an awards dinner at Washington State College, Pullman, recently. The Edward R. Murrow award was won by Dale Kassel, Twin Falls, Idaho; the companion Judith Walter award went to Jeraldine Heft, Portland, Ore.

Winners for outstanding achievement were: Newscasting, Richard Gardner, Seattle; announcing, James L. Johnson, Portland, Ore.; sportscasting, Keith M. Jackson, Bremen, Ga.; news editing, Edward L. Purcell, Yakima, Wash.; outstanding achievement, Lois Schreiner, Yakima, and staff "Man of the Year," Cal Watson.
Plans for WKAQ-TV Near Completion

PLANS for Puerto Rico's first television station came nearer completion recently when Angel Ramos, who will operate the station, spoke at a luncheon in New York. Ramos has purchased nearly $500,000 in equipment from IGE for the VHF Ch. 2 outlet, including a 5 kw transmitter with 6-bay antenna. The station expects to start early next year. Mr. Ramos is owner-president of El Mundo (newspaper) and Radio El Mundo in San Juan.

Towers Describes Growth Of Far East Broadcasting

STEADY growth in radio broadcasting in the Far East, particularly in Australia and New Zealand, has been described by Harry Alan Towers, president of Towers of London, international radio production and syndication firm.

Mr. Towers, who returned to New York following a three-week trip to Australia, New Zealand, Japan, Singapore and Hong Kong, declared that "there's a strong potential" in those areas for American products. He expressed the belief that "a vigorous advertising medium like radio can perform a valuable service in those areas."

He noted that with the exception of Japan, television is "at least two or three years away" and that radio still is in a "growing-up period." He recommended that American businessmen explore the possibility of widening their market distribution to areas where radio "is still enjoying a boom."

IARW Paris Meet Plans Told by Miss Barzin

DETAILED plans for next month's meeting in Paris of the International Assn. of Radio Women were outlined by Betty Barzin of Radio Belgium last Tuesday at a luncheon in New York, in her honor. Miss Barzin also discussed her work with Radio Belgium.

The affair was arranged by Mrs. Dorothy Lewis, coordinator of U. S. station relations, UN Radio, and a co-president of IARW. Other attending American members included Helen Sioussat, CBS; Stella Karn, ABC; Dorothy Gordon, New York Times Youth Forum; Dorothy Kemble, MBS; Grace Johnson, ABC; Duncan MacDonald, DuMont; Olga Autenrieth, Voice of America; Elizabeth McSween, Camp Fire Girls; Natalie Flutow, Girl Scouts of America; Margaret Cutbert, NBC (retired); Grace Bok Holmes, Beatrice Ronquillo, Helen Dunlop, Margarette Clark, and Ethel Frank, attached to UN Divisions.

Miss Barzin, on a tour of the U. S. as a guest of the State Dept., appeared on Mary Margaret McBride's program last Monday and later that day spoke briefly at a dinner of the New York chapter of American Women in Radio & Television. She will visit Washington, the West Coast, and a TV workshop at Northwestern U.

Miss Barzin is chairman, Women's Div. of American-Belgian Assn.; chairman, Radio Committee, National Council of Belgian Women, and chairman, Standing Press Committee of the International Council of Women. She is a former Brussels correspondent for Time and Life magazines, and the London Observer.

CBUT Sets High Tower Site

TRANSMITTER FOR CBUT Vancouver to be on the air late this year, will be located on 2,700-ft. Mount Seymour, near Vancouver, according to an announcement of Kenneth Caple, regional representative of the Canadian Broadcasting Corp. at Vancouver. The high site is expected to give CBUT coverage over an area from Chilliwack to Victoria.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN

May 25, 1953 • Page 93
March TV Set Sales
SALES OF TV receivers in Canada during March amounted to 26,260 sets valued at $11,237,965, according to a report of the Radio-Television Manufacturers Assn. of Canada. This brings total sales for the first three months of 1953 to 73,829 sets. The RTMAC expects to make 82,500 sets during the next three month period.

Bulk of sales for March were made in southern Ontario, totalling 16,280 sets, with the Montreal area accounting for 8,023 sets, the Vancouver area 1,926 receivers, and 31 sets in other parts of Canada.

CBC-Independent TV Urged
DEVELOPMENT of a national television service by both independently-owned and Canadian Broadcasting Corp. stations was urged in a report of the Parliamentary Radio and Television Committee at Ottawa May 9. The report pointed out that TV "should be a means of developing the human resources of Canada in talent, ideas and new abilities. While it should not be made available to Canadians suitable programs from outside Canada, it must in our national interest have a basis of programs produced by Canadians for Canadians." Co-operation between CBC and private stations for programming service was urged and would make CBC produced programs available to additional numbers of Canadians, while assisting private stations in their operations.

Oklahoma Plans First Statewide Educ. TV System
PLANS for the first statewide educational TV system in the U. S. were created in Oklahoma May 18 when Gov. Johnston Murray signed into law a bill providing for the Oklahoma Educational Television Authority, which plans a 10-station chain to cover the state. Application by school groups for the educational channel in Oklahoma City already has been filed with the FCC.

Legislation which sanctioned the OETA specifies that educational and cultural agencies of Oklahoma will provide educational TV service under the supervision of the Authority. No advertising or political telecasting will be carried by the stations. The Authority has been authorized to issue revenue bonds to finance construction of the proposed outlets. Bonds will be serviced out of the state's Public Fund whose income is about $200,000 each year.

The Authority will consist of 13 members active in educational institutions in the state, seven of whom will be appointed by Gov. Murray with consent of the Oklahoma Senate.

KWK Aids Students
FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet
ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

III. Educ. TV Study Set
IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of $15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Coronation Guide Praised
PRAISE from educators throughout the country for CBS-TV's teachers guide for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity." A KEO- TV St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment
NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Dumber, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'
TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Upcoming Events
May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.
May 26: Canadian Broadcasting Corp., Board of Governors meeting, Railway Committee Room, House of Commons, Ottawa.
New TV Stations . . . Decisions

Honolulu, Hawaii—American Beet Stations. Granted vhf Ch. 4 (64-72 mc); ERP 58 kw visual, 29 kw audio, antenna height above average terrain 1,741 ft., above ground 1,863 ft. Estimated construction cost $169,360, first year operating cost $140,000. Post Office address: Hawaii Bldg., 620 Merchant St., Honolulu. Studio location 138 Ala Moana, Honolulu, Treasurer Leon D. Holmberg, Secretary C. H. Arrington, address and hearing docket numbers are given in parentheses.


Cincinnati, Ohio—Wannsville-Clark TV Co. (Robert W. Wannsville and George M. Clark, equal partners, Granted Ch. 64 (714-716 mc); ERP 89 kw visual, 50 kw audio; antenna height above average terrain 249 ft., above ground 396 ft. Estimated construction cost $211,650, first year operating cost $250,650, revenue $369,000. Post Office address: 1355 W. St. Andrew Ave., Cincinnati. Studio location to be determined. Treasurer for State of Ohio: Russell H. McNall, Cincinnati. Secretary W. B. Foord, Cincinnati. City priority status: A-2, No. 615. Granted May 11.

Additional Applications

Merced, Calif.—Merced TV Corp. ufc Ch. 34 (590-596 mc); ERP 15 kw visual, 9 kw audio; antenna height above average terrain 10 ft., above ground 72 ft. Estimated construction cost $165,250, first year operating cost $195,000, revenue $293,000. Post Office address: Box 30, Merced. Studio location to be determined. Treasurer for State of California: William O. Miller, Merced. Secretary P. E. McMillin, Merced. City priority status: A-2, No. 615. Granted May 11.

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kw aural to 316 kw visual and 169 kw aural. Granted May 12.

**KSTM-TV** St. Louis—Broadcast House. Re- quests ERP change on uhf ch. 54 to 15 kw visual and 210 kw aural; and relocate studio-transmitter to 6000 block of Berthold Ave., St. Louis. Filed May 15.

**Applications**

**KTLA (TV)** Los Angeles—Paramount TV Productions. Requests ERP change on vhf ch. 4 to 21 kw visual and 15.2 kw aural from 72.1 kw visual and 145 aural to 21.7 kw visual and 17.5 kw visual and relocate studio-transmitter to Mill St. Near Los Angeles. Filed May 15.

**WPNT (TV)** Portland, Me.—Portland Telev. Corp. Requests ERP change on vhf ch. 63 from 22.9 kw visual and 12 kw aural to 10 kw visual and 6 kw aural. Filed May 15.

**WFY-TV** Evansville, Ohio—Southeastern Ohio TV System. Requests ERP change on ch. 64 from 51 kw visual and 62 kw aural to 70.4 kw visual and 73.3 kw aural. Filed May 15.

**WFMY-TV** Marion, Va.—Mountain Empire Broadcasting Corp. Requests studio relocation to Walker Mountain Hwy. 15 near Marion. Assigned uhf May 15.

**WBOV-AM** Roanoke, Va.—Radio Roanoke Inc. Requests ERP change on vhf ch. 27 from 165 kw visual and 9 kw aural to 5.6 kw visual and 6.1 kw aural and specify transmitter location at Mill Mt. 2860 Prospect Rd., Roanoke. Filed May 15.

**New AM Stations**

Monte Vista, Colo.—San Luis Valley Broadcasting Co., Inc., nominated. Estimated construction cost $12,566, first year operating cost $44,115. Firm intends to operate at Monte Vista. Principals are President Bronson, Los Angeles; general manager and stockholder McBride, Roanoke, negative control KRAI Craig, Vice President Deal Moore (37%), 5% stockholder in KRAI. Filed May 15.

**Koroville, Kan.—Charles W. Bullimore, 1270 kc, $500 in unlimited. Estimated construction cost $10,707, first year operating cost $16,906. Firm intends to operate at address Koroville. Miss Bullimore operates an appliance service store. Filed May 15.


**Lafayette, La.—Gray Lott Sr., 1570 kc, 1 kw daytime. Estimated construction cost $4,900, first year operating cost $46,000, first year revenue $15,900. P. O. address 314 Jefferson St. Lafayette. Mr. Lott owns a furniture store. Filed May 15.

**Pontiac, Mich.—Chief Pontiac Bcstg Co., 1460 kc, $500 in unlimited. Estimated construction cost $14,570, first year operating cost $43,066, first year revenue $16,000. P. O. address 1201 Pontiac State Bank Bldg., President Abe Zapides (10%), retail clothier; Vice President John Pomery (35%), 27% owner of WILL-AM-TV Lansing, Mich., and Treasurer Charles E. Wilson Jr. (12.5%), General Motors auto and truck dealer. Mr. Wilson is son of the Secretary of Defense. Filed May 15.


**Applications Dismissed**


**Dover, Del.—Rollins Bcstg Inc. At request of applicant, dismissed bid for new AM, 1320 kc, 1 kw daytime. Dismissed May 16.

**Existing AM Stations**


**New FM Stations**

**KFSO-FM** Clayton, Mo.—Lutheran Church Mo. Symd. Granted ERP change on 99.1 mc from 8.1 to 6.1 kw and antenna height increases from 260 ft. to 520 ft. Granted May 13.


**KFRM** Kingsport, Tenn.—Kingsport Bcstg Co. Granted ERP boost on 98.6 mc from 4.5 to 10 kw and antenna height change from 45 ft. to 90 ft. Granted May 12.

**Existing FM Stations**

**KPUO** Allentown, Pa.—KPUO-AM. Granted ERP change on 1270 kc from 70.4 kw visual to 520 kw visual. Granted May 13.

**WBZ** Boston, Mass.—WBZ-AM and WBZ-FM New York—WBZ-AM. Granted ERP increase on 93.9 mc ERP 86 kw. Granted May 12.


**KEJY** Russellville, Ark.—Valley Bcstg Inc. Granted voluntary assignment of license to same principals, G. J. Llorens and Joe Shepard d/b a Valley Bcstg Inc. Granted May 12.

**WOKS-AM** Shelby, N. C.—Western Carolina Bcstg Corp. Granted voluntary assignment of control by Holt McPherson (formerly 47%) by purchase of 16% from Mrs. John G. Greene, who retains 12%. Consideration $7,339. Granted May 11.

**WWMX-AM** Mt. Vernon, Ill.—Mt. Vernon Radio TV Co. Granted request for assignment of license to same company incorporated in Delaware, for lack of prosecution. Dismissed May 15.

**Ownership Changes**

**KGBY** Custerkville, Mo.—Penisoc Broadcasters Inc. Granted assignment of control to new partnership, retaining J. E. Taylor (50%) and Robert R. Harrison (50%). Respondent also acquires W. Cleveland (25%). Retiring partner Harry Levin receives $31,000; $7,500 each from W. Cleveland and $7,500 each from Messrs. Taylor and Harrison. Granted May 13.

**WHAT** Salisbury, N. C.—Mid-Carolina Bcstg Co. Granted transfer of control from several stockholders to C. M. Watts (formerly 16.5%), now 50% and newcomers Harry Welch (12%), salesman, and Gilbert Shuman (25%), WATF chief engineer. Consideration $36,000. Granted May 13.

**WBCU** Union C., S. C.—Union-Carolina Bcstg Co. Granted voluntary transfer of control (99%) to James F. Coggin (acquires 51%) and Edward Osborne (acquires 49%). Transferees are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Consideration $65,000. Mr. Coggin owns WEEDK Newberry, S. C. and Mr. Osborne in WBCU general manager. Granted May 13.

**Applications**

**WBGO** Bessemer, Ala.—Bessemer Bcstg Co., Inc. Requests transfer of 25% interest of O. S. Burke to corporation for $232, thereby raising interest of remaining three partners from 15% to 31.5-15% each. Filed May 12.

**KBIB** Palo Alto, Calif.—J. B. Rhodes. Requests assignment of license to Sundial Bcstg.

**KCVH** Vancouver, Wash.—KCVH Bcstg Co., Inc. Granted ERP change on ch. 127 from 10 kw visual to 43 kw visual. Granted May 15.
Corporation [KDFC (FM)] San Francisco, Consideration $60,000. Filed May 15.

WWDG-AM-FM, Westfield-Capitol Broadcasting Co. Inc. Requests assignment of license from District of Columbia Corp. to WDCG Inc. a Delaware Corp. No consideration. Filed May 11.

WBNM Elgin, III-F. F. McNabouth, John McNabouth, William McNabouth and Joseph McNabouth by an attorney. Requests assignment of license to same partnership affiliating, J. F. McNabouth and George J. McNabouth, holding reducing of each partner from 25% to 15.75%. Consideration $11,900. Filed May 18.

KWM-AM-FM, Dakota City-Capitol Broadcasting Co. Requests involuntary transfer of control (100%) and subsequent assignment of license to TLP Broadcasting Corp. Consideration 42,1 million. TLP to KWM, -95.4 million and to TLP Broadcasting Corp. 15,2 million. Filed May 11.

KFTG Fremont, Neb.-Walker Newspapers. Requests voluntary assignment of license to Walker Broadcasting for purpose of separating newspaper and broadcast interests to provide radio managers with interest in station. Filed May 14.

EDY-VL-AM-TV Salt Lake City-Intermountain Broadcast & TV Corp. Requests voluntary transfer of control (100%) and subsequent assignment of license to TLP Broadcasting Corp. Consideration 62,1 million. TLP to EDY-VL, 26,1 million and to TLP Broadcasting Corp. 36,0 million. Filed May 11.

Morrison, Pa. New AM, 1400 kc, 250 w unlimited. Delaware Valley Bcasting Corp. (BP-6000) -licensed station. Requested to change call letters from WDRV to WDRV. Filed May 14.

KTVU-AM-FM-TF, Sacramento, Calif.-By memorandum opinion, and order FCC denied petition of Spartan Radiocasting Corp. of Spartanburg, S.C. for assignment of license to the Petitioner. Filed May 15.

KFBK-AM-FM, Sacramento, Calif.-By memorandum opinion, and order FCC denied petition of Gordon Brown (WSAY TV Corp. and Red River Broadcasting, Inc., of California) requesting reconsideration of Oct. 5 memorandum opinion and order affirming, with respect to the license of KFBK-AM, decision May 13; reported May 14.

KZQF, Dolan Springs, Ariz.-Ch. 36, T. E. Allen & Sons Inc. (Docket 10495) -Commission denied motions of WSSB to include consideration of the licensee's position in the pending hearing issue. Decision May 15; announced May 15.

New Petitions- May 13

Spokane, Wash.-New TV, ch. 2. Louis W. Schmoker (Docket 10492) — For TV Station KSPokane Inc. (Docket 10492) — Mr. Warner replied to TV Spokane's answer to its opposition to deleting TV Spokane's financial qualifications as hearing issue and expressed willingness to have its financial qualifications included as issue.

KOB Albuquerque, N. Mex.-Extension of special service authorization to WPRT-TV's legal qualifications with respect to multiple ownership be added as hearing issue. WPRT-TV's request for reconsideration of May 15 petition to strike as hearing issue whether Mobile TV is authorized to operate station in Mobile and to amend order to find it legally qualified.

Evanston, Ill.-New TV, ch. 7, C. Central Bcasting Corp. (WPP) (Docket 10461); Evanston TV Inc. (Docket 10462); On the Air Inc. (WGBP) (Docket 10463); and WPP Inc. (WPPA) (Docket 10464) - Petition for reconsideration of May 16 petition to include as hearing issue engineering proposals of RP and WPP-APA requested that all engineering proposals be included.

St. Louis, Mass.-License renewal of WEUL (1-5), international broadcast stations of World Wide Bcasting System (Dockets 9500, 9506) — Acting FCC General Counsel petitioned for reconsideration of May 16 order.


Akron, Ohio.-New TV, ch. 61, Matt Enterprises (Docket 10498) and Allen, T. B. Bakers (WADC) (Docket 10453) — WADC requested 30-day postponement of hearing conference set for May 15.

Superior, Wis.-Duluth, Minn.-New TV, ch. 6, Risdon Inc. (WDSM Superior) (Docket 10591) and Lakehead Telecasters Inc. (WREC Duluth) (Docket 10592) — WDSM moved for dismissal of application for consolidated hearing of WREC Duluth to Chief of FCC Telecasters Bureau's support of its request to review his application for reconsideration.

May 18

San Mateo, Calif.-Power boost from 1 kw to 10 kw to channel assigned to WFBK Radio Corp. (KEAR) (BP-5514) — KEAR requested denial of WFBK. Sacramento petition or reconsideration of May 14 order.

Houma, La.-Change facilities from 1400 kc, 250 unlimited to 530 kc, 1 kw unlimited. WDLM-AM-FM, Lafayette (W alg) (Docket 9442) — Applicant requested dismissal of bid.

May 20

San Juan, Puerto Rico.-New TV, ch. 4, Jose E. Edgardo Quinones (Docket 10536) and American Colonial Bcasting Corp. (WVKM) (Docket 1047) — WKVM filed rebuttal to WPAP's opposition to its petition to review FCC's upholding of examiner's denial of person.
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<th>Name</th>
<th>Company/Position</th>
<th>Address</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
<td>1239 Wisconsin Ave., N.W., Washington D.C.</td>
<td>4-2474</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg., Wash. D.C.</td>
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<td>GEORGE C. DAVIS</td>
<td>Consulting Engineer</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING, DISTRICT 7-8215</td>
<td>WASHINGTON 4, D.C.</td>
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<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years’ Experience in Radio Engineering</td>
<td>MUNSEY BLDG., REPUBLIC 7-3347</td>
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<td>ROBERT L. HAMM ET</td>
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<td>230 BANKERS INVESTMENT BLDG., SAN FRANCISCO</td>
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**Qualification Engineering**

is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there.

*Broadcasting • Telecasting*

May 18, 1953 • Page 99
Help Wanted

Salesmen

Salesman-announcer, Florida. Mostly selling but good of reported. Weekly $40 commission. Box 174W, B-T.

Top independent Miami station with specialized audience needs an additional salesman. Must know how to make contacts and develop them. Our Pulse and sales keep moving upward. Your earnings rise with us. Give complete resume first letter. sail, Des Moines, Iowa.

Salesman with successful experience in mid-size markets. Guaranteed salary, liberal commission arrangement. Rapidly in TV business small town area, one more good man on staff. Apply in confidence to Station Manager, WKAR, Kalamazoo, Michigan.

Excellent opportunity for experienced salesman with successful 6 kw independent. Must be good producer with proven record. Good draw against liberal commissions. Good list of established accounts to start. Send full details first letter. WRPD, Worthington, Ohio.

Announcer

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $50.00 start with regularly scheduled increases to $65.00. Must be experienced with smooth, professional on-air personality. Good background. Will consider experienced announcing position. Box 985, B-T.

Florida coast. 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 southern city. Good working conditions with schedule for a conscientious working announcer. Forward audition and resume to Box 577W, B-T.

Announcer, $50 start, 40 hours. Net affiliate, Station in the Midwest. Send tape and background. Box 659W, B-T.


TV RADIO SALESMAN

We seek a time salesman to replace a man with an established list. It's a good job . . .

(1) Earnings are substantial and in direct proportion to your ability—you should make over $10,000 yearly.

(2) You'll sell time on a 5,000 watt NBC radio station in competition with 250 watters and daytime alternates. On TV, you'll sell time on the only VHF in the city.

(3) You'll be part of a company that operates other radio and TV stations, all of which are leaders in their markets. You'll have a proven record of recruiting personnel from local salesmen's ranks.

(4) You'll work in a stable, beautiful medium-sized market wonderful for raising a family; and if you like sports, we're in the heart of the west Michigan vacation area.

If you're aggressive, can organize your own efforts efficiently and sell honestly and intelligently, we'll be interested. Write, tell us what we should know about you—including a picture. Box 744W, B-T.

Help Wanted — (Cont'd.)

Music and news announcer on his way up by Detroit area station with plans to make your ambitions. Send audition and details to Box 717W, B-T.

Announcer-coproducer, good opportunity with 1660 watt independent in Wisconsin, ready to go on TV in the fall. Send audition disc or tape and copy sample to Box 717W, B-T.

Staff announcer needed for Arkansas kilowatt. Send audition to Box 712W, B-T.

Experienced announcer, good on news and commercials. Daytime, small town, pleasant working conditions with complete information first letter, KALT, Atlanta, Texas.

Announcer and good all-round man to file records, do odd jobs, etc. Send disc or tape, salary expected and full details, 1 kw independent, KJBC, Midland, Michigan.

Immediate opening for good, permanent combo announcer. Must be on the spot, have good sense, be able to work extra hours. Your earnings rise with us. Give complete resume first letter. KJBC, Midland, Michigan.

Experienced and good salesman to file records, do odd jobs, etc. Send disc or tape, salary expected and full details, 1 kw independent, KJBC, Midland, Michigan.

Need two experienced announcers. Send tape, details of experience and salary expected in first letter to Soo Vails, KOLL, Port Arthur, Texas.


"Most Powerful Advertising Influence in the World" is how it's been described for experienced announcer with good background. Forty-hour week, starting at $60.40 with regular raises over 2-year period. Positive no talent sees of any kind paid. Address qualifications and tape or disc to Perry Dickey. Program Manager, WOAI, San Antonio, Texas.

Experienced announcer. Must be versatile. $50. up. Interview necessary. WYBC, Somerset, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 635W, B-T.

Engineer, small station experience, with or without an issued first class ticket, near Chicago. Box 318W, B-T.
Situations Wanted—(Cont'd.)

High-caliber salesman, experienced, desires change. New York or Philadelphia. Box 74W, B.T.

Announcers

Announcer, pianist, vocalist, DJ. 3 years' experience, former WABC, New York. 


Over two years experience. Well rounded in staff, DJ, news, special events—all phases of broadcasting. Presently employed with NBC affiliate. Desires metropolitan locality with another good affiliate. Married. Highest references. Will send tape, picture and resume to any locality. Box 668W.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, veteran, four years experience, available immediately. Box 713W, B.T.

Announcer-writer, news, special events, staff, DJ. News, sports, public relations. Desires Metropolitan market. Two years 5 kW regional network. Formerly graduated staff, college graduate, sportspaper, 31, prefer east. Midwest. Box 725W, B.T.

DJ-personality, 8 years Philadelphia, Baltimore. Miami, Los Angeles. Formerly emcees, emcee participation shows, 50,000 CBS, 59 commercials daily. Excellent sales technique. Seeking permanent, solid future. Box 710W, B.T.

Announcer-salesman, good staff man, strong on commercials and news, Family man. Prefer station without miles of city. Box 727W, B.T.


Announcer, experienced, Army veteran, college graduate. Strong news, sports, DJ, commercials. Available July 1st. Box 737W, B.T.

One used announcer needs job. Prefer in eastern cities, ably to personality shows. Box 740W, B.T.

Sportscaster with 6 years experience. Baseball and boxing comment. Presently employed in 250,000 market. West Coast only, personal interview requested. Box 741W, B.T.

Versatile announcer, six years experience, desiring move to college city. Married veteran. Box 742W, B.T.

Good, deep voice. Radio announcing school and 10 months experience. Desires announcer's position near Minneapolis. Box 748W, B.T.

Try a new and different voice. DJ first love, play-by-play, news and interview experience. Prefer local position near Minneapolis. Box 748W, B.T.


Technical

1st ticket. 14 months experience with tape, disc, recording, DJ. 3rd announcer. Box 686W, B.T.

Commercial photographer, first phone, college thorough radio training, desires connection with station with first rate. Good voice. West coast. Box 701W, B.T.

Summer job, first phone, college student, two years experience. FM-AM transmitters, control room, recording, measurements. New York, Westchester area. Box 725W, B.T.

Announcer. First license, strong on commercials, excellent voice. Minimum $75.00. Box 212, Monrovia, California.

Engineer, first ticket, Upper Midwest, excellent references. J. M. Anderson, 4019 W. Evans, Rice Lake, Wisconsin.

First class engineer. Married, excellent references. L. S. Brandt, 3700 West 46th St. N. E. Minneapolis, Minnesota.

First phone; eight years experience. Engineer, 844 Wesco Street, Syracuse 10, N. Y.
WANTED TO BUY—(Cont’d.)

FOR THE RECORD

May 18

Mobile, Ala.—New TV, vhf Ch. 5, WKGQ-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10469)—WKGQ-TV opposition to Mobile TV’s May 8 motion that FCC’s designating hearing to be held at Birmingham be reversed, and that WKGQ-TV financially qualifies and to add its financial qualifications to hearing issues.

KBIG, Avalon, Calif.—Application for license to broadcast by C. F. Catalano, 1780 S. Tropicana, Las Vegas, Nev., for a non-commercial educational station, KBIG (Docket 10458),—supports request. WKBW-TV, Buffalo, N.Y., opposed on the ground that the station shown by the applicant is not economically feasible.

WMTV (TV) Madison, Wis.—Barrett TV Corp. (Docket 10459)—petition for review of February 23, 1953, decision of the Commission on petition for authorization to build a station at Madison, Wis.—filed.

Mix, Greenwich, Conn.—Commercial broadcast station, WNBC (Docket 10460),—FCC’s request for additional evidence on the record.


Help Wanted

Television

WANTED:

PROMOTION DIRECTOR

Network-owned, major-market 50,000-watt radio station with a national reputation for its advertising and promotion has an immediate opening for an alert, aggressive man capable of running his own promotion department at top speed. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send complete resume, with photograph, reference, salary bracket, to Box 7489, B & T.

Situations Wanted

MANAGER AVAILABLE

Presently generating successful AM operation. Excellent references and record for creative selling, imaginative programming, sound administration. Sober, intelligent, personable, ambitious. Age 37, family man, active in community projects. Thoroughly convinced of AM future and own ability. Prefer permanent association good market in Midwest, South or Western California. Relocating for personal reasons. Available two weeks. Box 7110, B & T.

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterey, Mex.

HELP WANTED SALESLENS

We are now accepting applications from time salesmen. Please include complete personnel and job history, present income, complete information on past and present sales record, photo. Write Box 7477, B & T.

Grantham

FOR THE RECORD

Anyone knowing present whereabouts of William "Arthur" Rober, please call collect Atlantic 0466, Omaha, Nebraska.

Commercial crystals and new or replacement broadcast condensers, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Elinson Electronic Co., Temple, Tex., phone 3-3591.


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WANTED:

PROMOTION DIRECTOR

Network-owned, major-market 50,000-watt radio station with a national reputation for its advertising and promotion has an immediate opening for an alert, aggressive man capable of running his own promotion department at top speed. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send complete resume, with photograph, reference, salary bracket, to Box 7489, B & T.

Situations Wanted

MANAGER AVAILABLE

Presently generating successful AM operation. Excellent references and record for creative selling, imaginative programming, sound administration. Sober, intelligent, personable, ambitious. Age 37, family man, active in community projects. Thoroughly convinced of AM future and own ability. Prefer permanent association good market in Midwest, South or Western California. Relocating for personal reasons. Available two weeks. Box 7110, B & T.
tants: WKRG-TV Inc. (Docket 10457) and Mobile Bcstg. Corp. (Docket 1046). Examiner H. Gifford Tron.

Charlotte, N.C.—New TV, vhf Ch. 11. Contestants: Southeast TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDFR-TV Inc. (Docket 10472). Examiner J. D. Bond.

May 26


May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Hoytsel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Elizabeth Butts.

May 29

Shreveport, La.—New TV, vhf Ch. 2. Contestants: Southern TV Inc. (Docket 10474) and WDXF-TV Inc. (Docket 1047). Examiner Don G. Whit.


June 1


San Juan, P.R.—New TV, vhf Ch. 2. Further hearing. Contestants: Colonial Broadcasting Co. (KVKM) (Docket 10487) and Jose A. Gullones (WAPA) (Docket 10487). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 1053), Orange TV Bcstg. Co. (Docket 10516) and Tampas TV Co. (60% owned by Walter Tison, operator of WALT-Tampa) (Docket 10530).

June 8

Allegheny, Pa.—New TV, vhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert F. Franko (KBPCT-US) and Queen City TV Co. (BPCT-1001).


June 15

Sacramento, Calif.—New TV, vhf Ch. 46. Contestants: Thomas D. Chalvet, Continental Inc. (WCHP) and Frank E. Hurst, Jr. (Docket 10541) and Maria Helen A. White (Docket 10546).

Savannah, Ga.—New TV, vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Marion McInerney.

Savannah, Ga.—New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIVJ).

Knoxville, Tenn.—New TV, vhf Ch. 19: Scripps-Howard Radio Inc. (WNXO); Radio Station WBIR (WBIR), and Tenn TV.

Knoxville, Tenn.—New TV, vhf Ch. 6: Mount- castle Bcstg. Co. (WHL) and WKGN Inc. (WKGN).

WANT A DIFFERENT TV SHOW? Popular, well rated, entertaining?
The Sportsman's Club
52 great 15 minute hunting, fishing and outdoor panel shows.

SYNDICATED FILMS
1022 Rocks Steer St., Mount Vernon Express 1-3235
Pittsburgh 19, Pa.

BROADCASTING • TELECASTING

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Pittsburgh 19, Pa.

BROADCASTING • TELECASTING

Routine Roundup

May 14

License Applications

License for CP

WAPF McComb, Miss. The Southwestern Bcstg. Co. (BP-3837) seeks to cover CP (BP-3837) which authorized increase in power, installation of more or different, and changes in broadcast transmission system.

WARH Marion, Ohio, The Marion Bcstg. Co.—License to cover construction permit (BP-3837) as modified which authorized installation of new vertical and horizontal M. FM antenna.

WWTHF Pontiac, Ill., Jefferson Bcstg. Co.—License to cover construction permit (BP-3837) as modified which authorized installation of new vertical and horizontal M. FM antenna.

KPFA Berkeley, Calif., Pacifica Foundation—License to cover construction permit (BP-3837) which authorized installation of new vertical and horizontal M. FM antenna.

WON-FM Minneapolis, Minn., Minnesota Television Public Service Corp.—License to cover construction permit (BP-3837) which authorized installation of new vertical and horizontal M. FM antenna.

WKBW-FM Buffalo, N.Y., Broadcasting Co.—License to cover construction permit (BP-3837) which authorized installation of new vertical and horizontal M. FM antenna.

4 Reasons Why

The foremost national and local advertisers use Weird CA.

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

July 17-19 Western 46th St.

New York 10
which authorized changes in licensed station (BiL-5894).

WMMN-FM Marion, Ohio, The Marion B. Co., Inc. — License to cover CP (BP-5894) as mod., authorized changes in ground system (BP-5894).

WBEW-FM Wilkes Barre, Pa., Louis G. Haltermann, Inc. — License to cover CP (BP-5894) as mod., authorized changes in licensed station (BiL-5894).

Remote Control

WHRD-FM Allegany, N. Y., WHDL, Incorporation — License to operate by remote control (BiRTC-48).

WFLC-FM Okeechobee, Fla., T. Arling, Inc. — License to operate by remote control (BiRTC-48).


APPLICATIONS RETURNED

WPXY Presque Isle, Me., Jefferson Bscst. Co., Inc. — Modification of construction permit (BP-5895), as mod., which authorized a new AM station to operate on 500 kc to 1 kw w.t. a.

Renewal of License

KTCO Torrance, Calif., Pioneer Bscst. Co. (BR-102) — License to cover CP (BP-5896) as mod., authorized changes in ground system (BP-5896).

WWBC-FM Byram, Miss., Santa Paula Bscst. Inc. (BR-181) — License to cover CP (BP-5897) as mod., authorized changes in ground system (BP-5897).

WFLD-FM Peoria, Ill., Free Press, Inc. — License to cover CP (BP-5897) as mod., authorized changes in ground system (BP-5897).

WBBF-FM Moline, Ill., American Broadcasting Co., Inc. (BR-121) — License to cover CP (BP-5898) as mod., authorized changes in ground system (BP-5898).

CP for New AM


APPLICATIONS RETURNED

KIMA Yakima, Wash., Cascade Bscst. Co., Inc. — Modification of construction permit (BP-5899), as mod., which authorized a new AM station to operate on 500 kc to 1 kw w.t.

Increase Power

KIMA Yakima, Wash., Cascade Bscst. Co., Inc. — Modification of construction permit (BP-5899), as mod., which authorized a new AM station to operate on 500 kc to 1 kw w.t.

Renewal of License

WWCB Greenboro, N. C., Greenboro Bscst. Co. (BR-182) — License to cover CP (BP-5896) as mod., which authorized a new AM station to operate on 500 kc to 1 kw w.t. a.

May 18 Applications

ACCEPTED FOR FILING

License for CP

WRMC Montgomery, Ala., The Southeastern Broadcasting Co. — License to cover CP (BP-5896) as mod., which authorized a new AM station to operate on 500 kc to 1 kw w.t. a.

Remote Control Operation

WJAJ Augusta, Ga., Augusta Bscst. Co. (BR-173) — License Renewal

License Renewal

Following stations request renewal of license:

WAVE-TV Louisville, Ky., WAVE Inc. (BiRTC-54) — License to operate as CKY-TV Louisville, Ky. (BP-5895).

License Renewal

Know A. 1, Austin, Tex., Pioneer Bscst. Co. (BR-112) — License to operate as CKY-TV Austin, Tex. (BP-5895).

May 19 Decisions

By Broadcast Bureau

Request Granted

EFGQ-AM-FM Boone, Iowa, Boone Biblical College, Inc., a body corporate and politic, rec. Sec. 271 of rules for authority to operate 6 hours a day for period beginning May 18-18 through August 18.

Granted CP

WKAL Macomb, Ill., The Macomb Bscst. Co. (BG-348) — License to operate on 1200 kc as modified by request for waiver of 60 meter rule (BP-5895).

New Grantees' Commencement Target Dates

* Educational permittee
5-Shares Time

(Listed by City Alphabet)

KQTV-AM Abilene, Tex. 4/1/53

KTVI-AM Albert Lea, Minn. 4/1/53

WBBF-AM Albany, N. Y. 4/1/53

KGGM-AM Albuquerque, N. Mex., 4/1/53

WJHJ-AM Alexandria, La. 4/1/53

KXTM-AM Austin, TX. 4/1/53

WCEZ-AM Beloit, Wis. 4/1/53

WHBF-AM Benton, Wis. 4/1/53

Wadi-Rayman TV 4/1/53

CBG-AM Bilings, Mont. 4/1/53

WGY-AM Binghamton, N. Y. 4/1/53

KTVY-AM Bismarck, N. D. 4/1/53

WTVN-AM Bloomington, Ill. 4/1/53

RRB-AM Boise, Idaho 4/1/53

WJTY-AM Butte, Mont. 4/1/53

SBC-AM Bakersfield, Calif. 4/1/53

CTV-AM Cambridge, Mass. 4/1/53

KQMO-AM Cape Girardeau, Mo. 4/1/53

WBX-AM Charleston, W. Va. 4/1/53

WWTV-AM Charlotte, N. C. 4/1/53

WVTX-AM Chicago, Ill. 4/1/53

WHFL-AM Checotah, Okla. 4/1/53

WRSP-AM Clarksville, Tenn. 4/1/53

WCTV-AM Columbus, Ga. 4/1/53

WOSU-AM Columbus, Ohio 4/1/53

WKLX-AM Dallas, Tex. 4/1/53

WVR-AM Dayton, Ohio 4/1/53

WTV-AM Decatur, Ala. 4/1/53

WBGR-AM Des Moines, Iowa 4/1/53

WCX-AM Detroit, Mich. 4/1/53

WBBF-AM Dover, Del. 4/1/53

WCVS-AM Durham, N. C. 4/1/53

KQBL-AM El Paso, Tex. 4/1/53

WBTV-AM Elyria, Ohio 4/1/53

WBBF-AM Fort Berry, Mont. 4/1/53

WEHT-AM Effingham, Ill. 4/1/53

KYTV-AM Evansville, Ind. 4/1/53

KBK-AM Fairbanks, Alaska 4/1/53

WEAF-AM Faribault, Minn. 4/1/53

KXQ-AM Fargo, N. D. 4/1/53

WKTV-AM Fort Dodge, Iowa 4/1/53

WKFI-AM Fort Myers, Fla. 4/1/53

KFSA-AM Fort Smith, Ark. 4/1/53

Pages 104—May 25, 1953

BROADCASTING • TELECASTING

Special articles about television news—How to Set Up a TV News Program; How to Make TV News Right of TV Newscasters Pay; Covering the News About TV; Education of News Chiefs, Top Newswriters and the Law—are all included in the July Quill.

By-liners will include such television pointers as John Cameron Swayze, Carmel Carson-

van car audio; Jack Gould, radio-TV editor, New York Times; Walter Anneberg, publisher TV Guide; Richard B. Bliss, director WLO-TV; William Ray, NBC central divisi-

on newscaster, and Richard Oberlin, WHSTV Louisville; James Byron, WABP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Broadcasting News Directors Association and Northwestern University's Medill School of Journalism, will be covered.

For a rund-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. Send to: The QUILL, 35 East Wacker Drive, Chicago 1, Illinois
The SCOPE OF THIS LIST

Be it new Grantees' Commencement
Target Dates table includes call letters, target dates, networks, or representatives from the information in the Yearbook the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the Yearbook. When a station goes on the air it is deleted from the Target Date table and appears in the TELESTAT summary.

Location & Channel
Date Granted & Network
Target for Start Representative

For the full text, please refer to the original document.
Turning to the Job at Hand

THERE'S a super-abundance of windy debate about the FCC's lethargy in authorizing television service in so-called "white areas" and in the one-station markets. Goaded by constituent pressure, almost everybody in Congress is having his say.

Last week, the FCC unfolded some of its plans to speed up the licensing processes. Sen. Edwin C. Johnson jumped into the fray with an original proposal that the FCC be given an additional $618,440 to hire 40 "examiner teams" to expedite comparative hearings. That now has been reduced to seven teams, at a $300,000 boost.

All these projects are well-meaning, but unrealistic. The answer will come, not through revision of procedures, but through the willingness of the FCC to meet its problem head-on. The right men are needed in the critical positions. Good laws and good regulations are meaningless if there's bad administration.

The problem, as we see it, is squarely before the new FCC Chairman, Rosel H. Hyde. The Commission looks to him for leadership. He is under mandate from the Administration to reorganize the Commission. He is under instruction to remove from authority those staff executives who heretofore have been responsible for administration, if not policy. They are the people responsible for the current unsavory mess.

Mr. Hyde has been under terrific pressure since he took office a month ago. He probably is reluctant to effect staff changes until he gets his fourth Republican member—to take office on June 30 when the term of Paul A. Walker expires. The FCC is now made up of three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley), and an Independent (Webster).

Mr. Hyde, in his second job of invoking changes in procedure, has been writing a working paper. He has encountered his first real contact with an original stipulating records, taking depositions, and ruling out dilatory tactics. It can prevail upon competing parties to hold up the present order of business. It can introduce conditional grants.

What has happened since the change in administration last January? Most of the unconstructed New Dealers are still holding forth. But a few of them appear to have reversed their political ideologies. They're suddenly good Republicans, or perhaps deserving independents. But they continue to pursue their devious ways of holding up cases they oppose, and of expediting those they support.

Chairman Hyde, in his month's tenure, probably has been the most harassed official in Washington. He has encountered a steady stream of Congressional hearings, budget meetings, staff sessions, banquets, inspection tours and conventions.

He realizes, as do his colleagues, that the first task is to resolve the manpower problem. A new general counsel, secretary, bureau chiefs, and key lawyers are essential. Once that is accomplished, with a staff owing allegiance only to the present Commission, the second job of invoking changes in procedure can be effected.

The FCC is not a court. It can introduce flexibility in its operations. It can prevail upon competing parties to shorten processing by stipulating records, taking depositions, and ruling out dilatory tactics. It can issue conditional grants.

In no other way can the new order of the FCC win the confidence of the White House and of Congress.

We hope there will be a moratorium on Congressional fishing expeditions, inspection tours, and other extra-curricular activities until the Hyde regime effects its staff reorganization and eliminates the road-blocks that are artificially depriving many areas of needed and desired television service.

Conelrad's Other Half

WE HAVE it on no less authority than that of FCC Comr. George E. Sterling that the Conelrad emergency radio plan, which began operating May 15, is technically ready for service in the unpleasant event of enemy attack.

Mr. Sterling gave these assurances after inspecting radio installations in the West and Midwest and conferring with officials of the Air Defense Command and telephone companies. But he emphasized that his assurances pertain only to the technical capacity of the system. What use the system will be put to, in case of enemy attack, is still somewhat up in the air.

The unhappy truth is that Civil Defense officials have lagged in making plans to utilize Conelrad. Until that phase of Conelrad planning is brought up to the levels of the technical achievements, the Conelrad system is of uncertain value.

The theory of Conelrad is to create a national communications system which, while preventing enemy bombers and missiles from bombing our radio signals, can be used, first, as a warning device and, second, as a means of disseminating vital Civil Defense information to the public. At its present stage, it apparently is capable of carrying out its first phase but not its second. The alarm would be sounded but the all-important follow-up—telling the public what to do in the aftermath of attack—would be haphazard at best.

As a trade journal in the broadcasting field, we cannot help but be proud that the nation's broadcasters have cooperated so handsomely (at a voluntary cost of some $2 million to themselves) in adapting their facilities to Conelrad. As a U. S. citizen, however, we cannot help but be appalled that Civil Defense authorities have not been similarly enterprising in carrying out their part of this burden.

We hope that Comr. Sterling's timely warning will be heeded by Civil Defense officials. Conelrad could be of inestimable value in saving U. S. lives and resources, but not if its job is only half done.

Jockeying for Position

EVERY EYE in or around television is focused on New York. The NBC television affiliates are meeting with their network. The problems are economic. It's a question of contract.

CBS, in a free competitive economy, is pitching for improvement of its position. It has had conversations with present NBC affiliates, both AM and TV, looking to affiliation switches. It has worked both ways—propositions have come from the network; others from the stations.

Before television, there had been jockeying for prime affiliations. The fact that there are one-station markets in television has heightened the interest. Everyone wants to get the best deal with the best network.

The network that is best today may not be tomorrow. And "tomorrow" will bring the end of the one-station station markets.

If there is one hopeful sign, it is that nothing can be taken for granted in the dynamic art of broadcasting. Whatever the outcome, whatever the moves of the pawns on the chess-board, the end result will be harder competition and a greater awareness of the mutuality of interest between network and affiliate.

Page 106 • May 25, 1953
Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

1. The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
2. The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.
3. The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insure sales success.

So, when you think of impact, think of the Crosley WLW Stations.

as your ad dollar is directed, so your sales message "scores"

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD.
Television Station Representatives

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New York · Chicago · Detroit
Boston · San Francisco
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