Washington printers were on strike again last week. This issue was printed offset. Typography is by Varitype, rather than Linotype. Full editorial coverage of the week's news is provided, as usual. LT will return to normal schedules as soon as conditions permit.

The bonus Summer coverage of WCCO

The lakes of Paul Bunyan land cover more than two million acres... and a million tourists come here each summer to join the three million who live here. Summer selling at its best!

Car Radios and Home Radios are on; Television Sets in the lodge draw the cabin dwellers. WCCO offers you a million radio homes and almost a half million Television Sets in its coverage area!
Fables of the leopard and the hippo — 10

ON MUSHROOMS AND TOADSTOOLS

THE HIPPO: “After foraging everywhere for delicacies—mushrooms in particular—I’m often left with crippling indigestion.”

THE LEOPARD: “No doubt because you’ve eaten toadstools too, believing they were mushrooms. I’ve found the difference quite important.”

THE MORAL: TV advertisers (who are wily like the Spotted Leopard) know that among the rapidly expanding number of TV markets there are “mushroom” markets. And “toadstool” markets. Sometimes growing right next to one another.

That’s why many more national advertisers are using Spot TV. Because with Spot TV you can choose just the true “mushroom” markets . . . markets where your advertising easily keeps sales profitable. You don’t have to buy any markets but these. When you choose Spot TV, choose these prime markets. Choose these thirteen well-viewed stations. They make sales mushroom!

WSB-TV Atlanta
WBAL-TV Baltimore
WFAA-TV Dallas
KPRC-TV Houston
KECA-TV Los Angeles
KSTP-TV M'p'l's-St. Paul
WSM-TV Nashville
WABC-TV New York
WTAR-TV Norfolk
KMTV Omaha
WOAI-TV San Antonio
KGO-TV San Francisco
KOTV Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
And growing with the market, WKOW and WKOW-TV, with the leading record of performance for sales results. Ask our representative to prove it.

**WKOW** 1070 CBS
10,000 WATTS
- 50 counties
- 605,290 radio homes
- $2 1/3 Billion in retail sales
- 139,140 radio farm homes
- $8,055 average income per farm

**WKOW-TV** Channel 27 CBS
- 8 counties
- $1/2 Billion in retail sales

**MADISON**
**METROPOLITAN AREA**
- 16th in per family income ($6,575)
- 74th in per capita retail sales
- 97th in retail sales
- 103rd in population

**WKOW**
Wisconsin's most powerful radio station

**WKOW-TV**
First in Southern Wisconsin

CBS IN MADISON, WISCONSIN
MONONA BROADCASTING CO.
Represented nationally by Headley-Reed Co.
In its fifth year... serving people selling products

An enviable record of public service, an enthusiastic, buying audience—that's the WGAL-TV story as another anniversary rolls around. In the years to come WGAL-TV will continue to give its advertisers profit for their sales message... continue to serve its ever-growing loyal viewing audience with the best in stimulating local-interest and public service programs, top shows from four networks. The Channel 8 large, rich Pennsylvania market area—including Harrisburg, York, Reading, Lebanon, Lancaster—offers advertisers a great profit potential. Increase your sales, profitably, economically—buy WGAL-TV, Channel 8.

Represented by MEEKER
New York Chicago Los Angeles San Francisco
SENIMENT revived in House for "ripper" bill to reduce FCC from seven to five members. Whether it gets off ground depends upon White House. It would eliminate need for selecting successor to Commissioner Paul A. Walker, who retires June 30, and would permit President Eisenhower to reappoint five of present six members, dropping one Democrat. FCC then would comprise three Republicans (Hyde, Sterling and Doerfel), one Democrat (probably Bartley) and one Independent (Webster). It also would be economy measure, saving $30,000 annually in commissioner salaries, aside from staffs and assistants, amounting to another $70,000.

WHILE FCC approval of WPTZ (TV) sale by Philco to Westinghouse for record figure of $8.5 million (see story page xx), may be opened for other major deals. WPTZ approval had been temporarily delayed by inquiry from Sen. Edwin C. Johnson (D-Colo.) who raised question about allocation of $5 million figure as value of WPTZ's network affiliation (NBC). This aspect had been cleared up to satisfaction of both FCC and Sen. Johnson.

NOT CONTENT with available estimates on TV market potential, NARTU's Research Dept. will come out this month with own answer to most asked video question: How large must markets be to support television?

AT LONG last, FCC proposes to "get tough" on strike applications in television. Last week it instructed staff to draft indictments in individual cases with possibility that revocation proceedings may be resorted to in extreme situations. Difficulty in nailing down down-to-earth evidence has occasioned delay, it's contended. But action now can be expected within days.

THAT CBS intends to play ball with old line AM affiliates on eventual TV alignment reflected in contract entered with WIBG (TV) Memphis, scheduled to begin operation on Ch. 13 in mid-September. Contract specifies "primary supplementary" affiliation. It contains six-months' cancellation clause, making it interim affiliate. WIBC, owned by Floyd Wooten, is CBS radio affiliate and applicant for Ch. 3, which also is being applied for by WMPS.

WHILE NARTU is close-mouthed about its upcoming revision of five-year-old Radio Standards of Practice, there's one safe bet—revamped code will not contain any enforcement weapon like TV Code's seal.

CONGRESSIONAL leaders' call for speedup with possible adjournment since July 31 doesn't necessarily mean legislation on radio-TV also will be prodded. Rather, last minute rush could mean most radio-connected measures will be spindled for next year.

WHILE FCC has no real enthusiasm for time-sharing in TV, it nevertheless prefers it to merging of AM applicants. In time-sharing, there's no problem of disposing of one AM station to avoid duopoly. To date, FCC has approved only one merger (Macon-KF) while it has okayed four time-sharing proposals—Salinas-Venterey, Calif., St. Paul, Rochester and Phoenix (see page xx).

STILL UP in air is question whether Senate Foreign Relations subcommittee, headed by Sen. Tobey (R-N.H.), will hold hearings on ratification of North American Regional Broadcast Agreement (NARBA) at this session. Clear Channel Broadcasting Service steadfastly opposes ratification on ground that Mexico is not signatory and therefore treaty would afford no protection. Both State Dept. and FCC are pressing for hearings but roadblock is Foreign Aid Program priority.

WITH PUBLICATION in Federal Register last week of FCC's new "clarifying" procedure on TV rules, speedier method of handling cases when some immediate protective action is needed, FCC expects brisk action through resolving of conflicts of competitive applicants. Elimination of seven-day "waiting period" on cleared applications, it's thought, will spell end of last minute "strike" applications.

SPECIAL shortwave antenna with power gain of 500 has been developed by Associated Broadcasters Inc., San Francisco, which has submitted specifications to Patent Office. This compares with best 50 gain certain antenna now available, according to Associated engineers.

CONCERN IAS developed over move to appoint as executive officer of International Frequency Registration Board, John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Nebr.). Recommended for this highly skilled post by FCC is A. L. McIntosh, chief, Frequency Allocation & Treaty Division, to succeed Paul A. Milen, formerly of FCC, who is returning to L. S. from Geneva headquarters. Former FCC Comr. Eugene II. Merrill, who left with change in administration, is espousing Gayer candidacy. It's said not dozen people in L. S. who are qualified for it.

WILDRROOT CO., through BBDO, New York, understood to be lining up eight-second "midget" spots in radio, as many as 20 to 40 per week, as soon as availabilities come through.

BULIFF GROWING that Canadian government before end of August will lift monopoly of Canadian Broadcasting Corp. TV in Winnipeg and Vancouver, by licensing private stations. End of CBC-TV monopoly at Montreal and Toronto is not expected to follow till considerably later.

SOME 10-11,000 mimeographed copies of Sen. Tobey's (R-N.H.) statement on educational TV reservations sent by him to educators (including Joint Committee on Educational Television and National Citizens Committee on Educational TV) and to broadcast stations who have expressed interest in educational TV. Statement, which warned of "full scale investigation if FCC weakens or deletes any of 242 channel reservations (6 T Way 18), was distributed, it was said, to clear up "confusion".

June 1, 1953  Page 5
NOW YOU CAN COVER ALMOST ALL OF ARKANSAS WITH ONE ULTRA-MODERN STATION—THE NEW 50,000-WATT KTHS!
(CBS SOON!)

- the only 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience—
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,569,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

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

BROADCASTING FROM LITTLE ROCK, ARKANSAS
ABC RADIO EXPANDS SPECIALIZED PROGRAMMING—Expanding its plan for specializing in one type of programming each evening, already under way with musical programming on Saturday ("Dancing Party"), Sunday ("American Music Hall") and Monday ("American Concert Studios"), ABC Radio last week announced that Tuesday evening programming will lean toward lectures and forums such as "America's Town Meeting of the Air"; Wednesday will be "One Night of Love" with programs of a romantic flavor; Thursday night programming will have dramatic impact and Friday's will feature comedy.

A ninety-minute variety show will go into ABC weekday afternoon schedule (2:30-4 P.M.) in September, to be replaced Jan. 1, 1954, by Martin Block. Early evening programming will include "Lone Ranger" alternating with "Space Ranger" and new Tuesday-through-Friday series, "Three City Byline," featuring columnists from New York, Chicago and Hollywood. New "Horatio Hornblower" series will go on ABC Radio in fall, day and time not yet set.

As announced by Robert M. Weitman, ABC vice president in charge of talent and programming, new format is part of four-fold plan that calls for strengthening present ABC Radio schedule, building new afternoon program pattern, allocating each evening to categorized facet of entertainment and finally, overall plan of creating and producing new properties.

NBC-TV FALL SELLOUT—Complete sell-out for NBC-TV's fall nighttime schedule reported with Andrew Jergens Co., Cincinnati, buying Mon. 7:30-8:5 P.M. period, starting Aug. 17, and Serutan Co. (Jeritol, liver and iron extract) signing for Mon. 9-9:30 P.M. segment with "Juvenile Jury," starting July 6 and expected to run into fall. Jergens show format unset, but agency, Robert Crr & Assoc., N. Y., is preparing it. Serutan agency is Edward Kletter Assoc., N. Y.

NEW GAS PROMOTED—New summer gasoline to be promoted by Standard Oil Co. of Indiana on 32 radio stations in 38 key midwestern cities, 157 times each week, according to Wesley I. Nunn, advertising manager. TV audiences will see films on seven stations. Tests in Mojave Desert will be described.

VICK BUYS FOR FALL—Vick Chemical Co., annual seasonal radio spot advertiser usually using about 100 markets, lining up morning and afternoon availabilities to start in September and October, through Morse International, New York.

FORD DEALERS PLACING—Ford Dealers, through J. Walter Thompson Co., New York, is placing its usual 13-week radio spot announcement campaign in several Ford districts which are composed of more than one radio market), starting in June.

WAIA-AM-TV OPTIONED FOR $2 MILLION TO TEXAS GROUP—Agreement reached by W. O. Pape, owner and founder of WAIA-AM-TV Mobile, for sale of properties for $2 million gross to group headed by Gene Cagle and Charles Jordan of Texas State Network. Transaction, subject to FCC approval, will be completed this week, it was reported, following procurement of option to purchase by Texas State interests. WAIA, founded by Mr. Pape in 1930, operates on 1410 kc with 5,000 w, and is affiliated with NBC. WAIA-TV began operation last January on Ch. 10 and is affiliated with NBC-ABC.
National Headliners Club has selected Jim Uebelhart of WSPD, AM & TV, as a winner for the 19th annual Headliner Awards.

As Jim boards the plane this month for Atlantic City to receive his award, thousands of Uebelhart fans in Toledo's Billion Dollar Market join "Speedy" in extending congratulations and best wishes to Northwestern Ohio's outstanding newscaster.
SMALL MARKET VIDEO PROBLEMS OUTLINED AT VIRGINIA MEETING-- Television stations in small communities will be forced to fight hard for their advertising dollars under present operating costs but they can be expected to shatter gloomy predictions of experts, Thad H. Brown Jr., NARTB television vice president, told Virginia Assn. of Broadcasters last week at Colonial Williamsburg.

James H. Moore, VAB president, presided at the Wednesday-Thursday meeting as association president.

In conceding definition of small market keeps shrinking, Mr. Brown said $150,000-a-year seems to be about minimum operating cost for film and/or network only station. He said national network dollars are likely to be concentrated in top 168 markets. He cited figures from article by Peter Levin in April 27 B.T suggesting TV advertising may run around 0.4% of retail sales in community.

VAB’s agenda included labor discussion led by Richard P. Doherty, NARTB labor vice president, as well as panels on radio sales, programming and related problems.

R. H. Smith, WCYB Bristol, Va., elected VAB president Thursday. Other officers: Frank E. Koehler, WROV-AM-TV Roanoke, vice president; Charles Mailet, WFLO Farmville, secretary-treasurer. New board: Charles Blackley, WTOV Staunton; Ray P. Jordan, WDBJ Roanoke; Earl Key, WKEY Covington; Irvin Abeloff, WLEX Richmond; John Cole, WHLF South Boston.

NARTB TV PLAN BROADENED-- Intensification of research program for Television Information Committee indicated Thursday after session of committee in New York. NARTB slated to handle immediate research projects, collecting existing data on such questions as, for instance, incidence of crime and juvenile delinquency in TV areas as compared to non-TV areas. Full membership on hand for meeting. NARTB President Harold E. Fellows is chairman.

CORONATION SPONSOR-- Handmacher Vogel Inc., N. Y. (women’s apparel), signs to sponsor discussion and commentary programs dealing with Coronation of Queen Elizabeth 2D tomorrow (Tues.) on ABC-TV, 6-8:15 and 10:25-10:30 P.M. (EDT), in periods immediately preceding and following ABC-TV’s presentation of BBC film coverage of Coronation.

WPTZ (TV) TRANSFER-- To mark transfer of WPTZ (TV) from Philco to Westinghouse, approved last Thursday by FCC, special live telecast will be presented June 2, 9-9:30 P.M., using early Westinghouse talent. Program, whipped together under direction of W. B. McGill, Westinghouse Radio Stations Inc. advertising manager, includes Dave Garroway, Betty Furness, Wally Cox (“Mr. Peepers”), Hamilton Trio and KNV Philadelphia orchestra. Gwilym Price, Westinghouse president; William Behlerson, president of Philco, E. V. Ruggins, president of WRS and Joseph Baudino, executive vice president will participate.

FLORIDA SHIFTS-- In four-way agreement to free two Florida channels for prompt grants, WCOA Pensacola dismissed vhf Ch. 3 bid and asked for grant to competitor WEAR there while WEAR gave up second bid for uhf Ch. 36 at Jacksonville, asking FCC to grant Ch. 36 to WJHE Jacksonville, under common ownership with WCOA. WEAR Cleveland dismissed TV bid for uhf Ch. 65, leaving uncontested application of WERE there.

CHEVROLET DEALERS ON WNAC-TV-- Chevrolet Dealers Assn. (Mass., R. I., N. H., Conn.) signed with WNAC-TV Boston for what station described as largest sale of feature films in Boston TV history. Linus Travers, WNAC-TV executive vice president and general manager, said. Series of film programs begins today (Monday), will consist of feature films, Mon.-Thurs.-Sat. at 11 P.M. Agency: Chamber & Wiswell Inc., Boston.
On July 1st 1933, we started as national sales representatives of WTIC, the 50,000 watt, NBC outlet for Hartford, Connecticut. We are pleased that in each of 19 of the 20 intervening years we have shown an increase over the year preceding. This could only be possible on a great station, well managed.

WTIC, we are proud to serve you.

WEED BILLING
WTIC, HARTFORD

<table>
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RADIO STATION REPRESENTATIVES
WEED AND COMPANY
NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO
DUMM STATIONS CONTINUE LATIN AMERICAN SERVICE— Continuance of American shortwave broadcasts to Latin and South America was assured when Associated Broadcasters Inc. received go-ahead from State Dept. and FCC, Wesley I. Dumm, president and owner, announced last week. Spanish-language programs will be continued on private basis, Mr. Dumm said. Associated, licensee of KSFO and KPIX (TV) San Francisco, will transmit programs three hours nightly. They will be repeats of regular KSFO music programs, with Spanish interpolations, and of baseball coverage.

Using facilities of its 100 kw KWID No. L on 15.285 mc and of 50 kw KWID No. 2 on 17,760 mc, Associated will fill void left when the Voice of America ceased its Latin and South American service May 23.

As part of its Spanish service, Associated will produce and transmit two or three times a week pro-American dramas under State Dept. supervision. These will be paid for out of $100,000 Congress gave State Dept. under P.L. 495 which permits payment for private international broadcasting.

One of benefits of Associated's move in continuing to program on two frequencies vacated by VOA is that other nations may not preempt wavelengths. They are assigned for U. S. use, but if not occupied could be taken over by other nations, including Russia.

FCC APPROVES SALE— Sale of third interest in KAFY-AM-TV Bakersfield, Calif., by George Crome and R. F. Harlowe to Sheldon Anderson, 16-2/3% owner, for $120,000, granted by FCC. Mr. Anderson's mother retains 16-2/3%, giving control to family. FCC approved 10-year lease of KGA Spokane by Bankers Life & Casualty Co. for $40,000 annually from Gonzaga U.


SQUIBB ON NBC-TV— E. R. Squibb & Sons, in first use of network TV, today (Mon.) starts two one-minute participations per week on NBC-TV's "Today" show (Mon.-Fri., 7-9 A.M. EDT and CDT), and Chase and Sanborn Coffee signs for 78 participations in "Today" between June and December, inclusive. Squibb contract, through Cunningham & Walsh, N. Y., is for 26 weeks with option for another 26 weeks. Chase and Sanborn agency: Compton Adv., N. Y. Contracts brought "Today" participations signed for in May to 107.

PROPEL— GEERALD HIGGINS, John J. Dowd Inc., Boston appointed assistant to president of James Thomas Chirurg Co., N. Y. and Boston agency. . . WALTER L. EMERSON, ABC Central Div. attorney, named counsel for NBC Chicago succeeding THOMAS COMFERS, who enters private practice . . . LESLIE G. ANNES SR., formerly DuMont sports-special events director, named ABC-TV sports director. . . JAMES WETHERS, World Broadcasting System sales representative in Southeast, named Western Division sales manager replacing MAYNARD MARKALUT, who takes leave to operate own station, KATY San Luis Obispo. Replacing Mr. Wethers will be JACK WHEELER, who sells interest in WLEV Griffin, Ga. . . HAROLD C. LYND, WDTV (TV) Pittsburgh general manager, elected president of Pittsburgh Radio & Television Club. . . JOHN H. THOMPSON, NBC San Francisco news-public affairs manager, named program director, taking duties relinquished by GEORGE GREAVES who continues as assistant general manager with WILLIAM COTHRAN named public affairs director. . . EARL E. CUMONS, CBS vice president, called on President Eisenhower Thursday in capacity or vice chairman of President's Committee on Employment of the Physically Handicapped.
You'll GET THIS TYPE OF
AND
ON RADIO STATION WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

National Representatives:
THE KATZ AGENCY

C. TOM GARTEN
Station Manager

3000 WATTS DAY
1000 WATTS NIGHT
930 KC

INDEX

The complete departmental index normally appearing in this space has been eliminated in this emergency issue. At Deadline news appears on pages 5, 7, 9 and 11. Regular news departments begin on page 35.

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

Sot Taiboff, Editor and Publisher

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Duane McKena, Art and Layout.

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BUREAUS

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444 Madison Ave., Zone 22, P.Laza 5-8355.

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

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.

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

HOLLYWOOD

David Glickman, West Coast Manager; Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING & TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: $3.50 per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.10 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting & Telecasting National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. BROADCASTING* was acquired in 1933 and Broadcast Reporter in 1933. Broadcast Advertising® was established in 1933. *Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.
The REASON is because...
The reason for what?
The reason Mississippi's televiwers and America's leading national spot and network advertisers are enthusiastic about the performance of WJTV, Mississippi's finest television station.

The reason is
... because from the first week of commercial operation WJTV has given its audience through-the-day programming, going on the air each day at ten o'clock in the morning and continuing straight through to about midnight.
... because only four months after "hitting the air" WJTV is producing live programs and building local television personalities whose enthusiastic mail response is testimony to their popularity. The live programs that WJTV is regularly producing... with multiple camera operation... number more than 35 each week, plus regularly scheduled remotes.
... because WJTV's interconnected network programming brings eight of the nation's ten most-watched shows (according to Videodex's April ratings) to Mississippi viewers.
... because WJTV is consistently reaching viewers 55 miles away in all directions from the broadcasting site. This remarkable coverage was established in a survey conducted throughout the area by the Product Performance Division of Philco Corporation.
... because foremost national spot, network, regional and local advertisers are finding that WJTV does the job for them. Reaching most of the viewers most of the time, and all of the viewers much of the time, WJTV's operation has proved to the industry that it gets RESULTS... profitable RESULTS. The response to one weekly program... where viewers were told it was necessary to send their names once and only once... was more than 13,000 replies.

AND... for a final because there is the fact that the number of sets continues to increase. From fewer than 5000 four months ago, just prior to the time WJTV began operations, sets in the area have increased to 17,138 according to Jackson's monthly independent agency survey.

Those are the reasons WJTV knows it is offering central Mississippi viewers and America's leading national spot and network advertisers an unbeatable combination: UHF INTERFERENCE - FREE PICTURE PLUS VHF COVERAGE.
NOW 100,000 WATTS

Hitch Your Product to a Great Station...
IN A GREAT MARKET!

- Population in these 58 counties: 1,806,400
- Number of families: 608,700
- Set sales: Over 300,000
- Retail sales: $1,908,353,000
- Food sales: $360,126,000
- Drug sales: $85,600,000
- Effective buying income: $2,663,950,000

New Power Increase Adds 146,000 Families in This Rich Market.

The 1 millivolt signal strength line bisects the outside tier of counties shown in the map. Set sales, mail response and other data substantiate the inclusion of these 58 counties as the good coverage area of WDAF-TV.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

Page 14 June 1, 1953
A 2-WAY EXCHANGE OF LIFE INSURANCE INFORMATION

The Institute of Life Insurance provides the public with life insurance information—and in turn, interprets public attitudes to the business.

Three out of every four families now own life insurance.

As America's most popular form of thrift, there is, naturally, a wide interest in how life insurance operates and in the benefits it provides.

In carrying out its first objective of providing a clearer understanding of life insurance, the Institute of Life Insurance does these things:

—collects, analyzes and distributes life insurance statistics to radio and television stations and networks, to editors, economists, librarians, writers and researchers.

—helps schools and colleges to meet needs in the instruction of life insurance by preparing and distributing, on request, such teaching aids as booklets, films and charts.

—furnishes monthly news services to radio commentators, newspaper editors and magazine editors.

—aids librarians in selecting and securing life insurance information.

—develops material on life insurance and related phases of money management for women's organizations, social welfare workers, doctors, lawyers, and other community groups.

—publishes a series of advertising messages designed to broaden the understanding of life insurance.

And for its second objective, the Institute continuously studies public opinion concerning the performance of the life insurance business and makes its findings available to the companies. In doing this, it enables the companies to serve better the interests of 88 million life insurance policyholders.

Institute of Life Insurance

Central Source of Information about Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.
The TIME of Your Life—
on the

New WJAS AM & FM

$ $ $ $ MONEY $ $ $ $ THE SLOWY SIDE OF THE DIAL

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
From the lush, green ranches of North Dakota and the booming oil development in the Williston Basin, this Midwest market is pacing the nation in new wealth and rapid expansion.

In 1952, North Dakota gross farm income topped $582,000,000 and bank deposits hit a record high of $614,000,000! Money ticketed for machinery, home improvements, appliances... all of the things which make up a complete and modern community.

Located in the heart of this wealthy new market, KFYR offers the Nation's LARGEST area coverage—where coverage counts!

**KFYR**

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

*Represented by JOHN BLAIR*
Moving Day!

Today our Southern offices (formerly located in Memphis) are moving to a new address:

31 THIRD STREET, NE
ATLANTA 5, GA.
The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.
Earle Pudney presents a daily show on WGY full of variety and informality which provides top entertainment and an ideally relaxed atmosphere for many thousands of families to start their busy days—thus furnishing an ideal sales medium for you.

Coming on the air at 7:10, Earle entertains for twenty minutes. Then, there's a 15-minute "break" for news and Earle returns to the mike from 7:45 to 8:00, from 8:05 to 9:00 and from 9:05 to 9:15.

Earle, who plays and sings the popular hits, augments his program with top recordings of the day. He includes many features in his program which appeal to every type of audience.

Earle is especially proud of the devotional page which features a three minute message from one of the area ministers and a hymn each morning. The station received an award from the Institute for Education at Ohio State University for this feature.

Earle is WGY-Land's main contact with the musical world. Here he is interviewing Fred Waring during one of the band leader's recent visits to Schenectady. Phone and taped interviews with other top musical stars are often featured on Earle's morning show.

*The WGY area is so-named because its retail sales are exceeded by only 16 states.  

WGY  
Studios in Schenectady, New York.  
A GENERAL ELECTRIC STATION  
Represented Nationally By Henry I. Christal Co. New York—Detroit—Chicago—San Francisco
Cut to film clip of plane:
A technically simple, low-cost insert procedure of limitless possibilities. Gives variety—complete change of pace—to “live” shows. Most effective and economical... when you

USE EASTMAN FILM
This is Attaway-Easterlin Pontiac, Inc.

This is what it’s owners say

"The nicest thing that could have happened to us was sponsoring Mutual’s Fulton Lewis, Jr., on WAKE (Greenville, S. C.)," say Mr. A. Attaway and Mr. J. B. Easterlin. "His straightforward, authoritative commentary has won him the acclaim of listeners in this area... and us their enthusiastic support. Many thanks for WAKE’s excellent handling of the broadcast, and hats off to Fulton Lewis for a superb job."

This is Fulton Lewis, Jr.

A FORMER concert pianist, Farlan I. Myers today has found a satisfying field as account supervisor and secretary of Factor-Breyer Inc., Los Angeles.

He joined F-B in 1951 as radio-TV director and was promoted to his present position last January. He supervises radio-TV activities of Sav-On Drugs, Los Angeles chain; Necchi & Edna Sewing Machines (California distributors); Farmers Insurance Group of Southern California, and Union Mortgage Co.

Born at Los Angeles in 1918, Mr. Myers spent his early youth performing in concerts. He was graduated from UCLA in 1941, worked for KNX Hollywood and did a short stint with the Office of Civilian Defense.

He entered the Army in December 1941, became a pilot and was discharged as a captain after overseas duty. After the war he studied medicine at UCLA, also working as a KNX stagehand, and sold two songs, then quit UCLA to become a KNX publicist. A year and a half later he was studying music at Boston’s New England Conservatory and at Juilliard in New York.

In 1949 he joined Platt-Forbes, New York, as a radio copywriter, and later became radio-TV director, handling the Peter Paul and Italian Swiss Colony Wine accounts.

In 1950 he began writing Panorama of Research, transcribed radio series for American Medical Assn., and the next year joined Factor-Breyer. He supervises all TV film commercials for Maier Brewing Co. (Brew 102) and is active in the schedules of Sitroll Labs, LeRoy’s Jewelers and Wilshire Club Beverages.

A bachelor, he spends leisure time playing tennis and composing music.
There is a **REASON**

Advertisers stay year after year with KTLA

...of all advertisers...

- 62% were on KTLA 1 year ago
- 54% were on KTLA 2 years ago
- 39% were on KTLA 3 years ago

**RESULTS** all the way

That's Why They Stay on **KTLA**

Channel 5

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • Bryant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

**KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES**

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Get the LION'S SHARE

Because the shows are always the greatest— the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. Latest Standard Audit and Measurement Reports and Hooper ratings prove it! You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946!

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
"Sales Increased 50% Through Sponsorship Of AP News"

"... that's the record scored by Schreiber & Miller Furniture Co.," says James W. Bradner, Jr., Owner-Manager of KGBC, Galveston, Texas. "Other sponsors report sales increases ranging from 11% up to 700%.

Of the sales increase at Schreiber & Miller, Jack Miller says: "A case in point was a promotion of General Electric Wringer Washers. We advertised them only on our three Sunday newscasts — nowhere else. By noon Monday, we sold out our entire stock of 21 washers at $119.95 each. During the three years we have sponsored KGBC-AP News we have won every G.E. district sales contest. And last year we were named one of the top ten dealers in the nation."

James W. Bradner, Jr.
Owner-Manager, KGBC.
Galveston, Texas

"30% Of Our Revenue Comes From AP News"

"... and 90% of our AP news sponsors have been with us for more than three years," says C. C. Thompson, General Manager of KSOK, Arkansas City, Kansas.

"If a sponsor of another type of program cannot see direct results, we sell him an AP newscast or news participation ... that usually does it.

"News on Parade, a 30-minute roundup, is sold on a participation basis and has a waiting list that has had no openings during the past two years.

"I contacted Bridges Style Shop, which is now in its third year of co-sponsorship of News on Parade. Mrs. Lydia Bridges, owner, told me that News on Parade has done a consistently fine job for my firm the past three years. Just this month one announcement on this AP newscast brought out one of the largest crowds she ever had to an after-Easter sale."

S. C. Thompson
General Manager, KSOK,
Arkansas City, Kansas

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

Radio Division
The Associated Press
50 Rockefeller Plaza, New York 20, N.Y.
the TOP choice for TV...

Federal’s FTL-27C

MICROWAVE RELAY LINK

... the most widely accepted system for the relaying of video signals

Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal’s FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation ... immediate on-air operation ... self-contained test circuits ... and numerous other facilities for dependable operation and simplified maintenance.

TRANSMITTER
- Direct frequency modulated
- Reflex klystron power oscillator
- 5 watts minimum power output
- Crystal controlled
- Built-in wavemeter, r-f power measuring devices and local monitoring facilities
- Internal receiver for off-air monitoring

INSTALLATION
- Circular parabolic antenna for both receiver and transmitter
- Antenna may be ground-mounted for use with tower-mounted reflectors
- Provides stable klystron operation and simplifies maintenance
- Reduces transmission line costs

RECEIVER
- Single superheterodyne type
- Crystal controlled
- Double tuned preselector
- Wide frequency response
- High signal to noise ratio
- Constant video level over wide range of input signals

SOUND CHANNEL
- Exclusive FTL development
- Allows simultaneous transmission of audio and video over TV link
- Eliminates need for leasing high-quality telephone lines
- Fully self-contained

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE  -  NUTLEY, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
announces the appointment of

H-R TELEVISION, inc.

as NATIONAL REPRESENTATIVES

ON THE AIR COMMERCIALY:
JULY 1st

CBS BASIC
CHANNEL 12

KANSAS FIRST VHF STATION
316,000 KW—ERP HUTCHINSON, KANSAS
A NATIVE of Greene County, Missouri, Lester Cox has lived most of his years inside an area radiating 20 miles from Springfield.

These years have been active ones, marked by a score of business enterprises and civic connections. Latest honor was the award last Monday of an honorary Doctor of Laws degree by Drury College, which he attended before World War I and has served as trustee.

Always a music lover, Mr. Cox formed a boys band in Republic (Mo.) High School, where he earned spending money by doing janitor work after school. Next came college-colleges, to be accurate, including Southwest Teachers College and Drury, in Springfield; Chicago U., and U. of Southern California. At 21 he joined Langenberg Milling & Grain Co. of Republic.

After earning a flyer's commission in World War I he set up an auto distributorship in the Springfield area. Three years later his love for music led him into Martin Music Co., Springfield, as vice president and general manager. In six years he achieved three important records—he built the store into the Midwest's second largest; formed the world's largest Boy Scout Band, which performed all over the nation, and brought leading concert artists to the city.

After that successful music venture he bought Ozark Motor & Supply Co., Springfield. The business included distribution of radio receivers, leading to later ventures in commercial broadcasting. Long active in the Springfield Chamber of Commerce, he interested the chamber in bringing KGBX from St. Joseph, Mo., to Springfield. Owners of the station were Ralph Foster and Arthur Johnson, who later joined him in starting KWTO Springfield, for some years operated jointly with KGBX. With separation of the stations, Mr. Cox directed his interests toward KWTO.

Now there are a dozen more business activities, including a Frisco railroad agency, directorship; presidency of Pioneer Adv. Co., an outdoor firm; operation of three distribution outlets in four states, handling 15% of the total Ford agricultural implement output, plus a fertilizer plant in Oklahoma and a furniture factory. The long list of charitable and civic activities includes Burge Hospital, chairman of board; Special Television Committee, U. of Missouri Board of Curators, chairman; Southern Methodist U., board member. He is in the national Methodist Church Hall of Fame & Philanthropy.

For years he has been active in Masonry.

At Missouri U. Mr. Cox was the power behind grant of a commercial TV license to the school. Any profits will be turned back into programs available to the state and into training courses leading to masters degrees in TV station management, programming and similar professional careers. The TV outlet is to open in September. Mr. Cox contends colleges have been lax in developing high-calibre training for radio and TV careers. Missouri uses KFRU Columbia as a training ground for radio students, and next year plans to supply radio-TV instruction matching its famed journalism courses.

Mr. Cox and his wife, the former Mildred Lee, are parents of a son and two daughters, and have four grandchildren. The son, Lester Lee, is 35% owner of KOAM Pittsburg, Kan., has 0.5% interest in KCMO Kansas City, and is 49% owner of Springfield Television Inc., a TV grantee. The elder Cox owns 12% of KOAM, which has a TV grant, is chairman of the board of KWTO, owning 499 of 1,000 shares, and owns 49% of KCMO (Tom L. Evans also as 49%). KCMO is a TV applicant.

BROADCASTING * TELECASTING
FROM HERE TO ISTANBUL

"Our correspondent in Nairobi . . ."

In May of 1945, television was hardly more than what Fred Allen called "the face on the barroom wall" but that's when NBC first set up its television news film operation with two editors and one pair of scissors. Now in its eighth year the NBC-TV news film operation is larger than any other news film company including the newsreels and other networks.

In the average week NBC news cameramen shoot a hundred different stories. In a year's time NBC films over 2,500,000 feet of raw stock. If that were all shown as one feature, it would last 300 hours, which is even longer than some features seem.

40 newsmen and 31 cameramen cover the continental United States from 6 vantage points for NBC, and of course news film is sent in from NBC affiliates in 60 other cities and towns. NBC staff correspondents can be found in all the world's major news centers.

And NBC correspondents can also be found in such exotic areas as Jakarta, Karachi and Istanbul. Our correspondent in Nairobi gave NBC a notable beat on the Mau Mau disorders.

Just to be sure that we don't miss anything, NBC also has first call on the films of seven major foreign newsreel companies in Europe.

It's a huge job and it's a lot of trouble, but we believe that having the largest and most active news film operation accounts in a major way for NBC's leadership in TV news. Viewers evidently like it because we consistently find the biggest audiences tuned to our daily news shows. Our sponsors like it too. Such as the sponsors on Today (7 to 9 a.m.) easily the hottest news show around. You can be a sponsor on Today for less than the cost of two round-trip tickets to Istanbul.

a service of Radio Corporation of America
18 YEARS OF PROGRESS

...and Still Going Strong!

Back in 1935... when Oshkosh B’Gosh, Inc., started advertising on WLS... their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1953... after eighteen consecutive years of WLS advertising... Oshkosh B’Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls... the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled... and their sales volume amounts to millions of dollars annually.

We don't claim that WLS did it all... but the very fact that Oshkosh B’Gosh, Inc., has advertised consistently on WLS for eighteen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for you. See your John Blair man... or contact us... today.

Page 30 June 1, 1953
“31 Third Street NE, Atlanta 5!”

Goodbye, Memphis! Atlanta, here we are!

As of this morning at 9:00 o’clock, CBS Radio Spot Sales’ new Southern offices in Atlanta are open for business. The address: 31 Third Street NE, Atlanta 5. (Telephone Elgin 0727.) And with this move from Memphis to Atlanta, we’re set up to provide Southern advertisers and their agencies with even faster access to the services of 14 of the nation’s biggest and most sales-effective radio stations...

the stations represented by CBS RADIO SPOT SALES

New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta

*After December 1: 800 Peachtree Street, Atlanta 5.
A house-to-house Salesman

everyone is GLAD to see!

POWER
The only maximum power (100KW) station in the area.

COVERAGE
140 mile radius based on special study just completed.*

AUDIENCE
Leads five out of seven nights.**

PROGRAMS
Leads in 9 of Top 15.***

PRESTIGE
In the tradition of WOAI, radio leader for 32 years in the Southwest.

The Quality Station with the Quality Picture

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

We've got news for you—daily news
(and weekly summaries, too)

You can have NBC's world-wide news coverage in your local markets at a local price... the big news filmed as it happens... rushed to your TV audiences as soon as it happens.

Gathered by on-the-scene NBC cameramen throughout the world, this 15-minute NBC Daily News Report is flown from New York to local stations several times a day. This gives you an exclusive up-dated news program daily. A weekly 15-minute news summary is also available.

Sponsorship may still be open in your local markets. For further information write, call or wire:

NBC FILM DIVISION
NEW YORK, CHICAGO, LOS ANGELES
Another Reason Why
WPTF is
North Carolina's
Number One
Salesman

Mr. Sportscaster.... JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 9 a.m. straight news and his 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

North Carolina's
Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 WATTS 680 KC
FREE & PETERS NATIONAL REPRESENTATIVE R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
NBC AFFILIATES APPEASED
BY SARNOFF PRESENTATION

THE GENERAL put out the fire.

Even skeptics among NBC-TV affiliates—and there were some who privately expressed doubts or reserved decision—conceded last week after hearing a two-hour exposition of RCA-NBC policy, history, and intentions by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, that he had quelled any incipient "uprising" that threatened.

The affiliates heard Gen. Sarnoff and other top executives of the network detail accomplishments and plans at an all-day meeting at Princeton on Tuesday, then adopted by what was termed unanimous vote a resolution reaffirming "our complete confidence in the NBC and heartily (endor sing) its program as revealed to us by Gen. Sarnoff."

Questions—some of them pointed—which had been prepared to be directed at Gen. Sarnoff went unasked. Walter Damm of WTMJ Milwaukee, chairman of the Affiliates Committee, reportedly arose to say that "here's one affiliate who won't switch." The general was given a standing ovation. While most of the approximately 70 NBC station men on hand for the three-day meeting appeared impressed, if not overwhelmed, by the RCA-NBC presentation—which included a demonstration of compatible color TV—there remained some who appeared still unsatisfied.

Their consensus—and this group included some prominent broadcasters—was that the affiliates would go home, reflect on what they had seen and heard, and make final judgments contemplatively.

Gen. Sarnoff made clear that he is actively at the helm of NBC operations, and assured the affiliates, it was reported, that so long as he is taking this active interest he will take the responsibilities that go with it.

He also told the affiliates that NBC President Frank White, now vacationing in Europe to recuperate from near-exhaustion, is expected to return completely well—and that, assuming he does return recovered, he will continue as president if he wishes.

He gave no indication as to who the new president might be if Mr. White does not resume, but other associates of Mr. White expressed confidence that he will return to the presidency later this month and continue in the post. Members of Mr. Damm's committee meanwhile sent President White an affectionate telegram urging him to "take it easy" but "hurry home soon."

In apparent answer to speculation as to the future role of John K. West, vice president in charge of West Coast operations but on temporary assignment in New York during Mr. White's absence, Gen. Sarnoff was said to have told the affiliates that Mr. West wants to return to the coast as soon as possible, although the West Coast organization is functioning well in his absence—which he called a tribute to Mr. West's administrative ability.

Participants also said there was no indication that grounds exist for speculation that Niles Trammell, former NBC president and board chairman and now a consultant to the network and also a TV applicant, may return to NBC in an active role. Mr. Trammell attended last week's session with RCA-NBC officials but took no active role, it was said.

NBC authorities appeared confident that the threat that several major affiliates might switch to CBS had been averted. They said they expected not more than one to join WTAU-AM-TV Norfolk, which announced a fortnight ago that it is moving to CBS (BET, May 25.) CBS-TV officials were still active, however, and it was known that other top-ranking stations held discussions with Columbia officials even after the Princeton meeting.

In contrast to the general air of satisfaction signified by affiliates as they adjourned Wednesday, they had started out the week loaded with questions they wanted answered. One list had been submitted to the management earlier, for its guidance. In an all-afternoon meeting among themselves Monday, the affiliates drew up what was described as a new and briefer list of queries having to do with management, organization and personnel, long-range as well as immediate plans, and specifically, the long-standing question of daytime programming on NBC-TV.

Informed of the new list, Gen. Sarnoff reportedly answered that his own talk and
the presentations to be made by other officials were all calculated to provide answers to the questions in the minds of affiliates, and that if the affiliates wanted to launch the session with questions, then the other officials might handle the chores.

Affiliates said afterwards that his talk seemed to answer the broad, basic questions if not all the details.

Color television – 16 affiliates signed contract supplements giving them NBC colorcast rights within 24 hours after the demonstration, although NBC said it did not intend to start signing them immediately – plus a detailing of plans for spending $3.5 million on weekday TV programs for the 10:30-12 noon period, a new TV discount structure to attract more daytime advertisers, and reports on the NBC-TV sales outlook all were spelled out in support of Gen. Sarnoff’s reassurance that RCA intends NBC to maintain leadership.

Speakers at the Princeton session, in addition to Gen. Sarnoff, were Sylvester L. Weaver Jr., vice chairman of the NBC Board; Charles C. Barry, planning vice presidents John K. Herbert, sales president, and Hugh M. Beville, director of research and planning. RCA president Frank M. Folsom also was among the RCA-NBC officials on hand.

All sessions were private. The affiliates met among themselves Monday afternoon, went to Princeton for the sessions with management there on Tuesday, and held a window meeting among themselves in New York Wednesday morning.

In the Princeton sessions, top officials of the network spelled out their plans in a series of talks and presentations in which:

* Gen. Sarnoff assured the affiliates that NBC not only has been the leader over the years but that RCA intends it shall continue to be, and he derided CBS for appearing to think that leadership can be claimed on “brief” possession of higher ratings or what he called a few extra dollars in billings.

* NBC’s schedule for launching regular color TV programming was detailed, calling for the first year to be devoted to practical experimentation in developing procedures through colorcasting some of NBC’s established black-and-white programs.

* Plans for daytime TV programming involving the expenditure of $3.5 million on the weekday 10:30-12 noon period were outlined, in the network after hearing Brig. Gen. David Sarnoff, Board Chairman of RCA and NBC, and associates outline plans for NBC at the affiliates’ meeting last week:

  "Be it resolved:

  "That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff."

This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff’s position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

"The rapid approach of color television and RCA’s tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates and a careful analysis of the present and projected program and sales plans of NBC leave us with the conviction that they cannot be successfully assailed by expeditious competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today."

Gen. Sarnoff said he accepted the resolution as an expression of confidence in the NBC staff. "They will be more encouraged by this than by any personal words of praise from me," he asserted.

The resolution was presented by a committee composed of Walter Pepper, general manager of WTMJ-TV, Milwaukee, chairman of the affiliates group; Robert E. Dunville, Crosley Broadcasting Corp.; Robert D. Sweezy, WDSU-TV New Orleans, and Harold Hough, WBAP-TV Fort Worth.
CBS Answers

IN ANSWER to ridicule which Brig. Gen. David Sarnoff, RCA and NBC board chairman, turned upon the idea that "leadership" can be claimed on the basis of "having a holding of a few higher program ratings or a few extra dollars in billings" CBS, which claimed a few weeks ago to have taken the TV leadership to go with its sales advances in radio, issued this statement: "Our record speaks for itself. It is based on nothing other than creative management supported by an enthusiastic and well coordinated staff."

In the same vein Mr. Damm, presenting Gen. Sarnoff, noted that Gen. Sarnoff urged NBC affiliates in 1947 to go into TV, and said those who took this advice are now in the vanguard of profitable TV station ownership.

NBC's plans for launching colorcasts as soon as FCC approves compatible color standards - (RCA authorities have indicated they will apply to FCC by July 1) - were laid out by Mr. Weaver, who said the preliminary schedule calls for two evening half-hours per week in color, plus additional color programming is daytime from one of the two fully equipped color studios NCB now has, plus continuous experimentation and occasionally color programming from its other existing studio.

The network also has ordered additional color cameras and color camera chains to equip five more studios, Mr. Weaver said. Also, he reported, NBC's color-equipped mobile unit will be used for pickups for insertions in regular black-and-white programs, where suitable, and for outstanding special events.

He estimated the cost of equipping a TV station to carry network color programs would be about $15,000.

In the realm of black-and-white, daytime program plans were spelled out by Mr. Barry, who said the new morning lineup would be:

After the leadoff Today series, seen Monday through Friday from 7:30 A.M. EDT and CDT, the fast-rising Ding Dong School feature will continue from 10-10:30 a.m. and be followed, starting July 6 by a 10:30-11 a.m. program called Glamour Girl, in which a woman chosen from the audience will be glamourized by top beauticians and fashion experts and shown "before" and "after" to the audience.

Into the 11-12 noon period will go four-quarter serials - the veteran Hawkins Falls at 11-11-15 a.m., and The Bennet Story, a new series from Chicago.

go, at 11:15-11:30 a.m., both effective July 6, with two other series yet to be announced going into the remaining half-hour effective Aug. 3.

Adrian Samish, it was announced, has been named supervisor of morning operations. Mr. Samish, an agency and network veteran, most recently with Dancer-Fitzgerald-Sample, joined NBC a few weeks ago as a member of the creative programming group and program executive.

Mr. Barry gave the affiliates a rundown of Nielsen rating figures, showing NJC-TV in first place in evening ratings, with its margin of leadership having been increased from 7% in March 1952 to 12% in March this year. He said the figures for evening one-week programs show NJC with six of the top ten, nine of the top fifteen, and thirteen of the top twenty. Further, he said, in the daytime period from 9 a.m. to 6 p.m. NBC led in average ratings, and, for daytime multi-weekly shows, had eight of the top ten; twelve of the top fifteen, and seventeen of the top twenty.

Mr. Ilerbert, in addition to reporting over $20 million in gross billings signed during the past three weeks, said NJC's salesmen are already at work on the new morning lineup; that special sales units may be set up for some of the programs, and that a national sales meeting will be held next month to concentrate on the morning shows.

Tuning to the two-hour early-morning Today series, Mr. Ilerbert said sales volume for the first five months this year is up more than 100% - 465 segments sold as against 211 for the same period last year - and that gross billings have tripled. With almost 400 segments of Today ordered during the past two weeks, he said, current sales and prospects indicate this year's total billings on the series will be $3,750,000.

On summer sales generally, he reported that NBC-TV as of the third week in May had booked as much summer business as it had in August last year, and is expected to exceed its 1952 summer sales performance. For the fall, he continued, the network appears headed for a sold-out evening schedule and a much stronger daytime position.

Wish You Were Here

TEXT of cable sent to NBC president Frank White, vacationing in London, by members of the NBC-TV Affiliates Committee, headed by Walter Dann of WMUR-TV Milwaukee, following NBC presentation at Princeton Tuesday:

"Dear Frank:

Had you been in Princeton today and heard the many wonderful things the gang said about you and heard General Sarnoff laud your future with America's No. 1 network you would have decided being on earth was worth it. The session was solid the entire spirit was wonderful. Have a good time, take it easy, hurry home soon where we all await with sincere admiration for you. It has been a great day for the General, the network, its president and we affiliates.

"Love,

"All the Dann Affiliates."

Mr. Deville, as director of research and planning, pointed out daytime TV's substantially lower cost-per-thousand for advertisers aiming primarily at the housewife audience, and also gave details of the new TV discount system being inaugurated by NBC.

While satisfaction and in many cases rousing enthusiasm appeared to mark the affiliate's reception of the management's presentation at Princeton, they had come to the three-day meeting well armed with questions.

They had a list which had been submitted to President White on May 1 as a guide for management in preparing for the sessions, and they had a list compiled subsequently for follow-up discussion in their private meetings before being joined by the network officials. The two lists were prepared for the affiliates by committee chairman Walter Dann to expedite their closed sessions.

The May 1 queries covered a broad range extending from "Who is at present in the NBC organization?" - which took cognizance of "numerous rumors and

FIVE of the six members of NBC-TV Affiliates' committee on daytime programming, headed by E.R. Vadeboncoeur (c) of WSYR-TV Syracuse, are shown here (1 to r): John M. Butler Jr., WSB-TV Atlanta; John Murphy, Crosby Broadcasting Corp.; Chairman Vadeboncoeur; Harold P. See, KRON-TV San Francisco, and D. L. (Tony) Provost, WBAL-TV Baltimore. Sixth committee man, Ed Wheeler of WJW-TV Detroit, was not present when picture was made.

BROADCASTING * TELECASTING
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NBC Affiliates Appeased

reports to the effect that there are still further major changes in the offering—through a query as to "where do we go from here?" to the further question "is or is not NBC going to get the Gillette fights to start on time?"

Complaints and questions about NUC's seemingly protecting "exploitation" of the motion picture industry through too prominent mention of too many movies on too many TV shows; about "poor engineering quality" on the Kate Smith Show and Camel Newsreel; about instances of one advertiser "sharing" commercial time with another "compatible" advertiser, and about NUC's compliance with its own and the NATF3 TV standards of practice were other highlights of the pre-meeting "agenda" of the affiliates.

Another question raised pointedly in the list which had been submitted to President White:

"What are NUC's plans as to a basic must-buy network?"

In amplification, the summary continued that "it would seem that the time has come when NBC must declare itself as to what its intentions are... Affiliates in one-station markets want to know so that they can make their future plans. . . If (newer affiliates in small markets) are not to be included in the basic must-buy setup they ought to know and be sold on the reasons why."

Summer sales, the fall schedule, the specific sponsorship situations were among other points on which affiliates had sought information in the May I query.

The second list given the affiliates by committee leaders consisted of "matters for discussion" at the private meeting on Monday, and in many cases the subjects were listed without comment. For example, it was noted that the following are subjects which had been raised relating to the affiliation contracts:

1. Increased compensation for affiliates, via reduction of "free hours" and higher percentage of compensation.
2. Elimination of rate protection for advertiser taking summer hiatus.
3. Change in Saturday and Sunday afternoon rates.
4. Revision of option hours for stations in non-ABC areas.
5. Decap, by the stations, of option time when the network does not furnish any service.
6. Special rate for programs sold on a co-sponsorship basis; also for alternative-week programs where the advertisers exchange commercials, on the theory that such exchange in effect makes the programs co-sponsored; also for participating programs paid for at the card rate but in which three announcements are sold.

**NBC Affiliates Sign for Color**

Though officials said they had not planned to start signing up stations immediately, NBC officials reported that by noon last Wednesday 16 affiliates on their own initiative had signed affiliation contract supplements giving them right to carry NBC color teletcasts when colorcasting is launched. This followed NBC's demonstration of its compatible color system to the affiliates Tuesday noon, and the outlining of colorcasting plans that afternoon. The 16 which had signed were listed by NBC as follows, showing both stations and signers:

**WCRE-TV Wilkes-Barre, David M. Baltimore, General Manager; WJAR-TV Providence, R. I., Norman Gittleson, managing director; WSYR-TV Syracuse, E. R. Vadeboncoeur, president and general manager; WJAC-TV Johnstown, Pa., Alvin D. Schrott, manager; WJDI-TV Lansing, Mich., Willard E. Wallbridge, executive vice president and general manager; WLWD Dayton, WLWC Columbus, WLWT Cincinnati, Robert E. Dunville, President, Groesy Broadcasting Corp.; WSAZ-TV Huntington, Lawrence B. Rogers III, general manager; WDSU-TV New Orleans, Edgar B. Stern, president; KSTP-TV St. Paul-Minneapolis, Stanley E. Hubbard, president and general manager; WKY-TV Oklahoma City, P. A. House, manager; WCBD-TV Lubbock, Joseph H. Bryant, president and general manager; WBAP-TV For Worth, Harold Hough, vice president and director; KPRC-TV Houston, Jack Harris, general manager, and KPTV (TV) Portland, Ore., Herbert Mayer, president, Empire Coil Co., owners.

**NBC TV Discount Plan Presented**

NEW NBC-TV discount structure, intended to meet competition and to attract more advertisers to NBC-TV, particularly during the daytime hours, will go into effect July 1, affiliates were told last week by Hugh M. Beville, NBC director of research and planning.

Main features of the new plan involve reduction of the minimum discount period from 39 to 26 weeks, an upping of the hour discount rate from 7 to 8%, cumulative calculation of discounts permitting an advertiser to combine his programs for discount purposes instead of figuring discounts on each program individually, and a reduction from five to two days a week necessary for a daytime sponsor to be eligible for the contiguity rate.

Combining program times for discount calculations the same ratio will be followed as is used in establishing rates, Mr. Beville said. That is, a quarter-hour will be counted as 40% of an hour, a half-hour as 60% of an hour. At present, an NBC-TV sponsor of a half-hour and a quarter-hour each week would earn discounts of 6% on his half-hour time charges and 5% on his quarter-hour time charges, provided both programs were kept on for 39 weeks. After July 1, he can combine the two and earn the hourly discount rate of 8% (40% for the quarter-hour plus 60% for the half-hour making 100% or a full hour for discount purposes) after 26 weeks. If another quarter-hour is added the discount mounts to 12% after another 26 weeks, and yet another brings the discount to 15%, maximum allowed on a weekly basis. An additional 10% is allowed for 52 weeks of consecutive sponsorship.

Advertisers maintaining a minimum of 200% of a unit hour on NBC for 52 consecutive weeks may, in lieu of the weekly discount plus continuity discount take a straight 25% overall discount, Mr. Beville said. For example, R. J. Reynolds Tobacco Co., sponsoring Camel News Caravan five nights a week the year 'round, meets this qualification (five X 40% equals 200%) and so is entitled to 25% discount on all its NBC-TV business. Only exceptions, Mr. Beville said, are sponsors participating in Today and other NBC-TV participating programs which have special discounts of their own to which the overall discounts are not applicable.

To match CBS, he said, NBC-TV has reduced its contiguity time rate requirements for daytime advertisers. Formerly, an advertiser on NBC-TV had to sponsor a program five days a week to make him eligible for contiguity rates on other daytime shows on the network. Now, he need sponsor a program only twice weekly to be eligible. Contiguity rate means that the sponsor of a daytime quarter-hour program at least twice a week can add another quarter hour on one of the same days and, for that day, combine the two quarter-hours, paying the half-hour rate (60% of the hour rate) for the combination instead of the rate for two quarter-hours (two 40% or 80% of the hour rate). This extra 25% discount, now available to twice-a-week daytime sponsors, NBC hopes will encourage them to further increase their use of its daytime TV facilities.


ADVERTISERS & AGENCIES

'PER INQUIRY' PLANS OFFERED;
FELLOWS DENIES ANY ENDORSEMENT

TIE: mail order business, frequent trouble-maker for stations, last week promised a sky-high summer for the kiddies.

Two firms launched toy balloon enterprises. One of them offered a novelty in per inquiry selling-implied approval of NARTB President Harold E. Fellows, longtime foe of this type of account.

Prompt disclaimer came from Mr. Fellows in a telegram to William L. Mezger, whose name was signed to a balloon P. L. offer from Val U. Service, 23 Monterey Ave., Dayton 9, Ohio.

The Mezger letter offered five toy balloons for $1, with the station getting 40 cents out of each order. One of the balloons was described as a "flying saucer" that makes a militant noise as it deflates.

The letter concluded with this statement, "As a personal reference I suggest Harold E. Fellows, president of NARTB, Washington, D. C."

Mr. Fellows told Variety Mr. Mezger was a former employee when he managed WEPI Boston before assuming the NARTB presidency. He said his wire to Mr. Mezger included this statement:

"I did not realize that your plan involved the purchase of station time on a per inquiry basis. I cannot personally endorse or cooperate with this type of advertising. Regret that I must ask you to withdraw any statement or intimation that I have endorsed the plan. I still stand on my opinion of you personally but cannot endorse or countenance any intimation of endorsement of per inquiry broadcasting."

North Carolina Awan of Broadcasters is investigating the Dayton P. I. deal as well as another balloon ad submitted by Per-Ulen Adv. Inc., 8251 Beverly Blvd., Los Angeles, according to Jack Younts, WEPI Southern Pines, N. C., executive secretary of the association.

The second account proposes to buy six-five-minute periods a day on stations—at the half-hour rate. For $1 plus 25 cents for handling the company says it will send 18 latex balloons. Some are three feet long and there are puppies and other novelties.

Mr. Younts said NCAB has investigated many mail order accounts in recent years in the hope of stamping out this type of advertising that stations have been forced to refund money for non-delivery of merchandise. "These accounts often make enemies for the station," he added.

You Can Buy Radio Time 'Free'

THE secret's out at last.

It's a secret "so valuable that it has been carefully guarded by a handful of big-time advertising agencies," according to Sterling Adv. Agency, Suite 923, Garrick Bldg., 64 West Randolph St., Chicago 1, Ill.

In a nutshell the secret formula is a way of advertising on radio stations from coast-to-coast "without incurring a single penny in advance... without paying the high time rates charged by radio stations."

Many advertisers "have spent $500 to $1,000 for this information," according to Sterling.

Incidentally, Sterling says "the power of radio advertising is terrific. Fortunes are being made. Yes, other are 'cleaning up' with P. I. advertising... and so can you."

Sterling has a list of over 400 stations "that will cooperate," according to a Sterling direct mail piece. The list will be supplied for "only $10."

The valuable "secret" is described this way:

"Certain radio stations will accept 'P. I. radio advertising.' What is 'P. I.? It means 'per inquiry.' Instead of paying the station's regular rate, you pay only 'per inquiry' or per sale received. You pay the station a commission on the goods sold... after you make the sale, not before. The station broadcasts your advertising message. The orders come into the station. The station forwards the orders to you to be filled. You pay the station a percentage of your profits on each order received. A fool-proof, no-risk, no-investment money making proposition for you."

Results - 'Phenomenal'

THREE weeks of radio, four weeks of television — with that much introduction, $65,000 worth of a new product, Fab Spray, was sold to the responsive radio and television audience. The agency, D. A. Marks Adv., Detroit, said Henderize Inc., Sacramento, Calif., allocated $7,000 to TV spot in Lansing and an unrecorded sum for radio in Jackson, Saginaw, Bay City and Flint, all in Michigan. The results, said the agency, were 'phenomenal.' So successful was the drive that a similar radio-TV campaign was started in Detroit May 23 with a test budget of $25,000, and Toledo and Grand Rapids are scheduled for this fall. Radio ineffective? Television too expensive? No, sir. Henderize Inc. has proved otherwise.

Booth, Hill Join Esty,
Potter Named V.P.

TWO MEN have been added to the William Esty & Co. staff and another has been named vice president. Jacob J. Houlahan, agency president, announced last week.

William P. Booth, vice president on the WCBS account, Sullivan, Stauder, Colwell & Bayles, joins Esty as vice president and member of the service group for Colgate-Palmolive-Peet Co.

St. Ross Potter, who has served on the Colgate account at Esty for the past two years and continues in that assignment, was named a vice president.

John J. Hill, Jr., with Kenyon & Eckhardt for the past 18 years, joins Esty as art director.

CBS Radio Announces
$3 Million Sales

CBS RADIO's sale of 10 quarter-hours a week to Toni Co., and Manhattan Soap Co. (B-T, May 25) represents combined gross annual billings exceeding $3 million, John Karol, vice president in charge of network sales, estimated last week.

Described as one of the largest network radio time sales in recent months, the contract calls for the two advertisers to alternate daily in sponsoring Walter O'Keefe in the Wizard of Odds audience participation series (Mon.-Fri., 9:45-4:00 p.m. EDT) and Mercedes McCallum in a dramatic series entitled Family Skeleton (Mon.-Fri., 7:15-10 p.m. EDT), both effective June 6. On June 29, Family Skeleton will move into the 7-7:15 p.m. EDT period now occupied by Beatle.

AD BUDGET SIZE ISSUE OUTLINED

PRIMARY responsibility for determining the size of advertising budgets should rest with advertisers, Thomas D'Arcy Brophy, board chairman, Kenyon & Eckhardt, told the Chicago Tribune's Fourth Annual Distribution & Advertising Forum last week. Panel sessions were held Tuesday and Wednesday in the WGN Chicago audience studios.

Edgar Kobak, appearing as president of Advertising Research Foundation Inc., traced ARI's history and its study of listener and reader motivations. Mr. Kobak, business consultant and owner of WTTA Thomson, Ga., said his group's work "may take three, four or five years but we feel we have made the right start." He stressed the need for continuance in advertising, which he termed one reason for radio's success.

Mr. Brophy said "some advertisers have refused to accept the fact that the advertising dollar doesn't go as far to -

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ADVERTISERS & AGENCIES

Day" and noted rising costs in other fields.

William J. Sanning, advertising director, Kroger Co., said his firm spent nearly $9 million in advertising last year, with $603,000 for radio and $375,000 for TV - all spot.

Messrs. Kohleak, Brophy and Sanning appeared in a Wednesday morning panel on ad budget practices along with other agency and advertiser representatives. Leadoff discussions Tuesday were headed by Faust A. Cone, president of Foote, Cone & Belding. He said advertisers can frequently turn to product users for a sales theme.

NEW BUSINESS

Spot

Campbell's Tomato Juice planning radio spot announcement test campaign in seven West Coast markets starting June 1 for eight weeks. Agency: Compton Adv., N. Y.

National Carbon Ltd., Toronto (batteries), and Northern Electric Co. Ltd., Montreal (receivers), will sponsor broadcasts of Western and Eastern Canadian rugby football games this fall on 14 Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network

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 after June 7 for summer. Agency: BBDO, N. Y.

Jacques Kreisler Mfg. Co., North Bergen, N. J. (rings and bands), signs to participate in sponsorship of Crime Files of Flushing Wed., 8 - 8:30 p.m. EDT, Official Detective, Thurs., 8 - 8:30 p.m. EDT and Take a Number Fri., 8 - 8:30 p.m. EDT on NBC under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.

Reckitt Drug Co. to sponsor Richard Diamond, Private Detective on CBS Radio as summer replacement for Amos 'N Andy, effective May 31, Sun., 7:30 - 8 p.m. EDT. Agency: BBDO, N. Y.


Sunnyvale Packing Co., Sunnyvale, Calif. (rancho soups), under participating sponsorship of Chet Huntley News and Bob Garred News on 18 ABC Western Radio stations, Mon., Wed., Fri., 7:30 - 7:40 a.m. PDT, Tues., Thurs., 5:30 - 5:45 p.m. PDT, for three weeks from May 25. Agency: Brooke, Smith, French & Dorrance, S. F.

Coca-Cola Ltd., Toronto, has started Eddie Fisher Show twice weekly on 34 Dominion network stations, for 26 weeks, Wed. & Fri., 8 - 8:15 p.m. Agency: D'Arcy Adv. Co., Toronto.

Agency Appointments

Famous Brand Jewelers Inc., Chicago (group of independent retail credit jewelers), appoints Allan David Agency, same city, TV will be used.


 Consolidated Royal Chemical Corp. appoints Dancer-Fitzgerald-Sample, Chicago, effective June 1.


Buhl Foods, Denver (wholesale foods), appoints Glasser-Galley Inc., L. A. Grace Glasser is account executive.


Sano Cigarette Sales Up Because of TV

AN INCREASE in sales for Sano cigarettes was noted as a result of the firm's sponsorship of Martin Kane, Private Eye (NBC-TV, Thursday, 10:10-11:30 p.m. EDT). L. A. Bantle, vice president of U.S. Tobacco Co., makers of Sano, told company sales representatives.

Mr. Bantle said: "The full facilities of our company have been put behind Sano cigarettes in advertising and sales promotion which have made thousands of additional smokers acquainted with Sano cigarettes, resulting in more sales to these new people."

TWO FIRMS SHOP FOR TIME PERIODS

AT LEAST five national advertisers have expanded their television budgets with network buys, while a sixth advertiser is still seeking an hour or alternate weeks on one of three networks, and a seventh is looking for a half-hour network show on alternate weeks.

The five expanding advertisers are General Mills, Commercial Solvents Corp., Bristol-Myers, Armour & Co., and Falstaff Brewing Co. seeking time periods are U. S. Steel Corp. and Sherwin-Williams Paint Co.

General Mills expands when it places its Lone Ranger series on CBS-TV, Sat., 1-1:30 p.m., effective June 13, in addition to continuing sponsorship of Lone Ranger on ABC-TV, Thurs., 7:30 p.m. Dancer-Fitzgerald-Sample, New York, is the agency.

Commercial Solvents Corp. will more than triple its television budget this fall, when it starts sponsorship Sept. 12 of a quarter-hour Saturday evening sports show with Red Barber on CBS-TV. Exact time will be decided later. Program will be heard on 30 stations. Firm had been sponsoring Peak of the Nevis on a regional basis in about 10 to 14 markets. Fuller & Smith & Ross, New York, is the agency.

Bristol-Myers Co., New York, is expanding its TV budget, a spokesman of the company told B&T, by setting sponsorship of the Paul Hartman Pride of the Family series on ABC-TV on alternate weeks, starting early in October (Fri., 9-9:30 p.m.). This buy is in addition to its weekly half-hour Time to Smile on CBS-TV. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

Meanwhile Armour & Co., Chicago, through Foote, Cone & Belding, Chicago, has signed to sponsor the other week of Pride of the Family, thus increasing its TV budget.

Falstaff Brewing Co., St. Louis, a heavy radio advertiser (Game of the Day on MBS, spot campaigns and local baseball series), is launching a television baseball series, Game of the Week, on ABC-TV, Saturdays, starting May 30 in about 20 markets. The program will not be carried in major league baseball cities nor in minor league cities where a home game is being played. Other markets than the 20 for Falstaff are available on a co-operative sponsorship basis. Dancer-Fitzgerald-Sample, New York, is the Falstaff agency.

U. S. Steel Corp. officially announced that it would sponsor a full-hour television program, to be known as United States Steel Theatre (B&T, May 4) starting in the fall on an alternate-week basis.

Negotiations are underway to obtain the services of the Theatre Guild as producers. Meanwhile the firm will discontinue its radio program on NBC Sundays for the past eight years, after the June 7 broadcast. All three networks, ABC-TV, CBS-TV and NBC-TV, are offering time periods to the U. S. Steel agency, BBDO, New York, an agency spokesman told B&T, but no decision had been reached last week.

Sherwin-Williams Paint Co., Cleveland (Kems-tone), through Fuller & Smith & Ross, New York, is looking for a show and a network period, for a half-hour program on alternate weeks.

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**NBC - TV SERIES SOLD IN 26 MKTS.**

NBC-TV's "Victory at Sea" series, which concluded a cycle on the network May 3, has been sold in 26 markets since it became available for syndication, John B. Cron, national sales manager for the NBC Film Div., announced last week.

The 20-part filmed series, which won a Peabody Award, will be rerun by NBC's owned and operated stations as well as carried by other outlets, starting in most cases in the fall, according to Mr. Cron. He pointed out that KTVI-TV, Mesa, Ariz., will begin the series next month, under sponsorship of Richfield Oil Co.

Other recent sales by the NBC Film Div. include those of the "Douglas Fairbanks Presents" series, currently in 71 markets, to Kenyon & Eckhardt for sponsorship by the National Brewing Co., on WTOP-TV, Washington; to the Walker & Downs Agency for sponsorship by Duquesne Brewing Co. and to WDAY-TV, Fargo, N. D.

Mr. Cron also reported that both "Hopalong Cassidy" and "Dangerous Assignments" currently are presented in 110 markets.

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**UTP Stock Footage Available for Sale**

A COMPLETE library of stock shot footage will be made available to television stations for outright sale, United Television Programs announced last week in disclosing plans for marketing the UTP "Five Foot Film Shelf."

A UTP spokesman said the library consists of five reels and encompasses more than 50 categories. He said the library would be sold for $200 to $400, depending on the size of the market, and said this is the first time a complete library of stock shot footage had been offered to TV stations for outright sale.

The library was compiled and edited by Elbert Kapit of General Film Productions, New York.

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**TAP Charges Fraud, Sues Fairbanks, NBC**

FRAUD, conspiracy to defraud and breach of contract are charged in a $500,000 damage suit filed Monday in Los Angeles Superior Court, against Jerry Fairbanks Inc., the producer individually and NBC by Television Arts Productions Inc. of Berkeley, Calif., over the TV filmed five-minute "Crusader Rabbit" cartoon series.

Suit also asks a temporary injunction and restraining order to prevent NBC from carrying out a court-sanctioned foreclosure on the programs and their disposal at public sale.

The complaint alleges that J. T. Ward and A. H. Anderson Jr., owners of TAP, in August 1950 entered into an arrangement with Fairbanks for him to produce the series. NBC, according to the suit, subsequently made a deal with the Hollywood producer under which it acquired title to the series, but in February 1952 sold the property back to him for $175,000 chattel mortgage. After he defaulted on payments, NBC recently foreclosed and obtained a court order to dispose of the cartoons by public sale.

NBC did not name TAP a defendant in its suit against Fairbanks, the complaint states, and the only knowledge the Berkeley firm had of the network's obtaining the decree of foreclosure was from news stories.

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**CBS-TV Film Sales**

**Announces Expansion**

AS PART of an overall expansion program, CBS Television Film Sales is establishing its New York office and opening new offices in Dallas and San Francisco; it was announced last week by General Sales Manager Wilbur S. Edwards.

Announcement also was made that the southern office of CBS-TV Film Sales and CBS-TV Spot Sales, along with CBS Radio Sales, will move today (Monday) from Memphis to temporary headquarters in Atlanta at 31 Third St., N.E. After Dec. 1, it was said, permanent headquarters for the three units will be established in Atlanta at 800 Peachtree St. H. H. Holthouse, who has been functioning as manager for both Television Spot Sales and Film Sales, will serve in the former capacity only and a new Film Sales Manager will be named shortly. H. W. Maier Jr. heads CBS Radio Spot Sales office in the southern region.

To assist in expanded Film Sales activities, Mr. Edwards announced, Charles (Chuck) Leeves, account executive in the Chicago office of CBS-TV Film Sales, has been transferred to New York headquarters. He also announced the appointment of Carter Ringle, of KJBC Kansas City, to head the Dallas office and Glenn Ticer, of KCBS San Francisco, to head the San Francisco office of the unit.

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**Film Sales**


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**Production**

Interstate Television Corp., Hollywood, is producing "General Delivery," a half-hour film starring Ethel Barrymore, for inclusion in the "Ethel Barrymore Theatre" television series. William Calihan Jr. is producer and Lewis Allen is the director.

**Random Shots**

Frank Wibar Productions, Hollywood, is producing "The Man from Comstock" and "The Uncrossed River," two half-hour films for NBC-TV's " Fireside Theatre." Both films star Bruce Bennett.

Edward Beloin, producer of NBC-TV's "My Ilero" television film series, sponsored by Philip Morris Co. for Dunhill cigarettes, has been advised to delete from all scripts the words "cool" and "lucky."

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**NBC Film Div. Adds Syndication Tasks**

EXPANSION of the NBC Film Div. into a syndication service for feature films was announced last week by Robert W. Sarnoff, vice president in charge of the division.

Mr. Sarnoff noted that since its formation as an NBC operating unit three months ago, the division had concentrated on sales and distribution of film series, such as Victory at Sea, Douglas Fairbanks Presents, The Visitor, Dangerous Assignments, and Hopalong Cassidy. Feature films, he added, will round out the division's products.

Negotiations are currently underway, Mr. Sarnoff said, for the acquisition of two packages of 13 feature films, which will be first run for TV. He said they will be distributed to local stations and regional advertisers.

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**FACTS & FIGURES**

**TOP 10 AM SHOWS RATED BY PULSE**

TOP 10 network radio programs for evening, Monday-Friday daytime and Saturday and Sunday daytime classifications for the March-April period, as compiled by Multi-Market Radiopulse, are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td><strong>EVENING</strong></td>
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<tr>
<td>Amos 'n' Andy (CBS)</td>
<td>8.5</td>
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<tr>
<td>Jack Benny (CBS)</td>
<td>8.3</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>8.0</td>
</tr>
<tr>
<td>Bergen-McCarthy (CBS)</td>
<td>7.3</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>6.7</td>
</tr>
<tr>
<td>My Little Margie (CBS)</td>
<td>6.4</td>
</tr>
<tr>
<td>Bob Hope (CBS)</td>
<td>6.3</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>6.2</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>6.2</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North (CBS)</td>
<td>6.1</td>
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</tbody>
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**FUNDs for Census of Business and Manufactures as well as for Census of Agriculture were restored to the commerce Dept. appropriation bill by the Senate Appropriations Committee late Wednesday. Committee voted $9,400,000 for business-manufacturers census (House allowed nothing) and $2,200,000 for farm census (House allowed nothing). No funds were voted, however, for proposed census of mining and transportation.**

**CENSUS FUNDS RESTORED**

**PROMISE PROPER RATINGS FOR UHF**

DANGER that the rating services may sell uhf short, pointed out by Humboldt J. Greig, president of WJMN-TV Reading (Ch. 61) in his talk at the May 21 workshop session of Radio & Television Executives Society, can and will be avoided, spokesmen for Hooper, Nielsen and PULSE told B & T last week.

Problem as outlined by Mr. Greig is that when uhf TV sets are converted for uhf reception, uhf signals may be brought into the receiver on any uhf channel not utilized in the area. Asked by an interviewer about watching TV, one person may say he is looking at Ch. 2, another at Ch. 5 and a third at Ch. 9, when all or none are in reality watching Ch. 61, he said, each answer depending on how the individual set was converted.

C. E. Hooper said that his interviewers ask for both program and channel and so could soon overcome any initial confusion over uhf reception. His diaries, he said, are being altered to provide for listing of call letters as well as channel numbers in uhf areas. Sydney Roslow, director, PULSE inc., told B & T that PULSE interviewers also ask for program identification as well as channel number and that, while it might be a difficult matter at first, uhf stations will receive proper audience credit in PULSE surveys. A Nielsen representative said that the various uhf channels are properly identified on each receiver along with the uhf channels at the time the Audimeter is installed, so the record of the various stations dialed on that set can be decoded accurately, no matter where on the dial the uhf programs are tuned in.
NARTB AM BOARD TO SEE NEW SET OF STANDARDS

A "MODERNIZED" Radio Standards of Practice will be submitted to the NARTB Radio Board when it meets in Washington June 17-19.

Aware of growing public and business resentment against "bait advertising" and similar practices, the NARTB Radio Standards of Practice Committee last week completed a revised version of the code at a New York meeting.

The revision process started last year. It is in charge of a committee headed by John F. Meagher, KYSM Mankato, Minn., newly elected to the NARTB board last winter. The present code was adopted in 1948.

While NARTB headquarters said the text of the revised code would not be made public prior to the board meeting, it was known that the committee had combed the document from creed to conclusion. Most of the changes are believed to be refinements based on the long-range policy of reviewing the code to keep it abreast of industry developments.

Members of the Radio Standards of Practice Committee, besides Chairman Meagher, who attended last week's meeting were Carleton D. Brown, WTVM, Watervile, N.Y.; William B. McGarrah, WIDII Boston; William D. Pabst, KFIC San Francisco; Walter E. Wagstaff, KIDO Boise, Idaho. Absent were Clyde W. (Hembert, KIVI Dallas, and F. H. Vaille-boncourt, KNYX Minneapolis.

The NARTB Television Code Review Board, which meets several times a year, will review TV code enforcement problems at a meeting to be held June 10 at Hot Springs, Va. John F. Fitzer, WXYZ-TV Kalamazoo, Mich., will report to the NARTB TV Board as chairman of the code group. The TV Board will meet June 18 in Washington.

NARTB announced Tuesday that 27 stations have signed as TV code subscribers within the last few weeks, bringing the number of station subscribers to 121. All TV networks are subscribers.


COMMUNITY TV PLANS COME TO BOIL

NEW DEVELOPMENT in the community television field is due to break. Plans for programming and the selling of time by the closed circuit operators has progressed far enough to forestall it will be the number one topic of conversation at the second annual convention of the National Community Television Assn. at New York's Park Sheraton hotel June 8.

Reported ready to begin commercial closed circuit TV for communities which do not have their own television signals - and are too far away to receive larger city's signals are the following: Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; Trans Video Corp., Pottsville, Pa.; and Potomac Valley Television Co., Cumberland, Md.

General approach by those who have acknowledged their plans for local programming - mostly films and kinescopes - are to originate programs for sale to local or national advertisers. Some also envisage live pickups of local events (civic meetings, ball games, etc.) and, later, studio presentations.

In the Oil City case, General Manager Ned Cogswell announced that the local programs would be fed on the third channel of its tri-channel system. It will continue to pick up and deliver to its 1,800 subscribers signals from WDTV Pittsburgh and WJAC-TV Johnstown, Pa.

In Florence, S. C., Community TV Systems, which already claims more than 1,000 customers, intends to set up an out-and-out closed circuit system. Florence is too far from any TV station to permit pickup and redistribution, Murray Borkon, Community TV president said. His aim is to build up a number of small, TV-less areas throughout the south, then sell them to advertisers as a package. Mr. Borkon was involved in the struggle to establish a community TV system in Asheville, N. C., but ran afoot of local broadcasting opposition (B•T, Dec. 29, 1952). He operates a regular fee-TV service in Waynesville, N. C.

Oliver S. Gramling, assistant general manager for radio-TV, The Associated Press, will be the principal speaker at the NCTA convention. A technical panel will be led by Dr. Frank G. Kear and an administrative panel by Martin F. Malarkey Jr., president of the organization. Equipment is scheduled to be displayed by RCA, DuMont, Jerrold Electronics, Spencer-Kennedy Labs., International Telemeter Corp., Entron Co., and Times Appliance Co.

SCBA Elects Burke

FRANK BURKE Jr., general manager, KFVD Los Angeles, has been elected president of the Southern California Broadcasters Assn. He succeeds Calvin J. Smith, president and general manager, KFAC that city. Norman Oatby, vice president, KIJI Hollywood and Don Lee Broadcasting System, has been named the association's vice president, with Thelma Kircher, general manager, KJFJ Hollywood, re-elected secretary-treasurer for a second term.

Newly elected to the board of directors is Gene DeYoung, president and general manager, KERO Bakersfield, William J. Beaton, general manager, KWWK Pasadena; Robert J. McAndrews, commercial manager, KBIG Avalon, and A.E. Joscelyn, CBS Hollywood director of operations, were re-elected for a second year, with Robert O. Reynolds, vice president and general manager, KMPC Hollywood, starting his seventh term as a board member.
AGENCY executives as well as those of television stations must look for new commercial approaches to ward off criticism of TV, John Vra, sales manager of KTIV (TV) Hollywood, told the Southern California Advertising Agencies Assn. at its annual meeting at Hotel Del Coronado, Coronado.

"The combination of sight and sound, plus newness of the medium, adds immeasurably to the problems of both agency and station executives," he stated.

Mr. Vra said three ways a TV station can better service the agency are: (1) programming, through development of staff talent into "selling personalities"; (2) merchandising and promotion, to keep retailers, distributors and salesmen enthusiastic about the advertising campaign and also move the product, and (3) make-sense sales presentations, with facts and figures, for the agency executive and his client.

Stanley Spero, account executives, KMFC Hollywood, urged agency executives to use the experience and knowledge of station account executives and representatives whose "financial solvency depends upon their ability to understand and explain the medium."

Ralph Yambert, president, Yambert-Prochnow Inc., Beverly Hills, was elected SCAA president. He succeeds Kai Jorgensen, executive vice president, Ixion & Jorgensen Inc., Los Angeles. Other new officers, all of Los Angeles, are Alfred A. Atherton, owner Atherton Adv. Agency, first vice president; Douglas R. Young, owner Taggart & Young Adv., second vice president, and Walter Tilds, co-owner, Tilds & Cantz Adv., Secretary-Treasurer.

NBA's 20th Meet Features Speakers

NEBRASKA Broadcasters Assn. held its 20th annual convention May 22 at Hastings, with KIIS Hastings acting as host to some 50 representatives of 28 state radio and TV stations.

Scheduled speakers at the meeting included former U.S. Sen. Fred Seaton, part-owner of KIIS and KGFF Coffeyville, Kan., and of a chain of several Midwest newspapers; Wendell Harding, state civil defense director; James G. Halder, superintendent of Nebraska Historical Society; Robert K. Richards, NARTB administrative vice president; George Round, U. of Nebraska public relations director, and Virgil Sharpie, program director of KOWH Omaha, who was to have talked on "Nebraska Network" activity.

NBA claims to be one of the oldest state broadcasters associations in the nation, with 100% membership by all state radio and TV outlets.

HUNT TV IDEAS, SCAA TOLD

FCC APPROVES $8.5 MILLION WPTZ (TV) SALE TO WESTINGHOUSE

LARGEST single station sale in history was approved by FCC last week as the Commission authorized Philco Corp. to sell pioneer WPTZ (TV) Philadelphia to Westinghouse Radio Stations Inc. for $8.5 million (1·T, March 30, Feb. 23).

Conn. Paul A. Walker disapproved, favoring a request for more information. Conn. Frieda B. Henness concurred in the grant, but recalled an earlier FCC decision involving Westinghouse's WWOI Fort Wayne, Ind., in which she wished to explore anti-trust issues.

Breakdown of the consideration shows that physical assets (land and equipment) are sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Earlier top price for a going TV operation was the $8 million paid by CBS American Broadcasting-Paramount Theaters for WLIB (TV) Chicago, now WBBMTV.

Acquisition of WPTZ gives Westinghouse its second TV station. It is the licensee of WUZ-TV Boston, which began operation in 1948. Philco has no other commercial broadcast stations.

WPTZ started operating experimentally in 1932 and was the third commercial TV station in the U. S. when FCC gave it a permit in 1941. WPTZ operates on vhf Ch. 3 with effective radiated power of 16 kw visual and 8 kw aural. Class A one-hour, one-time rate is $1,500. Representative is NBC Spot Sales.

WPTZ, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952. Westinghouse told FCC in the transfer application that it expects future operation of WPTZ to total $2,000,000 with gross revenue of $3,450,000.

For the last five years, WSI has had a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the TV outlet. Westinghouse's 30-kw channel KYW (on 1060 kc) and the Philco TV stations have cooperated in their operations through the use of similar background identifying announcements. KYW also is an NBC affiliate. Initial evaluation of the two outlets is expected, but no changes in the WPTZ staff and operating policies are to be made at this time, FCC advised.

Three New AM CPs Granted by FCC

THERE new daytime standard stations were approved by FCC last week and applications in two other cases were set for hearing. New grants are:

Millville, N.J. — Union Lake Broadcasters, 1 kw daytime on 1440 kc directional.

Hodgenville, Ky. — Lincoln Memorial Bstg. Co., 1 kw daytime on 1320 kc.

Ferry, Fla. — Palatka Bstg Co. (WWFP Palatka), 250 w daytime on 1220 kc.

FCC set for hearing the competitive bids of South Plains Broadcasters, Stanton, Tex., and KIUD-TV Lubbock, Tex., both seeking 500 w daytime on 970 kc. WGGA Cedartown, Ga.'s, bid for change from 250 w fulltime on 1340 kc to 1 kw daytime on 980 kc also was set for hearing, with WKLW Clinton, Ala., made party.

New AM station bid for 500 w daytime on 1390 kc at Neasho, Mo., was filed by Ozarks Playground Broadcasters.

Principals in the Union Lake Grant for Millville, N. J., include John C. Price, owner of Millville TV outlet; John M. Elwell, sales manager for Gates Radio Co.; George Gauthier, 10% Washington advertising consultant; John J. Daly, 10%, Washington attorney, and John H. Norris, 40%, manager of WGRB Red Lion, Pa.
FCC REPORTS 'SILENCE' ON NEW ALLOCATIONS BIDS

PROSPECTIVE telecasters are "strangely silent" about plans to petition for changes in channel allocations. FCC spokesmen observed last week on the eve of the June 2 "deadline" for such requests. Tuesday marks the end of the one-year ban on filing of requests for allocation revisions and the Commission, beginning Wednesday, will accept such requests for consideration.

Tuesday marks the first anniversary of the date on which the Sixth Report and Order legally took effect. Issued April 14, 1952, and taking effect last June 2, the Sixth Report constituted the final TV reallocation plan and ended the 38-year "freeze" on new TV station construction. To provide stability in initial TV processing, the Sixth Report contained a "one-year rule" forbidding consideration of requests for allocation amendments, with certain exceptions.

Beginning Wednesday, FCC can consider petitions:

(1) To change a channel from "reserved for education" to "commercial," or from commercial to reserved status;
(2) To add a new TV channel to any city, or to assign it to another city;
(3) To change the character of an educational station from commercial to commercial. The educator, however, would have to face possible competition in its bid for a commercial license;
(4) To substitute or swap channels among cities, vhf or uhf;
(5) To request a change in the minimum mileage separation required between a channel in one city and a co-channel or adjacent channel in another city;
(6) To change the character of an operating educational station from noncom-

mercial to commercial. The educator, however, would have to face possible competition in its bid for a commercial license.

Each petition for an allocation change will be considered separately, FCC has pointed out. The Commission emphasized the case-by-case approach a fortnight ago in a special pronouncement to stem general false belief in some quarters that June 2 was a deadline for acceptance of noncommercial, educational applications or that after June 2 all educational reservations would end. FCC pointed out that the reservations continue indefinitely and an appropriate rule-making proceeding must be instituted in each case where the removal of a reservation is sought (B • T, May 25).

WGGG Gainesville, Fla., is the only station believed to be on public record to date planning to request that FCC remove and educational reservation. WGGG has advised petitioner legislative it will seek commercial use of reserved Ch. 5 there (B • T, May 11).

A footnote to the Sixth Report also provides that "before a noncommercial educational station operates on a channel reserved for noncommercial use may apply for a license to permit it to operate commercially, it would be appropriate rule making proceedings be required to petition for a change in the character of the channel assignment involved. It will then have to file an application for a new license, in competition with any others who seek the channel.

CBS, ZENITH VIE FOR CHICAGO

OPPOSING requests for operation on Chicago's TV Ch. 2 were submitted last Wednesday to the FCC by CBS and Zenith Radio Corp. CBS asked for special temporary authority to operate WBBM-TV on Ch. 2 moving over from its present Ch. 4. Zenith asked for joint participation with CBS in the operation of a TV station on Ch. 2, or, in the alternative, the Commission appoint an independent trustee to operate on Ch. 2 using the technical facilities of Zenith and the studio facilities and programs of CBS.

Both requests were in answer to the FCC's invitation to file recommendations on how Chicago's Ch. 4 could be vacated in order to free other moves involved in its Sixth Report and Order. Commission action came after the U. S. Court of Appeals in Washington stayed its order requiring CBS to move WBBM-TV from Ch. 4 to Ch. 2. Ruling was made on the request of Zenith, which appealed to the Court against the Commission's dismissal of its application for Ch. 2 without a hearing (B • T, May 25).

Since 1939, Zenith has been operating experimentally on Ch. 2 in Chicago. CBS bought the Ch. 4 facilities of WBBM when the Commission approved the merger of ABC and United Paramount Theatres. It paid $6 million for the station. CBS maintained in its request to be given temporary permission to move over to Ch. 2 that the Court -- which had ruled various alternatives for the Commission to remove it if desired to free Ch. 4 without waiting for a decision on the Zenith appeal -- did mean not to require the Commission to make the move.

Zenith claimed that the Court's order was a mandate that the Commission take one of the four steps permitted. It also disclosed that CBS turned down a suggestion that the two companies confer regarding joint operation.

COMMENT ASKED ON FCC RULES

IN L.I.N.F., with his testimony May 18 before the Senate Interstate & Foreign Commerce Committee, FCC Chairman Rosel-

H. Hyde last week submitted drafts of proposed TV rules changed to the Federal Communications Bar Assn. for cooperative consideration of solutions to the hearing bottleneck (B • T, May 25).

Chairman Hyde on Monday afternoon sent the drafts to the FCIA Committee on Practice and Procedure, under the chairmanship of William C. Koplovitz, which began prompt study of the proposals the next day. On Thursday, the FCIA group was to meet with a committee of FCC representatives to continue joint attack on the hearing problems.

Four specific matters are under review. They are: (1) Elimination of excessively long hearing records, possibly through partial written presentation and limited oral examination where possible; (2) reduction of interlocutory appeals to the Commission from hearing examiners' rulings, a practice which frequently has delayed proceedings for lengthy periods; (3) establishment of a cut-off date on amendments to applications in hearing, and (4) rules to facilitate hearings or consolidations of competitive applicants to reduce channel conflicts.

Serving with Mr. Koplovitz on the FCBA committee are Henry G. Fischer, Thad Brown Jr. (NARTB), W. Theodore Pierson, James A. McKenna Jr. and Jeremiah Courtney. The FCC committee, under the supervision of Chairman Hyde, is composed of Joseph M. Kittner, assistant chief of the Broadcast Bureau; Frederick W. Ford, chief of the Hearing Division; Arthur Scheiner, chief of the Rules & Standards Division and Hearing Examiner Fanny N. Litvin.

6 FM'S Go Off Air, 3 Crosley Outlets

SIX FM licenses were turned back to FCC last week, bringing to 23 the total reduction since the first of the year. Now outstanding are 560 FM licenses.

Most significant of the deletions were those canceling three Crosley Broadcasting Corp. outlets: WLWH (FM) Cincinnati, WLRD (FM) Dayton and WLVF (FM) Columbus, all Ohio.

Crosley told the Commission that "without any derogation to the concept of FM broadcasting, we do not feel that money expended in FM service is commensurate with benefits to the public..."

Also newly off the air is WCAL-FM Pittsburgh, owned by Hearst Corp. It gave no reason for the action.

June 1, 1953
FCC GRANTS SHARE-TIME OPERATION FOR KOY, KOOL PHOENIX ON CH. 10

SHARE-TIME stations on vhf Ch. 10 at Phoenix, Ariz., were granted by FCC last week to KOY and KOOL, there, former competitors for the channel who worked out the share-time plan just a fortnight ago (II 1, May 25).

Joint studio and transmitter facilities are planned for the share-time stations, but separate staffs and operations will be maintained, FCC was told. The two stations will alternate weekly in airing daytime and night programs. The grants specify effective radiated power of 316 kw visual and 160 kw aural with antenna height above average terrain 1,270 ft. Site is 840 North Central Ave., Phoenix.

Comr. Frieda B. Inlenco dissented in the share-time grants on the basis that "serious questions of possible undue concentration of ownership and control of broadcasting facilities in the major cities of a single state (Arizona) ... require further inquiry on our part." She noted that Gene Autry and associates, who own 95% of KOOL, also control KOPO-AM-TV Tucson and KNCO Nogales while the principals in KOY also have interests in KYMA Yuma and KITU Tucson.

In other TV actions, FCC granted permit for uhf Ch. 27 at Stamford, Conn., to Stamford-Norwalk TV Corp. with ERP of 10.5 kw visual and 11 kw aural and antenna 240 ft. Principals include President Prentiss V. Brown (42.5%), attorney and board chairman, Detroit Edison Co.; Vice President Vincent M. Gaughan (15%), attorney, secretary-treasurer and one-third owner of WYES-TV Buffalo, and Wendell Lund (42.5%), Washington attorney.

Competitive bids of Lorain Journal Co. and WEOL Elyria-Lorain for uhf Ch. 31 at Lorain, Ohio, were designated for comparative hearing in Washington June 26.

FCC extended to June 15 its deadline for comments on proposal to add vhf Ch. 5 to Glenville, W. Va., and turned down Lawrence A. Harvey's bid for the assignment of uhf Ch. 58 to Beverly Hills, Calif.

Gadsden TV Permit Returned to FCC

CONSTRUCTION permit for uhf Ch. 21 at Gadsden, Ala., was returned to FCC last week by sole owner Jacob A. Newborn Jr., making the fourth permit that has been surrendered since lifting of the TV freeze last year and resumption of TV processing. Mr. Newborn told the Commission he did not wish to continue construction of WTVS (TV) because program sources and advertising has failed to materialize. WTVS was the only TV grant to Gadsden, a city of 55,725 persons (1950 pop.). Earlier permits returned to FCC were all for Texas (195, May 25) and included KGKL's CP for vhf Ch. 3 at San Angelo, Tom Potter's permit for uhf Ch. 24 at Austin and Permian Basin TV Co.'s permit for vhf Ch. 2 at Midland.

WORD Asks Review Of TV Protest Denial

CHARGING a TV grant to a competitor did not change its status as an interested party, (T)H Spartanburg, S. C., petitioned FCC last week to reconsider a 4-to-3 ruling which denied WORD's protest and found that no overlap of Grade A contours would occur between new WIS-TV Columbia, S. C., on vhf Ch. 10 and a proposed Ch. 7 station under common ownership at Spartanburg (II T, May 18). WORD seeks Ch. 7 in competition with WSPA there, whose licensee is majority owner of WIS-TV.

WORD told the Commission that since its rights were not changed by the grant, it is entitled to require Broadcasting Co. of the South, WSPA licensee and 81% owner of WIS-TV, to elect which of three applications it wishes to prosecute: Ch. 10 at Columbia, Ch. 7 at Spartanburg, or Ch. 9 at Charlotte, N. C., where it owns WWIN. WORD contends overlap among the outlets would violate FCC's multiple ownership rules. WORD also asks FCC for conditional grant of its Ch. 7 bid pending outcome of the litigation.

KTRH Order Reversed

DENIAL of the KTRH Houston bid to modify its daytime directional antenna system was set aside by FCC Tuesday and the request was consolidated for further hearing with Texas Star Broadcasting Co., application for a new Dallas outlet on the same frequency—740 kc. KTRH broadcasts on 50 kw unlimited with directional antenna. Texas Star seeks nighttime power of 5 kw, daytime 10 kw using directional array full time. Texas Star, partly owned by Mayor Roy Hofheinz of Houston, had its application granted in January, 1950, after a hearing with KTRH.

Democrat Printing Co. (KSEO Durant, Okla.) fought the grant up to the District of Columbia Circuit Court of Appeals, which reversed FCC's action last June and remanded the matter to it for further proceedings.

Topmiller WCKY V.P.

CHARLES H. TOPMILLER, WCKY Cincinnati station manager since 1947, has been named executive vice president effective June 1, L. B. Wilson, president-general manager, said last week.

Mr. Topmiller, who joined WCKY in 1930 as a transmitter engineer, became chief engineer in 1933 and supervised WCKY's increase from 5 kw parttime to 10 kw fulltime and later to its present 50 kw. During 1941-45 he served with OWI's Overseas Branch as chief engineer of the radio section of Psychological Warfare Div., both in the Mediterranean and South Pacific war theatres.

TAKING issue with criticism of the "double exposure" plan he announced in mid-May (II-T May 18), James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV New York, said last week that the purpose of the plan had been misinterpreted.

"Double exposure" contemplates the re-running by WOR-TV of film programs originally shown on other New York television stations, at no cost to the advertisers.

Mr. Gaines said last week that the plan was designed "with two simple and aboveboard aims in mind. First, WOR-TV seeks to make substantial improvement in its program service to viewers, and the re-presentation of outstanding shows on different evenings at different times will accomplish this. Second, WOR-TV seeks to make television program investments more productive per-dollar for advertisers, and the plan of waiving time charges will accomplish this."

Mr. Gaines said that the procedure of a network or station absorbing time coats because of values received in program quality was well established in both radio and television. "Every time a $30,000 half-hour is sold for, say, $20,000, with losses recovered in time charges, a clear parallel to the 'double exposure' plan has been witnessed," he said.

"The main difference," he said, "is that WOR-TV is here putting all its cards face-up on the table. Without subterfuge or deceit, we offer qualified advertisers an opportunity to reach added viewers economically, because we thereby bring our own viewers added entertainment values on this channel."

BROADCASTING • TELECASTING
NEW OUTLETS FALL BEHIND ON PLANS FOR BEGINNING

LESS than a fortnight ago, nine television station grantees were hopeful of beginning commercial programming on or before June 1. Most of them didn't make it. W5TV-St. Petersburg, Fla., was to have started programming yesterday (Sunday), and KS5WS-TV Roswell, N. M., WDAY-TV Fargo, N. D., and WATV (TV) Madison, Wis., were "probably" going to begin today.

Assuming W5TV-TV got its programming underway yesterday, the number of operating commercial stations in the U.S. stands at 173. This is the same total which was reported last week (B. T., May 25) because KV5OS Bellingham, Wash., which was counted on the air May 15, did not make that date and now expects to begin Wednesday (June 3).

There are 33 vhf and 32 uhf stations commercially operating, a total of 65 post-thaw commercial outlets. One non-commercial education station raises the post-thaw stations-on-the-air total to 66. Those were 108 operations when the four-year television freeze was lifted, all vhf.

At B.T.'s preseason, the status of grantees planning operation within the next month was this:

ON THE AIR: W5TV-St. Petersburg-Tampa-Clearwater, Fla., Ch. 38 TODAY (Monday): KS5WS-TV Roswell, N. M., Ch. 8; WDAY-TV Fargo, N. D., Ch. 9, and WATV (TV) Madison, Wis., Ch. 33. JUNE 2: WFTV (TV) Dulpah, Minn., Ch. 38. JUNE 3: KVSOS Bellingham, Wash., Ch. 12.

JUNE 7: W5TV Scranton, Pa., Ch. 22. EARLY JUNE: KID5-BOise, Idaho, Ch. 7. JUNE 1-15: WMF5-AM-Lafayette, Ind., Ch. 59.

JUNE 15: K55O-TV Rochester, Minn., Ch. 7; KF5OR-TV Lincoln, Neb., Ch. 10; and KAF5Y-Bakersfield, Calif., Ch. 9. JUNE 19: W5TV Rome (Ga.)-Chatanooga (Tenn.), Ch. 9.

JUNE 24: WKOW-TV Madison, Wis., Ch. 27. JUNE 25-1 JU5LY 1: KCTY (TV) Kansas City, Mo., Ch. 25; KJT5Y (TV) Bakersfield, Calif., Ch. 24; KT5V (TV) Hutchison-Wichita, Kan., Ch. 12; WN5O-TV Columbia, S. C., Ch. 67; WTPW (TV) Harrisburg, Pa., Ch. 71; and WTV5-Teoria, Ill., Ch. 19.

JULY 1: K55O-TV Colorado Springs, Colo., Ch. 13; WAKH-TV Akron, Ohio, Ch. 39, and WTV5 (TV) Belleville (III.-St. Louis, Mo.), Ch. 54. JUI5LY 15: W5TV Waterbury, Conn., Ch. 55. LATE JULY: KFEQ-TV St. Joseph, Mo., Ch. 2, and W9A0-TV Raleigh, N. C., Ch. 28. INDEFINITE: WGLV (TV) Easton, Pa., Ch. 57, and WJS5C-TV Charleston, S. C., Ch. 5. (Vhf frequencies: 2 unknown; uhf channels: 1 up to 63.)

- Greater Rockford Television Inc., which holds a CP for vhf Ch. 13 in Rockford, Ill., reports it is swinging into immediate action to get the station on the air in the least possible time. Although no definite target date for commercial operation has been set, the board of directors appointed Soren H. Munkhof general manager, and instructed President Lou E. Caster to "get the station on the air as soon as possible."

Mr. Munkhof was program director of WOW-TV Omaha, but left after the first year of this work to work at a station planning consultant. He is a well-known figure in the baking industry. He went into business in 1920 and became president of the King-Segers' Baking Co., a position he still holds. In 1930 he was elected president of Rainbow Bread, Aurora, and Rainbow Baking Co., Joliet, and in 1951 was elected chairman of the board of the two firms. Mr. Caster was president of the American Institute of Baking from 1942 to 1950 and now is chairman of the board. He has been a member of the board of governors of the American Bakers of Wis. since 1936 and on the executive committee since 1941.

- K55Y-TV Bakersfield, Calif., uhf Ch. 29, is making good progress, reports Sheldon Anderson, owner. According to Mr. Anderson, KAFY TV will be affiliated with all network targets. Target date is June 18.

- KCOY (TV) 27, to be located east of Fresno, Calif., also is owned by Mr. Anderson who said construction will start immediately after KAFY TV is on the air. It will be a DuMont outlet in the Fresno area. The two stations, according to Mr. Anderson, will be sold as the Cal-Central Network, and will cover 11 counties in the San Joaquin Valley. Forjoe & Co. represents both stations.

- RCA Victor, Camden, N. J., has sent WOC-TV Davenport, Iowa, a 25 kw amplifier, one of the largest TV broadcast transmitter units ever supplied by RCA for commercial use. The new amplifier will enable WOC-TV to increase its effective radiated power from 22.9 kw to 100 kw visual when the station moves from uhf Ch. 5 to vhf Ch. 6. The WOC-TV shipment weighed 7,500 pounds, RCA reported.

- Two western stations have purchased the latest uhf and 10 kw vhf transmitters exhibited by RCA at the NART Convention in Los Angeles. KUSC-TV Los Angeles, non-commercial education outlet on uhf, Ch. 28, the first educational station to receive RCA equipment, will install the 1 kw uhf transmitter at its Mount Wilson transmitter site, KUSC-TV, operated by the Allen Hancock Foundation, will receive an RCA uhf antenna in a few weeks.

- KFEL-TV Denver, Colo., uhf Ch. 2, bought a 10 kw vhf transmitter to replace the interior equipment it has used since the station's first post-thaw station went on the air last July.

- KONA-TV Honolulu, uhf Ch. 11, reports "enthusiastic" response from viewers "on all the Hawaiian Islands." He said KAFY TV, after airing a testing pattern over increasing its power to 35 kw from 5 kw and adding a six-bay antenna, has not broadcast commercial programming since March 11 pending FCC approval of new ownership by KG (The Honolulu Advertiser in licensee) and KPOA Honolulu.

- KMJ-TV Fresno, Calif., uhf Ch. 24, started its test pattern transmission May 26. Fresno's first TV station expects to begin regular programming between June 15 and July 1.

- KFEL-TV Sioux Falls, S. D., uhf Ch. 11, began programming 7 p.m. May 19, broadcasting with an effective radiated power of 57.5 kw visual from its 560-foot tower southwest of Sioux Falls, the station reported.

- KFEL-TV claims to be the first commercial vhf TV station to broadcast from an RCA 12-dip antenna. The NIBC-affiliate, which also carries CBS-TV and ABC-TV programs, reports it covers South Dakota, Minnesota, Iowa and Nebraska. KFEL-TV reports a population of 744,000 in the primary and secondary coverage area.

Robinson Appointed Crosley Atlanta Head

WILLIAM P. ROBINSON will be president of Crosley Broadcasting of Atlanta Inc., it was announced last week by James D. Shoune, chairman of the Atlanta board, and Robert E. Dunville, chairman of the board's executive committee. The organization he heads operates WLWA (TV) there, the fourth TV outlet of Crosley Broadcasting Corp. of Cincinnati.

Mr. Robinson has been in broadcasting since 1928, and has held positions at WWVA Wheeling, W. Va., WJCL Jonesville, S. C., WRAL Raleigh, N. C., and KWBG Hutchinson, Kans. He joined the sales staff of Crosley Broadcasting in 1938, working in the New York and Chicago offices, and was named programming vice president for WLWA Cincinnati in 1947.

Crosley purchased the Georgia TV outlet last winter, and Mr. Robinson was sent there in March to head its operations. He also will serve as director of WLWA (TV). John T. Murphy, vice president of the Cincinnati company, also becomes vice president of the Atlanta operation.

WNBQ TV Ups Power To Add New Viewers

WNBQ (TV) Chicago, NBC o & o outlet, last Monday increased effective radiated power to "Aipple" its previous power of 28.25 kw visual and 12.2 kw auditory to 35 kw visual and 35.5 kw auditory. The station's permit calls for a maximum ERP of 100 kw.

Mr. Luttgens said the power increase will aid fringe reception and add thousands of viewers. Alterations on the WNBQ transmitter atop the Kemper Insurance building have been taking place several weeks to accommodate the increased power. Mr. Luttgens said.

June 1, 1953
RADIO ON JOB DURING DISASTERS

THREE separate tornadoes last month—accompanied by death and disaster—have shown the nation what radio can do in public service and coverage.

The destruction began in a tornado in Hebron, Neb., on May 9, which wrecked two-thirds of the city, killed four and left $21 million damages. On May 11, Waco and San Angelo, Tex., received the brunt of the worst storm, with more than a hundred killed. Damage in Waco, the worst hit, was estimated at $25 million. On May 21, a third tornado struck the Port Huron, Mich.-Sarnia, Ont., area, killing five and damaging property exceeding $5 million.

In each case radio proved itself a public servant. KFAB Omaha, 150 miles away from Hebron, sent a mobile unit to the scene to air casualty reports, damage and emergency appeals for manpower equipment (ST, May 10). For its help, KFAB was thanked by Hebron’s Mayor Ralph Hawkins in a special letter.

Although much of radio’s work in the Waco-San Angelo disaster has been told (ST, May 18-20), last week brought more reports on the assistance by KGK Tyler, Tex., and a television station, KDBN-TV Lubbock, to the stricken area with food, money and supplies.

KGK General Manager Marshall W. Pengra reports his station raised $4,400 for Waco in less than three days after one of its sponsors, Harvey Pontiac, ordered its commercials canceled and appeals for Waco funds. KGK later sent the money in installments as rapidly as KGK collected it.

KDBN-TV, one of the first post-freeze outlets to go on the air, telecast appeals for certain supplies needed in the stricken area with the result that enough supplies to load a truck, van and station wagon were shipped, including 152 flashlight batteries.

In the most recent tornado, May 21 at Port Huron, Mich.-Sarnia, Ont., WTHT Port Huron received warnings of the storm on AP wires and broadcast them at noon, plus repeats and more reports at 4 p.m. 30 minutes before the storm struck. WTHT disc jockey Robin Busbee is credited with saving many lives by describing the storm as it approached and giving instructions to listeners on what to do. Then the tornado hit, cutting WTHT off the air.

WTHT fed stories to AP, NBC, ABC and stations in Michigan via telephoned tape recordings made at the scene, and when power was restored later, went on the air for the rest of the night, working with law enforcement and civil defense workers and airings damages, casualties, power restoration and other information. WTHT also aired Red Cross information and the next day broadcast a half-hour interview with Gov. Mennen Williams on the disaster.

CHOK Sarnia also was put out of commission, but went on the air shortly after the storm struck with emergency power from the CHOK transmitter building outside the city. CHOK made public service announcements continuously during the evening after returning to the air.

WLWA (TV) Expansion

WLWA (TV) Atlanta, Ga., plans construction of a new transmitter and tower, William P. Robinson, Crosley Broadcasting Corp. of Atlanta Inc., has announced. The station has purchased ten acres to accommodate the proposed facilities. Operating hours have been extended to include early morning hours, and further increases are expected, Mr. Robinson said.

E. C. Dix Dies

E. C. DIX, 79, Ohio station owner and newspaper publisher, died May 14 at Miami Beach. He was president of the Republican Printing Co., which owns WHF Rooster, headed by son Raymond, and four newspapers. Survivors include five sons—Albert, Raymond, Gordon and Robert, each of whom published one of the newspapers—and Harland, a physician. Albert and Gordon Dix hold interest in WTRE Bellingr.

MORE NEW TALENT SIGNED BY ABC

CONTINUING its moves toward acquisition of new talent, ABC announced last week it has signed the Will Mastin Trio, featuring singer-comedian-dance-mimic Sammy Davis Jr., to an exclusive long-term contract to appear on ABC radio and television.

ABC President Robert E. Kintner noted the network earlier had signed long-term contracts with comedian Joel Grey, George Jessel, Danny Thomas and Martin Block. As with these personalities, negotiation for the services of the Will Mastin Trio were conducted for ABC by Robert M. Weitman, vice president in charge of talent and programming.

The hubbub of talent activity at ABC began several weeks after the merger of ABC with United Paramount Theatres on Feb. 10, 1953, to form AB-PT, parent organization of ABC. Mr. Weitman is a veteran showman and was a vice president of United Paramount Theatres at the time of the merger.

Mr. Davis Jr. will be launched on a regular weekly half-hour program on ABC-TV and ABC radio in the fall, Mr. Weitman said.

1 AM, 3 TV Stations

Affiliate with ABC

SIGNING of one radio and three TV station affiliates was announced May 22 by ABC, bringing its radio total to 364 and TV total to 116. TV stations are KTVX (TV) Sioux City, on vhf Ch. 9 and owned by Cowles Broadcasting Co. with Robert Tincher as general manager; WCSC-TV Charleston, S.C., on vhf Ch. 5 and owned by John M. Rivers, who also is general manager, and KWSV-TV Roswell, N.M., on vhf Ch. 8 and owned by John A. Barnett with J. C. Porter as general manager; WCSC-TV and KWSV-TV signings are effective today (Monday).

New radio affiliate is KFLY Lafayet-ette, La., which joins ABC about Aug. 15. It is on 1420 kc with 1 kw day and 500 w nights. Station is owned by Camelia Broadcasting Co. with William Patton as general manager.

Kiermaier To Sales Post

APPOINTMENT of John W. Kiermaier as administrative sales manager for the NBC Film Div. was announced last week by Robert W. Saroff, vice president in charge of the division. Mr. Kiermaier, formerly assistant production manager for the division, has been working in sales administration for the past several months.

Page 48 June 1, 1953
RADIO and television networks were busy completing last-minute preparations last week for the extensive coverage of the Coronation of Queen Elizabeth II of England tomorrow (Tuesday).

Live coverage will be provided by all radio networks, which have sent teams of correspondents to London for on-the-spot reporting. Coverage will begin at 5:30 a.m. EDT and will continue at various time periods for a total of about three and a half hours or to conclusion. Sponsorship of the Coronation on ABC radio will be by Pepperell Mfg. Co., Boston, on CBS radio by Willys-Overland, and on NBC by General Motors.

NBC has assembled a staff of some 50 employees in London, including such commentators as Morgan Braviot, George Knocks, Henry Cassidy, Merrill Mueller, and Fay Ilenko, to handle radio and television coverage. ABC radio will be represented by Mary Margaret McBride, Ted Malone, Frederick D. Opper, Rina Davis, and Robert Sturdevent.

Mutual's coverage will be provided by Hazel Varkel, Barbara Welson, and Davis Crippen. CBS team of radio and television commentators and reporters with include Douglass Edwards, Edward R. Morrow, Walter Cronkite, Robert Trout, Richard C. Hitelele, Alexander Kendrick, and David Schoenbrun.

In the absence of trans-Atlantic television, TV coverage of the event on early morning network programs will consist of film clips, still photographs and the audio portion of the Coronation program by NBC claimed last week that it would bring the first photographs of the event to the U.S. on Coronation Day on its early morning news and feature show, "Today," (Saturday-Friday, 7-9 a.m. EDT and CDT), by use of a special news facsimile receiver called "Nullfax.

The machine, developed by Mairbrad & Co., Ltd., Hackenheim, England, is said to be capable of receiving photographs via trans-Atlantic radio-photocell facilities in three to five minutes after they are taken. According to NBC-TV, the photographs will be flashed "almost instantaneously" on America's TV screens.

Both NBC-TV and CBS-TV have gone to considerable expense and effort to speed films of the event taken in London by their staffs and BIBC to the U.S. They have chartered planes to be used as shuttling services and an "flying laboratories" to process both their own films and kinescopes of the actual Coronation rites, to which BIBC was given exclusive rights. NBC-TV and CBS-TV will transmit these network programs from Boston, the nearest landing point from Europe. Depending on the time of arrival, these programs tentatively are scheduled to be presented tomorrow at 6 p.m. and again at 10:30 p.m. EDT. As in radio, General Motors will sponsor on ABC-TV and Willys-Overland on CBS-TV.

ABC-TV will present BBC films of the Coronation tomorrow from 8:30 p.m. EDT. They will be transmitted be CBC from Toronto to Buffalo and by ABC-TV to New York where they will be placed on the network. BBC commentators who will be heard on ABC-TV's telecast include Weyford Vaughn, Thomas Talbot, Duck Morton, and John Snagge.

A spokesman at the DuMont TV Network said that no plans have been formulated for extensive film coverage of the Coronation tomorrow. It was pointed out that DuMont's efforts would only duplicate those of other networks. He added that it appeared film coverage was likely to be unsatisfactory because of "darkness and crowded conditions" at the Coronation itself.

The DuMont spokesman said that the network, in place of actual coverage of the Coronation, had decided to present a "preview" of the religious phases as enacted at the Cathedral Church of St. John the Divine in New York. The telecast was to be carried over DuMont yesterday (Sunday), 7:30-9 p.m. EDT. DuMont also plans to use newscast film of the Coronation as soon as it is available.

The actual Coronation ceremonies inside Westminster Abbey will be broadcast and teletcast only by BIBC but recorders and films will be available to all networks. The Coronation ceremonies will be described by BBC commentators Howard Marshall and John Snagge.

CBS-TV Reports Sales

CBS-TV took occasion last week, coincident with NBC's TV affiliates meeting, to report four additional time sales and call attention to sales announced earlier in May when CBS-TV claimed to have taken the sales leadership among TV networks (B-T, May 11). At the same time CBS-TV claimed to have 28% more commercial hours than any other TV network.

The additional sales announcements related to contracts with American Oil Co. (B-T, May 18); General Mills; Commercial Solvents Corp. and Converted Nice (B-T, May 11).

CBS Names Lochridge

APPOINTMENT of Ben Lochridge, western advertising manager of Ideal Publishing Co., as sales manager of the Detroit office of CBS Radio, effective today (Wednesday), was announced last week by W. Eldon Hulder, CBS Radio sales manager.

KPTV TV Joins NBC

KPTV (TV) Portland, Ore., has signed fullterm basic affiliation contract with NBC. Herbert Mayer, president of Empire Coal Co., owner and operator of KPTV, was announced last week by Herbert V. Akberg, the network's vice president in charge of station relations, for network KPTV, which went on air Sept. 18, 1952, was nation's first commercial UHF TV station.

CBS-TV Signs WHBQ-TV

SIGNING of WHBQ-TV Memphis as a primary, supplementary, interconnected affiliate of CBS-TV, effective Sept. 15, was announced last week by Herbert V. Akberg, the network's vice president in charge of station relations. The contract brings CBS-TV's network list to 116 stations. WHBQ-TV, which will operate on Ch. 13, is owned by Harding College Inc. and John Cleghorn is general manager.

Pitt. - St. Louis Relay

NEW radio-relay system between Pittsburgh and St. Louis has been put into operation, providing initially four channels, two each way, in a second microwave route which augments the Pittsburgh-Chicago relay completed Sept. 1, 1950. AT&T announced Monday. Three eastbound channels from Dayton to Columbus also have been equipped for network TV transmission, replacing other facilities formerly used to provide network service in that area.

June 1, 1953
RADIO UNHURT
BY TV--BONFIG

THE ADVENT of television, instead of eliminating the need for radios, has ac-
celerated their use as impulse-purchase, small-unit items, with each member of
the family having his own set in his own
room, H. C. Bonfig, Zenith Radio Corp.
vice president, said last Monday in a
talk to the National Assn. of Electrical
Distributors in Chicago.

Mr. Bonfig, differing with the predic-
tion made by Brig. Gen. David Sarnoff,
RCA Board Chairman, in his keynote
speech at the recent NARTB conven-
tion that subscription wouldn't become popu-
lar, declared that pay-as-you-see TV
would bring premium attractions into the
home. Giving other reasons for favoring
pay-see TV, he offered his audience
prints of a 16 mm sound film telling the
story of Zenith's Phonevision system.

Meanwhile, Regan Jones, president of
KVOS Bellingham, Wash., which is
scheduled to put KVOS-TV on the air
June 3-28 on a limited operation and be-
gin full operation the latter date, strongly
protested a previous speech on pay-see
TV made by Mr. Bonfig to the Chicago
Federated Advertising Club.

Promising an alleged statement by
Mr. Bonfig that "free" TV stations can
not operate profitably in markets under
100,000 (Bellingham has 350,000, said
Mr. Jones), he said in a letter to the
Zenith vice president: "If phonevision
can't stand on its own feet without
having to throw rocks at television, there
is certainly something wrong somewhere."

Philco Sales High

PHILCO Corp. sales during the 1953
first quarter totaled $129,058,000, larg-
est for any quarter in company history,
William Balderston, president, has re-
ported. Earnings after Federal and
state income taxes and accrual of ex-
cess profits taxes at the rate of 30%
were $3,401,000 - 94 cents per share
of common stock after preferred dividends,
he said. Sales for the first 1952 quarter
were $2,634,000 - 64 cents per share.

Presto 8-Hour Tape

PRESTO Recording Corp. has announced
development of a tape recording unit
which carries eight hours of taped mater-
ial. The reproducer, which utilizes the
dual-track principle, is designed for use
in the wired music field. The model,
PB-17, has an automatic mechanism
which reverses the tape at the end of
the reel and plays back the adjoining track.

Color by '54 Seen
If FCC Okays NTSC

COLOR television can become a TV
merchandising factor by the fall of 1954
and start to develop fully by 1955, pro-
viding FCC approves the compatible
system now being tested by the National
Television System Committee, electrical
distributors were told in Chicago last
week.

The occasion was the 45th annual
convention of the National Assn. of
Electrical Distributors at the Conrad
Hilton Hotel. The prediction was made
by Dr. W. H. C. Baker, vice president
in charge of engineering products for electricians, General Electric
Co., and head of NTSC and RTMA's own
TV Committee.

Dr. Baker said NTSC should complete
its technical work by September and plans to petition the FCC in October or
early November for a hearing. He felt a
ruling might be given by the Commission
by next March. If favorable, he added,
"color programs would be available
in key city markets shortly thereafter,
and "color programs, out on the net-
works, might actually be available in
local markets certainly by the middle
of 1954."

Dr. Baker stressed that colorcasting
will prove a supplementary service for
years and perhaps never replace com-
pletely black and white TV. Color TV
will comprise less than 1% of all sets
sold next year and less than 20% in
1955, he said. Cost of color program-
ing will pose a real economic problem,
he conceded.

H. C. Bonfig, vice president, Zenith
Radio Corp., claimed color television is
"just around the corner." But Frank
Friedmann, president of Magnavox Co.,
felt color sets are at least two years a-
way for home use. He estimated they
would cost over $1,000. Dr. Baker pre-
dicted a color receiver will cost at
least $800 and that monochrome sets
will dominate the market for years.

ROESCH Announces
Set With 3-D Effect

NEW TV receiver designed to give a 3-D
effect, has been announced by D. J.
Roesch Co., Los Angeles manufacturer.
Equipped with a 27-inch tube and to re-
sell at the $600 level, the receiver pro-
vides greater depth detail than has been
possible, according to D. J. Roesch,
president. The set also is equipped with
complete remote control facilities.

"Pointing out that the set, to be called
Douglas Tri-D, attains only the illusion
of depth, Mr. Roesch said "true third-
dimension television, as in motion pic-
tures, can only be achieved at present
with double images and glasses."

New RCA Recorder

RCA VICTOR Div. will show a new port-
able tape recorder for the consumer in
mid-June, W. W. Watts, vice president of
the engineering products department, has
announced. Mr. Watts said the machine
will be available "at a price that will be
competitive with other tape recorders on
the market today." Details will be an-
nounced shortly, he said.
Like hard crabs go with beer

Low-cost results and W-I-T-H go together just like hard crabs go with beer. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any 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.
William F. Edwards, sales manager, Shavex Co., L. A. (electric shaver accessories), elected to vice president in sales.

Rhona Lloyd appointed director of public relations, Fels & Co., Phila.

Agencies

Stephens Dietz, Ted Bates Inc., N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, as vice president and group supervisor.

E. F. Hascall, Jr., executive vice president of Henri, Hurst & McDonald Inc., Chicago, named general manager.

John S. Williams, creative director on Super Suds account for Cunningham & Walsh, N. Y., named vice president.

George DePue, Jr., executive vice president, Robert W. Orr & Assoc., N. Y., to French & Preston, same city, as executive vice president.

Joseph G. Standart, Jr., vice president and account executive, becomes general assistant to Don C. Miller, head of Detroit office of Kenyon & Eckhardt, effective June 4. T. J. Henry, N. W. Ayer & Son, Detroit, succeeds Mr. Standart at K & E.

William J. Haughney, senior account executive, and Glenn C. Livezey, account executive, both with John C. Dowd Inc., Boston, appointed vice president and assistant to president, respectively, of Ingalls-Mcinerney, Inc., Boston.

Lee Morris, CBS-TV New York, appointed head of radio-TV, Riedl & Freede Inc., Paterson, N. J.


Lee Williams, vice president of Foote, Cone & Belding, Chicago, to account manager group, Blow Co., N. Y.

Dom La Monica, Kenneth Nelson and Edward Yaxley, account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers.

John L. Sullivan, account executive, BBDO, S. F., promoted to radio-TV director. He succeeds Maury Baker, who goes to MCA-TV Ltd., that city, as film division representative.


Robert A. Burke, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant manager.

Frederick R. Brewster, assistant public relations manager for Pratt & Whitney, East Hartford, Conn., to John Mather Lupton Co., N. Y., as executive in public relations department.

Herschell Goodman, formerly with Ruthruff & Ryan Inc., to copy staff of Wadie & Briggs Inc., Chicago.


Philip W. Lenzen, board chairman, Lenzen & Newell, N. Y., appointed to board of Advertising Council to serve as advertising agencies representative.

Hal Stebbins, president, Hal Stebbins Inc., L. A., named committee chairman on public information and education for Braille Institute of America Inc.

Robert W. Rabb, public relations director and account executive on Prudential Insurance Co. account, Calkins & Holden, Carlock, McClintock & Smith, N. Y., named assistant executive director of American Heritage Foundation and will conduct Crusade for Freedom program in U. S.


Stations

John S. Hayes, president of WTOP Inc., Washington, elected vice president of Washington Post Co., which controls WTOP-AM-FM-TV.

Norman H. Rogers, vice president and general manager, KRNO San Bernardino, Calif., elected president of Western Empire Broadcasters Inc., license of station.

George W. Brock, vice president, elected secretary-treasurer. James W. Gerhard, former president, continues as director of corporation.

George E. Curtis, Jr., administrative assistant to Mr. Gov. Murton M. Cross, named station manager of WPMT (TV) Portland, Me.

Henry C. Rogers, executive staff of WWJ-AM-TV Detroit, appointed business manager of WWJ-AM-FM-TV.

Edward F. Graham, founder of Videodex and recently with Wall Street Journal, to WHAS-TV Louisville, Ky., on sales staff.

Richard Beesemyer, account executive, Foster & Kleiser, L. A., to KJH-TV that city, as member of sales staff.

Edwin Metcalfe, sales service manager, KECA-TV Los Angeles, promoted to special sales representative. Succeeding him is Milton H. Klein, operations manager, KLAC-TV Hollywood.

Robert C. Canepa, merchandising manager, KMOX St. Louis, and Bill Weber, salesman at KSD St. Louis, appointed to sales staff, KMOX. Anthony E. Bello, public relations and advertising manager for group of St. Louis employment agencies, named merchandising manager, KMOX.

James Willingham, former promotion manager, WIRE Indianapolis, returns to station as account executive, replacing E. Berry Smith, who has resigned.

Harrison W. Moore, Jr., commercial manager, WBSM New Bedford, Mass., to WBNR Norfolk, Va., as account executive.

Joseph Stamler, account executive, WMGM New York, to similar post at WABC-TV same city.

Wallace Morton named station manager of WRDB Reedsburg, Wis.; Charles Dehrer

From a dazzling dance of Tek Toothbrushes in stop motion this TV spot by Sarra moves smoothly into live action. Sales points are made subtly, delicately. . . the inner arch of a hand, between thumb and forefinger, demonstrates TV Tek's arch of the mouth. No chin smile! A closing shot of Tek's counter display assures point-of-sale identification. Produced by SARRA for Tek-Hughes, Inc. division of Johnson & Johnson, through Boesen, Barton, Durantine & Oseborn, Inc.

SPECIALISTS IN VISUAL SELLING

SARRA OG

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Page 52 June 1, 1953

BROADCASTING * TELECASTING
Whether you use an abacus, slide rule or adding machine, there's only one right answer when it comes to Connecticut Television.

WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas — and with a signal so steady, bright and clear that more than 125 newspapers and magazines from Springfield, Mass. to Montauk Point, L. I. publish its program schedules.

It figures, fact for fact. It all adds up to one right answer: WNHC-TV in New Haven, is Connecticut's first, one and only VHF station.
apprenticed commercial manager; Mrs. Fred Wachtoldt, program director; Theresa Liegel, promotional director, Gordon Locke, Larry Dobson and William Christianson to announcing staff, and L. Stanley Salad named chief engineer.

Joyce Wright, KGO, TV San Francisco, named program director of WAKR-TV Akron, Ohio.

George T. Land, operations director of WJTV (TV) Jackson, Miss., to WDAT-TV Columbus, Ga., as program manager. John Kennedy, program director of KFYO Lubbock, Tex., has resigned.

Ken McClure, promotion manager of WAYS Charlotte, N. C., appointed promotion manager, KROD-TV El Paso, Tex.

Richard Stopler and James Owen to KVOA Tucson as account executive and technician, respectively. Donald Hansen to station as art director for KVOA-TV, scheduled to start operations Sept. 15.

Raymond J. Cheney, operations manager at WCSS Amsterdam, N. Y., to WMX-AM-FM Mt. Vernon, Ill., as news director.

John Weinheimer, comptroller, WNAQ and WNBQ (TV) Chicago, transfers to KNBN (TV) Hollywood, in same capacity.


Dr. Leslie Tater, former Hungarian official and writer-producer of TV films in Hollywood, to conduct Hungaried-American Theatre of the Air, bilingual series on WWRD Woodside, L. I.

Les Lye to CKYE Toronto, as announcer.

Bruce Hayward named director of news and special events at WTIV (TV) St. Louis.

Art Weber, announcer-recording director at KGOO Missoula, Mont., to announcing staff at KFBB Great Falls, Mont.

Stan Weinstock, WSDZ Ponce City, Okla., appointed news director of KGRA Enid, Okla.

Mel Quinn appointed announcer and night supervisor, WBAL-TV Baltimore.

Jim Day to KISW (FM) Seattle, as announcer-technician.

Richard Yale Plowman, free lance Hollywood photographer, to KTLA (TV) that city, as member of publicity staff. He succeeds Robert Reagan, assistant to Howard Worsley, publicity director, who is on leave of absence with U. S. Army.

James Silman, Jr., assistant director, and William Randolph, floor director, both at WTOP-TV Washington, promoted to summer replacement director and assistant director, respectively.

F. M. Randall, assistant professor of speech in charge of radio at Tulsa U., to KOTV (TV) Tulsa, Okla.

Frances O'Connor Shappeck, assistant food editor, Better Homes & Gardens, to KBTV (TV) Denver, as home economist.

Claire D. McLellen, chief copywriter, named assistant director of advertising and promotion, WFIL Philadelphia.

Joe Williams, following separation from U. S. Army, rejoins KLC-AM-Hollywood as prop man.

Donald W. Thorburn, president and general manager of WCAU-AM-TV Philadelphia, received award in behalf of station from Boys Club of America "in appreciation for ... interpreting and promoting National Boys' Club Week."

Charles H. Cutchfield, executive vice president of Jefferson Standard Bcstg. Co. and general manager of WBTW (TV) Charlotte, N. C., received special certificate of merit from Patriotic Order, Sons of America, for outstanding public service.

Kenneth Stowman, general sales manager of WFIL-AM-AM-Philadelphia, elected to board of directors of The Poor Richard Club.

Harry McLoughlin, general manager of WINN Louisville, Ky., elected to board of directors of Louisville Advertising Club, and director of Louisville Chamber of Commerce.

Jack Thompson, CKOY Ottawa, elected vice president of Advertising & Sales Club of Ottawa.

Cliff Gill, operations manager, KBIG Avalon, Calif., appointed to membership and public relations committee of Los Angeles Tuberculosis Assn. for second year.

Allen Ludden, m. c. of Mind Your Manners, WTIC Hartford, received citation from Scholastic Teacher Magazine. Program was voted "outstanding teen-agers' program of the year" by National Assn. for Better Radio and TV.

Carl E. George, general manager of WGR Cleveland, named to board of trustees of Cleveland Better Business Bureau.

Stan Gee, production manager of WGR Cleveland, father of girl.

Terry Lee, sales manager of WFAA-TV Dallas, father of girl, Cathy Patricia, May 15.


George Otte, engineer, KECA Los Angeles, father of girl, Brooke Louise, May 20.

Keith L. Reising, program director at WLLP New Albany, Ind., father of boy, May 19.

Bob Ray, Transmitter engineer at WNAS Yankton, S. D., father of boy, May 10.


Networks

Mike Devery, president, Space Patrol Enterprises, Hollywood, adds duties as executive producer, ABC-AM-TV Space Patrol, succeeding the late Mike Moser.

Dick Darby, director, adds duties as program producer, with Bela Kovacs, production assistant, promoted to associate producer.

Ralph Levy resigns as producer-director of CBS-TV George Burns and Gracie Allen to devote his time to CBS-TV Jack Benny Show and to develop new properties for the network.

Adolph L. Seton to ABC New York pub-

SARA balances live action with animation in TV commercials for Martin-Senour's Nu-Hue Enamel in Custom Colors. Home scenes pose the decorating problems; store scenes at the Nu-Hue Color Bar solve them and rapidly convince the viewer that perfect color matches are hers to order. The color wheel motif in the store display is deftly repeated by dots dancing on a paint brush in the animated finale. A can revolves to show sales-clinchng slogans. Just released in 30-minute and 20-second versions to tie in with a special sales-training film also made by SARRA. Created for The Martin-Senour Company.

SPECIALISTS IN VISUAL SELLING

Page 54 June 1, 1953 BROADCASTING • TELECASTING
ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

Here's your MOST VERSATILE TV PERFORMER!

### G-E STUDIO RELAY SWITCHING SYSTEM

**OUTSTANDING** versatility in the control of programs and commercials is the reason why General Electric designed this remarkable studio relay switching system. The success of any medium to large TV broadcasting operation can well hinge on equipment switching ability. Here then is the answer to your ultimate performance requirements... provision to switch, fade or dissolve up to twelve non-composite plus facilities for switching three composite inputs!

Block-built for easy expansion, you'll benefit, too, from these other G-E plus features. Two "extra" inputs permit adding cameras where they will increase profit the most. The mixer section can be by-passed permitting instant equipment changes in emergency. These facilities all add up to the performance you demand—the operational ease you prefer. For complete information write today to: General Electric Company, Section 263-1, Electronics Park, Syracuse, New York.

### Features that mean versatile performance!
- **TRANSIENT-LESS SWITCHING** results from special on-air switching system
- **BLOCK- BUILT** for easy expansion... inputs or outputs or both!
- **EXCELLENT MAINTENANCE ACCESSIBILITY**
- **PREVIEW SUPER POSITIONS** before going on-air
- **WIDE BAND WIDTH** and NO CROSS TALK in picture!
- **PLUG-IN INTERCONNECTIONS** throughout the system. Sub-assemblies used in switch panel
- **CLAMPING-IN MIXING AMPLIFIER** eliminates bounce tendencies
- **VIDEO AND AUDIO SWITCHED SIMULTANEOUSLY ON COMPOSITE SWITCHES**
- **VIDEO PUSH BUTTONS GLOW** when depressed

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC
the world's TALLEST TV tower

...1104 FEET HIGH
INCREASED POWER ...316,000 WATTS!
IN SERVICE ABOUT SEPTEMBER 1
Ask for new coverage figures

whio-tv channel 7
CBS • ABC • DUMONT
DAYTON, OHIO
national representative
GEORGE P. HOLLINGBERY CO.
ility staff, as copy chief, following release from Navy.

Donn Tatum, director of television and Frank Latourette, news editor, both ABC Western Div., named advisor to board of directors and honorary campaign chairman, respectively, of Los Angeles United Cerebral Palsy 1953 Campaign. Mr. Tatum succeeds the late Mike Moser.


Tom Hubert, communications operator, NBC Hollywood, father of boy, Jeffrey Patrick, May 17.

Manufacturing

Al Friedman, vice president in charge of sales, elected director of Olympic Radio & Television Inc., N. Y.

C. J. Harrison appointed marketing manager for TV transmitter div., Allen B. Du Mont Labs. Inc., Clifton, N. J.

Cyrus D. Samuelson, engineering staff of WOR New York, appointed chief patent counsel of Gluton Mfg. Corp., Metuchen, N. J.

John C. McDevitt appointed Kansas City area regional manager, and Elmer B. Freeman, New England regional manager for Admiral Corp.

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**TELESTATUS®**

Weekly TV Set Summary—June 1, 1953—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>24,894</td>
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<tr>
<td>Allentown</td>
<td>WBZ-TV</td>
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<td>Amarillo</td>
<td>KXCA-TV</td>
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Total Stations on Air 115* Total Markets on Air 115* Includes KUSN-TV, Monmouth, Mis.

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**TELEVISION HOUSES IN KRLD-TV'S EFFECTIVE COVERAGE AREA**

**NEW 272,000 TELEVISION HOUSES IN KRLD-TV'S EFFECTIVE COVERAGE AREA**

**EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREA**

**NOW HOW IS THAT FOR A BEST BUY**

---

*Includes XELE-TV, Monmouth, Mis.
— PROGRAMS & PROMOTIONS

BIG RETURN
POSTCARDS totaling 188,814 added up to one of the biggest mail counts in the history of Crosley television, reports WLWC(TV) Columbus. The cards were in response to a contest to determine the most popular high school in Central Ohio. Run by “Spook” Beckman on his Shoot the Works program, the contest featured a grand prize of a Seeburg Select-O-matic phonograph and 100 popular and classical records valued at $1,000. Prize went to St. Mary's High School, Columbus.

GOOD COMMUNITY RELATIONS
A SINKING news broadcast on WHIP Mooresville, N.C., has been replaced by a new program, Voice of Mooresville, designed to put more life into small-town community relations. On Sundays, the 12:15-12:45 p.m. program presents a tape-recorded interview from the town's textile mill. Against a background of noises from the plant, which are "introduced" by the announcer, local announcements are made and an "old-timer of the week" is presented.

'MISTER DEE JAY, U.S.A.'
WSM Nashville is airing a new show, Mister Dee Jay, U.S.A., 7:00-7:30 p.m., Fridays. Each week a different country music disc jockey from another station is interviewed briefly to establish who he is and what he does. Then the program is turned over to him to conduct in his own fashion.

PETROLEUM EXPOSITION
THOUSANDS of people unable to attend the International Petroleum Exposition in Tulsa received a front seat view of the multi-million dollar show for the first time via TV, reports KOTV (TV) Tulsa. KOTV, using its remote telecasting and motion picture equipment, provided daily coverage of the exposition. Opening day ceremonies were televised with one camera located in the "crow's nest" of a half-million dollar rotary drilling rig. The problem of hoisting the camera high into the derrick rigging was solved by oilmen who used their drilling cables to secure the camera, tripod and related equipment.

'RODEO ROUNDUP'
KNBH (TV) Hollywood Rodeo Roundup, new weekly hour-long program, features a regularly scheduled rodeo with 150-200 cowboy members of Cowboy Assn. of America competing for prizes. Originating from Iverson Ranch, Chatsworth, Calif., facilities to accommodate viewers have been set up. Program features shooting, roping and whip exhibitions and stars Cowboy Slim as m.c. and participant.
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 insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.
FCC Clarification
Of TV Procedure

FCC by an order May 22 "clarified" TV processing rules and put on notice all applicants and prospective applicants that the Commission henceforth will consider promptly those applications which become free for action upon merger with their competitor or through withdrawal of their competitor for the same channel (B.T., May 25).

The change of procedure applies to TV applications "passed over" by the Commission because they are in conflict and includes those sent McFarland letters but not formally designated for hearing.

Text of the order: IN THE MATTER OF Amendment of Footnote 10 of Section 1.371 of Part 1 of the Commission's Rules (Temporary Processing Procedure for Television Broadcast Applications)

ORDER
1. The Commission desires to amend Footnote 10 of Section 1.371 of its Rules by the addition of a subparagraph (m) which reads as follows:
   "(m) Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed 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 substantially the same parties as the parties to the original application or applications, the remaining applications 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."

2. In accordance with its temporary processing procedure, as amended, pursuant to the Sixth Report and Order, mutually exclusive applications (i.e. those which compete for the same channel in the same community or require competitive hearing for other reasons) have been passed over. This has enabled the Commission to process non-competitive applications so that TV service could be made available in the shortest possible period of time, and the Commission is virtually current in the processing of non-competitive TV broadcast applications. The provision here made is of a clarifying nature and is a further step designed to bring television service to the public as promptly as possible consistent with basic requirements of public interest.

3. Authority for the adoption of this amendment is contained in Sections 1, 4(i), 4(j), and 303 (r) of the Communications Act of 1934, as amended.

4. In view of the fact that the amendment adopted herein is procedural in nature, constituting a clarifying amendment, prior publication of notice of proposed rule making under the provisions of Section 4 of the Administrative Procedure Act is unnecessary, and the amendment may become effective immediately.

IT IS ORDERED, This 22nd day of May, 1953, that, effective upon publication in the Federal Register, Footnote 10 of Section 1.371 of the Commission's Rules and Regulations is amended as set forth herein.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slover Secretary

Released: May 22, 1953

Commissioner Hennessy dissenting and issuing a dissenting opinion (attached):

WALDO ABBOT, director of broadcasting for the U. of Michigan, Ann Arbor, has compiled a list of TV receiving sets available from various manufacturers with prices where given. The list may be obtained by request to him at the U. of Michigan.

A new series of 1-minute TV commercials by Sarra is all Northern Tissue with masterly finesse. Quick shots of "little things that count" — finishing touches on a flower arrangement or guest towels — establish the theme. Northern's sales story of new softness of no extra cost is put over with women to women conviction by expert cast "housewives." Their home settings give strong display to Northern products with enforced naturalness. Created by SARRA for Northern Paper Mills, through Young & Rubicon, Inc.

SPECIALISTS IN VISUAL SELLING

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practice, considering the normal delays in the Commission's public notices and the
time required to bring such action to local attention outside of Washington,
that other parties generally had less than seven days notice in which to take such
action as they deemed necessary before Commission final action and grant of the
application. The rule adopted today is
certain to cut the notice of substantial change in the application picture even
further — down to a bare minimum — down to a point, in fact, where it may reason-
ably be contended that no real notice whatsoever is given.

In instances of possible mergers or com-
bining of conflicting interests
(whether or not a new corporation is
involved), this new rule may be particularly
harmful. Thus, an applicant now on file
competing, for good and valid reasons,
against other parties for another channel
in that same city may decide that the
public interest would best be served and
his chances for a grant bettered if he
went to hearing with the new merged appli-
cant. But he needs, of course, some rea-
sonable notice and opportunity to dismis-
sis application on one channel and resub-
mit it on the other. The new processing
rule will in effect deny him this opportu-
nity even though giving such notice to him
might still permit an immediate grant to
the remaining applicant on the channel
which he vacates, as well as permit the
Commission's securing the best qualified
and available applicants to both channels.
In addition, prospective applicants for
each channels have some right to rely on a
given state of affairs at the Commission
(which has the applications in conflict
requiring a hearing) and to be given some
reasonable notice that such state of
affairs has changed so that their competi-
tive applications may be filed. For a
merger may often result in an entirely
different situation which may evoke com-
pletely new responses from the local com-
unity. The Commission should give an
opportunity for them to be manifested.
Thus, where it may previously have appear-
ed that two existing AM stations in a
particular community were competing for a
single TV channel, a sudden merger by them
may combine their interests in a tele-
vision station and thereby present a new
problem of monopoly of the vital mass
media of communications. This monopoly
may result in local protest where none
previously existed and it may spur the
filing of a competitive application by
leading citizens seeking to preserve some
measure of diversification in the owner-
ship and control of these mass media in
their community. These are very real
situations which have already occurred and
will occur with greater frequency in the
future. Yet, the processing rule adopted
by the Commission disregards these bona
fide interests in television development.

Given the existing framework and
groundrules of the American broadcasting
system, it is particularly important that
every reasonable opportunity be afforded
for the securing of the finest possible
licenses of television stations which are
such a vital force in American life.

Notice of substantial changes in applica-

From where I sit
by Joe Marsh

Bad Case of
the "Zutters"

Our copyboy is out sick. So the
editor (me) is taking over some of his
chores—which include things like
running the addressing machine on
"mailing-out night."

Last week I didn't have the usual
number of papers left over for sale at
the office. Couldn't figure what had
happened—until Chub Zimmer called
to ask why he'd gotten 56 copies.

Then I realized—"Zimmer" is the
last name the machine prints. Guess
I forgot to turn it off . . . and it just
kept grinding out Chub's name on all
the remaining copies. That machine
just didn't know when to stop.

From where I sit, people are like
that machine sometimes. They often
don't know exactly when to stop. Like
those who are prejudiced against
someone with an accent, perhaps . . .
or against someone who likes a cool
bottle of beer with his supper. So, in
these columns I try to persuade every-
one to "throw the switch" on prejudice
so it won't get repeated.

Joe Marsh

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June 1, 1953 Page 61
tions on file would appear to be a basic factor in obtaining such highly qualified licensees. The establishment of television service or multiple television service at the earliest possible time is, of course, an important consideration for the Commission and the public interest. But it should not be the sole overriding factor to which all other considerations, vital though they may be, are subordinated. A balance of interests is obviously called for here. The Commission has struck a serious im-

balance by placing on the scale nothing but the necessity of securing as many TV grants as possible, as soon as possible. This, in my opinion, is a most unfortunate error for which our television service and the public will be forced to pay for many years to come.

Nor is the protest procedure of Section 309 (c) of the Communications Act a sufficient safeguard or corrective against the Commission's new processing rule. For the right of protest is substantially hedged by the requirement that the protest be a "party in interest" and that, "Economic in-

jury" be suffered by it. Furthermore the Commission has in the past months limited this right of protest by restrictive interpreta-

tions as to who is a "party in interest," etc. In addition, 309 (c) providing only that a grant be stayed until a hearing is held on such protest is, in figurative terms, locking the Commission's door after the license has been granted. It scarcely provides an ade-
quate substitute for the reasonable notice that is so vital to other interested parties who may then come in on a comparative basis rather than challenge a fait accompli.

A further serious defect in the Commission's new rule is that it is adopted effective almost immediately without adequate prior notice. Thus, in yet another way, the Com-

mission is effecting a substantial change in the present procedure without affording interested parties, again including present applicants, prospective applicants and others an opportunity to re-evaluate and readjust their own positions in terms of the changed situation. This is particularly unfortunate in view of the past feeling of security which the Commission's processes and actions have engendered, which should not suddenly be shattered without due notice. Administra-

tive shifts of this kind are scarcely fair play. Nor does the bare legality of the Commission's action, assuming it to be legal, very much salve its basic injustice.

1. I believe that the Commission's entire television processing and hearing procedures should be immediately revised so as to permit the establishment of television service as promptly as possible consistent with the basic requirements of due process and the preservation of important substantive poli-

cies of the Commission. In such revision the the Commission should, in my opinion, establish by rule that when a conflict is re-

solved, notice be given to the local commu-

nity and that it be in the form of adequate ad-

vertisement in the local press. It should also be established that a reasonable period of 30 days be required after the dismissal or merger before the Commission takes final action on the remaining or new application. And certainly such basic modifications in our processing procedure should be adopted by the Commission, to be effective 30 days after publication in the Federal Register to permit interested persons throughout the coun-

try an adequate opportunity to take such ac-

tion as they deem necessary in light of it.

Woodland! TV

Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.

- The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

- So, "Dig that era-a-axy Woodland market", Hazel. You'll hit paydirt every time.

WOOD- TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DumONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WDF — Flint, Mich.
WECA — Evansville, Ind.

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ACTIONS OF THE FCC
May 21 through May 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

NEW TV STATIONS

Decisions

HARLINGEN, Tex.—Magic Triangle Televisors Inc. (KOB3). Granted vhf Ch. 4 (66-72 mc); ERP 13 kw visual, 6.9 kw aural; antenna height above average terrain 410 ft. Estimated construction cost $240,303.00 first year operating cost $180,000.00, revenue $240,303.00. Post Office address: P. O. Box 711, Harlingen, Tex. Transmitter location two mi. S. E. of Harlingen. Geographic coordinates 26° 09' 31" N., Lat., 97° 49' 45" W., Long. Transmitter DaMont, antenna RCA. Legal counsel Loucks, Stin, Young & Jansky, Washington. Consulting engineer A. O. Ring & Co., Washington. Principals include President McHenry Tichnor (50%), Vice President J. C. Looney (40%), Secretary-Treasurer Troy R. McDaniel (10%). Granted May 20.

NOTE: Also see Hearing Cases for final decision granting uhf Ch. 33 at Fort Wayne, Ind., to WJUG there.

Call Letters Assigned

WOTV (TV) Lakeland, Fla.—WOKN-TV Inc uhf Ch. 16.
WDAK-TV Columbus, Ga.—TV Columbus, uhf Ch. 28. Formerly WDAT (TV).
WTCN-TV Minneapolis, Minn.—TV Public Service Corp., vhf Ch. 11.
KETC (TV) St. Louis.—St. Louis Educational TV Commission, vhf Ch. 9.*
WMAA (TV) Lancaster, Pa.—Harold C. Burke, uhf Ch. 21.
WCCE-TV Knoxville, Tenn.—TV Services of Knoxville, uhf Ch. 26.
KPMO-TV Lubbock, Tex.—Plains Radio Bcastg. Co., uhf Ch. 5.

Applications

Anchorage, Alaska—Kiggins & Rollins, uhf Ch. 2 (54-60 mc); ERP 15.85 kw visual, 9.5 kw aural; antenna height above average terrain 137 ft., above ground 150 ft. Estimated construction cost $104,000.00, first year operating cost $250,000.00, revenue $250,000.00. Post Office address 841 Turquoise St., San Diego. Studio and transmitter location 3rd and F. Sts., Anchorage. Geographic coordinates 61° 13' 11" N., Lat., 149° 53' 45" W., Long. Transmitter composite, antenna RCA. Legal counsel Andrew W. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former AUA vice president, and Richard R. Rollins, realtor and former minority stockholder, KIAO Des Moines. Filed May 22.

SACRAMENTO, Calif.—N. Central Calif. Assn. for Educational TV, noncommercial educational vhf Ch. 6 (62-88 mc); ERP 69.2 kw visual, 39.8 kw aural; antenna height above average terrain 1474.5 ft., above ground 483.5 ft. Estimated construction cost $400,000.00, first year operating cost

EASY ON THAT HIATUS, HAZEL

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

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

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

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

WOODLAND! AM

From the desk of
ALLEN EDWARDS

Hazel—What about Hiatus in Grand Rapids?

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company
NWIC—5000 Watts
Associated with
WFAM-AM and WFMN—Indianapolis, Ind., WP2F—Flint, Mich.
WOODA—Evansville, Ind.
National Representatives: Katz Agency

June 1, 1953

Page 63
THE BRANHAM COMPANY

FOR THE RECORD

WABB Mobile, Ala.  
KTHS Little Rock, Ark.  
KFVB Los Angeles, Calif.  
KFMF San Diego, Calif.  
WGDA Columbus, Ga.  
Wnex Macon, Ga.  
WTPS New Orleans, La.  
KWEH Shreveport, La.  
WTBO Cumberland, Md.  
WRBC Springfield-Holyoke, Mass.  
KOB Chattanooga, Tenn.  
WREX Jackson, Miss.  
WNYO Knoxville, Tenn.  
WMC Memphis, Tenn.  
KFDK Amarillo, Texas  
KRJIC Beaumont, Texas  
KBUN Corpus Christi, Texas  
KMO Dallas, Texas  
WITC Tomah, Wash.  
WCHS Yakima, Wash.  
WBLK Charleston, W. Va.  
WPAR Parkersburg, W. Va.

RADIO

For Sales Results in CINCINNATI
Use the
"MAKEBELIEVE" BALLROOM
with
REX DALE
Cincinnati's #1 Daytime Disc Jockey Show

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FAIRBANKS. Alaska-Kiggins & Rollins, vhf Ch. 2 (54-60 mc); ERP 15.05 kw visual, 9.5 kw aural; antenna height above average terrain 109.7 ft., above ground 168 ft. Estimated construction cost $94,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post Office address 814 Turquoise St., San Diego. Studio and transmitter location 1st and Lacy Sts., Fairbanks. Geographic coordinates 64° 50' 29" N. Lat., 147° 43' 3" W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Halsey, Washington. Consulting engineers James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former ABC vice president, and Richard H. Rollins, realtor and former minority stockholder, KJDA Des Moines. Filed May 22.

DENVER-School District, City and County of Denver, noncommercial educational vhf Ch. 6 (52-68 mc); ERP 19.95 kw visual, 10.7 kw aural; antenna height above average terrain 947 ft., above ground 210 ft. Estimated construction cost $269,244.00, first year operating cost $292,000.00. Post Office address 14th St., Denver. Studio location 13th and Glenarm Sts., Denver. Transmitter location 2.5 N., 225° E. of Golden, Colo. Geographic coordinates 39° 43' 47" N. Lat., 105° 14' 59" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include members of board of education and superintendents of schools. Filed May 22.

GAINESVILLE, Fla.—U. of Fla. (WRUF-AM-FM), noncommercial educational vhf Ch. 9* (56-62 mc); ERP 5.28 kw visual, 2.64 kw aural; antenna height above average terrain 356 ft., above ground 405 ft. Estimated construction cost $166,750.00, first year operating cost $262,000.00. Post Office address Gainesville. Studio location school stadium, Transmitter location Newberry Rd., 6 mi. W. of Gainesville. Geographic coordinates 30° 33' 26" N. Lat., 82° 25' 00" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohmies & Albornoz, Washington. Consulting engineer George C. Davis, Washington. Principals are state appointed members of board of control of university. Filed May 21.

BOSTON-CBS, vhf Ch. 9 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1,006 ft. Estimated construction cost $1,904,871.00, first year operating cost $800,000.00, revenue $1,270,000.00. Post Office address 465 Madison Ave., New York. Studio location 182 Tremont St., Boston. Transmitter location NW corner Central and Summer Sts., Framingham. Geographic coordinates 42° 19' 45" N. Lat., 71° 49' 55" W. Long. Transmitter and antenna GE. Legal counsel Julius F. Braun, New York. Consulting engineer Jay W. Wright, New York. CBS is licensee or permittee of WCS-BAM-FM-TV New York; WMBM-AM-FM-TV Chicago; WEEI-AM-FM-Boston; KNX-AM-FM and KNXT (TV) Los Angeles; KMOX-St. Louis and bidder for Ch. 4 there; KCBS-AM-FM San Francisco; 45% stockholder in WTOP-AM-FM.
Oxford, Ohio—President and Trustees of Miami U., noncommercial educational uhf Ch. 148 (670-726 mc); ERP 197 kw visual, 118 kw aural; antenna height above average terrain 774 ft., above ground 627 ft. Estimated construction cost $519,320.00, first year operating cost $150,000.00. Post Office address Oxford. Studio and transmitter located on school campus. Geographic coordinates 39° 30' 54" N. Lat., 84° 43' 46" W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio, Columbus. Consulting engineer Robert C. Higgy, Columbus. School has operated WMUB (FM), noncommercial educational outlet, since Feb. 1, 1950. Filed May 20.

CLARKSBURG, W. Va.—J. Patrick Beacon & Assoc. uhf Ch. 22 (518-524 mc); ERP 21.55 kw visual, 11.65 kw aural; antenna height above average terrain 495 ft., above ground 199 ft. Estimated construction cost $161,323.00, first year operating cost $80,000.00, revenue $100,000.00 Post Office address 92 Fairmont Ave., Fairmont, W. Va. Studio location to be determined. Transmitter location Pinnickinnick Mtn., Clarksburg. Geographic coordinates 39° 17' 5" N. Lat., 80° 39' 5" W. Long. Transmitter and antenna RCA. Legal counsel A. R. Putnam, Fairmont. Consulting engineer A. D. Ring & Assoc. Principals include President J. Patrick Beacon (40%); majority interest in WVW Fairmont, WETZ New Martinsville; Secretary-Treasurer Timothy P. Beacom (40%), president, Hearst Newspapers Corp., and Assistant Attorney General, Randolph (20%), minority stockholder WVW and assistant to President, Capital Airlines. Filed May 22.

Applications Amended

Evansville, Ind.—Evansville TV Inc. Amends bid for vhf Ch. 7 to specify studio location per N. of New Harmony Rd. 2.5 mi. NW of Evansville. Filed May 22.

Evansville, Ind.—Premier TV Inc. Amends application for uhf Ch. 62 to change aural ERP 54,19 kw to 466 kw. Filed May 22.

Winston-Salem, N. C.—Piedmont Pub.Co. Amends bid for vhf Ch. 12 to change name to Triangle Bocog. Corp.; change aural ERP from 158 kw to 159 kw and reduce antenna height above average terrain from 500 ft. to 357 ft. Ch. 12 competitor Mary Pickford Rets, will acquire onethird interest in Triangle under merger proposal. Filed May 22.

Corpus Christi, Texas—Key-TV Inc. Amends bid for vhf Ch. 10 to boost ERP from 55 kw visual and 27.5 kw aural to 214 kw visual and 114 kw aural; increase antenna height above average terrain from 464 ft. to 650 ft., and relocate transmitter at Hwy. 44 near Robstown, Filed May 18.

Applications Dismissed

Savannah, Ga.—Martin & Minard, Requests dismissal of Ch. 11 bid one week after designation for hearing with WTDC application. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida AM outlet. Filed May 22.

Evansville, Ind.—W. R. Tuley, Requests dismissal of Ch. 62 application, in hearing with Premier TV Inc. Consideration of pocket expenses. Third competitor for channel, Trans-American TV Corp., dismissed week before. Filed May 22.

Waycros, Ga.—Teletronics Inc. At request of applicant, dismissed uncontested

Famed Hy Yaple, Executive Women's Editor of the ERIE DISPATCH and conductor of the popular "Hy-Lights" show on WICU-TV, has taken her cameras and notebooks to the Hot Spots of the world—Korea and Indo-China. (Her movies on WICU include many actual battle scenes which she took under fire where she is stationed with the First Marine Corps.)

WICU-TV is proud that her coverage of the prisoner-exchanges at Freedom Village has been accepted by the principal wire services of the world. Yet, she is primarily concerned with rendering a service for the good folks of Erie and the Tri-State (Western New York, Eastern Ohio and Northwestern Pennsylvania) area.

Edward Lamb, President

WICU-TV—WIKK AM—THE ERIE DISPATCH

Edward Lamb Enterprises Inc.
FOR THE RECORD

bid for uhf Ch. 16. Dismissed May 19.

EXISTING TV STATIONS...

Decisions

WIRK-TV West Palm Beach.—WIRK-TV Inc. Granted ERP on change on uhf Ch. 21 from 22 kw visual and 11.5 kw aural to 24 kw visual and 13 kw aural. Granted May 10.

KSTM-TV St. Louis—Broadcast House Inc. Granted ERP drop on uhf Ch. 36 from 275 kw visual and 145 kw aural to 215 kw visual and 110 kw aural. Granted May 19.

KLAS-TV Las Vegas.—Las Vegas TV Inc. Granted ERP drop on uhf Ch. 8 from 31 kw visual and 16.5 kw aural to 29 kw visual and 14.5 kw aural. Granted May 22.

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. Granted ERP decrease on uhf Ch. 17 from 165 kw visual and 83 kw aural to 78 kw visual and 39 kw aural. Granted May 21.

WDAY-TV Fargo, N. D.—WDAY Inc. Granted STA to commence commercial operation on vhf Ch. 6, effective May 22—Sept. 15. Granted May 18.

WHIZ-TV Zanesville, Ohio.—Southeastern Ohio TV System. Granted STA to commence commercial operation on uhf Ch. 50. Granted May 20.

WFBA-TV Dallas.—H. Belo Corp. Granted ERP boost on vhf Ch. 8 from 27 kw visual and 13.6 kw aural to 316 kw visual and 160 kw aural. Granted May 21.

Applications

KNXT (TV) Los Angeles—CBS. Requests ERP drop on vhf Ch. 2 from 94 kw visual and 27 kw aural to 47 kw visual and 25.5 kw aural. Filed May 22.

WKNB-TV New Britain, Conn.—Requests studio relocation to Corbin Corner, W. Hartford, 3/4 mi. NE of New Britain. Assigned uhf Ch. 30. Filed May 22.

WTVN (TV) Muskegon, Mich.—Versluys Radio & TV Inc. Requests ERP change on vhf Ch. 35 from 270 kw visual and 140 kw aural to 268 kw visual and 140 kw aural. Filed May 22.

WHAM-TV Rochester, N. Y.—StrombergCarlson Co. Seeks to increase antenna height above average terrain from 500 ft. to 511 ft. Assigned vhf Ch. 14. Filed May 22.

WEWS (TV) Cleveland—Scripps-Howard Radio. Requests ERP change on vhf Ch. 5 from 16 kw visual and 8 kw aural to 93 kw visual and 46.5 kw aural. Filed May 22.

WHIO-TV Dayton, Ohio.—Miami Valley Broadcasting Corp. Seeks increase of antenna height above average terrain from 1140 ft. to 1145 ft. Assigned vhf Ch. 13. Filed May 22.

AMAC-TV Massillon, Ohio.—Midwest TV Co. Requests ERP drop on uhf Ch. 23 from 59 kw visual and 50 kw aural to 14.6 kw visual and 7.3 aural, and relocate studio-transmitter from 53 mi. NW of city to 12th St. extension and Woodlawn Ave., 3 mi. E. of city. Antenna height 583 ft. Filed May 22.

KDES-TV Medford, Ore.—Southern Orange Broadcasting Co. Seeks ERP boost on vhf Ch. 5 from 19 kw visual and 9.8 kw aural to 29.2 kw visual and 15.9 aural and decrease in antenna height above average terrain from 460 ft. to 430 ft. Filed May 22.

KRIO-TV McAllen, Tex.—Tex. State Network. Requests ERP change on uhf Ch. 20 from 86 kw visual and 49 kw aural to 565.6 kw visual and 296.8 kw aural; relocate transmitter and studio from US Hwy. 281, 1.5 mi. N. of Pharr city limits (transmitter) Donna Rd., 3 mi. S. of Southern Pacific RR; N of Donna and to (studio) 5 of US Hwy. 83, 0.8 mi. W of city limits, McAllen. Filed May 22.

EXPANDING

Marketers can loosen their belts on WJBO, Baton Rouge.

There’s a $178,608,000 industrial expansion program under way, further building up the booming Greater Baton Rouge Area.

Reach the largest audience on NBC’s 5,000 watt affiliates. Affiliated with the Star-Time’s and Morning Advocate.

National reps: Dee P. Holterbery Co.
NEW FM STATIONS...

Decatur, Ala.—J. D. Falt Jr., granted 1490 kw, 300 w unlimited. Estimated construction cost $11,785, first year operating cost $26,400, first year revenues $32,000. PO address Box 405, Huntsville, Ala. Mr. Falt is president and 60% owner of WFUN Huntsville. Granted May 20.

Fairfield, Ill.—Wayne County Dscnp. Co., granted 1390 kw, 500 w day. Estimated construction cost $18,865, first year operating cost $36,000, first year revenues $50,000. PO address Box 31, Carmi, Ill. Equal partners are Thomas Smoot Land, general manager, and 4.9 owner of WBOY-AM-FM Carmi, and Byron Davidson, general manager WQAW Princeton, Ind. Granted May 20.

Lake City, S. C.—Lake City Dscnp. Co., granted 1360 kw, 1 kw daytime. Estimated construction cost $22,589, first year operating cost $26,500, first year revenues $32,500. PO address 211 S. Alexander St., Florence, S. C. Principals are President James O. Tice Jr., (4.1%) former CBS announcer, and Mrs. John Truluck (23%), farmer. Granted May 20.

Call Letters Assigned

KVPI Ville Platte, La.—Ville Platte Dscnp. Co., 1350 kw, 500 w daytime.

KCHR Charleston, Mo.—S. Mo. Dscnp. Co., 1350 kw, 500 w daytime.


KCSR Provo, Utah—Central Utah Dscnp. Co., 1400 kw, 250 w unlimited. Formerly KLDS.

Applications

Dickson, Tenn.—Joe M. Macle, 1260 kw, 1 kw daytime. Estimated construction cost $46,000, first year operating cost $60,000, first year revenues $80,000. PO address 222 E. 2nd St., Covington, Ky. Mr. Macle is a farmer and distributor of surgical supplies. Filed May 13.

Application Dismissed

Winchester, Ky.—Marvin L. Thompson. At request of attorney, dismissed bid for $1380 kw, 500 w daytime. Dismissed May 15.

EXISTING AM STATIONS...

Decatur, Ala.—J. D. Falt Jr., granted 1490 kw, 250 w unlimited. First year operating cost $40,000, first year revenues $50,000. PO address Box 405, Huntsville, Ala. Mr. Falt is president and 60% owner of WVTY (TV) Chattanooga. Requested May 22.

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"IT'S MAGIC" says Jack no magic here tho Just Profits in the overnight growth of TV sets in KOLN-TV area November 1952 28,000 sets

DuMont Research Report

March 1953 37,790 sets Television Magazine Report

April 1953 56,147 sets Radio-TV Manufacturers Assoc. by Counties Report

LINCOLN, NEBRASKA

Contact Your
Nearest 26,900 Watta-Visual WEED Television 13,400 Watta-Aural Representative

FOR THE RECORD

Applications

WOWL Florence, Ala.--Radio Muscle Shoals Inc. Requests acquisition of negative control by President Richard Biddle (presently 33%) through purchase of newly issued stock. Consideration $5,000. Filed May 22.

KCON-AM-TV Tucson--Catelina Bestg. Co. Requests voluntary acquisition of control by Erskin Caldwell, fiction writer, who increases holding from 32.0% to 51%. Involves withdrawal of stockholder William Small, William H. Johnson and Mrs. Claire Ellwood (total 44%) and transfer of stock to Mr. Caldwell, minority stockholder John B. Mills and new party, H. H. Davis, son of Don Davis, WHB Kansas City. Consideration $39,159. Filed May 21.

KFVD Los Angeles--Standard Bestg. Co. Requests assignment of license to new partnership, deleting William M. Burke, deceased, and adding several minors of Burke family. Transfer accomplished as gifts. Filed May 20.

KBOO Plesanton, Tex.--Atascosa Bestg. Co. Requests assignment of license to Ben L. Parker, present 50% partner, by purchase of half interest of Marguerite Drain for $15,000. Filed May 21.

HEARING CASES

Decisions

Fort Wayne, Inc.--Northeastern Indiana Bestg. Co. (WKJG), FCC announced final decision granting vhf Ch. 33 (584-590 mc); ERP 270 kw visual, 143 kw aural; antenna height above average terrain 775 ft. Estimated construction cost $292,000, first year operating cost $224,325, revenue $225,000. Post Office address: 220 East Jefferson St., Fort Wayne, Ind. Studio location: 220 East Jefferson St. Transmitter location: Maple Road off Decatur Road. Geographic coordinates 41° 00' 10" N. Lat., 85° 05' 50" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer George E. Gauthney, Washington. Principals include President Clarence E. Schult (28.52%), Vice President and Treasurer H. Leslie Popp (28.52%), Vice President and Secretary Edward G. Thoma (18.76%) and Walter L. Thoma (18.76%) Final decision May 21.

Evansville, Ind. New TV, vhf Ch. 7, S. Central Bestg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEAO) (Docket 10464)—FCC granted petition of Chief of

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Broadcast Bureau to determine whether \( WDKA \) proposal would constitute hazard to air navigation and denied \( WKKY \) petition to modify hearing issues to change certain references from "applications" to "applicants." Action May 21; announced May 22.

Fort Wayne, Ind. New TV, uhf Ch. 33. Northeastern Indiana Bcastg. Co. (\( WKIG \)) (Docket 10259) and News Sentinel Bcastg. Inc. (\( WUL \)) (Docket 10200) --Commission affirmed initial decision granting facilities to \( WKIG \) (see New TV Stations, Decisions). No exceptions had been filed. Ordered May 21; reported May 22.

Honolulu-New TV, vhf Ch. 2. RoyalTel (Docket 10475) and Pacific Frontier Bcastg. Co. (\( KUL \)) (Docket 10474) --Examiner Thomas H. Donahue granted indefinite continuance of hearing from May 27 on petition of \( KUL \).


Gardner Bcastg. Co. (\( WMWK \)) (Docket 9911) and City Bcastg. Corp., Nashua. (Docket 9910) --In final decision, granted \( WDBB \) bid to change from 1490 kc to contested facilities and denied City Bcastg. application for new station thereon. Comm'r Bartley denied to deny both bids. Decision May 21; reported May 25.

Shreveport, La. New TV, vhf Ch. 12. Southland TV Co. (BPCT-992) and Radio Station WRMD (KRMD)--Designated for hearing June 19. Ordered May 20; reported May 21.

KLCN Blytheville, Ark.-Harold L. Sudbury (EMP-5961). By memorandum opinion in order, FCC removed from hearing and reinstated previous grant to change from 1 kw daytime on 900 kc to 5 kw daytime on 910 kc. Decision May 21; reported May 22.

NEW PETITIONS...

May 18

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472); Tri-State Bcastg. Corp. (Docket 10471), and WDFF Bcastg. Co. (WDEF) (Docket 10473) --Tri-State petitioned to enlarge issues to include background and experience and also proposals with respect to management, operation and programming. On May 22 it petitioned for leave to amend its bid to revise financial and programming data and change studio location.

May 19

Coral Gables, Fla. New AM, 1490 kc, 250 w unlimited. Alan Henry Rosenson

(BP-8152)--Applicant sought conditional grant in view of alleged invalid renewal application of \( WTIT \) for same facilities and abandonment of station.

WFPF Palatka, Fla. Application to change facilities from 800 kc to 1200 kc, 500 kw unlimited. Palatka Bcast Co. (BP-8740) --FPM Indianapolis petitioned that bid be designated or hearing on ground that proposed operation would with its 1260 kc, 5 kw directional night signal.

Muskegon, Mich. New TV, vhf Ch. 35. Versilus Radio & TV Inc. (grantee) (Docket 10442) --Versilus asked that modification of CP filed May 15 be consolidated in hearing docket.

Steubenville, Ohio. New TV, vhf Ch. 9. WTV Inc. (WSTV) (BPCT-1049) and John R. Osborne (BEKT-1680) --Mr. Osborne supplemented May 12 reply to WTV answer to petition to strike or oppose petition to dismiss his bid.

Denver, Colo. New TV, vhf Ch. 4. KMYQ Bcastg. Co. (KMYQ) (Docket 8143) and Metropolitan TV Co. (KOA) (Docket 10238) --KOA replied to KMYQ's May 12 petition to strike its memorandum on ground it is no party. KMYQ May 22 filed answer to KOA reply to its motion to strike certain of KOA's proposed findings as evidentiary, hence inadmissible, since record is closed.

May 20

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bcastg. Co. (WOOL) (Docket 10510) and WKNN Inc. (WKNG) (Docket 10511)--WKNG requested leave to amend bid to change studio and transmitter locations and operational and programming data.

Mobile, Ala. New TV, vhf Ch. 5. WNGW-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)--Mobile TV answered WNGW-TV's opposition to its motion to add to hearing issues determination of WNGW-TV's financial qualifications. On same day Chief of FCC Broadcast Bureau sought to enlarge hearing issues to include determination whether Mobile TV's proposal would constitute hazard to air navigation. Also WNGW-TV filed opposition to Mobile TV's request to include whether grant to WNGW-TV would constitute violation of rules respecting multiple station ownership; in addition WNGW-TV filed statement of matters to be relied upon.

Beaumont, Tex. New T., vhf Ch. 6. Enterprise Co. (KRBC) (Docket 10268); Beaumont Bcastg. Corp. (KFDW) (Docket...
May 21

Savannah, Ga. New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (Docket 10519)-Martin & Minard (Docket 10520)--Martin & Minard filed petition to dismiss without prejudice, citing inability to arrange supplemental financing to maintain both proposed TV and new Florida AM outlet.

Worcester, Mass. New TV, vhf Ch. 20. WTAG Inc. (WTAG) (Docket 10496) and Wilson Enterprises (Docket 10497) - WTAG petitioned for leave to amend application.

Lancaster, Pa. New TV, ch. 8. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WUAL-TV) (Docket 10366) - WGAL petitioned for review of examiner's ruling and pleaded that no deposits be taken by Peoples. On May 25 Chief of FCC Broadcast Bureau also asked that deposits not be taken.

May 22

Glenville, W.Va. Proposed assignment of vhf Ch. 5 (Docket 10470) - West Virginia Research Center petitioned that proposed channel be reserved for education. Appalachian Bcstg. Corp. requested that time for filing comments be extended from May 25 to June 3.

Evansville, Ind. New TV, vhf Ch. 62. Premier TV Inc. (Docket 10466) and W.J. Tuley (Docket 10467) -- Mr. Tuley requested that his application be dismissed without prejudice. Consideration from Premier: out-of-pocket expenses.

World Wide Bcstg. System, Scituate, Mass. Renewal of licenses for WNR (1-5) (Dockets 9503, 9504) - World Wide replied to Acting FCC General Counsel's petition requesting that new renewal applications be filed, accepting his point of view but requesting that fillings be put off until Sept. 1 or that abbreviated applications be accepted July 1.

WATV (TV) Madison, Wis. -- Bartell TV Corp. (BMPCT-1054) -- WMT-MFAM-TV replied to Bartell's opposition to its request that subject call letters be canceled because of potential confusion.

HEARING CALENDAR

Hearings in Progress

Chattanooga, Tenn. -- New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439) -- Further hearing. Examiner

Page 70 June 1, 1953
10340). Savannah, Ga.--New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV). 

Chattanoogas, Tenn.--New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472). Tri-State Telecasting Corp. (Docket 10471) and WEEF Bcstg. Co. (WHEE) (Docket 10473). Examiner J.D. Bond.

Knoxville, Tenn.--New TV, vhf Ch. 10: Scripps-Howard Radio Inc. (WNX) Radio Station WRIR (WIR), and Tenn. TV Inc.

Knoxville, Tenn.--New TV, vhf Ch. 6: Mountaincastle Bcstg. Co. (WRCO) and WMCN Inc. (WGN). 

Trenton, N.J.--New TV, vhf Ch. 41: Morrisville Bcstg. Co. (WEXD) and Peoples Bcstg. Co. (WMTM).

June 19

Shreveport, La.--New TV, vhf Ch. 12. Contestants: Southland TV Co. (BPCT-992) and Radio Station KJMD (KJMD).

June 22

Evansville, Ind.--New TV, vhf Ch. 62. Contestants: Premier TV Co. Inc. (Dock- et 10466) and W.R. Tuley (Dock 10467). Examiner Fanney Litvin. Tuley has re- quested dismissal of his bid.

June 29

Akron, Ohio.--New TV, vhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

August 13

KDIA August, Calif.--License renewal. Hearing set for Auburn. Examiner not designated. (Dock 10405).

Hearings Without Date

Sacramento, Calif.--New TV, vhf Ch. 36. Examiner Thomas H. Donohue. Con- testants: John Poole Bcstg. Co. (Dock 10342) and Jack O. Gross (Dock 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Mon- terey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protest is KICU (TV) there.

Honolulu, Hawaii--New TV, vhf Ch. 2. Contestants: RoyalTel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Dona- hue.

Wichita, Kan.--New TV, vhf Ch. 3. Further hearing. Examiner Hugh E. Hatcher. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.--Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time directional night (Docket 9739:BPMP- 9098). Applicant has petitioned for grant without hearing.


Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 5. Further hearing. Examiner Herbert Scharfman. Contestants: Ridgeon Inc. (WDSM) Superior (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. (B.T., March 30). Head of the Lakes Bcstg. Co., Duluth. Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 3. Hearing to begin. Examiner Ex-aminer Herbert Scharfman. Contest- ants: Head of the Lakes Bcstg. Co. (WEDC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridgeon Inc.

Rocheester, N.Y.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WNET) (Docket 10447). Protest is WSAY there.

Canton, Ohio.--New TV, vhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moor Newspapers Inc. (WHEC) (Docket 10272) and Stark Telecasting Corp. (WCMF) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio--New TV, vhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moor Newspaper dismissal.

WCH Chester, Pa.--Existing AM. Application to increase power from 250 w to 1 kw. Operating daytime on 740 kc. Examiner Gifford Iroon (Docket 10089). Parties requested: WSMD Baltimore and WSMG Huntington, N. Y.


Port Arthur, Tex.--New TV, vhf Ch. 4. Examiner Annie Neal Hunting. Con- testants: Port Arthur College (KPAC) (Dock- et 10025) and Smith Radio Co. (Docket 10352).


KEX San Mateo, Calif.--Power boost from 1 kw to 10 kw unlimited on 1550 kc.
A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.

AFFILIATED WITH NBC

FOR THE RECORD

(KFBK Sacramento party to proceeding.

KSGM Ste. Genevieve, Mo.--Power boost on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448). KMWC Levelland, Tex., made party.


Fort Wayne, Ind.--New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Hunting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10452) and Anthony Bostg. (Docket 10424).

Mobile, Ala.--New TV, vhf Ch. 5. Contestants: WKEL-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Trim.


May 21 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WVOK Birmingham, Ala.--Voice of Dixie Inc. -- Is being advised that application (BP-8548) to increase height of SW tower and change ant. system involves interference considerations which indicate necessity of hearing.

Highlite Bcstg. Co., Killeen, Tex. -- Is being advised that application (BP-8288), for new AM on 1050 kc, 250 W-D, involves considerations which indicate necessity of hearing.

WWPA Williamsport, Pa., Williamsport Radio Bcstg. Assoc. Inc. -- Is being advised that application (BP-8699) to change operation from 1340 kc, 250 w-uhl, to 1350 kc, 5 kw, DA-DN, untl., involves interference and other engineering considerations which indicate necessity of hearing.

Abbeville Bcstg. Co., Abbeville, S. C. -- Is being advised that application (BP-8743) for new AM on 1300 kc, 1 kw-D, involves interference considerations which indicate necessity of hearing.

May 21 Applications

ACCEPTED FOR FILING

Modification of CP

Luther M. Jones, Jackson, Ohio -- Mod. CP (BP-8435), which authorized new AM, for approval of ant. and trans. location; spec. studio location, and change type trans. (BP- 6209).

WJWS South Hili, Va., Mecklenburg Bcstg. Corp. -- Mod. CP (BP-8710), as minstated, which authorized new AM, for approval of ant., trans. and studio locations (BP- 6506).

Renewal of License

Following stations request renewal of license:

WGBC Greensboro, N. C., Greensboro Bcstg. Co. (BR-2391) (Resubmitted); KAKC Tulsa, Okla., Public Radio Corp. (BR-1535); KCRW (FM) Santa Monica, Calif., Santa Monica School Board (BRD-10); WJAC - TV
NEW Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!

You've always needed it—for low-cost, professional-quality TV commercials—and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray Telojector. This compact, portable unit gives you remote control projection of standard 2x2 slides in uninterrupted sequence...with studio effects of fading, lapping and superimposition.

In the Telojector, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an unlimited sequence. Overall dimensions: 14 1/8" x 18 1/8" x 16". Weight: 32 pounds.

This new Gray Telojector solves many problems for large and small stations alike. Production is underway. Get all the facts now!

At the NARTB Convention, visit Room 2109, Hotel Biltmore

GRAY RESEARCH

AND DEVELOPMENT CO., INC., MILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph
FOR THE RECORD

Johnstown, Pa., WJAC Inc. (BRCT - 37); WPTZ (TV) Philadelphia, Pa., Philco Corp. (BRCT - 4); WPAL-TV San Antonio, Texas.* Southland Industries Inc. (BRCT - 45).

May 22 Decisions

ACTIONS ON MOTIONS
By Comr. Frieda B. HennoCK
American Colonial Bestg. Corp., San Juan, P. R. - Granted petition to withdraw petition for enlargement of issues and petition to enlarge was dismissed (Docket 10437; BPCT - 1036).

Radio Station WFOG, Fossey Springs, N. C. - Granted petition for acceptance of late filing of appearance in proceeding re-application of Merchant & Farmers Station, Raleigh, N. C. (Docket 10406; BP - 8379).

WEAT Palm Beach, Fla., James Robert Meachem - Granted petition to amend application (Docket 10146; BP - 8179) in order to submit Exhibit 3d, which is extension of option shown as Exhibit b in said application.

KOB Albuquerque, N. M., Albuquerque Bestg. Co. - Granted petition for extension of time from May 12, 1953, to May 25, 1953, to file reply to exceptions and brief of American Bestg. - Paramount Theatres Inc. to initial decision re KOB application for extension of SSA (Docket 10336).


WJR Flint, Mich., The Goodwill Station Inc. - Granted petition for extension of time to and including June 8, to file exceptions to initial decision re application and that of Trebit Corp. and W. S. Butterfield Theatres Inc., Flint (Dockets 10266 et al).

By Hearing Examiner Benito Gagne
The Penn-Allen Bestg. Co., Allentown, Pa. - Granted petition to amend application for CP for TV station (Docket 9045; BPCT - 486), so as to add new stockholders and subscribers, expanded financing on basis of such new stockholders and subscribers, and consequent expanded facilities and programming and changes in trans. site.

Allentown Television Corp., Allentown, Pa. - Granted petition to amend application for CP for new TV to show acquisition of interest in broadcast station by Vic Dielem Assoc. Inc., and additional commitment for funds (Docket 10495; BPCT - 1008).

By Hearing Examiner J. D. Bond
Tri-State Telecasting Corp., Chattanooga, Tenn. - Granted petition to amend application for CP for new TV (Docket 10475; BPCT - 988) to show recent changes in minority stock ownership, in estimated cost of operation, in estimated revenues and in programming plans of applicant.

WGAL - TV Lancaster, Pa., WGAL Inc. and Chief, Broadcast Bureau - Denied motion that depictions proposed by Peoples Bestg. Co., Lancaster, Pa., be not taken, ordered that show resignation indicated by notice shall not serve to postpone commencement of hearing in this proceeding (Dockets 10365, Peoples application for CP for new TV); (Docket 10366, WGAL-TV application for CP to change site, increase power and ant. height and for regular operation on Ch. 6.)

Peoples Bestg. Co., Lancaster, Pa. and WGAL-TV Lancaster, WGAL Inc. - Ordered that hearing of evidence in this proceeding (Dockets 10365; 10366) shall be commenced in Washington, D. C., on June 1.

Southern Television Inc., Chattanooga, Tenn. - Granted petition to amend TV application to show resignation of comptroller, treasurer and election of new one (Docket 10471; BPCT - 931).

By Hearing Examiner Herbert Sharman
Evansville Television Inc., Evansville, Ind. - Granted petition to amend application for CP for new TV by (1) increasing estimated cost of construction and expenses of operation; (2) changing method of financing; (3) proposing changes in program classifications and percentages and program change; (4) proposing additional studio, and (5) proposing certain engineering mathematical recomputations (Docket 10462; BPCT - 934).

By Hearing Examiner James D. Cunningham
Abraham Klein, New York, N. Y. - Granted petition to amend application for CP for one-way signaling station in Domestie Public Land Mobile Radio Service (Docket 10443) to change type ant. originally specified.

By Hearing Examiner Thomas H. Donahue
Pacific Frontier Bestg. Co., Honolulu, T. H. - Upon agreement of parties granted petition for indefinite continuance of hearing, now scheduled for May 27, re application and that of Royaltel, Honolulu (Docket 10474; BPCT - 923) (Docket 10475; BPCT - 945).

By Hearing Examiner H. Gifford Iron
WRKQ - TV Inc. Mobile, Ala. - Granted petition to amend application for CP for new TV so as to specify addresses of main and auxiliary studios (Docket 10457; BPCT - 690).

By Hearing Examiner Basil F. Cooper
KTBS Inc., Shreveport, La., International Bestg. Corp. - Granted petition of KTBS Inc. to amend TV application to make current the financial proposals of corporation and to reflect current financing arrangements and estimates (Docket 10476; BPCT - 465); granted petition of International to amend TV application (Docket 10477; BPCT - 505) to make certain corrections and substitutions, reflect interest in recently filed TV application, etc.

By Hearing Examiner Annie Neal Hunting
The Enterprise Co., Beaumont, Tex. - Granted in part petition for corrections in various respects to transcript of hearing re application (Dockets 10286 et al); certain of requested corrections which seemed appropriate as well as corrections in certain other minor details were made.


By Comr. Frieda B. HennoCK
North Pacific Television Inc., Portland, Oregon.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1938—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-5000
Laboratories Great Norths, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 5-0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL
Executive
BOND BLDG.
EXECUTIVE
GARRISON
MUNSEY
Washington, 1
612 Evans
O. Box 32
1420 W. Abram
Washington 5, D. C.
Telephone 7-2247
Washington 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
& ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING
DISTRICT 7-4155
WASHINGTON 4, D. C.
Member AFCCE

PAGE, CREUTZ,
GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 8-670
WASHINGTON 5, D. C.
Member AFCCE

RUSSELL P. MAY
711 16th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave., 4315 S.uckner Bldg.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Washington 5, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DITERS
EDMUND E. PENDELETON
927 15th St. N.W.
Republic 7-3863
Washington 5, D. C.

Business Men's Life Insurance
AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8751
1100 W. Abram
ARLINGTON, TEXAS

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics-Communications
1619 5th St. N.W., Wash., D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Rd.—Riverside 7-2151
Riverside, Ill.
(A Chicago suburb)

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hillcrest 7016
KANSAS CITY, MISSOURI

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3783 Kanvaco St., N.W., Wash., D. C.
Phone Odwyer 8071
Box 2468 Birmingham, Ala.
Phone 4-3779
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 RANKERS INVESTMENT BLDG.
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7543

Vandivere,
Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 5-2698
1409 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 23-2139
41 Four Mile Road
West Hartford, Connecticut

Member AFCCE

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

FRED O. GRIMWOOD & CO., INC.
Consulting Radio Engineers
800 Grimwood, Pkz, Ralph A. Blair, En. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

Member AFCCE

BROADCASTING • TELECASTING
June 1, 1953 Page 75

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM)
on the air and keeping it there

Contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
Ore.—Granted petition for extension of time to May 18 to file reply to petition for review of order of hearing examiner filed by Cascade Television Co. on April 27.

May 22 Applications ACCEPTED FOR FILING License for CP

WCQH Portland, Me., Congreso Square Hotel Co.—License for CP (6B-8810) which authorized installation of new trans. as auxiliary trans. (BL - 5011).


WLKH Little Falls, N. Y., Rock City Bcasters. — License for CP (BP - 8642) which authorized increase in power and change type trans. (BL- 5010 Resubmitted).


WATS Sayre, Pa., Thompson & Caswell — License for CP (BP - 8331) which authorized change in frequency (BL - 5007).

WLAF La Follette, Tenn., La Follette Bcastg. Co. — License for CP (BP - 8033), as mod., which authorized new AM (BL - 5008).

License Renewals

Following stations request renewal of licenses:


Remote Control Operation

Following stations have filed for remote control operation of trans.:


May 25 Applications ACCEPTED FOR FILING Modification of CP

KGB Palo Alto, Calif., J. B. Rhodes — Mod. CP (BP-8361), which authorized change in D power and installation of new trans., for extension of completion date (BMP-6218).

WABR Covington, La., A. R. Blossom Inc. — Mod. CP (BP-8328), which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6214).

WRUM Bermond, Me., Rumford Pub. Co. — Mod. CP (BP-8382), which authorized new AM, for extension of completion date (BMP-6218).

KSNR (FM) Los Angeles, Calif., School of Radio Arts — Mod. CP (BPH-105), as mod., which authorized new FM, for extension of completion date (BMPH-4826).

KEPO - TV El Paso, Tex., KEPO Inc. — Mod. CP (BPCT-1015), which authorized new TV, for extension of completion date (BMPCT-1138).

KIQ-TV Spokane, Wash., KIQ Inc. — Mod. CP (BPCT-885) as mod., which authorized new TV, for completion date to 7-11-53 (BMPCT-1142).

Request CP

WEAU Eau Claire, Wis., Central Bcastg. Co.—CP to install new trans. as auxiliary trans. at Seymour Rd. (present location of main trans. to be operated on 790 kc, 250 w. D.A.N., for auxiliary purposes only (BP-8877).

WWMN-FM Meriden, Conn., Silver City Crystal Co.—CP to change type trans. to RCA DTP-3D, 3 kw (DPM-1686).

Help Wanted

Managerial


Salesmen


Northeastern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio’s future. Wonderful opportunity for man who can click in this market. Write full details to Box 762W, B.T.

Salesman-announcer. Metropolitan California. Salary and commission. Must be young, aggressive with successful sales record in competitive market. Box 916W, B.T.


Progressive New England station needs experienced salesman. Good potential. Liberal setup. Background and income requirements to WJJO, Burlington, VT.

Firm operating several stations has excellent proposition for young experienced salesman in no bad habits. Must be a ball-of-fire with good common sense. If you think you’re the man, contact John Greene, Manager, WMK, Kings Mountain, North Carolina.


Help Wanted (Cont’d)

Announcers

Announcer-disc jockey with proven successful DJ recod in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 3695, 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 a future for conscientious worker. Forward audition and resume to Box 577W, B.T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 656W, B.T.

Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 762W, B.T.


Negro announcers interested in large southern market. Immediate opening. Give complete details and send disc. Box 774W, B.T.

Wanted - Network type disc jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Virginia station. Box 786W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be good announcer. Box 800W, B.T.

Experienced announcer, good on news and commercials. Daytime kw, small town, pleasant working conditions. In formation letter, KALT, Atlanta, Tex.

Announcer, experienced only. Established small town daytimer. KRTT, Athens, Texas.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO, Longview, Texas.

Announcer who can handle board. Must have mature selling voice. New modern station. Available for work June 10th. 45 hour week. Starting salary $325.00 month. Send picture and tape to KELE, Evanston, Wyo.

Splendid opportunity with fast growing independent. Opening for two experienced announcers. Rush tape to WMT, Erie, Pa.

Help Wanted (Cont’d)

Community station with progressive, successful operation needs top morning man-announcer. Excellent pay for right man. Send auditions and background to WJOU, Burlington, Vermont.

Announcer for 250 watt northern Michigan independent. Experience desired but not necessary. Must operate controls. Send letter, audition and salary requirements to WJOU, Marquette, Michigan.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big slots. Southern boy preferred. Contact John Greene, Manager, WMT, Kings Mountain, N.C.

Announcer - first phone - news and DJ. Send background to WNAT, Muskegon, Mich.

Announcer, disc jockey, man who can sell merchandise on the air, in highly competitive Washington, D.C. market. Rush disc or tape first letter. WEPR, Alexandria, Virginia.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WWSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver’s license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.


Immediate opening for first class operator. WEAV, Plattsburg, N.Y.

Permanent position open for first phone engineer with car. Fulltime ABC affiliation. Give full details, first letter. WEAM, Quincy, Ill.

Engineer - WKB, Michigan’s summer resort territory. Permanent or vacation season. $220.00 per month, 40 hour base. No experience required. Car necessary.

Transmitter engineer. Possibility advancement to TV affiliate. Starting salary $52.50 - 40 hours. Contact Chief Engineer, WKAL, Rome, New York, 4972.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli, WMT, La Cross, Wisconsin.

Engineer-announcer, $50.00 a week. Genial small staff, excellent living conditions. WQUL, Cullman, Alabama.

June 1, 1953 Page 77
Help Wanted (Cont'd)

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $750 to $800 per month. Shifts for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit pay increases. Call collect, Burton, WJLE-TV, Muncie, Indiana.

Transmitter engineer. 200 kw TV, 5 kw AM. Transportation furnished. Union scale. Contact Sherman Egan, WNBF-TV, Binghamton, N.Y.

Immediately - Experienced engineer-250 watt and FM, Chief leaving - need replacement. Will talk. All information first letter. C. Jim Murphy. WILD, West Point, Georgia.

Production-Programming, Others

Copywriter needed immediately by fastest growing midwest advertising agency. Must have TV and radio background in both copy and production, capable of originating and following through on hard ideas. This is a major size job with a real future. Send picture, full particulars of background and salary requirements immediately to Box 787W, B.T.

Needed immediately for progressive independent southern city of 25,000, program director, announcer-news director, announcer-sports director, salesmen and copywriter. Must be competent, conscientious and willing to assume authority. Excellent future for qualified personnel, preferably southern. References required, permanent positions. Complete data necessary including salary requirements Box 787W, B.T.

Experienced writer, male or female, salary open. Bob Mann, WPXO, Phoenix City, Alabama.

Continuity writer-experienced, to write selling copy, radio, TV, newspaper under contract. Permanent position with good salary and future. WTVH, 410 Fayette St., Peoria, Illinois.

Television

Salesmen

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight producers in nation's 12th largest retail market with television set distribution almost 400,000. Outline experience, performance record, age, domestic status first letter. Reply to WMIN, 611 Frontenac Place, St. Paul 4, Minnesota.

Technical

TV maintenance man for new VHF station - all new equipment - contact Glen Klein, Chief Engineer, WMT, Austin, Minnesota.

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June 1, 1953

Help Wanted (Cont’d)

Announcers

TV weatherman to double in staff announcing in midwest market. Experienced man desired immediately. Box 810W, B.T.

Managerial

General manager--twelve years. Management sales experience. Top references. Interested radio or TV. Box 727W, B.T. Manager, plenty experienced. You'll make money or I'll resign. Salary plus commission. Box 728W, B.T.

Manager-midwest, splendid background, production, sales, management. Top references. Box 760W, B.T.

Returning to television after two years government service in Washington: Seeking post as assistant to manager of new television station as or program director. Male, married. Eleven years experience. Available now. Will answer all inquiries of course. Write Box 770W, B.T.

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable and aggressive. Available now for market under 50,000 wth or wst. Box 717W, B.T.

General or commercial manager...experience in every phase of radio operation. Highly successful sales record as sales manager of very successful midwest independent. Best references. Box 802W, B.T.

Profit? This experienced manager increases them. Low overhead expert. Consider purchase. Box 1283, Burbank, California.

Salesmen

Alert, aggressive, successful salesman desires return radio. 28, draft free. Box 785W, B.T.


Topflight time salesman - employed. Seeks change. Philadelphia or N.Y. area. Box 813W, B.T.

Announcers

Nighthawk with music-poetry program. Six years experience. Presently employed. Box 777W, B.T.

Sports announcer-play-by-play baseball, football, basketball. One of best. Box 700W, B.T.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, Veteran, four years' experience, available immediately. Box 713W, B.T.

Announcer salesman, good staff man, strong on commercials and news. Family man. Prefer station within radius of 100 miles of Chicago, Ill. Audition, disc. Photo on request Box 721W, B.T.

Situation Wanted (Cont’d)

Announcer, experienced, Army Veteran, college graduate. Strong news, sports, DJ, commercials. Available July last. Box 737W, B.T.

Good, deep voice. Radio Announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 740W, B.T.

5 years, 15 stations. Summer or permanent. Minimum $65.00. Nov. Box 767W, B.T.

Experienced announcer. Top news DJ, operate own control board. Prefer eastern stations. Box 769W, B.T.

Announcer DJ, sportscaster. Knows board. Trained in all phases. Experienced in sports. Young, single, college, draft exempt, ambitious too. Prefer eastern U.S. Box 771W, B.T.

Good announcer, no genius. Wants fair deal with assured future. Box 775W, B.T.

I would like to contact manager one of country's better stations, 5 kw up, TV future or straight TV, or more station than that. Would fill announcer-opening on sizeable, highly qualified, stable staff, demanding ability, several years varied experience, versatility, appearance, complete dependability. Would be permanent position offering advancement, increased responsibilities. Presently employed non-TV opportunity, single, settle anywhere, best references. Start $75 minimum 40 hours. Detailed information on request. Box 780W, B.T.


Staff announcer, program director. Five years commercial radio in two stations. Draft exempt, family, will travel for right opportunity. Minimum salary, $65 to $90 per week. Detailed information and tape upon request. Box 783W, B.T.

Rhythm blues jockey. Can deliver. Top market desired. Personal interview. Box 792W, B.T.

Leading newscaster, reporter; now directing news staff; wants large market. Box 307W, B.T.

Morning man, deep voice, ten years, draft free. Top hillbilly, anywhere. Telephone 708W, Morganton, N.C.

Midwest attention, combo lat phone experienced nature voice available June 1st. Joe Anthony, 1004 New York, Manitowoc, Wis. Tel. 5904.


Staff DJ six years experience. Veteran, 29. Present salary $410. Box 779W, B.T.

Broadcasting + Telecasting
### Situations Wanted (Cont'd)

#### Technical

Control operator, female, two years in 50 kw operation seeks like position in Texas, New Mexico, Arizona area. References available. No ticket. Write Box 777W, B.T.

Small station chief would like to secure position on larger station staff preferable due to TV expansion. AM-FM construction experience. 10 years in radio. Can arrange personal interview. Box 775W, B.T.

1st phone, transmitter, studio control room, remote. No announcing. Box 791W, B.T.

Executive chief engineer for large or multi-station operation. Fully qualified and well known. Available 3 to 6 months. Box 800W, B.T.

Engineer desires join Washington consulting firm. Heavy broadcast experience all phases construction. Some consulting. Box 809W, B.T.

Announcer. First license, excellent voice, strong on commercials, minimum $75,000. Box 272, Monrovia, California.

Transmitter experience. First phone ticket, colored, available after two weeks notice. J. Allen, 3922 13th Street N.W., Washington, D.C.

Comb man third phone, DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N.Y.

#### Production-Programming, Others

**Program director.** Experienced all phases station management, production. Excellent background. Box 736W, B.T.

**Radio non-specialist.** 5 years. Sales, programming, announcing, logs, copy, 1st class ticket, college, veteran, wife. Commission preferred. Box 773W, B.T.

**Writer-producer-entertainer-copywriter.** Twenty four years in radio. Go anywhere. Box 799W, B.T.

**Is selling around your station a drudgery?** Mature producer-director with production experience has the cure. Also experienced writer and announcer. Presently in east. Box 806W, B.T.

#### Television

**General or commercial manager.** Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B.T.

#### Technical

SFT-Television grad. Full course camera technique, film. Age 31, family man, desires opportunity anywhere. Future first consideration now. Box 796W, B.T.

First phone - 48, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WMG, 11234 Second Street, Santa Monica, California.

BROADCASTING • TELECASTING

### Situations Wanted (Cont'd)

#### Production-Programming, Others

Extremely interested in building active promotion department for active TV station. Top ideas experienced in audience, program and sales promotion plus exploitation and public relations. Can create original sales and merchandising letters, direct mail, presentations and point-of-sale displays that sell! Have successful record with top stations. Presently managing 1000 watt indie. Best references. Veteran, age 31, family. Box 794W, B.T.

#### For Sale

**Stations**

Rocky Mountain state: 50% interest in 250 watt. Affiliated. Only $16,000. Box 760W, B.T.

**Equipment, etc.**

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B.T.

10 kw RCA FM transmitter complete including tubes - also monitor, two crystals, transmission line and fittings. Box 781W, B.T.

TV mobile unit, GE RA14272, in new condition. Cupboards for storage space for all equipment necessary for remote pickups. Save more than 50%. Write for description. Box 784W, B.T.

FM antenna, four section RCA heavy duty steel pylon. 96-109MC. Cheep. Box 755W, B.T.

Remote pickup broadcast, KAMR Engineering type FM-X. Complete matching transmitter, receiver for 110 volt or can easily be returned to 6 volt operation. Now licensed for 26.47 mc. Practically new, priced right. Box 795W, B.T.

Two brand new RCA jack strips - 33A and 33B both $50. One Allied Recording amplifier with overhead warm feed recording head. Cost $450.00 - sell $125.00. Box 814W, B.T.

One Gates studio-circle control console model SICS complete with monitor amplifier $300.00. Contact Miles Shepard, Chief Engineer, Radio Station KCOL, Adams Hotel, Phoenix, Arizona.


RMC 3 UL-1D, 1 VL-1D, ZLL-10 reproducer heads, 3 transcription arms - some new, some like new - WGO, Liberty, N.Y.

### For Sale


300 foot guyed, insulated Fisher tower complete with lighting. Suitable to support TV or FM antenna. Contact Syndicate Theatres, Inc., Franklin, Ind.

New No.10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 South Ashland Avenue, Chicago 8, Illinois.

Phone Haymarket 1-4533.

**Wanted to Buy**

**Stations**

250 or 1000 watt fulltime or daytime, network or independent station in southeast. Down payment and terms. Box 801W, B.T.

**Equipment, etc.**

Wanted + 5 kw AM transmitter, good condition. Please write, giving all details, use, price, etc. Box 790W, B.T.


**Miscellaneous**


### NEED TALENT?

Leading radio and TV stations look to Leland Powers School for well-trained personnel. For years we have supplied competent young men and women trained in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Placement service free to employer and graduate. Contact Graduate Relations Department today.

**LELAND POWERS**

**SCHOOL OF RADIO TELEVISION AND THEATRE**


*Continued on next page*

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**Page 79**

Remote Control Operation
Following stations have filed for remote control operation of trans.: KIUL Garden City, Kan., Telegram Pub. Co. (HRC-63); WGAL Maryville, Tenn., Aluminum City Bcstg. Co. (HRC-64); WHMA-FM Anniston, Ala., Anniston Bcstg. Co.—30-I-A; application for remote control operation (IR-CH-26).

License Renewals
Following stations request renewal of WPCF Panama City, Fla., Day County Bcstg. Co. (IR-2402); WDAR Savannah, Ga., WDAR Inc. (IR-1318); KRLP Moscow, Idaho, Intermate Radio Inc. (IR-1699); KTSW Emporia, Kan., Emporia Bcstg. Co. (IR-903); WRDO Augusto, Me., WRDO Inc. (IR-804); WWIN Baltimore, Md., Belvedere Bcstg. Corp. (IR-2698); WHN Toledo, Ohio, Huron Bcstg. Mass., Narragansett Bcstg. Co. (IR-2076); KMVR Marshall, Minn., Harry Willard Linder (IR-1346); WOND Pleasantville, N. J., Pioneer Bcstg. (IR-2543); WAAC Associated Bcstg. Inc. (IR-346); WHGD Hermitage, Pa., Kendrick Bcstg. Co. (IR-1216); KTFY Brownsville, Tex., Terry County Bcstg. Co. (IR-2347); KFLL Floyda, Tex., West Texas Bcstg. (IR-2608); KXOL Ft. Worth, Tex., Ft. Worth Bcstg. Co. (IR-1576); KCVL Green- ville, Tex., Duesan Bcstg. Co. (IR-1244); KGCY Halligen, Tex., Taylor Radio & Television Corp. (IR-417); KOKA Kilgore, Tex., Radio Station KOKA Inc. (IR-910); KPAT Pampa, Tex., J. C. Daniels (IR-60); KITTY San Antonio, Tex., Charles W. Daltriphe (IR-1661); KTSN San Antonio, Tex., Sunshine Broadcast Bcstg. Co. (IR-4160); KSEY Seymour, Tex., William C. Mann (IR-2565); KDRT Stamford, Tex., David W. Ratliff (IR-1698); KTER Terrell, Tex., Terrell Broadcast Corp. (IR-2557); KWTX Waco, Tex. (IR-1266); KLWL Longview, Wash., Twin City Bcstg. Corp. (IR-959); WOTW-FM Nashua, N. H., Nashua Bcstg. Corp. (IR-160); KONGO-FM Fort Anthony, Tex., Mission Bcstg. Co. (IR-650); KSUI (FM) Iowa City, Iowa, State of Iowa (IR-680); KSLR (FM) S. Louis, Mo., Board of Education of City of St. Louis (IR-577); WIPPS (FM) High Point, N. C., Board of School Commissioners of City of High Point (IR-577).

License for CP

APPLICATIONS RETURNED
License for CP
KJEF Jennings, L. W., Jennings Bcstg. Co.—License for CP (ICP-5313) as mod., which authorized change in hours of operation and installation of DA-A (IR-4951).

Transfer of Control
WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Voluntary transfer of control of license corporation from Maxwell McCarthey, Thomas F. Kinney and Kenneth Deckerman through sale of 60% of stock to Charles D. Henderson.

WOOO Deaseaner, Ala., The Deaseaner Bcstg. Co.—Voluntary return to treasury of 30 shares of stock by O. S. Durke.

FOR THE RECORD
May 26 Decisions
BY BROADCASTING
Granted License


WOW Omaha, Neb., Meredith WOW Inc. Granted license covering installation of new trans. as auxiliary trans. at present location of main trans. to be operated on 590 kc, 1 kw (BL-4987). WABD-FM New York, American Bcstg. Paramount Theatre Inc.—Licensed license for FM; Ch. 238; 1.5 kw, 1270 ft. ant. (BUI-646).

Modification of CP

WCIA Champaign, Ill., Midwest Television Inc.—Granted mod. CP to change trans. location and make night ant. and other equipment changes (ICP-1109). KJRG Newton, Iowa, George Basil Anderson-Granted mod. CP to change type trans. (ICP-6211). KWIL Albany, Ore., Central William Bcstg. Co.—Granted mod. CP to change trans. type; conditions (ICP-6198). WEDK Springfield, Mass., School Com-

Granted CP
KDKR Santa Barbara, Calif., Lincoln Dillard, Granted CP to install new trans. (BP-8649).
KCJH Minot, N. D., North Dakota Bcast. Co., Granted CP to make changes in DA to accommodate TV ant.; condition (BP-8647).

KFUD Clayton, Mo., The Lutheran Church - Missouri Synod, Granted CP to mount TV ant. on new AM ant.; condition (BP-8592).


WKIC Hazard, Ky., BMI Bcast. Corp. Granted CP to make changes in ant. system (BP-8649).

WBEX Chillicothe, Ohio, Shawnee Bcast. Co., Granted CP to make changes in ant. system (BP-8649).

Remote Control Operation
Following granted authority to operate trans. by remote control:

Extension of Completion Dates
Following granted mods for extension of completion dates:
WSAY Rochester, N. Y. to 12-1-53 (BMP-6199), condition; WBRY Waterbury, Conn. to 7-1-53, (BMP-6202), condition; WCON New Bern, N. C., to 8-6-53 (BMP-6205), condition; WJWF-NY Bemone, Va., to 6-1-53 (BMP-6204); WBBC-TV Birmingham, Ala., to 12-17-53 (BMPCT-1099); KFEQ-TV St. Joseph, Mo., to 8-15-53 (BMPCT-1125); KCBDO-TV Lubbock, Tex., to 12-9-53 (BMPCT-1127); WMAR-TV East Lansing, Mich., to 12-15-53 (BMPCT-1107); WSTK Woodstock, Va., to 9-18-53 (BMP-6207); WTJM-TV Milwaukee, Wis., to 8-11-53 (BMPCT-1127); WOL-TV Ames, Iowa, to 7-11-53 (BMPCT-1130).

Granted Authority
KHOR Brownsville, Tex., Brownsville Bcast. Co., Granted authority to transmit weather report to XELD-TV Matamoros, Mex., for period of six months.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y.
ELdorado 5-4045

BROADCASTING • TELECASTING

ADDENA
For the New Grantees' Commencement-Target Dates
B. T., May 25, 1953; pp. 104 105

DGUS-TV Harlingen, Tex. (Ch. 4), granted 5/21/53, target date unknown, network and representative unknown.
KCOM-TV Tulare, Calif. (Ch. 27), granted 4/1/53, target date Sept.'53, Department work, Fore & Co. representative.

DELETE: KNSD-TV Midland, Tex. (Ch. 2), granted 2/11/53; CP returned to FCC (F-T, May 11).

UPCOMING EVENTS
June 7-10: National Asm. of Radio Farm Directors, spring meeting, Hotel Statler, Houston.
June 9: All-Advertising Trades expiration sponsored by Advertising Trades Institute, Hotel Biltmore, New York.
June 17-18: Maryland Bcasters Assn., meets in Ocean City.
June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.
June 12-14: Alpha Delta Sigma national convention, Sheridan Beach Hotel, Daytona Beach, Florida.
June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.
June 15-18: RTCA convention, Chicago.
June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.
June 29-July 11: TV workshop, Pasadena, Playhouse.
Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.
Aug. 3-23: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING
(Program and sales conferences, co-sponsored by BAB and BMI.
June 1-2: Savery, Des Moines, Iowa; Seneca, Rochester, N.Y.
June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia.
June 5-6: Lassen, Witches, Kan.; Emerson, Baltimore.
June 8-9: Skirvin, Oklahoma City; William Penn, Pittsburgh.
June 10-11: Rice, Houston; Fort Shelby, Detroit.
June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus.
June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.
June 16-17: Alvarado, Albuquerque, N.M.
June 19-20: Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville.
June 22-23: Clift, San Francisco; Marion, Little Rock, Arkansas.
June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.
June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.
June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham.
June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.
July 6-7: Northern, Billings, Montana.
July 7-9: Selwyn, Charlotte, N.C.
July 8-9: KYFA studios, Bismarck, N. D.
July 9-10: Roanoke, Roanoke, Va.; Radisson, Minneapolis.
July 10-11: Daniel Boone, Charleston, West Virginia.
Short Memories

IT SEEMS just the other day that the politicians were applauding the job the broadcast media had done in the "biggest election in history." They said radio and television had consigned the political conventions to oblivion. GOP called it "victory through air-power." And a personable but obscure young governor named Stevenson became a potent Democratic leader because of a persuasive television presence. Broadcasters won acclaim because radio and TV got out the vote.

The focal points of this political activity were in the radio-TV branches of the two national committees. They spent—for national campaign coverage alone—more than $3.2 million. The victorious GOP spent $2 million and the Democrats $1.2 million. This aside from state committee and volunteer group time purchases.

It seems ludicrous but today neither national committee has a full-time radio-TV director. The public relations directors are running the broadcast operations as bob-tail appendages. It so happens that each public relations head is a newspaperman. Some of the radio and TV reporters covering politics in Washington wonder whether this isn't another instance of the die-hard newspaper people selling the broadcast media short.

Last December, Ken Fry, who had run the Democratic Committee radio-TV operations, announced his resignation. There was an economy drive on. Chairman Mitchell wanted to cut to the bare bone. Clayton Fritchez, a former New Orleans editor and former civilian public relations head of the Defense Dept., assumed the committee's radio-TV duties. There has been practically no activity since.

Three weeks ago, Ed Ingle, who had directed the broadcast destinies of the GOP for nine years, didn't relish the climate about the GOP committee. He resigned. Bob Humphreys, an able newspaperman, absorbed the policy functions of Mr. Ingle's office.

Next upcoming are the Congressional elections. The national committees are devoid of expert broadcast direction. There has been no advance work or planning.

Sure, radio and television swept the elections in 1952. They brought forth the "greatest single expression of public opinion in the nation's history," said Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, and president of the American Heritage Foundation. President Eisenhower must know this because he is using radio and television to carry his cause to the people.

But the professional politicians who run the political committees evidently weren't tuned in. Or how would you explain it?

It Shouldn't Happen to a....

IT HAS not been our habit to give aid and comfort to newspapers in their advertising rivalry with radio and television, but we would be unpardonably mean indeed if we failed to warn them against some advice recently published in their own trade paper.

Editor & Publisher carried an interview with Arthur Porter, vice president in charge of media for Leo Burnett Co., advocating that newspapers adopt an audience rating system. However, their customers may clamor for such information, our advice to the newspapers is to go to any extremes to avoid acceding to the demand. The audience rating, misused as a measurement of advertising effectiveness of radio and television, has been the newspapers' greatest ally.

Though its inventors never intended it to be anything but an index of program popularity, the radio-TV rating has all too often been interpreted to indicate audience size. Used in that way and compared to the total circulation figures that newspapers base their sales talks on, the rating has unmercifully short-changed broadcasting.

The gentlemen of the press would be ill-advised to stop talking in the nice, round figures of ABC circulation statements and begin explaining what percentage of a happenstance number of people interviewed were reading what part of what column of what page of the Daily Bugle at 6:47 p.m. That path would lead but to the grave.

Perhaps this advice is not entirely necessary. To judge by a special 64-page advertisement boom in newspapers in the May 25 issue of Advertising Age, it does not seem that newspapers—or at least the 70 that cooperated in placing the ad—are bent on suicide.

The special 64-page section featured testimonials by 111 retailers who told of their success in using newspapers. There are plenty of other retailers with similar stories to tell about radio and television. We hope these radio-TV stories will be told as emphatically as the newspaper testimonials were presented. An interesting aspect in the 64-page newspaper ad was that more than 90% of the participating papers are associated with radio and/or television properties or applications. There would seem to be an obvious suggestion here for top management of these same properties to underwrite an effective campaign on behalf of their radio-TV interests.

Hook, Line & Bait

IN OUR April 27 issue we editorialized about the wave of commercial excesses that seemed to be plaguing radio and television along with other media. We had not realized how extensively habits of malpractice had spread until we began receiving comments from Better Business Bureaus all over the nation.

Some of them were published last week in our "Open Mike" department. It is plain from reading these letters that one of the objectionable techniques we mentioned—"bait" advertising which lures customers into stores on the promise of bargains that turn out to be shoddy—has become a national problem. As several Better Business Bureaus have advised us, "bait" advertising is being carried by only a minority, a small minority, of stations, but they are scattered throughout the country and the effects of their objectionable work are nationwide.

Both the radio and television codes of the NARTB state that stations should be vigilant to avoid carrying advertising that makes invalid claims. These codes are being flagrantly violated. It is to the advantage of the ethical operators, who far outnumber their more primitive colleagues, that these violations should cease.

As long as stations continue to broadcast advertising that can be regarded as fraudulent, the codes are a joke. If the codes are to remain on the books and if high-minded operators are to take them seriously, adjustments must be made in the behavior of the offending minority.
Every Year
THE "MARKET BASKET"
Gets
BIGGER AND BIGGER

The lines that define the boundaries of the great Kansas City Primary Trade Area remain the same year after year. And of course there's never any change in the half-millivolt contour of The KMBC-KFRM Team.

But, the "Market Basket" Gets Bigger Every Year!

KMBC-KFRM advertisers reap the major portion of the benefit of these hundreds of millions of dollars in increases each year. Because in rural, urban and metropolitan sections of the Kansas City Primary Trade Area alike, KMBC-KFRM sales messages are heard by more of the people, more of the time. The 1953 "Market Basket" is taking on new proportions, and The KMBC-KFRM Team is delivering its advertisers a pleasant share of 1953 Heart of America spending.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once. Arrange for your share of the Kansas City "Market Basket" 1953!
The tremendous volume of food sales in WJR's primary coverage area speaks for itself—almost 10 per cent of the national total! Here is an area vital to your national food sales—and an area which WJR covers like no other single sales force. Get your share of food sales in this area economically by using one influential sales voice. Use WJR, the Great Voice of the Great Lakes.

For further information call WJR or your Christal representative today!