Like meatballs go with spaghetti

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

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

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

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJEO AND COMPANY
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

DR. JOHN HOLLAND

In 1933 Dr. John Holland was assigned by Bishop Ernest Waldford to be pastor of WLS . . . the first ordained minister to be so assigned as a full time staff pastor of a radio station.

For 20 years since, Dr. Holland has served all WLS listeners, regardless of race or creed, in that capacity—as conductor of the Sunday "Little Brown Church," the noontime "Message of Inspiration" and the daily "Evening Vespers."

As only one indication of his acceptance, the Illinois Federation of Women's Clubs wrote just last month . . . "In the classification of religion on radio, we find that the 'Little Brown Church' stands highest in our estimation. Here, our members enjoy the fine talks by Dr. John Holland, with their wealth of inspiration and philosophy for every day living."

We are proud to include this service as one of many WLS offers . . . services which have built and maintained for the station listener loyalty unequalled in Broadcasting. Advertisers readily recognize the value of this listener loyalty in creating a like acceptance of their advertising messages.
WHK
IS
CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company
TWO YEARS ACHIEVING OUR AIM . . .

PUBLIC SERVICE AND COVERAGE

WLEV-TV
Bethlehem • Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by
MEEKER TV Incorporated
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO
A Steinman Station
WILL NBC return to unintegrated operation—completely separating radio from TV? Portents of that seen in current activity, with all signs pointing to decentralization. NBC was first to separate its operations, but re-united them last year. Decision expected to await return of President Frank White from Europe this week.

NEW PLAN for NBC radio is being prepared at high executive level calling for more money to be pumped into programming to heighten listenership and induce more advertisers into network radio. Plan expected to be formally announced and instituted in Paul A. Walker, reportedly in temporary NBC-radio affiliates group, headed by Bob Swezey, WDSU New Orleans, shortly will ask for top level meeting paralleling TV affiliates session last month with Chairman David Sarnoff.

NEGOTIATIONS for purchase of KABC San Antonio by Storer Broadcasting Co. for about $700,000 completed last week by George B. Storer Sr. and Sid Richardson, Texas oilman and broadcaster, and Gene Eagle, present owners. Transaction, subject to usual FCC approval, gives Storer Co. AM adjunct for KEYL (TV), managed by George B. Storer Jr., KABC, ABC and Texas State outlet, operates on 680 kc with 50 kw day, 10 kw night. KEYL (TV) is CBS-TV affiliate. Storer has sought AM companion for KEYL (TV) for some time, plans to sell one of its seven AM outlets.

NEGOTIATIONS whereby WALA-AM-TV Mobile was to have been sold for $2 million are off, reports W. O. Pape, owner, who averts he has taken properties off market. Agreement previously had been reached looking toward sale to Texas State Network group headed by Sid Richardson, oil man, Gene Eagle and Charles Jordon [see AT DEADLINE, June 1].

WHAT is regarded as “last fling” in behalf of Charles Garland, general manager of KOOL Phoenix, for remaining vacancy on FCC to be created with retirement on June 30 of note for Fred Goren, reportedly is in making. Arizona's new Republican Senator, Barry Goldwater, is marshalling Garland forces. For past few weeks situation has been regarded as “wide open.”

 DARKEST of dark horses in running for upcoming FCC vacancy is Julian N. Cahn, counsel for Senate Foreign Relations Committee and stalwart in Young Republicans of New York. He reportedly has Dewey organization support, along with backing of Republican members of committee, headed by Senator Wiley of Wisconsin. In his early 30's, he has been ardent worker in campaign and has spearheaded radio-TV programming in field. He is 1942 magna cum laude CCNY graduate.

MORE SIGNS are emerging on jockeying for position in patent field, into which RCA's drive for compatible color appears to be spearheaded. RCA now has 252 licensees for its overall patent structure with cross-licensing agreement expiring December 31, 1954. Bearing on situation is request of General Electric Co. to have Federal Court in Delaware interpret portions of agreement relating to patent rights (story page 74).

ONE of most significant moves on broad-casting of Capitol Hill proceedings is occurring in House. House Rules Committee action in naming three-man subcommittee to study means of assuring “fair play” for witnesses before congressional hearings is sure to encompass radio-TV. Broadcasters have noted that new rules of procedure first must be improved by committees thereby taking onus from broadcasting (particularly TV) for bizarre proceedings.

THERE'S speculation that Sun Oil Co. may name Kenyon & Eckhardt, N. Y., as its agency. Hewitt, Ogilvy, Benson & Mather, N. Y., is currently handling account. In past few weeks, such personnel as Anderson F. Hewitt, former board chairman, and Clinton Wheeler, former radio-TV director, have joined K & E.

POINTING UP need for specialist to help clear TV station lists for clients, Lennen & Newell, N. Y., planning to add station relations executive. James Mahoney, of ABC-TV station relations, will move into new post about June 23, as agency's station relations director. His first assignment will be Old Gold cigarettes account (Herb Shriner and Fred Alan shows).

NOW THAT hearings are set for July 1-2-3 by Senate Foreign Relations subcommittee on ratification of NARBA treaty, revival of clear channel issue is expected. Clear channel stations oppose NARBA on ground that Mexico is not party and it's therefore meaningless. High FCC source avers that if treaty is defeated, Commission will find it necessary to determine whether to occupy spectrum by licensing more stations or by giving clear channels power beyond present 50,000 watt limit to assure maximum use of facilities.

UNDER CONSIDERATION by Illinois State Boxing Commission is proposal by wine company to pay participating boxers $12,500 each for studio bouts to be telecast over at least 40 stations. Cost estimated at $50,000 for time and expenses for 40 stations plus fee to boxers, making total of $75,000.

LIST of names mentioned for NARTB engineering department vacancy now includes, besides A. Prose Walker, FCC Conelrad eastern zone supervisor, two other FCC officials—Ernest C. Thelmann, Conelrad central zone supervisor, and Cyril M. Braum, chief of Television Facilities Division. Fourth candidate discussed in industry circles is Jack R. Poppele, ex-WOR radio pioneer and consultant.

IN THIS ISSUE

LEAD STORY
New Blair study shows radio is stronger at night than daytime. CBS Radio's John Carol says radio has staged astonishing "comeback" since gloomy days two years ago. Page 31.

ADVERTISERS & AGENCIES
Anticipating the sneezing season, makers of cold remedies are lining up air campaigns. Most favor early morning radio. Page 32.

FILM
Unity TV buys 80 feature films—a $1 million package. Page 33.
Maurice Mitchell elected president of Encyclopedia Britannica Films. Page 34.

FACTS & FIGURES

GOVERNMENT
Senatorial group aims to push NARBA ratification this session. Treaty has been awaiting Senate action since February, 1951. Page 52.

STATIONS
Outlets in tornado-stricken areas perform heroically in disaster relief. Page 60.
Eight new TV stations go on air. Page 66.

MANUFACTURING
As warm-up for its imminent filing for FCC approval of compatible color, RCA schedules demonstration next week to members of Senate Interstate & Foreign Commerce Committee. Page 76.

PERSONNEL RELATIONS
AFTRA pulls members out of two TV shows in clash with AFM over jurisdiction. Page 78.

FEATURES
How to live with an AM network affiliation and like it. Page 81.
Television south of the border: A status report on Mexican TV. Page 82.
Kraft TV Theatre, a television epic. Page 88.

UPCOMING
June 14-17: Advertising Federation of America Annual Convention, Hotel Statler, Cleveland.
June 15-18: RTMA Convention, Palmer House, Chicago.
June-July: B & B and BMI sales and program conferences; see special list page 125. (For other Upcomings, see page 125)
June 15, 1953 • Page 5
Any Advertiser CAN and most advertisers SHOULD use SPOT RADIO

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT
ST. LOUIS SAN FRANCISCO DALLAS
The Myth of "100% DISTRIBUTION"

Spot radio has thrived and prospered by exploding the myth of 100% distribution. Frankly, we've never heard of a product that had it (and we venture that you haven't either).

Point is, any soap or cigarette or cola drink can enjoy degrees of distribution ranging from "intensive" to "poor". And that is where Spot Radio enjoys a great advantage. Spot can be put to work in any major market in such a way that its intensity will line up exactly with sales potential.

Want to take a fresh look at matching sales and advertising dollars—in any of these top-rank markets—on these top-flight stations?
The Station That Serves Best,
SELLS BEST

For years WSAV has given greater Savannah its most important civic sounding board, the weekly public forum broadcast "Savannah Speaks". On it every subject which might conceivably contribute to the progress of the region, every condition which might need study and correction, is given a thorough going over by the leading citizens of the community.

For an equally long time, WSAV has been the only Savannah station which gathers and reports local and regional news on a regular basis... the only Savannah station which provides complete farm news coverage, including market news and information gathered and reported at the local level.

These are just a few examples of WSAV's broadcast philosophy that the station that serves best sells best. They help explain how WSAV has become the unifying force behind one of America's fastest expanding regions.

Any Blair Man can give you the full Savannah Story.
Praulx Resigns as ABC Vice President and Treasurer

C. NICHOLAS PRAULX resigning as vice president and treasurer of ABC, effective June 24. Resignation accepted Friday by President Robert E. Kintner and AB-PT President Leonard Goldenson "with extreme regret" after he "gently but firmly declined" proffered renewal of contract.

He entered broadcasting in April 1941 as treasurer of WMCA N. Y., then owned by Edward J. Noble, and moved to ABC when network was purchased by Mr. Noble in 1943. He has been active in ABC affairs, worked closely on financial arrangements in connection with merger of ABC and United Paramount Theatres early this year. He plans short vacation in South, followed by extended visit to his Channel Islands birthplace, off Europe.

CBS-TV Film Sales Adds Three Executives

ADDITION of three account executives to CBS-Television Film Sales staff announced Friday by Wilbur S. Edwards, general sales manager, CBS-TV Film Sales. New staffers are John F. Howell, formerly director of sales for Paramount Television Productions Inc., who has been assigned to New York; John B. Burns, previously ABC account executive in Chicago, who will remain in that city, and Mack Ward, ABC account executive in Chicago, who has been shifted to Atlanta. Mr. Burns also announced appointment of William Parkinson, CBS-TV Film Sales account executive in Chicago, as supervisor of office in that city.

NBC Signs KOMU (TV)

SIGNING of U. of Missouri's KOMU (TV) as ABC affiliate announced Friday by Harry Bannister, network's station relations vice president, and university President Frederick A. Michaelis. Min. Michaelis said NBC regards KOMU affiliation as "a most important step in linking its programming with one of the nation's great educational institutions" and expressed belief that "KOMU and the university will be an important contributor to NBC's educational and cultural planning." KOMU, assigned Ch. 8, is expected to start operation by Sept. 1. George J. Kapel is station manager; Dr. Edward C. Lambert is university's director of TV development.

Disney to Enter TV

WALT DISNEY Productions, Hollywood, will enter TV film production "before too long," expanding operations. Company President Roy O. Disney said firm enters TV as "way to further exploit . . . motion picture product [and] . . . earn revenue." Firm has no present intention of selling any of its inventory to TV, Mr. Disney, in report to stockholders, stressed.

DuMont Ships Transmitters

THREE 5 kw DuMont vhf transmitters loaded on trucks Friday by Allen B. DuMont Labs. and started toward KMTM (TV) Austin, Minn., Ch. 6; WMAZ-TV Macon, Ga., Ch. 13, and KIVA (TV) Yuma, Ariz.

WHAM-TV CEREMONY

ROCHESTER, N. Y., area provided record-breaking number of blood donors during nine-hour blood-recruiting program that marked fourth anniversary of WHAM-TV. Selected group of 200 donors gave blood in WHAM auditorium and were interviewed before cameras. Bob and Ray team from NBC took part in fete along with Sampson Air Force Band and drill team. Actual hospital transfusion was telecast, along with films of Rochester seaman giving blood on USS Rochester berthed in San Francisco.

Several network programs paid tribute to WHAM-TV during day. Vice President-General Manager William Fay presented citations to Red Cross officials and said June 11, WHAM-TV's anniversary, "is now established as Red Cross Day in Rochester." Mr. Fay and Robert C. Tait, president of Stromberg-Carlson Co., were among blood donors during day.

McCworth Would Make Broadcasters Keep Records

BILL introduced late last week by Sen. Joseph R. McCarthy (R-Wis.) to require radio and TV stations to make and keep recordings of all broadcasts has stirred Washington speculation. Senator not available for comment.

Committee and other associates of Sen. McCarthy refused comment or pleaded ignorance of legislation. According to measure (S-2125), referred to Senate Interstate & Foreign Commerce Committee, FCC would make rules and regulations requiring stations "to keep records of programs, transmissions of energy, communications or signals as it [FCC] may deem desirable . . . to make and keep recordings or verbatim records of all communications transmitted."

Some sources sought to tie in bill with Sen. McCarthy's staff probing of FCC files. Legislation would amend Sec. 301(i) of Communications Act. Sen. McCarthy expected back in Capital today (Mon.). FCC now does not require recordings or verbatim records of broadcast schedule. Legislation proposed would go further than wartime when records were kept specified periods of time for spot checking with some recordings required of foreign language broadcasts. Also there was some monitoring for security reasons. Industry then was self-regulatory.

Musicians Cross Picket Line at KSTP-AM-TV St. Paul

AFM MUSICIANS reported returning to work at KSTP-AM-TV St. Paul Friday despite continued picketing by Radio Broadcast Technicians Union (AFL-IBEW). St. Paul Labor Trades and Central Labor Union of Minnesota policed had both rejected AFM plea to remove KSTP from unfair list, taking action Thursday. IBEW picketing started April 5, 1950. In NLRB election last Feb. 17, only 10 of 35 voting technicians voted for IBEW representation.

• BUSINESS BRIEFLY

CIO CAMPAIGN ON ABC • CIO's new million-dollar radio-TV campaign goes ABC with target date Labor Day. Commentator not yet selected for news show on 130 stations on ABC radio to run 6:15-6:30 p.m. Eastern and Pacific times and 5:45-6 p.m. Central and Mountain time. TV show expected to start late September, once per month with tentative time Thursday, 10-10:30 p.m. Eastern time on full network.

HALF HOUR ON ALBUM • ABC-TV has sold half-hour segment of its new Album series to Duffy-Mott (fruit and fruit juices). Vehicle is "Jazmie," Monday, 7:30-8 p.m., to begin next fall under 22-week contract through Young & Rubicam. Star is Brandon DeWilde.

CHAINBREAK DRIVE • Pharma-Craft Inc., N. Y. (Ting), through McCann-Erickson, N. Y., preparing chainbreak spot announcement campaign in six radio markets starting this month for 13 to 26 weeks.

TWO-WEEK TIDE CAMPAIGN • Procter & Gamble for its Tide, placing two-week radio campaign using nighttime spots in number of markets with end-of-fiscal-year budget. Agency: Benton & Bowles, N. Y.

BROWNE BUYS RADIO • E. T. Browne Drug Co., N. Y. (Palmer's skin ointment and bleach cream), preparing spot announcement radio campaign to start in September in more than a dozen Negro markets. Agency: Herschel Deutsch, N. Y.

REYNOLDS BUYS TOPPER • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor television version of Thomes Smith's Topper this fall. Series will be co-produced on film by John W. Loveton and Bernard L. Schubert. Network and time have not yet been decided upon. Agency is William Esty & Co., N. Y. Camel's had dropped show last fall due to lack of shows and obviously this budget will be placed in Topper film series.

GOLDBERGS FOR RCA VICTOR • RCA Victor Div. to sponsor The Goldbergs on NBC-TV (Fri., 8-8:30 p.m. EDT) as summer replacement for Dennis Day show, starting July 3. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NESTLE'S PLANNING • Nestle's Cookie Mix (semi-sweet) through Cecil & Presbrey, N. Y., currently analyzing possibility of summer spot radio campaign. Details will be worked out by next week.

Ziv Seeks Shubert Shows

OFFICIALS of Ziv Television Programs Inc. reported negotiating with Shuberts, theatrical producers, for rights to produce one-hour TV film versions of Shuberts' Broadway successes of past, which include such hits as Blossoms in the Street, Student Prince, Hellzapoppin, Ziegfeld Follies, Life Begins at 40, Dark of the Moon, and Al Jolson's broadway shows.

June 15, 1953
We have pretty nice figures down here in San Antonio, too.

According to the Sales Management Survey of Total Retail Sales in 1952... we, here in San Antonio, keep pretty respectable company.

<table>
<thead>
<tr>
<th>City</th>
<th>Total Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville, Ky.</td>
<td>$528,884,000</td>
</tr>
<tr>
<td>Fort Worth, Texas</td>
<td>528,233,000</td>
</tr>
<tr>
<td>San Diego, Cal.</td>
<td>520,565,000</td>
</tr>
<tr>
<td>Miami, Fla.</td>
<td>517,372,000</td>
</tr>
<tr>
<td>SAN ANTONIO, TX</td>
<td>509,183,000</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>504,922,000</td>
</tr>
<tr>
<td>St. Paul, Minn.</td>
<td>476,946,000</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>456,625,000</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>453,908,000</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>433,288,000</td>
</tr>
</tbody>
</table>

$509,183,000 in Retail Sales, in the San Antonio market for 1952... 35th in the entire United States. Be sure you get the dominant share of this half-a-billion dollar market on San Antonio's No. 1 Television Station... KEYL.

In New York, call Tom Harker, National Sales Manager, 118 E. 57th Street... or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—Katz Agency

(Copyright, 1953, Sales Management Survey of Buying Power. Not to be reproduced without permission of the copyright owner)
Two More Initial Decisions; Other FCC Actions

FCC's policy redefinition to speed TV hearing cases, and July 24 appeals of commission's order vacating two more initial decisions (Friday recommending grants at Sacramento, Calif., on uhf Ch. 46 and at Lebanon, Pa., on uhf Ch. 15. For earlier TV grants, see story page 52.

Examiner Thomas H. Dothie issued initial decision dismissing bid of Jack O. Gross and recommending grant of Ch. 46 to John Poole Best Co. Poole owns KBIG Avalon, Calif., and is permitted for uhf Ch. 22. PKP (TV) Los Angeles.

Examiner Benito Gaglione in initial decision proposed grant of Ch. 15 at Lebanon, Pa., to Lebanon TV Corp., following dismissal of competitive bid of Steitz Newspapers Inc. Steitz acquires control of Ch. 15, third interest in proposed grantee, controlled by principals in WBLR Lebanon.

In radio action, Examiner Hugh B. Hutchison issued initial decision, recommendation granting of new AM station at Atlantic City on 1490 kc with 250 w fulltime to Press-Union Pub. Co. Competitors Atlantic City Best Co. and Garden State Best Co. for same assignment were found financially unqualified. Bid of WDAS Philadelphia to offer 250 w on 1490 kc to 1 kw on 1480 kc was found not desirable from engineering standpoint.

Three new TV applications filed:

Cincinnati, Ohio—Gordon Best Co. seeks uhf Ch. 74, ERP 165 kw visual and 52 kw audio, antenna height above average terrain 1060 ft. Sherwood R. Gordon and wife are owners. Mr. Gordon has bought WAT there for $200,000 from Storer Best Co. Gordons are principals in TV Corp. headed by Lloyd J. Gregory, former Miami, seeking uhf Ch. 96 to 99 on 1480 kc.

Houston, Texas—Houston TV Co. seeks uhf Ch. 13, ERP 315 kw visual and 225 kw audio, antenna height above average terrain 1042 ft. Estimated construction cost $1.2 million. 15 equal stockholders, business, headed by Lloyd J. Gregory, 1946-1951 vice president-general manager KBFF (TV) Miami, seeking uhf Ch. 99, 1481 kc to 1 kw.

L. Reisman, Philadelphia, requests experimental station on uhf Ch. 13, to study propagation effects in fally area, would rebroadcast WDTV (TV) Pittsburgh.

TV application dismissals:

Honolulu, Hawaii—Territorial Telecasters drops application for vhf Ch. 13. None other pending.

Akron, Ohio—Allen A. Simmons (WADU), unable to select suitable site, drops application for uhf Ch. 61. Mata Enterprises left clear, is in hearing status.

Quincy, Ill.—Lee Best Co. (WTD) dismissed application for uhf Ch. 10, leaving unopposed bid of Quincy Newspapers Co. (WQC). Lee has bought nearby KYQA-TVA Hannibal, Mo., grantee for uhf Ch. 7.

CBS-TV asked FCC for permission to relay programs to CMTV (TV) Havana, Cuba, for period Aug. 1, 1953-Feb. 1, 1954.

Color Next Year—Kaar

PUBLIC "may be well advised to look for color television next year." L. L. Kaar, engineer manager, General Electric Co. electronics division, asserted Thursday, at formal opening of GE's new tube warehouse in Chicago.

Broadcasting • Telecasting

at deadline

UNION DISPUTE FLARES

BATTLE between AFTRA and AFM over musicians who double as singer-m. c. on TV programs broke out again when AFM ordered Spade Cooley, m. c., musical director and performer on KTLA (TV) Los Angeles, to resign from performers union (early story page 78). Lawrence Welk, musical director-m. c., told by AFM he is not to join AFTRA. Mr. Cooley belongs to four unions and uses 12 or more AFTRA members on weekly Spade Cooley Show. About third of Mr. Welk's group doubles in brass.

VIEWERS will Pay for Top Shows, Woodbury Reports

VIEWERS in four cities—Los Angeles, San Francisco, Salt Lake City and Ames, Iowa—would rather pay $1 to watch world series baseball, championship boxing or first-rate movies at home than at movie theaters, according to June Tele-Census survey by Woodbury College, Los Angeles. Study covered 3,000 set owners and is ninth in series. Like Purdue (WBT, May 25), Woodbury has Zenith consultant on survey staff.

Home subscription drew nod over theatres with 60.7 in Los Angeles, 58.5 in San Francisco, 53.6 in Salt Lake and 61.7 in Ames. Other findings: 85% approve of educational courses via TV; only 15% go to movies more frequently now than last year; wrestling continues to lose popularity as boxing gains; more than 50 brands of TV sets are in use in Los Angeles, with 36% more than three years old.

WJR Stages Relief Program

TOP CBS network personalities joined WJR Detroit talent Friday evening in 2½-hour WJR program for benefit of Flint disaster relief fund. Performers included Edward R. Murrow, John Reed King, Robert Q. Lewis, Jeannette Davis, Kay Starr, Tony Marvin and others. Prominent political figures took part in proceedings as well as Flint civic leaders. Worth Kramer, WJR vice president-general manager, arranged benefit program.

Name Avery-Knodel

WHYU AND WACH-TV Newport, N. Y., name Avery-Knodel Inc. as their exclusive national representative. Stations are owned by Eastern Broadcasting Corp. John Dooley is president, and Frederic F. Clark manager and secretary. WACH-TV is assigned Ch. 33; WHYU is on 1270 kc with 1 kw, daytime only.

Old Movie Quiz

GRAND INTERNATIONAL Pictures Co., N. Y., will release in July new series of five-minute TV film programs under title The Big Movie Quiz. Material for series is said to have been edited from more than 20 million feet of film from motion pictures as far back as 1903.

PEOPLE

BRIG. GEN. DAVID SARNOFF, chairman of boards of RCA and NBC, was to receive honorary degree of Doctor of Engineering from Drexel Institute of Technology at ceremonies there Saturday. In commencement address prepared for occasion, he stressed importance of U. S. being kept strong enough to resist aggression and asserted that future of U. S. and of world are "inescapably . . . linked with technology."

RALPH W. TYLER, U. of Chicago, to be director of Ford Foundation's center for advanced study in behavioral sciences, CBS President Frank Stanton, chairman of center's board of directors, announced today (Monday).

DR. HARRY K. NEWBURN announced resignation as president of U. of Oregon, effective Oct. 1, to become head of Educational Television & Radio Center of Ford Foundation.

KEN GOLDBLATT, national sales manager of cooperative programming for MBS and previously WOW New York junior salesman, named sales representative of WOW.

CHARLES D. BISHOP appointed program manager of WMAL-AM-TV Washington. DAVID M. DAVIS will succeed Mr. Bishop as WMAL-TV production manager.

Kentucky Broadcasters Attack Baseball Bill

MEMBERS of Kentucky Broadcasters Assn. took sharp action Friday against effort of organized baseball industry to push federal legislation exempting clubs from antitrust laws in negotiating radio-TV contracts (early story page 54).

KBA adopted resolution at close of two-day Louisville meeting opposing Johnson Bill. (S-1396), which has been approved by Senate Interstate & Foreign Commerce Committee. Members urged to tell their federal legislators about association's stand, pointing out that bill would deny radio free and open negotiations to broadcast games.

Joseph Ekton, WKLO Louisville, KBA president, presented at meetings, with 79 delegates in attendance. Speakers included NARTB President Harold E. Fellows (see story page 48), and James D. Russell, KVOR-AM-TV Colorado Springs. Mr. Russell advised separate radio and TV staffs. He said his TV station was 80% local-regional business, 10% national and 10% network.

Members of Resolutions Committee were Gilmore N. Nunn, WLAP Lexington; Porter Smith, WGRG Louisville, and Hecht Lackey, WSON Henderson.

Doerfer Heads Group

COMR. John C. Doerfer was appointed chairman of Pre-Trial Committee of the President's Conference on Administrative Procedure which held its first sessions in Washington last Wednesday and Thursday. Also on Pre-Trial Committee is FCC Hearing Examiner J. D. Bond. Purpose of conference is to work out methods of decreasing length, expense and record of administrative hearings and court appeals (BST, May 4). Conference will reassemble Nov. 16.

Morton Move

MORTON Television Productions Inc. and Morton Radio Productions Inc. move to new expanded quarters at 64 E. Lake St., Chicago.
The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 people in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write
WHAM for a copy of the new WHAM-land Market Analysis
50,000 watt—clear channel!

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM * NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.
Things have changed plenty, in Arkansas, since Bob Burns introduced the bazooka! In the last ten years, the state has made tremendous industrial and agricultural strides. For instance, Retail Sales have increased 251.7%*!

There's a big new radio value to deliver the new Arkansas, too — 50,000-watt KTHS in Little Rock. Formerly located at Hot Springs with 10,000 watts, KTHS is now CBS — is now the only Class 1-B Clear Channel station in Arkansas. It gives primary daytime coverage (0.5MV/M) of 1,002,758 people — more than 100,000 of whom do not receive primary daytime coverage from any other station. Interference-free daytime coverage (0.1MV/M) adds another 2,369,675 people, includes practically all of Arkansas.

Ask your Branham man for excellent “early-bird” opportunities now available!

* Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
to cash in on the $730,000,000 Charleston, W. Va. market

Here’s WKNA’s half-millivolt area alone:

TOTAL POPULATION 671,178
TOTAL FAMILIES 186,235
RETAIL SALES $407,643,000
FOOD SALES $ 86,621,000
GENERAL MERCHANDISE SALES $ 57,711,000
FURNITURE & HOUSEHOLD GOODS SALES $ 22,968,000
EFFECTIVE BUYING INCOME $730,771,000

Source: U.S. Census and BMB Survey, 1950

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

IN REVIEW

TELECASTING FOR YOU
ABC Radio, Sundays, 8:35-9 p.m. EDT on 344 stations.
Sponsor: Western Union Telegraph Co.
Agency: Albert Frank-Guethner Law Inc., N. Y.
Director: Bob Noble.
Wires from celebrities read by Bob Denton.

IN RECENT months, Western Union Telegraph Co. has come into the radio fold to promote its own brand of rapid communication and advantages. It is using radio with a five-minute commercial in program guise.

Telegram for You, a more subtle pitch than the usual five-minute radio sales talk, is heard Sunday evening on ABC radio. Any dramatic connotations that special-occasion telegrams may have are being fully exploited in the format of this short and quickly-paced segment.

Telegram for You is conventional radio programming in miniature—the opening commercial, format, middle commercial, more format and closing commercial. Some zippy organ music sets a pace approximating telegraphic speed, and the one-man announcing assignment is handled by Bob Denton who manages to crowd a tremendous number of words into a minute.

In this case, the format is actually an indirect pitch illustrating the glories of telegraphic communication that the listener is told all about in the commercial portion of the broadcast. Telegrams are sent weekly to well-known personalities. Each is asked a question related to his profession. Replies sent via telegram are read over the air. Information garnered from the celebrity’s answer isn’t exactly earth-shaking but it aptly demonstrates that Western Union is in business to efficiently deliver all messages that the listener may wish to send.

It’s a programming idea that will be of interest chiefly to service firms whose “products” are adaptable to verbal demonstration. From a sponsor’s viewpoint, such an idea has definite commercial value. The integration between program and commercial content as it has been established in this series is something that all advertisers hope for but seldom achieve.

OPERA VERSUS JAZZ
ABC-TV, Mondays, 7:30-8 p.m. EDT, sustaining
Producer: Fred Heider.
Director: Charles Dublin.
Mistress of Ceremonies: Nancy Kenyon.
“Jazz” Guest: Karen Chandler (replacing Helen Forrest for show of June 5).
“Classical” Guest: Thomas Heyward, Metropolitan Opera Tenor.

A MORE appropriate title might have partially excused some of the flaws in a new ABC-TV Monday evening sustainer, Opera Versus Jazz. Operetta would have been a better word choice to describe the majority of the June 8 telecast’s “heavy” selections. Jazz portions of that show actually were ballad-type tunes—all a far cry from jazz as a jazz fan would define it. And there was no contest between the two schools of music as the word “versus” usually implies. Someone got his terms confused when he christened this one.

Opera Versus Jazz, as viewers see it, is a half-hour of melody and song running the gamut from Chopin to Gershwin. If it pretended to be nothing more, the show would still not qualify as polished programming. Guiding the show through the works of con-

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temporary musicians to composers of the classical school and back again is Nancy Kenyon, who knows very little about the art of singing a song well and less about the difficult role of smoothly playing mistress of ceremonies on a half-hour TV production. These, however, are her assignments on Opera Versus Jazz. Her still and faltering presentation of continuity between songs weakens the theme of the program. Both in sound and speech, Miss Kenyon concentrates on words—not phrases or thoughts—and the show suffers as a consequence.

Thomas Heyward, a Metropolitan Opera tenor, and Karan Chandler were guests on the June 8 show to respectively fill abbreviated opera and jazz requirements. Mr. Heyward was not at home on television. He has a fine voice but lacks the personal relaxation and warmth that a television camera demands of a performer. Miss Chandler is a passable singer of popular songs. She at least seemed at ease and this compensated for her talent limitations.

Four pianos were used on Opera Versus Jazz. One number, featuring only the four pianists, was interestingly staged. A stationary camera focused on a revolving stage to bring the viewer some good shots of each pianist as he played. The set, a tasteful and attractive one, was not used as well as it could have been. Only portions of it were visible most of the time because of an abundance of close-up shots of the singers whose contributions to the show hardly merited such attention.

***

BOOKS


BILL HODAPP, executive director of Teleprograms Inc., a non-profit corporation producing public affairs TV programs, has utilized his experience in this field preparing this guide for television production and programming for educational, public affairs and entertainment. His suggestions will be of interest to experienced telecasters as well as novices, and educators will find especially valuable Mr. Hodapp's section on raising money for educational stations. Among other sources he suggests local industries be approached for hand-outs under the 5% income tax deduction clause. He also asserts that listeners may "be glad" of an opportunity to pay for educational TV. Existing budgets, public appropriations and foundations are other sources suggested. Appropriately enough, the last pages in the book (just before the inevitable but, we presume, valuable glossary of terms, list of TV books and "typical network costs"), Mr. Hodapp quotes Dr. Arnold J. Zurcher on the economics of television.

***


FOR the beginning student in radio and television, this workshop manual's detachable pages include lessons and sample scripts on: Radio—voice and microphone techniques, music and sound effects, auditions, production of scripts, technical tips, narration, commercial copy, news and music continuity; television—writing for visual presentation, properties, camera angles, characterization and sample scripts.

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South... WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power. Home of some of the biggest, best-known names in American manufacturing... rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

WFMY-TV

Basic CBS Affiliate—Channel 2
Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco
ELECTRICITY FOR THE ATOM—AND FROM IT. This is the atomic pile at Brookhaven Laboratory, L. I. Through the holes in the 5-foot wall, tons of pure uranium are thrust to start the chain reaction. To prepare this uranium, vast amounts of electricity are needed. Five electric companies help power a uranium factory in Kentucky.

Fifteen others are building giant power plants for the new atomic project in Ohio. But soon the atom will make electricity. Electric company engineers, working with industry and government scientists, already have produced atom-electricity experimentally, expect to have atom-power electric plants in 5 years.

LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $2½ billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company's spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)

NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U.S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.
American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already doubled the prewar supply and will triple it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

Best of all, the average price of electricity is lower than before World War II—and America's Electric Light and Power Companies* are doing their utmost to keep it there!

*Names on request from this magazine

For the U. S. family, the average price of electricity per kilowatt-hour has dropped sharply—despite inflation!

NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's new Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.
Feature Reprints

EDITOR:
I have just finished reading the reprint of an article published in the April 27 issue of your magazine, "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin. I enjoyed it very much and was wondering if it was possible to obtain another copy for one of our clients.

George J. Zachary
Exec. Vice President
Platt, Zachary & Sutton Inc.
New York City

EDITOR:
We have read with interest the recent article you published entitled "How Many TV Outlets Can the U.S. Support?" written by Peter R. Levin.

It is service of this type along with your excellent editing of the regular magazine that merits our continued praise.

We would be very much if you would forward six copies of this article to the writer's attention.

Ronald E. Vedder, Sales Mgr.
Sylvania Electric Products Inc.
Buffalo, N. Y.

EDITOR:
"The A.B.C. of Radio and Television" which you published recently is one of the most informative and useful discussions of the industry I have seen. How do I get extra copies of the reprint? I'd like to have about 20 of them for our New York office and to send to our several other offices.

Harold Fair
Director, Radio-TV
Botzell & Jacobs Inc.
New York City

EDITOR:
... I would like to request that you send me, with a bill, two dozen copies of Mr. Gillingham's "ABC of Radio and Television." I want all of my radio and television advertising students to read that before they read anything else in the course.

Millon E. Gross
Associate Professor
School of Journalism
U. of Missouri

[EDITOR'S NOTE: Though demand for reprints of this article has been heavy, a limited supply still is available.]

Memphis Mixup

EDITOR:
The Closed Circuit comment in B+T of June 1 was in error. WHBQ-TV has entered into a standard two-year contract with CBS Television. The contract does not include a six-month cancellation clause. There is the usual 12 months notice and the automatic renewal if neither party gives notice within six months of date of termination.

John Cleghorn, Gen. Mgr.
WHBQ-AM-TV Memphis

Judicial Notice

EDITOR:
All the promotional barrages of the ANPA notwithstanding, did you notice that the United States Supreme Court, in its majority opinion concerning the Times-Picayune case, verifies what the broadcasting industry has bluntly admitted... "(there is) a national advertisers' trend away from newspapers toward other mass media..."

Alan Goff, Director, Radio & Television Services
Barber & Baar Assocs.
New York

Collector's Items

EDITOR:
... We have on hand about 75 or 100 old records on various labels. Most are the original recordings, and they date back from around 20 to 30 years. Some are in pretty good condition; others can be cleaned and re-recorded for your own particular needs. Anybody with more space than we have and who wants these gems of the past, just write and pay the express for same. Otherwise, we will throw them away.

Edwin J. Powell
General Manager
WMTE Manistee, Mich.

Strike Issues

EDITOR:
Congratulations to you and your staff on the fine job you did with B+T during the printers' strike.

It's remarkable what fine work the Variotype machine can do in this kind of an emergency. B+T looked good and was very easy to read.

Philip G. Larky, V. P. & Gen. Mgr.
MBS, New York

EDITOR:
... I have just finished reading your June 1 issue... I am impressed by the way you and your sidekicks have met the challenge of the greatest crisis that can face any publisher...

MBS, New York

EDITOR:
Under what must have been unusually trying circumstances you did a remarkable job in getting out your June 1 issue. In this industry we're accustomed to serving the public needs and interest, and true to the traditions you came through in great style.

Your ingenuity and resourcefulness are worthy of commendation.

Philip G. Larky, V. P. & Gen. Mgr.
MBS, New York

[EDITOR'S NOTE: B+T is grateful to these and other subscribers for their cheering support during an emergency which now, happily, is at an end.]

Broadcasting • Telecasting
All It Took was the Right Line...

... A tow line, to cost the Allies four ships in the first battle of Savo Island. Spotted by an American search plane, and knowing that their speed would be calculated as that of the slowest ship in their force, the Japanese used an ancient sailing-ship trick. The faster fighting ships took the slower in tow... increasing the unit's speed so that the fleet arrived at Savo before it was expected!

KOWH uses the right programming line too, to keep every minute of their broadcasting day moving at the same merry pace. The result? KOWH gets there first in the Omaha, Council Bluffs area—-as attested-to by the below HOOPER, averaged for the 18-month period from Oct., 1951, to April, 1953. If you want to “get there fustest, with the mokest,” use KOWH!

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

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

35.7%

KOWH
OMAHA

“America’s Most Listened-to Independent Station”

General Manager, Todd Starz; Represented Nationally By The BOLLING CO.
Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.
1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-contained (including film mechanism) ... and it's designed and built by RCA!

4. Type TP-98 Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for top dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.
WHEN Hotpoint Co., Chicago, churned the wheels on the biggest consumer promotion drive in its history last June 1, it tabbed some $80 million worth of major home appliances to move from dealer shelves to customers in 60 days as part of the "Summer Shower of Special Values" across the country.

One of the key men behind this carefully planned campaign—and, indeed, behind others that have swelled the company's sales in the past year—is Clifford Charles Gramer, articulate, soft-spoken merchandising manager of Hotpoint.

Mr. Gramer's job is to coordinate various units of Hotpoint—advertising, sales promotion, sales training and materials—into a smooth, workable operation. There is evidence that he is meeting with all kinds of success, thanks partly to the use of network radio and television. Hotpoint sales have risen 90% the past year.

Mr. Gramer is not only an avid admirer of Hotpoint's Ozzie & Harriet, which the company co-sponsors on both ABC radio and ABC-TV networks, but also is an astute observer of the twin electronic media and their overall role in Hotpoint's dealer campaigns.

Mr. Gramer has developed his own theories on the efficacy of both radio and television in markets in which Hotpoint has set its particular mark.

Mr. Gramer has divided most of his career between the Coca-Cola Co. and Hotpoint, before and after World War II.

A native of Wyanet, Ill., where he was born July 19, 1918, Mr. Gramer claims his early life was uneventful. He did win a scholarship to the U. of Chicago, majoring in business administration from 1935 to 1939. After his graduation, he took his first job with the Lake Shore Bank of Chicago.

In 1940, young Mr. Gramer joined the Coca-Cola Co., attending its training school and finally emerging as a salesman. He headed the firm's fountain sales division in Kalamazoo, Pontiac and Detroit, all Michigan, concentrating on advertising and promotion. In Detroit, he worked with food and drug chains.

In 1942, Mr. Gramer interrupted his career to join the Marine Corps. With the rank of captain, he saw service with the First Marine Brigade in Guam and the Sixth Marine Division in Okinawa. He was mustered out in October 1945 with the Silver Star and various campaign ribbons.

A business refresher course seemed indicated upon his return to civilian life, so young Gramer applied for admittance to the Harvard Business School. When his application was received too late, Mr. Gramer returned to Coca-Cola in Chicago. He did, however, get into Harvard in June 1946 and took the complete course rather than merely an eight month's refresher. He received his master's degree in October 1947.

Mr. Gramer returned to Coca-Cola, this time to its Atlanta sales promotion department, where he headed fountain sales. He then switched within the department, heading up home market promotion. His duties consisted of developing and testing packing procedures and displays.

Mr. Gramer came to Hotpoint in July 1950 as advertising manager and later was named merchandising chief.

While network TV executives have taken pains to point out that the cost-per-thousand has decreased in television, Mr. Gramer is careful to point out that dollar-wise the TV cut of the advertising budget is still mounting.

"As a result," he observes, "there is a basic need for continual market studies to see what we are getting for our dollar. With new TV stations coming on the air—and especially next July and August—we must, of necessity, evaluate new markets on a dollars-and-cents basis. The emergence of uhf also is another brand new factor."

Speaking for Hotpoint, Mr. Gramer sees television as a medium not only for giving a sales message to dealers and distributors but also for demonstrating home appliances. TV is a tool for educating the public on so-called "low-saturation" items (like dishwasher, dishwashers, etc.). He sees radio as a medium for "giving advertising support to products in areas not covered by television."

While it is "sold" on markets in which stations are cleared by the network (ABC)—both for radio and TV—Hotpoint also keeps a calculating eye on spot commitments (negotiated by its dealers around the network shows) for selective station coverage. This was done last fall when Hotpoint launched a fall campaign for its appliances with spot adjacencies built around the newly-launched Ozzie & Harriet program.

It is this dealer cooperative aspect of merchandising—and other functions—over which Mr. Gramer keeps a coordinating hand in his top-level capacity at Hotpoint.

While there doubtlessly are other factors involved, Hotpoint is enjoying greater sales success—it is back-ordered on most products—since it fell back last year on radio and television as advertising supports on a long-term basis. Prior to last fall, Mr. Gramer notes, Hotpoint had bought radio-TV time on short-term contracts.

Mr. Gramer lives in Riverside, Ill., with his wife, the former Mary Curtis, and their three children—Cliff Jr., 10, and twins, Arthur and Linda, 6. He likes gardening and golf.
be right in Pittsburgh
to the letter

Pittsburghers have watched television so long they think it's a natural phenomenon.

Just as natural — and just as phenomenal — is the way they buy products and services advertised on TV.

Which must be why so many advertisers, national and local, have found television on WDTV so letter perfect for selling the Pittsburgh market.

And it will always be in the nature of things that for phenomenal results, you just can't be more right in Pittsburgh than on Station WDTV.

Pittsburgh's First TV station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.
Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.
another Hooper in Chattanooga—another smashing record of morning leadership for...

WDDE

now 5000 WATTS
DAY and NIGHT

NBC

WDEF

CHATTANOOGA, TENNESSEE

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

on all accounts

A BROADCASTER most of his working years, Edmund Lytle at 36 is now straddling the fence as radio-TV director of Western Adv. Agency Inc., Los Angeles.

The major portion of his duties revolves around Voice of Prophecy, Seventh Day Adventists' program handled by the agency for seven years and heard on approximately 825 stations, including ABC, MBS, Canada, India and Japan. He also handles Onda Cafeterias and Lindy's Food Products (sauses), both Los Angeles.

The agency's other radio-TV accounts include Alemite Div. of Stewart Warner (CD-2 oil additive) and Pierpoint Landing, Long Beach fishing pier. On Western's fall agenda is the production of a TV film version of Hymns of All Churches for Frederick Jacky Productions, Chicago. Program was formerly on NBC Radio for General Mills.

Born in Hinsdale, Ill., Mr. Lytle worked his way through the U. of Illinois as trumpeter and singer with a dance band, announcer on WILL Urbana and disc m.c. for WDWS Champaign. Graduating in 1939 with a political science major, he continued with the band which landed a spot on Fitch Bandwagon on NBC's then Blue Network.

Mr. Lytle started his radio career in earnest the following year as announcer on WMRO Aurora. From WHO Dayton as special events director he went to WHAM Rochester in 1944. While announcer-producer at WTAM Cleveland, he was called to active Navy duty. Classified as an electronics technician's mate because of his radio background, he passed the radar tests in two weeks. First stationed in Hawaii and then on occupational duty in Japan, he was discharged in 1946.

Going immediately to KTKN Ketchikan, Alaska, as program director, he was promoted to manager in three months' time. Two years later he joined William G. Rambeau Co., Chicago, transferring to Los Angeles in January 1950 as West Coast manager.

Mr. Lytle entered the agency field that October at Western Adv. Back to radio as sales manager of KCSB San Bernardino, he rejoined the agency last February in his present capacity.

Though their parents lived two blocks apart in Hinsdale, he didn't meet his wife, the former Caralyn Hines, until she was in the Army Nurse Corps, stationed in Hawaii. They were married in 1946 and recently bought a home in suburban Reseda, where he indulges his hobby of gardening. They have two children, Barbara, "their little Eskimo," 5, and Jimmy, 2.
On July 1, 1953, John Blair & Company adds to its important list of stations WHBQ, Memphis, operating on 5,000 watts, 560 kc.

The new WHBQ is of particular interest to advertisers because rarely has a station’s programming been so specifically directed to the tastes of its listeners. Brighter, gayer, more tuneful than ever before, WHBQ gives 'em what they want—plenty of popular recorded music on such hit participating shows as “Covington’s Corner”, “Red, Hot & Blue”, “Murfarm Time”, “Clockwatchers”.

To see what this kind of audience-geared programming is doing for other sponsors—and what it can do for you—call your John Blair man today!
It's Fine To Be Fooled
—Sometimes

Handy Peters entertained the ladies of the Auxiliary the other night—and had the ladies really believing for a while that he’s the best marksman in the county.

Handy put on a great act. He set up a whole bunch of balloons on a muslin backdrop and then took out his peashooter. He shot blindfolded, standing on his head, every which way—and broke a balloon every time!

No wonder that Handy impressed the ladies. What they didn’t know—till the show’s end—was that Buck Mulligan was hiding behind the backdrop improving on Handy’s every shot with a hatpin.

From where I sit, we all get things “put over” on us now and again. When it’s good-natured—fine! But, some folks would like to fool the rest of us into believing it’s wrong to enjoy an occasional glass of beer—just because they prefer some other refreshment. For real American tolerance and neighborliness these people are simply way “off target.”

Joe Marsh

Copyright, 1953, United States Brewers Foundation

——— IN THE PUBLIC INTEREST

WEWS (TV) Cited in Senate

OHIO State Senate has unanimously cited WEWS (TV) Cleveland, a Scripps-Howard station for excellence in public service programming. Resolutions which led to the citation were prompted when WEWS won a John Foster Peabody award for public service telecasts. The Senate certificate was presented to news analyst Dorothy Fulheim of the WEWS staff.

* * *

Sewer Situation Explained

FOLLOWING two years of difficulty experienced by Pine Bluff, Ark., in construction of a $1.75 million sewer project, J. J. Parrish, general manager of KOTN Pine Bluff, decided to get the facts before the public. He made arrangements with the city’s sewer commission, and listeners were urged to write in their questions about the project. The sewer commission, which was promised two days to look up records in order to answer the questions, was on the air with Mr. Parrish for an hour and a half. The station reports that the clerk of the sewer commission says complaints and inquiries from the public have almost disappeared since the broadcast.

* * *

Seattle Stations Cited

SEATTLE radio and television stations in past months have brought to a wide audience the story of mental retardation of children, according to Washington Assn. for Retarded Children, which cites KING-TV, KXXA and KIRO for their airing of programs publicizing the organization’s activities. KOMO Seattle also is scheduled to air similar programs, the association announces.

* * *

Easter Seal Campaign

EIGHTY-EIGHT Canadian radio stations which carried the Easter Seal campaign for the Society for Crippled Children on a coast-to-coast network from Toronto this spring contributed $81,872 in time and talent costs to the campaign, according to figures released by the National Radio Committee of the Society for Crippled Children at Toronto.

* * *

$407,510 for CPA

SUM of $407,510 was pledged to the Chicago Cerebral Palsy Assn. during a telephone simulcast by ABC’s WBKB (TV) Chicago, with

Trenton Clean Up

IT'S a clean campaign in Trenton for all four radio outlets in the New Jersey capital city. WTTM WBUD WTNJ WTOA-FM in Trenton broadcast five days last week beginning last Monday heavy spot and station break schedules, special interviews and programs for the city’s Clean Up... Paint Up... Fix Up Week. Drive was staged by the Mayor’s Citizens Committee. WTTM prepared the spot announcement kit and set up radio details for the committee. Cooperating in this endeavor were Fred L. Bernstein, general manager; Win Gruper, director of continuity; Fred Walker, director of public affairs, and Wes Hopkins, program director, all WTTM.
Three doors to bigger sales...

Homemaker's Institute

Knock on your customers door with Homemaker's Institute... there's a friendly "welcome" every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular women personalities, cover almost every subject of interest to homemakers... from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes... Homemaker's Institute, packing a three star sales punch for you!
IN THE PUBLIC INTEREST

WENR carrying nine hours of a 29-hour production.

Carries Science Costs

WATO Oak Ridge, Tenn., carried several broadcasts from the American Museum of Atomic Energy when the city played host to the National Science Fair. Union Carbide & Chemical Corp., which along with the Oak Ridge Institute of Nuclear Studies cosponsored the fair, sent tapes to radio stations in each section of the country which contributed finalists to fair competition.

NARTB Backs Blood Drive

NARTB will marshal industry support for the National Blood Program, sponsored jointly by the Red Cross, Armed Forces and Federal Civil Defense Adm. The blood campaign is scheduled June 22-July 4. NARTB President Harold E. Fellows will write all stations enlisting their help. Campaign headquarters will send radio-TV kits.

WKEI Aids in Arrest

WKEI Kewanee, Ill., reports it was instrumental in bringing arrest of a man who stole a city-owned truck. WKEI broadcast a description provided by witnesses who saw the man take the truck from the local fire station. A farmer heard the broadcast, saw the suspect and notified law officials, who then arrested the man, within an hour after the first WKEI broadcast.

WGAY Wins Catholic Award

WGAY Silver Spring, Md., recently was recipient of an award presented to the station by The Washington (D.C.) Arch-Bishops Union of the Holy Name Society. WGAY has been broadcasting Understanding Catholics every Sunday since last November. The quarter-hour program is designed to promote greater understanding and goodwill between Catholics and non-Catholics by explaining the teachings of the Catholic Church.

Radio Aids Palsy Drive

RADIO personalities and nightclub entertainers were featured in a benefit stage show for the Northwest Louisiana Chapter of the Cerebral Palsy fund May 29 at Shreveport's Strand Theatre. Bill Barnes, national sales manager for KTBS Shreveport, was chairman of the fund raising drive, and Al Hart, KTBS special events director, was m.c. All Shreveport stations contributed talent and boosted the benefit through an intensive spot campaign before the show.

Aid TB Group

WTOP-TV Washington will feature the tuberculosis problem in the Washington area on all its local programs July 8. Described by the District of Columbia TB Assn., as an "unprecedented public service," local TV personalities will devote part of their shows to what the officials called "Washington's most serious health problem."

Additionally, all D. C. television stations will air a series of film spots on tuberculosis during July, the TB Assn. announced. Stations WTOP-TV WMAL-TV WNBW (TV) and WTTG (TV) will televise one-minute 20-second spots which were produced by the Metropolitan TB Television Council.
NETWORK

TELEVISION AND

RADIO FOR $10,000?

Too often in combinations of other media, the advertiser is actually wasting money. Duplicated circulation puts his message in the hands of customers who already know it.

By their very nature this can't be true of NBC Radio and Television. People don't—usually can't—look and listen to them simultaneously.

By using both NBC Radio and Television, you reach a larger unduplicated audience than with any other media combination. And you can buy both for as little as $10,000 for a basic 5-minute segment on both networks. Another NBC plan offers you 12 radio commercials and 12 television commercials on outstanding shows for less than $100,000.

Remember this: NBC Radio and Television combined reach virtually all of America.

NBC

a service of Radio Corporation of America
On July 1st, 1933, we started as national sales representatives of WJAR, the 5000 watt NBC outlet for Providence, Rhode Island. These have been 20 happy and profitable years, selling WJAR, Rhode Island's leading station and New England's first* network station. WJAR, we are proud to serve you.

*In 1924 the American Telephone & Telegraph Company linked WJAR, Providence and WCAP, Washington, D.C. to WEAF in New York. This was the first hookup of radio stations and the nucleus around which the National Broadcasting Company network was built.
BLAIR STUDY, KAROL TALK PROVE RADIO’S VITALITY

Using monthly Pulse rating reports in 12 established TV markets, John Blair & Co.'s analysis shows more people listen to their radios from 6-9 p.m. than from 6-9 a.m.

THE WIDELY held belief that it's "daytime for radio, evening for 'TV,'" is a misconception that is losing business for radio stations and causing advertisers to pass up a good opportunity to buy large audiences at low cost, according to an analysis of morning and evening radio listening made by John Blair & Co., national station representative organization.

Truth is, the Blair study shows, that in established TV markets more people are listening to their radios between 6 and 9 p.m. than between 6 and 9 a.m.

Cities included in the Blair survey were Pittsburgh, Boston, Tulsa, Seattle, San Francisco, Washington, Los Angeles, Columbus (Ohio), Indianapolis, Fort Worth, Dallas and Houston.

These markets, it was pointed out by W. Ward Dorrell, Blair research director, and Wells H. Barnett, sales development manager, have five characteristics in common:

- They all are within the top 50 metropolitan areas in population.
- They are all mature TV markets.
- Blair represents a station in each market.
- Pulse Inc. issues a regularly syndicated audience measurement report in each market.
- The Blair station in each market is a one-rate station, with nighttime rates the same as daytime rates.

Making no special study of its own but depending entirely on the regular monthly Pulse rating reports, the Blair researchers compared radio audiences at 6:00 a.m. with those at 6:00 p.m. for the weekdays Monday through Friday, finding that:

In all 12 markets, without exception, sets-in-use and listeners-per-set averaged higher during the evening three-hour period than during the morning one.

Individual sets-in-use increases in the evening over the morning hours ranged from 5% to 125%. Listeners-per-set during the evening hours ranged from 6% to 28% higher.

Program audiences for the Blair-represented stations also are larger in the evening than the morning hours, the company reported. Nighttime ratings for these stations ranged from 9% to 155% ahead of their morning ratings.

Taking two individual markets, Pittsburgh in the East and Los Angeles on the West Coast, Pittsburgh with one TV station and seven AM stations, and Los Angeles with seven TV stations and 13 AM stations, as examples, Blair analysts reported:

Pittsburgh weekday radio sets-in-use were 49% higher during the 6-9 p.m. period than during the hours between 6 and 9 a.m. Listeners-per-set averaged 18% higher during those evening hours than in the morning. And, the Blair station's average rating for the evening hours was 33% above its morning average.

Los Angeles weekday radio sets-in-use were 27% higher in the evening than in the morning and listeners-per-set 19% higher at night than during the breakfast hours. The Blair station ratings averaged 84% more in the evening than in the morning.

Confirming the individual market comparisons based on Pulse figures is a concomitant analysis made by Blair of the audience in the Pacific Coast area served by the Don Lee Regional Network, using Nielsen's Pacific Coast radio index figures as a basis. In this California-Washington-Oregon region, Blair reported, sets-in-use averaged 125% more during the evening than the morning hours. Ratings for the Don Lee stations averaged 155% higher in the evening than in the morning. Listeners-per-set figures for the network were not reported; they are not in the NRI data.

Major significance of these statistics, according to Mr. Dorrell, is that many advertisers are overlooking a good bet in the evening by overly-rigid insistence on morning programs. Morning radio is always will be a good buy, he said, because of its low cost, good family audience and high audience turnover. But, he pointed out, a lot of advertisers apparently fail to realize that during the early evening hours they can get considerably greater family audience at less cost than in the morning.

Findings of the study will be detailed market by market in a heavy schedule of industry promotion on behalf of nighttime radio which the Blair organization plans for later this year.

CBS Radio's John Karol predicts radio billings in 1953 will set all-time record, as advertisers discover what until recently were hidden values in aural broadcasting.

TODAY'S trend among advertisers is "to use more radio," John J. Karol, CBS Radio vice president in charge of network sales, declared last week in a speech in which he predicted that radio's gross billings in 1953 will exceed the record-setting total of 1952.

Addressing the Proprietary Assn. at White Sulphur Springs Wednesday, he said that "radio today—local radio, regional radio, and network radio—its riding high on the wave of comparative media research, with the result that more advertisers are buying more time."

He attributed radio's "comeback," starting about two years ago, to "media detective work" which demonstrated anew the vast scope of radio set ownership and radio listenership, in TV as well as non-TV homes. He conceded that ratings of radio programs are lower now than a few years ago, but asserted that "there are many more radio homes now than there were a few years ago" and "this tends to offset, to an important degree, lower ratings."

In fact, he said, "the latest Nielsen listing of the 'top ten' network programs—daytime and nighttime half-hour shows—reveals that these programs reached more homes than they did in the corresponding report of a year ago." He continued: "Radio's ability to produce big audiences at low cost is just as real in television markets as outside of television markets. Let me give you an example: 35% of the national audience to four of our major evening programs comes from the CBS Radio stations located in the 10 biggest television markets. And the cost-per-thousand for this audience is lower than national cost-per-thousand."

Mr. Karol cited CBS Radio network figures "since I find I can get more figures from that network than from the others"—to show that "in 1952, CBS Radio had more clients than in 1948, the year television emerged into the big time among media. During 1952, our CBS Radio daytime schedule was completely sold out. Our daytime weekend commercial schedule was the biggest in our history."

He expressed belief that "this well-defined swing back to the one truly national, big audience, low cost medium will be felt in every section of broadcasting."

"It will be felt, I believe, because advertisers and agencies are becoming more and more astute in their media selections. If and when the excess profits tax is eased, still more care will be exercised in investing advertising appropriations. When this happens, radio will be sought out by even more advertisers."
COLD REMEDIES JOCKEY FOR AIR TIME

Annual rush among the manufacturers of those products to get early-morning radio time is underway. Only a few will take other hours, while a single firm is thinking about TV.

THB cold war has begun.
Manufacturers of cough and cold remedies have started their annual battle for early-morning radio time with at least four advertisers known to be lining up fall availabilities already and with others expected to follow shortly.

Radio and the pre-work hours of the morning have come to be recognized among cold remedy clients as the most favorable combination for the successful advertising of their products, and while some of the advertisers will spill over into noon and nighttime promotion, and one of them is contemplating television, those purchases promise to be more or less in the nature of supplemental buys to their basic morning radio schedules.

The advertisers currently planning fall campaigns are Monticello Drug, Pertussin, Vick Chemical, and Grove Labs.

Monticello Drug Co., Jacksonville, Fla. (666 Cold preparations), through its agency, Charles W. Hoyt, New York, is starting its fall campaign in early-morning radio with a 75-market list in mind. Campaign will probably start Oct. 1 with one-minute electrical transmissions. The budget probably will be increased over that of last year.

Seeck & Kade, New York (Pertussin), through Erwin, Wasey & Co., New York, is planning to use live one-minute announcements and some E.T.'s in about 100 radio markets. Contracts will run from 20 to 30 weeks. Several TV markets will be used for a similar period of time.

Vick Chemical Co., New York (Vick products), through Morse International, same city, is beginning to prepare its annual fall campaign using about 100 markets starting late in September or early in October.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, will be beginning its timebuying plans shortly in more than 150 markets, using radio time periods, morning, noon and night. Kickoff date usually is around last week in September or early October.

Some Riordan Clients, Staff Join Roy S. Durstine, L. A.

ROY S. DURSTINE INC. will take over part of the personnel and clients of the John H. Riordan Co., Los Angeles, which will be liquidated, it was announced last week.

Effective today (Monday), John H. Riordan, head of the Riordan firm, will join Durstine in an executive capacity; Ernest Schroeter, art director, and Ann Johnson, office manager, also will make the change in similar capacities.

Among the accounts switching to the Durstine organization are the Doyle Packung Co. of New Jersey, packers of Strongheart dog food; Hydro-Aire Inc., aviation subsidiary of the Crane Co., and the Vogue Rubber Co.

Gunner Brewing Buys Colts Radio-TV Rights

RADIO-TV rights to the Baltimore Colts 1953 football schedule have been bought by Gunther Brewing Co., Baltimore, Colts President Donald S. Kellett announced last week.

The Baltimore radio and TV outlets to be used will be announced in the near future, according to Arthur Goldman, Gunther advertising director. The Colts, members of the National Football League, will play six pre-season and 12 league games, with Gunther carrying radio play-by-play for all games if facilities permit.

The Colts earlier sold part of their schedule to DuMont Television Network, but Gunther has bought the remainder and intends to televise back to Baltimore those games in cities with available TV facilities.

Gunther also will sponsor a mid-week Quarteback Show, which will be carried by both radio and TV.

Ford Anniversary Show May Cost $300,000

PRODUCTION costs of Ford Motor Co.'s two-hour, two-network 50th anniversary TV show tonight (Monday) will range from $200,000 to $300,000—more than the cost of a Broadway musical—Producer Leland Hayward estimated last week. This figure does not include time costs for the 114-station hookup of the NBC-TV and CBS-TV networks.

To be presented 9-11 p.m. EDT, the show will be a cavalcade in drama, music, song, dance, comedy and factual recreation of historic events of the last 50 years. It will carry no commercials. Mr. Hayward, noted Broadway producer making his TV debut, said that whereas the program will run 118 minutes on the air, its length at the start of rehearsals was eight hours. Ten days ago about an hour of running time still remained to be condensed or edited.

The show will be presented live, with participants including such stars as Ethel Merman, Howard Lindsay and Erna St. John, "Ollie" of Kukla, Fran and Ollie, Wally (Mr. Peepers) Cox, Marian Anderson, Rudy Vallee, Frank Sinatra, Teddy Wilson and Eddie Fisher. Only those stars will be performed. The $150,000 that was expected to be spent on expenses was not used.

Phil. Baseball TV Plans

ATLANTIC Refining Co., Chesterfield Cigarettes and Valley Forge Beer jointly will sponsor 12 major league night baseball games in Philadelphia, with each of the three local TV stations carrying two of the Athletics' and two of the Phillies' contests, it was announced last week. WCAU-TV will carry the first game, between the Athletics and the Cleveland Indians, on Thursday night; WPTZ (TV) will carry the second game, on June 23, and WFIL-TV the third, on July 1. Telecasts will be rotated among the stations in that order for the rest of the TV schedule, which ends with a Sept. 2 contest.

Two Executives Join D-F-S

TWO executives are joining Dancer-Fitzgerald-Sample, New York, this month: Walter C. Schir, an attorney who has been in the CBS Business Affairs Dept. for five years and who moves to the agency's radio-TV department June 22, and Lawrence D. Benedict, account executive with Compton Adv., who will be on the Nestle Co. account for D-F-S.

NEW BUSINESS

Philip Morris Cigarettes, N. Y., to sponsor Pentagon Confidential dramatic series based on files from Criminal Division of U. S. Army, effective Aug. 6, Thurs., 10:10-11:30 p.m., on CBS-TV. Agency: Biow Co., N. Y.


Procter & Gamble (Tide), Cincinnati, to sponsor half-hour audience participation show on NBC-TV, Mon.-Fri., 4-4:30 p.m., starting today (Mon.). Agency: Benten & Bowles, N. Y.

Beatrice Foods Co. Chicago (Meadow Gold butter, La Choy products), plans to buy radio

ADVERTISERS & AGENCIES

PURCHASE of radio-TV rights to the Baltimore Colts is toasted by (l to r): Seated, Leroy Cohen, vice president, and Abraham Krieger, president, both Gunther, and Don Kellett, Colts manager; standing, Sam Banks, Colts publicity director; Arthur Goldman, advertising director, and Hugh McLaughlin, general sales manager, both Gunther.

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BROADCASTING • TELECASTING
UNITY TELEVISION BUYS $1 MILLION PACKAGE WITH 80 FEATURE FILMS

The transaction, described as one of the largest in the industry, was completed with Major Attractions Inc. Mayers, Unity head, says they will be released to the TV market as the "Plus 80" package.

PURCHASE of $1 million package of 80 feature films from Major Attractions Inc. was announced Wednesday by Unity Television Corp., in a transaction described as "one of the largest to be completed in the TV industry."

Arche Mayers, Unity president, noted that the 80 motion pictures represent a minimum production cost of $40 million. They will be released for the first time to the television market, he added, under the program heading of the "Plus 80" package.


Among the stars who will be seen in the films are Gary Cooper, Vivien Leigh, Stewart Granger, Ray Milland, Ralph Richardson, Burgess Meredith, Marilyn Monroe, Jeff Chandler, Cesar Romero, Virginia Field, J. Carroll Naish, and Lynn Bari.

The package will be released under the sub-headings of "All-Star Adventure Classics," "International Masterpieces," "Hollywood Major Package" and "Charlie Chan Features." Declaring that the new package in conjunction with the regular catalogue of 1,001 titles "emphatically gives Unity TV motion picture picture leadership," Mr. Mayers added: "Regardless of what others may say, Unity believes motion pictures are the basis of good entertainment and economic telecasting. Now that we have the best Hollywood names to present, we are confident our faith will be justified. The old stations need film; the new stations need encouragement. Our ability to supply both should be a great inspiration to stations, agencies and sponsors."

‘Hopalong’ Sold in 113 Areas; Two Other Series Offered

SALES of the Hopalong Cassidy film series have reached a total of 113 markets, John B. Cron, national sales manager for the NBC Film Div., announced last week. At the same time, Robert W. Sarnoff, vice president of the division, announced two film series, The Cop and Captured, will be offered for syndication.

The latest film sales of Hopalong Cassidy, which marked its 250th consecutive weekly telecast June 13, were to KSWS-TV Roswell, N. M., KTXL-TV San Angelo, Tex., and the Jack L recession agency for sponsorship by Robert Dairy Co. in the Lakeland-Orlando, Fla., market.

Mr. Cron reported that Dangerous Assignment, which has been sold in 110 markets; Victory at Sea, 32; Douglas Fairbanks Presents, 74, and The Visor, 19.

Mr. Sarnoff, in discussing the films being offered for syndication, said local stations and local and regional sponsors will be offered 48 half-hour films of The Cop (former episodes of Dragnet) and 26 half-hour films of Captured (formerly Gangbusters).

WRVA Buys 'Movietown'

PURCHASE of the Frederic W. Ziv Co. program, Movietown Radio Theatre, by WRVA Richmond, CBS outlet, for on-the-air promotion for the station, its sponsors and programs was announced last week by Alvin E. Unger, Ziv radio vice president.

AGENCY APPOINTMENTS


Union Oil Co. of California, L. A. (petroleum products), appoints Young & Rubicam Inc., that city.

and TV spot announcements in fall as part of newly launched nationwide advertising campaign for those products. Agency: Foote, Cone & Belding, Chicago.

Lever Bros., N. Y., will sponsor 10 minutes of 9:30 p.m. EDT portion of Hoagy Carmichael show (Sat., NBC-TV, 9:30 p.m. EDT) for 13 weeks, starting last Saturday.

Revere Copper & Brass Inc., sponsors of TV version of Meet the Press on NBC-TV, Sun., 6:30 p.m. EDT, will drop its share of program to alternate weeks instead of every week. A second sponsor will be sought for alternate week starting this fall. Revere has been sponsoring program 52 weeks a year since Oct. 8, 1950.

General Mills has renewed The Lone Ranger on ABC Radio, Mon., Wed., Fri., 7:30-55 p.m. EDT, effective May 29 for 52 weeks, using 170 ABC stations. Agency: Dancer-Fitzgerald-Sample.

Wilkins Motors renews sponsorship of New York Philharmonic-Symphony broadcasts on CBS Radio for second straight season, starting Oct. 11, Sun., 2:30-4 p.m. EST. During summer, sponsor is presenting World Music Festival in same period. Agency: Canaday, Ewell & Thurber, N. Y.

Lambert Pharmacal Co., St. Louis (Listerine), to sponsor six half-hour dramatic films, The Summer Theatre, distributed by Consolidated Television Sales, on ABC-TV on alternate Fridays, 8-8:30 p.m., as summer replacement for Ozzie & Harriet, effective July 3. Agency: Lambert & Feasley, N. Y.

Kellogg Co., Battle Creek, Mich., has renewed for 52 weeks the 4:30-4:45 p.m. segment of Howdy Doody, Tues. and Thurs., on NBC-TV, effective June 2. Agency: Leo Burnett Co.
MITCHELL TO HEAD BRITANNICA FILMS

MAURICE B. MITCHELL, vice president and director of Muzak Corp. and general manager of Associated Program Service, transcription library division, last week was elected president of Encyclopaedia Britannica Films Inc. All three companies are controlled by William B. Benton.

In electing Mr. Mitchell, the EBF board again broadened Mr. Mitchell's responsibilities in the organization, which he joined two years ago. He succeeds Walter Colmes as EBF president. Mr. Colmes had joined the organization in 1951. Mr. Mitchell will move from New York to Chicago.

EBF produces and distributes educational films to schools, universities and other groups. It is located in Wilmette, Ill., near Chicago. The product includes films for use in the U. S. and Canada along with similar films in a large number of foreign tongues. Although EBF films were not designed for television, they have been released for that purpose through APS and are used in many nations.

Films Inc., subsidiary of EBF, holds rights for distribution of 16 mm features, including the Glomery-Fox and Warner Brothers feature releases but these do not include television rights. Also owned and operated is Instructional Films Inc., distributing educational films produced by independent producers and distributed by the EBF national sales organization. EBF operates nine film exchanges and has its own staff of producers, writers, film editors and others.

Mitchell was the original director of the old NAB's Broadcast Advertising Bureau, setting it up in 1949. Before joining NAB in 1948 he had been general manager of WTOP Washington. He had joined CBS after World War II and his business career started on the advertising staff of the New York Times. After running a country weekly that won a number of national awards he became advertising manager of the Ogdenzubg (N. Y.) Journal, of the Gannett group. He was with the Gannett papers six years and served also in Rochester and Albany.

In the sales and advertising fields Mr. Mitchell is known for development of many basic promotional devices now in general use at radio and TV stations. He has conducted sales clinics and the texts are extensively employed in the sale of time. He has taught public relations, film series, and advertising at nine universities. In 1948 he was named secretary of the All-Radio Presentation Committee and he has served on a large number of advertising and media committees.

Kling Buys Hollywood Land

KLING Studios Inc., Chicago, last week announced the expansion of its west coast operations with the purchase of a large tract of land on Hollywood Blvd. in the film capital. Kling will continue to maintain studios at 6650 Sunset Blvd., Hollywood, location of Ray Patin Productions, Kling's animated division.

NBC Adds Film Cameramen, Enlarges TV News Coverage

IN MOVES designed to enlarge its global television news film operations, NBC announced last week the addition of two camera correspondents in the Far East and the completion of an exchange agreement with Radio Italiana Television.

New Correspondents

The new correspondents are Robert A. Hecox, of Bad Axe, Mich., and Yung Su Kwon, a Korean, both of whom will cover the Japan-Korea area. Mr. Hecox, a former U. S. Army cameraman, has been working for Europe's Paramount Newsreel. Mr. Kwon has been shooting combat films since the Korean war began and already has received assignments from NBC.

The exchange agreement with RIT is similar to arrangements NBC has made with other organizations, including BBC, Pathes Journal in France, Cine Journal Suisse in Switzerland, Polygoon in Holland, and Delfox in Belgium. The network will provide NBC with film coverage of Italy with rights for TV showing in U. S. in return for NBC's daily syndicated newscast.

UTP Sales $125,000

SALES totaling more than $125,000 during the first week of June were reported last week by United Television Programs, which said this figure represented 26 new contracts. Officials reported Look Photoquiz was sold for 52 weeks in seven markets; Studio Telescription library was sold on two-year contracts in seven markets; Royal Playhouse in six; Tea of the City in four; Old American Barn Dance in four; Counterpoint in three, and four other properties in one market each.

NBC Film Standards

DESIGNED to assist both the advertiser's agency and the station, a newly-published "NBC Commercial Film Standards Booklet" has been mailed to a list of agencies, film producers and stations.

The new booklet was described as the work of Stan Plan, supervisor of NBC's broadcast film operation, who compiled a similar pamphlet in 1950. After publication of the first standards booklet in 1950, the network said, the percentage of film spots rejected by stations dropped to 3% from a high of 50% in 1949.

Weiss & Co. Budget Plan Offered for TV Package

LOUIS WEISS & Co., Los Angeles, is offering a 157-hour film library TV stations on a weekly budget plan. Contract calls for exclusive and unlimited runs over an 18-month period at a weekly cost equal to station's initial one-hour Class A time, regardless of rate increases during the run of the contract.

Under the print distribution plan, a station whose rate is $200 per hour would receive 628 hours of programming over an 18-month period at an average cost of $25 per hour, showing the films on a four-run basis.

Program groups include 26 half-hour Craig Kennedy Cunetolists, 15 half-hour Thrill of Your Life and 13 quarter-hour Canine Comments. Also included are 51 hour-long western features, 26 features films, 26 ten-minute People & Places, 14 seven-minute Walt Disney and "Krazy Kid" cartoon shorts, three five-15 hour, 240旅馆 serials, eighty-nine 20-minute slapstick comedies and others.

First station to sign with Weiss is KVEC-TV San Luis Obispo, Calif., represented by manager Jack Wasson. Videofilm Assoc. represents Weiss in San Francisco.

Film Sales

Schaefer Wright Corp., Portland, Ore. (home appliances), has started the weekly half-hour Ethel Barrymore Theatre on KPTV (TV) that city, for 13 weeks from May 28. The series is produced by Interstate Television Corp., Hollywood. Agency is Jim Diamond Adv., Portland. KPIX (TV) San Francisco started the weekly half-hour The Amazing Tales of Hans Christian Andersen, film series distributed by Interstate, for 26 weeks from May 21.

WBL-TV Baltimore has acquired rights to Custer's Last Stand, a 15-half-hour episode serial, from Louis Weiss & Co., Los Angeles. Arrangements were concluded by Victor Campbell, station program director, and Harry Wright, distribution firm's Baltimore representative.


Production

Workshop Productions Inc. is the name of a new Hollywood company formed to produce two television film series, Variety Theatre and Our United States, which will be distributed by George Bagnall & Assoc., Hollywood.

Officers of the firm, headquartered at United Producers Studios, include Ernest Bannister, president; Pat Garver, vice president and executive producer; Lee Perkal, secretary-counsel; Edwin Gillette, treasurer; and Lester M. Cook Jr., general manager.

Film Series Planned

PLANS to produce a TV film series around the book, Marital Infidelity, by Dr. Frank S. Caprio, Washington psychiatrist, were announced last week by Ben Grauman, New York public relations counsel and screen writer-producer. Mr. Grauman, who has acquired television and motion picture rights to the book, said that production on the TV film series is expected to begin in New York in the fall. He added that the book, which deals with case studies of marital discord and offers possible solutions, has been selected by the Pastoral Psychology Press as its August book-of-the-month selection for distribution to its 5,000 clergymen members.

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

Ever wonder what women do, all day long? Well, we
know so far as Iowa radio users are concerned —
information gathered from thousands of diaries kept
for the 1952 Iowa Radio-Television Audience Survey.
Here it is:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time (Hours)</th>
</tr>
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<tbody>
<tr>
<td>Using the radio</td>
<td>5.75</td>
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<tr>
<td>Watching television</td>
<td>1.56</td>
</tr>
<tr>
<td>Reading daily newspaper</td>
<td>0.49</td>
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<tr>
<td>Reading weekly newspaper</td>
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<tr>
<td>Reading a magazine</td>
<td>0.39</td>
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<tr>
<td>Working in the home</td>
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<tr>
<td>All other (eating, etc.)</td>
<td>3.35</td>
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<tr>
<td>Total, at Home and Awake*</td>
<td>12.90</td>
</tr>
</tbody>
</table>

*Above figures are for in-home listening only—do not include
hours spent listening to car radios, etc. Column does not add
to this "Total home" figure because of multiple-activity by
some individuals.

Please note that Iowa women spend more time with
radio than with any other single activity except working.
Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the
Survey, today. You'll find it invaluable.

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

FREE & PETERS, INC.
National Representatives
produce a half-hour television film series called The Narcotics Pusher. A company representative said technical cooperation had been promised by the Los Angeles Police Dept., the Narcotics Bureau and other government agencies.

Principals in Wigmur Productions are William Orrig and Les Lannen. Producer of The Narcotics Pusher will be George Carroll. Al Martin is writing the series.

Norstone Productions Inc., Hollywood, headed by San Francisco businessman J. Robert Norberg, has been formed to produce Off the Record, a half-hour TV film series which will preview a new Victor, Columbia, Decca and Capitol record release on each program. Irving Salkoff, Orsatti & Co., Beverly Hills talent agency, is vice-president.

Production is expected to start this week at Goldwyn Studios, and Leroy Prinz, Warner Bros. producer-director, will serve in the same capacity on the series which will back the records with production numbers. Barry Trivers is set as writer and Irving Friedman as music director.

Joe Paule Productions, Hollywood, headquartered at Motion Picture Center, has been formed to produce a half-hour TV film series based on the Palooka cartoon strip. Joe Kirkwood, star of the motion picture version, has secured all rights from cartoon creator Hare Fisher and will act as producer-star. Production starts this week with Hal Conrad and Clark Reynolds adapting series.

Stuart Reynolds, president of Reynolds Productions, Beverly Hills, Calif., Sovereign Productions, Hollywood, and Aileen Leslie, who writes ABC-TV's Date With Judy, have completed plans for a quarter-hour television film series, to be called History in the Making. The programs will be produced by Sovereign and distributed by Reynolds.

Roland Reed Productions, Culver City, goes into production this week on the pilot film in Waterfront, a half-hour TV series. Preston Foster was signed to portray the leading role of the tugboat captain. Producer M. Bernard Fox and Jesse Lasky Jr. are adapting the script from their original story.

American Pictures, Hollywood, will start shooting June 15 on "Paris Model," an episode feature film which, sometime after theatrical release by Columbia Pictures, will be broken into four segments for television distribution. Starring in the light comedy are Paulette Goddard, Marilyn Maxwell, Eva Gabor, "Tom" Conway, Cecil Kellaway and Leif Erickson.

Producer Albert Zusmith plans additional feature films which will be given the same treatment, eventually making a complete television film package. Alfred E. Green is the director.

Federal Telefilms Inc., Hollywood, with headquarters at Goldwyn Studios, is completing a half-hour pilot film for The Falcon series, to be presented by Bernard Schubert. The film stars Charles McGraw in the title role and George Wagner is directing a script by Eugene Wanga, Buster Collier and Harry Joe Brown are producers.

Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., announced that production has begun on Manhunt, starring Broderick Crawford, the fifth series in a new group of productions being offered for national and regional sponsorship. According to Ralph Cohn, Screen Gems president and general manager, shooting of the pilot film of the new series is already underway in the Hollywood studio of the parent company.

Harry Owens Television Productions Inc., Hollywood, headquartered at Swanstrom Studios, has completed the first half-hour film in a proposed series of 26 featuring Mr. Owens and His Royal Hawaiians. The program currently is seen live on KNXT (TV) Hollywood and its sponsor, United Air Lines, reportedly is interested in the filmed series for national TV distribution. The films, to be shot in both black-and-white and color, may be made on location in Hawaii this summer. Bob Lehman, KNXT (TV) director, will direct the series.

Revue Productions, North Hollywood, plans to start shooting in mid-July on 26 half-hour films in an untitled anthology series which Pepsi-Cola Co., New York, will sponsor on ABC-TV this fall.

Chester Erskine Productions Inc., Culver City, with headquarters at KKO Pathe Studios, plans August shooting on first film in half-hour TV series, Reader's Digest on Television, in both black-and-white and color. Mr. Erskine, former writer-producer at Universal-International, has secured all video rights to material which has appeared in the magazine for the past 21 years and will serve as executive producer. Associated with the film's Cones, vice president in charge of sales Joe Brown, secretary-treasurer and general manager, and William Stephens, producers manager. PSI-TV has been set to handle the distribution.

Superman Inc., Hollywood, starts shooting the second group of 26 half-hour films in Superman at California Studios this week. The series, produced by Whitney Ellsworth, is sponsored by Kelloggs Co. on a regional basis. Tommy Carr and George Blair are alternate directors.

Video Pictures Inc., Hollywood, has started production on a second group of 13 half-hour films for the Hank McCune Show. Series currently is sponsored in five Western states by Lewis Food Co.

Jerry Fairbanks Productions, Hollywood, is completing editing on "Flying with Arthur Godfrey," an hour-long film in color, produced by Eastern Airlines for approximately $250,000. With Mr. Fairbanks as producer-director, the film features Mr. Godfrey flying different type planes from "crates" to Eastern's Super Constellation and appearances by Capt. Eddie Rickenbacker, firm president, and Dick Merrill. TV release plans have not been completed.

Reid H. Ray Film Industries, St. Paul, is producing "The Eagles Strength," a 27-minute film designed to show operation of the Air Material Command. Production on the film, which will be narrated by Edward R. Murrow, is scheduled to be completed in mid-August. Reid H. Ray is directing the film. The script was written by Robert West. Copies of the film will be made available for non-profit showing.

Representation

Criterian Films, Seattle, producer of film commercials for television, has announced the appointment of Williams Brothers, still photography firm in Vancouver, B.C., as its representative in the Canadian city. Larry Huseby, director of radio-TV for Howard R. Smith Adv. Agency, Tacoma, also will serve as Tacoma representative for Criterion.

Real George Corp., North Hollywood, has selected William Morris Agency to represent Real George, a new half-hour film series. The programs star George O'Harlon and are produced and directed by Richard Bare.

Film People


Frank P. Dunn, independent producer-director associated with Bob Loewl Productions, New York, to Fletcher Smith Studios, TV film producers, that city, in an executive capacity.
Coverage that Counts!

WJIM-TV
CHANNEL 6

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

H. R. Representatives Broadcasting • Teletcasting

June 15, 1953 • Page 37

Truly an Area Station!
Start of the big WCCO-TV Fishing Contest

A TON of fish in a television studio!

Rollie Johnson, Sports Director at this station is now running his 3rd Annual Fishing Contest. Weekly prizes and season prizes go to the catchers of the biggest fish of each game species found in Minnesota’s 10,000 lakes. Each Izaak W. shows his own entry. Prizes, too, are whoppers.

Last year’s contest produced a literal total of a ton of entries.

We are sports minded people in the land of Paul Bunyan; and we stay home all summer to have fun at it.

MINNEAPOLIS ST. PAUL
Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and TELEVISION...ch 4...100 kw...
For dominant coverage of the Northwest Market

Page 38 - June 75, 1953
**FACTS & FIGURES**

**TELESTATUS®**
Weekly TV Set Summary—June 15, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained estimates. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Total market set figures are estimates of sets in those markets. These figures are the result of a survey of full-time households. Average number of sets is used. Coverage areas of different markets overlap, set counts in some of these markets may be partially duplicated. Total sets in use at U.S., however, are under-estimated.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulder</td>
<td>KTBV</td>
<td>210,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ</td>
<td>245,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines</td>
<td>WDES</td>
<td>235,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>KTV</td>
<td>250,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>KDFW</td>
<td>260,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Worth</td>
<td>KTVT</td>
<td>280,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Antonio</td>
<td>WOAI</td>
<td>285,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin-Waco</td>
<td>KVTV</td>
<td>290,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td>KJTV</td>
<td>295,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>KDFW</td>
<td>260,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Antonio</td>
<td>WOAI</td>
<td>285,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin-Waco</td>
<td>KVTV</td>
<td>290,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td>KJTV</td>
<td>295,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**New Markets Effective Coverage Area**

- **TeleVision Homes in KRLD-TV's Effective Coverage Area**
  - **Exclusive CBS Television Outlet for Dallas-Fort Worth Areas**
  - **More than a Million urban population in the 50-mile area**
  - **More than TWO MILLION in the 75-mile area**

**Total Stations on Air 171**

**Total Markets on Air 177**

*Includes XELO-TV Metromar, Mexico and XEFTV Tijuana, Mexico

**Total Sets in Use 23,834,463**
RADIO-TV RESEARCHERS BLAST 'LIFE' AUDIENCE STUDY REPORT

"Highly inaccurate," say the broadcast men who feel the electronic media are getting the short end of the deal. The magazine survey purports to compare accumulative audiences—and concludes that magazines get the top share.

COMPARISONS between accumulative audiences of magazines, newspaper supplements, radio programs and TV programs, made by Life magazine in a new advertising research study, "A Study of Four Media," are being called "highly inaccurate" and, even harsher termed by broadcast researchers.

The study announced today (Monday) by Life's publisher, Andrew Heiskel, was made for Life by Alfred Politz Research Inc., the organization that also made studies of Life's own cumulative and repeat audience in 1950 and 1952. It purports, according to Mr. Heiskel, to "make available for the first time data with which an advertiser can analyze the accumulative audiences of several important media."

These media are: Magazines—represented by Ladies' Home Journal, Life, Look, Saturday Evening Post; newspaper supplements—represented by This Week; radio programs—represented by Andy, Charlie McCarthy, Jack Benny, Lux Radio Theatre; TV programs—represented by Colgate Comic Hour, Fireside Theatre, Red Skelton, Texaco Star Theatre, and Your Show of Shows.

In all, commercials were made of a sample said to be representative of all U. S. residents ten years of age or over. Radio and TV programs selected for the study were those rated by Nielsen as reaching the most homes for the period ending Dec. 10, 1951. Walter Winchell was originally included in the radio list, but was dropped after illness forced him off the air.

Respondents in the survey were interviewed six times—during a 12-month period—by Life magazine's audience with the audience of a single broad-cast program would be ridiculous, he said, if it were not for the fact that some advertisers may be misled by the Life presentation of its survey's findings.

"A more fair comparison might be made by taking the number of people who 'noticed' a magazine advertisement on the one side and those who heard a radio program or viewed a TV show that appeared in the study," said Mr. Carraine. Taking 25% as a fair if not generous figure for readers noting a black-and-white magazine page, he commented, would place the total six-issue number of readers of a typical Life page ad at 25% of 60.5 million or 12.125 million, a more equitable balance with the four-broadcast radio audience of 34 million and the four-broadcast TV audience of 45.75 million.

Perhaps an even fairer comparison would be between the broadcast program audience and the number of magazine readers reporting that they "read most" of an advertisement, Mr. Carraine said. This would give the magazine one-page ad between 6% and 10% of the magazine's total readership, he noted, or about 4 million individuals who read a typical Life ad, against the 34 million hearing a radio program or the 45.75 million viewing a TV show.

"We wish we knew how to make a valid comparison between broadcast and broadcast audiences," Mr. Carraine commented. "Some day we will, and when we do we won't start our report by saying it is impossible to compare the two and then going ahead and doing it."

Hugh M. Beville, NBC research and planning director, also regarded it as "basically wrong" to compare entire issues of magazines with individual radio and TV programs—a comparison which, he noted, radio and TV have been protesting for the said in this case seemed to go to new extremes.

Mr. Beville also held the comparison between media uncomparable in another way—that is, persons being interviewed were shown copies of the magazines involved, but for the questions on radio and TV programs no such aid-recall factor was provided in the form of a playing of the radio program or showing of a film or kinescope of the TV program. And yet, Mr. Beville added, when the Politz organization a few years ago was making a study of the extent to which people recall commercials, it did play back the commercials to the persons interviewed.

SRA FIXES METHOD FOR RATINGS USE

SINCE buyers of time insist on and persist in projecting program rating figures against total audience data, despite the propriety of this practice, the Audience Research Committee of Station Representatives Assn. has devised a method for such projections which the committee believes is in general preferable to other currently in use.

Pointing out that "a rating, by definition, is a percentage of the total number of radio homes in the rating area," SRA said. "First find out what the rating area is: A city, a county, a group of cities. Then follow this three-step procedure:

1. Multiply the total number of radio homes in this rating area by the rating. This gives the listening audience in the rating area.
2. Calculate this listening audience as a per cent of the Nielsen (NCS) or Baker (SAMS) weekly audience of 60,000 in the rating area, divide the listening audience (12,000) by the weekly audience (60,000). This figures to 20%. If the station has a total weekly audience (NCS or SAMS) of 300,000, multiply this by 20% and get 60,000 as the total listening audience for the program.

"This formula," SRA admitted, "has its weakness in that it assumes that a station's circulation as reported by Nielsen or Baker will have the same listening patterns in the outside area as in the rating area; that there is constant relationship between the outside and rating area for all programs during all times of day. While there is no denying this fact, we believe it is not too far-fetched an assumption in that we are dealing with a station's identified circulation. Despite this weakness, however, this formula comes closer to reality than any of the other methods currently being used."

A four-page mimeographed folder detailing the SRA method as well as others now in use may be obtained without charge from SRA, 101 Park Ave., New York 17.
Harrington, Righter and Parsons, Inc.

National Representatives for

WAAM—Baltimore
WBEN-TV—Buffalo
WFMY-TV—Greensboro
WDAT-TV—Kansas City
WHAS-TV—Louisville
WTMJ-TV—Milwaukee

ask any one of them why...
A PRIL '53 ADVERTISERS SPEND MORE THAN SAME NUMBER DID IN APRIL '52

The number of television advertisers in April 1952 was the same as in April of this year—but this year’s advertisers spent an average of $16,827 apiece more than last year. P & G is the biggest TV time-buyer.

THE SAME number of advertisers used network television during April as in the same month of 1952 and spent more for time to boot, according to figures on advertising expenditures for network TV compiled by Publishers Information Bureau.

In each April there were 163 sponsors of TV network programs. Their average expenditures for time on the video networks (at gross rates before discounts of any kind) amounted to $108,938 in April 1953, compared to an average of $92,111 in April 1952.

Top ten TV network clients in April (Table I) are the same advertisers who comprised the top ten for April 1952, with Procter & Gamble Co. in first position both months, as it has been for each intervening month. Of the ten, eight invested more money in TV network time this April than last month, only General Foods Corp. and Lever Broth-ers Co. falling behind their April 1952 totals.

Leading advertisers, classified in Table II into 12 groups, show 13 who headed their groups in April 1952 and nine who were not on that month’s list of leaders.

Total expenditures of each product group for TV network time in April and January-

### TABLE I

**TOP TEN TV NETWORK ADVERTISERS IN APRIL 1953**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Jan. 1953</th>
<th>Feb. 1953</th>
<th>March (5 wks)</th>
<th>April 1953</th>
<th>Total 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$136,258</td>
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<tr>
<td>2.</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>$87,399</td>
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<tr>
<td>3.</td>
<td>J. Reynolds Tobacco Co.</td>
<td>$78,260</td>
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<tr>
<td>4.</td>
<td>General Foods Corp.</td>
<td>$59,961</td>
<td></td>
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<tr>
<td>5.</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$32,260</td>
<td></td>
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<tr>
<td>6.</td>
<td>American Tobacco Co.</td>
<td>$15,388</td>
<td></td>
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<td>7.</td>
<td>General Mills</td>
<td>$47,196</td>
<td></td>
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<tr>
<td>8.</td>
<td>General Motors</td>
<td>$40,120</td>
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<tr>
<td>9.</td>
<td>G. F.消费者 Co.</td>
<td>$31,717</td>
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<tr>
<td>10.</td>
<td>P. Lorillard Co.</td>
<td>$21,584</td>
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</tr>
</tbody>
</table>

### TABLE II

**LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR APRIL 1953**

<table>
<thead>
<tr>
<th></th>
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<tbody>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel</td>
<td>$246,974</td>
<td>$1,077,579</td>
<td>$1,207,108</td>
<td>$1,431,370</td>
<td></td>
</tr>
<tr>
<td>Automotive</td>
<td>$1,909,113</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Materials</td>
<td>$246,974</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$3,076,938</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol &amp; Tobacco</td>
<td>$276,588</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$2,305,976</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>$2,015,376</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment</td>
<td>$2,144,955</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,287,706</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### TABLE III

**GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED TO SAME PERIOD 1952**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>$246,564</td>
<td>$611,923</td>
<td>$2,217,485</td>
<td>$2,604,415</td>
<td></td>
</tr>
<tr>
<td>Weapons &amp; Ammunition</td>
<td>$154,415</td>
<td>$407,270</td>
<td>$1,583,520</td>
<td>$1,745,270</td>
<td></td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>$2,295</td>
<td>$170,106</td>
<td>$73,026</td>
<td>$260,607</td>
<td></td>
</tr>
<tr>
<td>Railroad, Radio &amp; TV Sets</td>
<td>$285,200</td>
<td>$1,237,723</td>
<td>$239,215</td>
<td>$1,597,190</td>
<td></td>
</tr>
<tr>
<td>Retail, Newspapers &amp; Magazines</td>
<td>$1,089,152</td>
<td></td>
<td>$307,468</td>
<td>$4,389,250</td>
<td></td>
</tr>
<tr>
<td>Smokes, Buildings &amp; Polishes</td>
<td>$1,169,336</td>
<td></td>
<td>$5,256,943</td>
<td>$6,426,279</td>
<td></td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>$2,015,376</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment</td>
<td>$2,144,955</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,287,706</td>
<td></td>
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</tr>
</tbody>
</table>

Sales of radios (excluding auto sets) at retail totaled 1,851,673 in the first four months of 1953, according to RTMA. TV sales totaled 2,100,260 in the four-month period. Total radio sales in April totaled 412,802 sets, with 319,721 TV sets sold.

RTMA announced that 2,452,508 TV sets were shipped to dealers during the first four months of 1953 compared to 1,564,516 sets in the same 1952 period. April TV shipments totaled 392,492 sets compared to 287,004 in April 1952.

Following is tabulation of TV sets shipped to dealers by states during the first four months of 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Alabama</th>
<th>Arizona</th>
<th>Arkansas</th>
<th>California</th>
<th>Colorado</th>
<th>Connecticut</th>
<th>Delaware</th>
<th>District of Columbia</th>
<th>Florida</th>
<th>Georgia</th>
<th>Illinois</th>
<th>Indiana</th>
<th>Iowa</th>
<th>Idaho</th>
<th>Indiana</th>
<th>Kentucky</th>
<th>Louisiana</th>
<th>Maine</th>
<th>Maryland</th>
<th>Massachusetts</th>
<th>Michigan</th>
<th>Minnesota</th>
<th>Mississippi</th>
</tr>
</thead>
</table>

Source: Publishers Information Bureau.
The crown is most impressive
—but it doesn’t quite fit

For a week now, some very important people have been saying some very nice things about our coverage of the coronation.

We wouldn't be human if we weren't proud and grateful.

But we feel a little like a man who takes the credit for his wife's cooking.

Actually, the films we showed of this majestic, moving event were the brilliant work of the British Broadcasting Corporation. And it was the speedy delivery of the pictures to Montreal by the Canadian Broadcasting Corporation that enabled us to get the coronation here so quickly. A very neighborly network, the CBC.

If we can take credit for anything, it's the fact that we brought this nationally important event to America efficiently, effectively and economically. But even that is nothing special. It happens every day at ABC.

All this explains why we think the crown for coronation coverage should stay in England and Canada. It doesn't fit right on our American head.
'Lux Theatre' Heads Nielsen AM Listing

TOP show in the A. C. Nielsen Co. national radio evening, once-a-week listings for May 3-9 in number of homes reached was Lux Radio Theatre (CBS). Nielsen listings for the same periods of 1952.

CBS-TVE SHADES NBC-TV FOR APRIL

PIB figures for April show CBS-TV slightly ahead of NBC-TV in gross time sales, but the latter network's gross is the highest for the first four months of 1953.

NIP-AND-TUCK race for leadership among TV networks is revealed by the April report of Publishers Information Bureau, which shows CBS-TV in first place for April, with gross time sales of $7,770,181 to an NBC-TV gross of $7,526,760, but NBC-TV slightly ahead for the January-April period with a four-month gross of $29,844,488 compared to the CBS-TV gross of $29,184,017 for the same period.

In network radio, CBS is in front both for April and for the first four months of 1953, according to PIB data.

Combined grosses of the four nationwide radio and four-month networks for April totaled $31,915,267, a gain of 10.1% over the combined radio-TV network gross of $28,975,331 for April 1952. TV network gross time sales for April were up 18.2% over that of the month before; radio network gross April time sales were up 1.5% over April 1952.

For the January-April period, combined radio-TV network time gross sales totalled $124,538,951 this year against $117,250,417 for 1952. TV network gross time sales for the first four months of this year dropped 2.1% from the same period last year.

NEW ENGLAND AWRT HOLDs Annual Meet

Women in radio and TV will play a vital role in the nation's safety in event of an atomic blast, Katherine G. Howard, assistant to the Federal Civil Defense Administrator, told the New England chapter of American Women in Radio & Television at the group's annual meeting June 6 in Boston.

Other speakers, who addressed a panel, included Mary McKenna, timebuyer, Benton & Bowles, New York, and Dorothy Thomas, consumer affairs director of Ward Baking Co., New York.

On the panel were Leo Barbo of Barbo's (furniture dealers), Stoneham, Mass.; Louise Morgan, WNAC-AM-TV Boston; Elise K. McDonald, WEEI-TV Haverhill, Mass.; Constance Stoppel, Granite State Network, Manchester, N. H., and Edith Stevens, Boston Post "Us Girls" cartoonist.

The chapter set its next annual meeting at Hartford next Feb. 4. Presiding was Heloise Parker Broe, WEEI Boston, chapter president. Julie Chase, WTAG Worcester, was program chairman; child director Bailey; WLAB Boston, and Lilian Burchett, WNAC Boston, were general co-chairmen.
REPEAT
"SUCCESS STORY"
20th ANNUAL PERFORMANCE
starring
ORIGINAL CAST
★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.
★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 20th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual. S. G. Holmes & Sons, sponsors the 5 o'clock News, Mon. thru Fri., on KTUL.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

KTUL has more local program sponsors than any other Tulsa network radio station.

Local acceptance is the "grass roots" test of a radio station's selling power!

Get the KTUL story from your nearest Avery-KnodeL, Inc., office.

The Audience Action Station

KTUL
Tulsa

CBS Radio Network

John Esau—Vice President—General Manager

Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City
**FARM DIRECTORS MEET IN HOUSTON**

Convention hears a message of praise from President Eisenhawer on the developments their work is producing, along with comments that farm programs are carrying increasingly heavier commercial traffic.

FARM broadcasters are handling an increasing amount of community radio programs. Members of the National Assn. of Radio Farm Directors agreed at their annual meeting, held last week at Houston.

Television's inroads have not affected radio listening habits on the farm "to any great degree," Mal Hansen, WOW Omaha, NARFD president, said in reviewing developments of the past year. "At the same time," he told the 120 delegates, "TV stations that have started farm service programs are rapidly finding sponsors."

Mr. Hansen said a basic reason for the growing interest of sponsors lies in the appeal of service programs, including weather, markets, farm news and information broadcasts. "People in agriculture must have these broadcasts to stay in business," he said, adding that all farm shows on WOW are now sponsored.

President Eisenhawer in a letter to the convention, said NARFD members "can be proud of their share in the truly remarkable achievements of the American farmer—surely the most productive cultivator of all time."

He added, "The broadcasters assembled in Houston on June 8 have played an impressive role in keeping the farmer informed of all these technical triumphs. They have also made a vital contribution to the distribution of information among the Dept. of Agriculture, the land grant colleges and the people on the land."

A group of foreign broadcasters touring the United States in an eight-week project sponsored by Mutual Security Agency took part in the meeting.

Branislav Dacic, of Yugoslavia, said broadcasters in his country are free to criticize their government and to interview critics of the government or its policies.

Speakers at the meeting included Jack Jackson, KCMO Kansas City; Robert Murdock, NARFD vice president, KTBX Tyler, Tex., and Sam Schneider, KVOO Tulsa. Mr. Schneider enlisted support of members in a long-range farm communications project.

Texas broadcasters in the host group were George Roenner, KTHU Houston, committee chairman; Bill McDougall, KPRC Houston; Doc Ruhmann, WBAP-Fort Worth; and Mr. Murdock. They were aided by Jack Timmons, KWWH Shreveport, La.

**Carolina-Va. Radio Newsman Elect Bob Truere President**

BOB TRUERE, newscaster with WHMA Charleston, S. C., was elected president of the Carolina-Virginia Radio News Directors Assn. at their mid-year meeting May 29-31 at Myrtle Beach, S. C. Mr. Truere succeeds Ed Kirk of WPTF Raleigh.

Other newly-elected officers are Vestal Taylor, WFNH Fayetteville, N. C. first vice president; Norvin G. Collyer, WPIC Greenville, S. C., second vice president, and Bill Melia, WWCN Asheville, N. C., secretary-treasurer.

**COMMUNITY antenna system which can provide its subscribers with events of local interest soon will begin operation in Oil City, Pa.** Shown here signing contracts for new DuMont closed circuit camera equipment before DuMont's Videocam camera are (l to r) N. W. Cogswell of Television Cable Co., Oil City community antenna system operators, Donald Stewart, distribution manager for Transmitter Div., Allen B. DuMont Labs, and B. A. Drelick, president of Television Cable Co. Operating the camera is R. W. McCausland, Television Cable Co. engineer. Of the table is the DuMont DuMitter, which will send the local programs over closed circuit to subscribers' receivers. DuMont film projection equipment also was purchased. The 2,000 subscribers, in addition to the Oil City local programs, also will receive programs from WDTV (TV) Pittsburgh, WJAC-TV Johnstown, Pa., and WBEN-TV Buffalo, N. Y. Pittsburgh residents, can receive only WDTV (TV).
THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET
5,000 WATTS
ABC NETWORK

now represented by
EDWARD PETRY & CO., INC.
Ohio City clinic launches campaign to sell radio to the state's public utilities companies. Other clinics in Kansas and Nebraska hassle out radio's problems.

A seven-man committee to lead a campaign to sell the public utilities companies of Oklahoma on radio's effectiveness was formed last week at the BAB sales clinic in Oklahoma City.

Headed by Frank J. Lynch of KBYE Oklahoma City, the group was formed after BAB Vice President Kevin Sweeney and local promotion director Jack Hardesty had stressed the desirability of presentations being made to top management of the utilities by such a committee. They pledged BAB's support of the committee's efforts.

In a panel session at the clinic, one of 43 now in progress throughout the country, "idea selling" was stressed as a solution to many of radio's sales and rate problems. The panel consisted of E. L. Coburn, KTOK Oklahoma City; Lawson Taylor, KFMI Tulsa; Guy B. Farnsworth, KCRC Enid, and Allan Page, KSWO Lawton. Some 55 representatives from 25 Oklahoma stations attended the meeting, held Tuesday in conjunction with the semi-annual meeting of Oklahoma Broadcasters Assn., headed by Cy Casper, WBBZ Ponca City.

Kitchen Radio Important

In another BAB sales clinic, in Wichita on June 6, Gale Blocki, BAB director of Midwestern sales, emphasized the importance of kitchen radio: "More than 20% of all mid-evening listening is now going on in the kitchen, destroying the conception that the kitchen radio is purely a daytime radio listening post," he asserted.

Adoption of simplified rate cards was called for by Arden Booth, KLWN Lawrence, Kan., who said that the discussion that advertisers should be allowed to combine their announcement and program buys for greater discounts.

H. Bondurant, KFBW Wichita, panel chairman, stressed the changing status of program vs. spot announcement selling, asserting that at least 80% of station revenue now stems from spots, as compared with less than 60% a few years ago. Mr. Sweeney outlined BAB presentations now being prepared as part of its campaign to educate advertisers to the superior value of programs, and to show radio salesmen how best to sell programs.

The panel participants, in addition to Messrs. Bondurant and Booth, were Larry Cotton, KFH Wichita; Max Falkenstein, WREN Topeka, and Thad Sandstrom, KSEQ Pittsburg. The Clinic was opened by Ray Jensen, KSAL Salina, newly elected president of the Kansas Assn. of Broadcasters.

Two days before the Kansas meeting, Omaha area broadcasters heard Mr. Sweeney, at a BAB clinic there, advise stations to "get off their own backs and solicit together the 70% of the local advertising that other media now have, instead of fighting about the 30% we have."

Mr. Sweeney stated that, starting about Aug. 1, a BAB spearhead campaign in which member stations in each of the top 40 markets

will call on district managers, brokers, and manufacturers' representatives in a body, to sell radio as a medium. While members make these joint solicitations, BAB's national staff will be putting pressure on the advertisers' headquarters organizations.

The question of a single local and national rate brought differing views in a panel session with Bob Thomas, WJAG Norfolk, arguing that stations covering a large area penalize local advertisers if they charge them at the same rate as national advertisers, while George Smith, KFOR Lincoln, contended local advertisers are no more entitled to a special discount from an equitable one-card rate than advertisers in the major markets are entitled to rates lower than those charged local advertisers downtown.

The question of a station's responsibility in merchandising for an advertiser brought opinions ranging from "no responsibility" to "full responsibility."

Panel members in addition to Messrs. Thomas and Smith were Frank Fogarty, WOW Omaha, chairman; Harold Anderson, KOLN Lincoln, and Joseph diNatale, KODY North Platte.

AAW Meeting June 21-24
Slated at San Francisco

ADVERTISING Assn. of the West will hold its 50th anniversary convention in San Francisco June 21-24, with co-headquarters in the Fairmont and Mark Hopkins hotels.

Among the speakers: June 22—Bruce Barton, BBDO chairman, Manpower for Advertising of Progress"; June 23—Elon G. Barton, president, Advertising Federation of America, "The Camel's Nose—and Its Rump" (legislative threats to advertising); and Fairfax Cone, president, Foote, Cone & Belding, "The New Challenge to Advertising."

June 24—Clyde Bedell, advertising and merchandising consultant; Dr. Ernest Dichter, president, Institute for Research in Mass Motivation, and Dr. Kenneth McFarland, educational consultant, General Motors.

North Carolina Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its summer meeting Thursday and Friday at Nag's Head, with an expected attendance of 100. BAB President Thomas F. O’Neill will deliver the principal talk. Planned are a bus trip to Cape Hatteras, an air show, president’s breakfast and a demonstration of new remote control equipment by Bill Rust of Rust Industrial Co., Manchester, N. H. Vic Diehm, WAZL Hazleton, Pa., and past president of the Pennsylvania Broadcasters Assn., will talk at a luncheon.

Florida Annual Meet

ANNUAL meeting of the Florida Assn. of Broadcasters will be held June 25-27 at the Empress Hotel, Miami Beach, with association business sessions the first day. The BMI session is scheduled June 26 with George Harvey, WFLA Tampa, and Ewald Kockritz, WGBS Miami, among speakers. The BAB session will be held June 27.

CBA Convention Agenda Set

TV and radio relations will be the chief topics for discussion at the Catholic Broadcasters Assn. sixth annual convention to be held at the Hollywood (Calif.) Roosevelt Hotel for three days starting Friday. More than 200 members from all parts of the United States and Canada will attend.

KBA TOLD MEDIA

COMPETITION HELPS

COMPETITION among media is contributing to the benefit of all media, particularly in radio-television markets, NARTB President Harold E. Fellows said Thursday at the luncheon held by the banquet of the Kentucky Broadcasters Assn., meeting at Louisville.

"Radio stations in such markets have undertaken with enterprise and ingenuity to improve their own programming, to create a better sense of community interest, to seek all manner of devices of enterprises to re-establish their necessity to community life," Mr. Fellows said.

"Such a competition does not mean that the two will at that point or at any point in the future, find it impossible to live together; it does mean perhaps that each of us in his respective fields must bear more heavily upon the common heritage, and be ready to find the answer to how these two shall live together."

NEWS OPERATIONS

QUERIED BY NARTB

DEVELOPMENT of an industry guide covering radio news techniques, including ways to obtain maximum revenues from newscasting, is planned by NARTB.

First steps were taken last week with mailing of two questionnaires to 2,500 AM stations and independently operated FM outlets. The questionnaires went to station managers and news directors.

Robert K. Richards, NARTB administrative vice president, and Richard M. Allerton, manager of research, are in charge of the project.

Maryland-D. C. Broadcasters to Meet

TWO-DAY series of panel discussions and talks covering radio and TV management problems will be held Thursday and Friday by the Maryland-D. C. Radio & Television Broadcasters Assn., meeting at Ocean City, Md. Charles J. Truitt, WBGQ Salisbury, association president, will preside.

John H. Smith Jr., NARTB promotion and FM manager, will address the opening luncheon Thursday on public relations and promotion at the local level. The afternoon will include a discussion of Conrnel by Steve McCormick and G. I. Jacobs of Federal Civil Defense Administration.

Audience measurement methods will be reviewed by Kenneth H. Baker, president of Standard Audit & Measurement Services, and Albert M. Wharfield, vice president of A. C. Nielsen Co. R. C. Embry, WITH Baltimore, will conduct a panel of local time sales. Rep. Orren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee will be Thursday evening dinner speaker.

Two speakers from the ARS group, WJJ, WMAL, WMAQ Chicago, WOR New York, are among the radio speakers:

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BROADCASTING • TELECASTING

Page 48 • June 15, 1953
The TIME of Your Life—
on the
New WJASAM&FM

IN THE MORNING...

With "The Bill Brant Show." The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times... and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market. BILL BRANT... musician, DJ, songwriter, award winning Radio-TV star... and your salesman in the tri-state area.

IN THE AFTERNOON...

The man who will capture the afternoon market for your product. But we can't tell the whole story here. See us in the next issue for full details.

ALL DAY...

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON... 22 years of covering the nation's top news stories, including his dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
EN ROUTE from Omaha to Wichita are BMI clinic speakers (1 to r) Al Marlin, BMI; Karl Jansson, KTUL Tulsa; Joe Kirby, WKRS Waukegan, Ill., and Earl Glade, KDSH Boise.

BMI CLINICS AT HALFWAY MARK

BMI Program Clinics head into the halfway mark of the 43-clinic schedule today (Monday) with teams leaving the deep South and Midwest and funning out into the Southwest, the West, and along the East Coast to Florida.

A BMI spokesman estimated Thursday that attendance at the clinics thus far has exceeded the 2,000 mark. He predicted that about 5,000 broadcasters will have participated in the sessions by July 7 when the program ends.

The clinic at Omaha on June 3 attracted 60 radio executives who heard talks by Ken Greenwood, program director of KFOR Lincoln, on the importance of effective advertising copy, and Robert Thomas, manager of WJAG Norfolk, Neb., on “Converting Public Service into Feature Programming in Order to Expand the Personality of the Station.”

John B. Trotter, manager of KBBG Oklahoma City, spoke at the Oklahoma City session last Monday on “Tailoring Music to Fit the Audience.” He recommended that all music programs have a definite purpose, maintaining that they should not be used as fillers in periods when stations “don’t have a good program idea.”

Speaking before BMI’s Program Clinic at Detroit on Wednesday, Jim Hanlon, public service director of WGN Chicago, offered two main criteria by which to justify the programming of a public service project. He said that the subject must be of “wide public interest and concern” and the station must acquire exclusive broadcast rights to the project it will help to develop.

At another clinic on Wednesday in Houston, Ken Bagwell, program director, KXYZ Houston, urged that ingenuity be used in building production copy, pointing out that staff talent could be utilized for voices and musical bridges. Dave Russell, program director of KFDM Beaumont, advocated that stations attempt to reach “so-called minority groups,” meaning concert music lovers, who “turn out to be most loyal listeners.”

Heading the list of speakers at the New Orleans session Friday was M. P. Finnerty, president of CKOK Penticton, B. C., who urged that radio stations meet the competition of TV and newspapers by recapturing audience and revenue by demonstrating superiority in the phase of programming in which radio “particularly excels—news coverage.” Don Howell, program director of WDSU New Orleans, stressed that at his station music programming is “by design” and added:

“When it has been determined which areas are to be programmed with music, the possible majority audience is determined; the competition is analyzed; the type of music program is then devised; the talent of the program is settled upon; the format is devised; the music is chosen, and we confidently await results.”

FCC MODIFIES REPORTS FILING

FCC has further revised its proposal to amend requirements covering the filing of contracts and other reports. The revisions are based on comments filed by NARTB and others.

FURTHER revision of its proposed rule-making proceeding to amend requirements covering the filing of contracts and other reports with FCC [BT, Feb. 23] was announced by the Commission last week and the proposals were modified to relax some provisions and clarify others. FCC ruled that comments on the revisions may be filed until July 13.

In the proposal requiring report of bulk time sales to the same sponsor, FCC relaxed the 2 hours provision to 4 hours. The requirement for filing of all management contracts is relaxed to concern only to agreements with persons other than regular employees, except where share of both profits and losses is involved. Clarifying requirements for filing of bylaws and amendments to, or revisions of, such bylaws and changes should be filed. Proposals on stock options and proxies also are revised. Clarification of proposed requirements on filing of “documents, instruments and contracts” regarding the right of the public to exclude normal communications between networks and stations not dealing with affiliation. FCC rejected requests to eliminate requirements for filing of mortgage and loan agreements.

The full text of FCC’s proposed rules revisions will be published in FOR THE RECORD in next week’s issue of BT.

The revisions are based upon comments filed with the Commission by NARTB, NBC, Storer Broadcasting Co., Westinghouse Radio Stations, WCAR Pontiac, Mich., and WEBC Duluth, Minn.

KBIG Ordered to Hearing On KMPC Interference Charge

KBIG Avalon, Calif., was ordered by FCC last week to go to hearing with its application for a license to cover the construction permit it holds for 10 kw daytime on 740 kc, directed to the hearing, because of interference claims made by KMPC Hollywood and KCBX San Francisco. KBIG is owned by John Poole Broadcasting Co. KMPC and KCBX, made parties to the hearing, have been engaged in a battle of petitions before FCC with KBIG on the interference allegations.

In other broadcast actions, FCC last week granted a new AM station on 1410 kc with 1 kw daytime at Alexandria, La., to Dixie Broadcasting Service. Co-owners of Dixie are Cyril W. Reddoch, 50% owner of KDAL DeRider and KREH Oakdale, La.; Klien Evans, 50% KREH, and Ralph L. Hooks, commercial manager of KDAL.

KIMA Yakima, Wash., was granted power increase on 1460 kc from 1 kw day and 500 w night to 3 kw fulltime, directional night.

FCC denied petition of Central City-Greeville Broadcasting Co. to reinstate the expired permit for WCNL Central City, Ky., which was assigned 500 w daytime on 1380 kc. Action was without prejudice to filing of a new application. The petitioner explained the CP was allowed to expire in mid-1952 because of Central City’s union labor emergency.

GET TOGETHER at Milwaukee BMI program clinic includes (1 to r): Bruce Wallace, WTMJ Milwaukee; Jerry Sills, WMIL Milwaukee; Jack Hardesty, BAB, and Ben Laird, WDZ Green Bay, president of Wisconsin Assn. of Broadcasters.

GOVERNMENT
Pioneering in Magnaflux—the Metallic "Detective"

Magnaflux is an electrical process used to detect hidden imperfections in magnetic material. It is used by American Airlines in the inspection of propeller parts, crankshafts, valves, springs, and other parts made of steel.

Magnaflux is so accurate that it shows up cracks 1/20,000,000 of an inch deep, reveals flaws that cannot be seen by the naked eye.

In 1935, American Airlines purchased this equipment from the Magnaflux Corporation and became a pioneer in applying these principles of preventive maintenance in air transportation. Only a few years later the Civil Aeronautics Administration ordered all airlines to use this method of scientific inspection.

Magnaflux detection devices are only one of a long series of milestones in the history of air transportation that have been introduced first by American Airlines.
SENATORS ASK NARBA SHOWDOWN AS THEY SET JULY 1 HEARINGS

Sen. Johnson says he will testify in favor of the treaty. FCC Chairman Hyde was questioned by the Senators behind closed doors, after which the July 1-3 hearings were set. Clear Channel group plans to present detailed opposition.

A GROUP of firemen Senators on Capitol Hill, assisted by FCC and State Dept. officials, is getting up steam for the North American Radio Broadcasting Agreement (NARBA) for Senate ratification before this congressional session ends.

It is pretty much a damm-the-torpedoes, full-speed-ahead approach. Whether the whole treaty will be scuttled, despite this empowered effort, depends on two principal factors:

- How great the opposition to the treaty at hearings set last week for July 1, 2 and 3 by the Senate Foreign Relations subcommittee (Sen. Robert F. Taft, R.-N. H., is chairman).
- Should the treaty be approved in committee, can a two-thirds majority of Senators present and voting be mustered?

NARBA apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1952.

Sen. Tobey's subcommittee announced the hearing dates after holding a closed session Monday with FCC Chairman Rosel H. Hyde. Chairman Hyde's relationship with NARBA is pointed out by his position on the Commission and because he served as head of the U. S. delegation to the NARBA conferences leading up to the pact.

Supporters Argue

Ostensibly the behind-the-doors session was held to determine whether or not to hold a hearing. But what it amounted to, according to Capitol sources, was an argument by key people, like Sen. Edwin C. Johnson (D-Colo.), who, although not a member of the subcommittee, was present at the session, designed to convince the subcommittee that the treaty was needed and that opposition would not engulf its chances for ratification.

Apparentl the subcommittee was convinced, at least sufficiently enough to decide to go ahead with hearings.

Sen. Johnson, asked about NARBA by B&T, revealed that he expected to testify in favor of the pact. He is ranking minority member of the Senate Interstate & Foreign Commerce Committee and the most NARBA-versed active Senator.

The Senator said the treaty has "good prospects" of being ratified. He said he was at the closed-door session because "I want to see it [NARBA] voted up or down," and because he wanted the subcommittee to hold hearings.

"I believe in the pigeon-holing of legislation like that is an absurdity," Sen. Johnson said. "Cubans were acting in good faith; to let it [NARBA] die is not only discourteous, it is rude—I run out of adjectives."

Supporters present were: Tobey, Johnson, Mike Mansfield (D-Mont.) and William Langer (R-N. D.). Sens. Tobey, Mansfield, Langer, Homer Ferguson (R-Mich.) and J. William Fulbright (D-Ark.) make up the NARBA subcommittee.

Sens. Hart and Overman, the FCC. After the North from the Clear Channel Broadcasting Service which functions to protect the sanctity of Class I A channels for rural and remote coverage [CLOSED CIRCUIT, May 4]. CCBS opposes Senate ratification now because Mexico is not a party to the treaty and also because of "engineering difficulties."

Backing the clear channel group are the National Farm Bureau and the National Grange, both of which have sent protests to the subcommittee, as learned.

The clear channel group, which was given to understand that opposition testimony was to be within two days along with the stand of proponents, told B&T it already believed it "will be obliged to ask for a little more time."

Hearings actually were set for three days, although officially announced as two. Third day will be used as "cushion"—i.e., if hearings become bogged down with too much testimony.

Here is the way the hearing schedule is shaping up:

Proponents—FCC Chairman Hyde probably will lead off, followed by other government officials; most likely there will be a State Dept. spokesman. Sen. Johnson will testify, if not ahead of Mr. Hyde (Senate committee), then soon after. Then we will come other spokesmen, particularly station people—should they request to be heard.

Opponents—Hollis Seavey, director, CCBS; John H. DeWitt Jr., president of WSM Inc. (WSM-AM-TV Nashville) and chairman of CCBS' Engineering Committee; Reed T. Bolles, counsel, CCBS. Probably some station people will testify—though plans have not been made as yet. Farm groups may have spokesperson testify.

Mr. DeWitt

Mr. Seavey

Mr. DeWitt told B&T that CCBS would want to make a "full presentation," and that it would be only "fair" for the subcommittee to afford its group sufficient time. He said it was his group's contention that the people who will suffer are rural and small town people because of NARBA. He also thought it was doubtful whether the Senate could muster the necessary two-thirds majority to ratify the treaty.

Tax Finances Advertising

THE FLORIDA Legislature's House Citrus Committee has approved an amended Senate bill calling for an additional two-cent tax on fresh grapefruit to bring the tax to six cents per standard box.

Antenna Data Required

AGREEMENT between the FCC and the U. S. Coast & Geodetic Survey has resulted in an amendment of Part 17 of the FCC's Rules Concerning the Construction, Marking and Lighting of Antenna Structures, providing for a report to be made to the C&GS.

FCC GRANTS 1 VHF, 3 UHF

FCC's revised policies to expedite TV hearing cases and application processing resulted last week in the grant of a second vhf station for Seattle and new uhf stations for Albany, Rochester and Schenectady.

- The Commission on Wednesday issued a construction permit for vhf Ch. 4 at Seattle to Fisher's Blend Stations Inc., licensee of KOMO. The grant was made possible by a decision on Thursday of competitive Ch. 4 bid of KJR there. KJR's chief stockholder (87%), theatre-owner Theodore R. Gamble, received an offer for purchase of one-third interest in a new corporation to be organized by Fisher's Blend for the grant.

- Associated with Mr. Gamble is Howard Lane, minority stockholder and vice president of KJR, and also of KOIN Portland. Mr. Gamble is principal stockholder in KOIN, applicant for vhf Ch. 6. KOIN has given 50% option to KGW Portland, former Ch. 6 competitive [B&T, June 8, May 25].

Seattle has been served by a single station, vhf Ch. 5 (KING).

In New York state, through last-minute withdrawals of competitors in several cases, the following grants were made:

- At Albany, WPTF received uhf Ch. 23 upon dismissal by WSB, exercising an application. WTRY acquires 50% interest in Van Curaer Broadcasting Corp., which received uhf Ch. 35 at Schenectady upon drop-out of Champlain Valley Broadcasting Corp. Latter sells physical assets of WBT in Albany for $100,000 to Van Curaer, WTFR and WTRY and will surrender WKKW's CP for 10 kw, 850 kc.

- At Rochester, N. Y., Star Broadcasting Co. received uhf Ch. 15 as WABC there gave up its competitive application. Star Broadcasting, licensee of WGA Geneve, N. Y., buys WARC for about $110,000, subject to FCC approval.

- Albany has no operating TV station but WROW there earlier was granted uhf Ch. 41. Schenectady is served by WRGB (TV), assigned uhf Ch. 6.

Rochester is served by WHAM-TV, assigned uhf Ch. 5. Share-time grants on vhf Ch. 10 made several months ago there to WVET and WHEC have been postponed pending hearing on protest by WSAY Rochester. Uhf Ch. 27 has been granted to General Broadcasting Co., a merger of Schine Chain Theaters and WTRY Rochester, former Ch. 27 competitors.

Other TV actions last week included:

- Grant of uhf Ch. 27 at Lawrence, Mass., to General Broadcasting Co., owned by A. Alfred Franks, retail clothier, and Rudolph and Justin Wyner, textile manufacturers. The application was unopposed.

- Order by FCC making final immediately the June 4 initial decision of Examiner Finney Livin to grant uhf Ch. 62 at Evensville, Ind., to Premier Television Inc., owned by movie exhibitor J. D. Fine and family [B&T, June 8].

- Initial decision by Examiner Giguire recommending grant of uhf Ch. 30 at Portsmouth, Ohio, to Woodruff Inc. (Edward Lamb), following drop-out by WPAY there [B&T, June 8].

- Initial decision by Examiner Benito Gugino recommending grant of vhf Ch. 11 at Savannah, Ga., to WTOC there, following withdrawal of Martin & Minard [B&T, June 1].

- Initial decision by Examiner Giguire on Schenectady case, KJR had given up the contest for vhf Ch. 7. Petition with KVI and KXXA to enter the Ch. 4 fight. Simultaneously, KIRO amended from Ch. 4 to Ch. 7 to "protect the total situation"
and to preserve its prospective chances for TV
[B*T, June 8].
KOMO, 50 kw NBC affiliate on 1000 kc, and
KIRO, 50 kw CBS affiliate on 710 kc, had been
negotiating off and on for some time to de-
termine which would change to Ch. 7 to avoid
an endless deadlock between the two major
outlets. But no agreement was reached because
it became moot when KJR amended to Ch. 4,
according to Paul Porter, KIRO's Washington
counsel.
There was no hint of KJR's intention to with-
draw when it switched to Ch. 4, Mr. Porter
indicated. He said KIRO has not determined
its next step now that it is left with two com-
petitors on Ch. 7.
When the new Ch. 4 grantee corporation is
formed and Mears, Gamble and Lane acquire
one-third interest, it is contemplated that they
will sell their KJR holdings to local interests.
Present KJR management and operating person-
nel would be retained, it is understood. KJR,
5 kw on 950 kc, is an ABC outlet.
The Albany-Schenectady grants to WPTR
Albany (Schine Theatres) and to Fabian The-
atre-WTRY Troy came about in this way:
WPTR had been opposed by WTRY for uhf
Ch. 23 in Albany. Van Curler Broadcasting
Corp. (Fabian) had been opposed by WXKW
Albany for uhf Ch. 35 in Schenectady. Albany-
Schenectady-Troy are considered one market.
In a merger arrangement, filed last Monday
with the Commission, Van Curler and WTRY
combined forces, and WTRY dismissed its ap-
lication. This put WPTR in an uncontested
position for Ch. 23 in Albany. In addition,
WPTR and Van Curler-WTRY bought the
physical assets of WXKW for $300,000, with
WXKW's major owner Stephen Rintoul agree-
ing to turn in his permit to FCC and dismis his
TV application. WXKW, which has been
operating under a construction permit since
1948, has been having difficulty meeting its di-
rectional antenna requirement. This put the
Van Curler-WTRY combination in a no con-
test position for Ch. 23 in Albany.
Agreement between Van Curler and WTRY
(owned by Col. Harry C. Wilder and associ-
ates) provides that upon grant of the TV ap-
plication to Van Curler, WTRY will become
half-owner of the Ch. 35 station. Fabian
group owns 65 theatres in New York, New
Jersey, Virginia and Pennsylvania. It also owns
the national 300-theatre Stanley-Warner chain.
Col. Wilder at one time owned WSYR-AM-FM-
TV Syracuse.
Schine Theatre Chain Inc. (J. Myer Schine)
owns several hundred theatres in the North-
est (principally in New York, Ohio, Mary-
land and Kentucky). The Schine group also
owns 50% of WRNY-TV Rochester, N. Y.,
and has hotel holdings in six cities.
Meanwhile, FCC set for hearing in Wash-
ington on July 10 the competitive applications
for vhf Ch. 8 at Peoria, Ill. Contestants are
WMBD, WIRL (owned by Brookwell Enterprises).
By memorandum opinion and order, FCC
turned down a petition filed by WIBG Phila-
delphia asking the Commission not to accept
the competitive application of Lou Poller for
uhf Ch. 23 at Philadelphia.

Approve TV in Cars
TWO states have taken action allowing the
operation of cars and trucks equipped with
television sets. In Oregon, the governor ap-
proved a bill which allows a television set to
be installed in vehicles providing its screen
is in back of the driver's seat and cannot be
seen by him. The Texas House vetoed a bill
which would have prohibited the operation of
vehicles equipped with TV sets.

Peoria's Favorite Disc Jockey
Leads the Field in National Spots
Wayne West is Peoria's biggest salesman—in more ways
than one! "Three hundred pounds of entertainment", he sells
more merchandise than anyone else in town on his show, "Wayne
West Entertains".
The program is specifically directed to women. Wayne gives
recipes and household hints . . . plays records, plays and sings
himself. His "Chapel of Memories" is particularly popular.
Response for national spot advertisers has been outstanding . . .
for instance, a single announcement offering a trial size of
SOFSKIN free brought 589 requests.
Skillful programming with the most popular local personalities
helps maintain WMDB's dominant position in Peoria area radio.
Featured stars are only a part of WMDB's well-balanced staff.
WMBD—the leader in audience ratings . . . WMBD—the leader
in sales results.

To sell the Heart of Illinois, buy WMDB!
CROWDED EXCLUSIVENESS with KHSL-TV CHANNEL 12 Chico, California

Scheduled to start telecasting August 15th as affiliate of CBS-TV in the population center of California north of San Francisco, the northern Sacramento Valley.

KHSL-TV will be FIRST in Northern California’s interior, FIRST in the Sacramento Valley.

Ask your network sales representative about initial and permanent audience exclusives offered by KHSL-TV,

or

check with station representative offices of W. S. GRANT COMPANY

GOVERNMENT

RULE 1 (d) HOPES BUOYED IN SENATE

BASEBALL’s legislative hope for rule 1(d) was riding high last week. The Senate Interstate & Foreign Commerce Committee Wednesday unanimously approved Sen. Edwin C. Johnson’s (D-Colo.) bill to permit the rule’s reinstatement. Before its 1951 repeal, the rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the home team’s ball park.

Now the Senate can act. Sen. Johnson said he knew of no opposition in the upper chamber and that the measure would pass “in a few days.”

Features of the action and an accompanying report (S Rep 387):

• Bill was changed to specifically spell out rule 1(d).

• Committee warned that FCC “can and should” consider complaints lodged by baseball of “unauthorized and deceptive broadcasting practices” when renewing an alleged station violator’s license and also consider “instituting revocation proceedings.” Such action is within FCC’s “province and duty,” it said.

• Letters by four broadcasters favoring the legislation [CLOSED CIRCUIT, June 8] were released. Senators said that while they recognized the “honest difference of opinion” between organized baseball and certain radio-TV industry elements, “the radio and television industry, as represented by NARTB, appears to be divided.”

Letters came from Ralph L. Atlas, president, WINN Chicago; Frank F. Schreiber, manager-treasurer, WGN Inc. (WGN-AM-TV, WGNB [FM] Chicago); H. W. Cassill, general manager, KIOA Des Moines (also an Atlas station), and R. O. Reynolds, vice president, KMPQ Los Angeles.

All the broadcasters noted that their stations broadcast baseball. They all declared that baseball had the right to make its own rules for its own protection. (See excerpt of Mr. Schreiber’s letter, B4T, June 8).

• “‘Alleged’ benefits from unrestricted, unregulated broadcasts as forced on the public today are superficial. They are sporadic, temporary and delusive,” the report said.

• With rule 1(d) in the saddle again, broadcasting and telecasting by local radio and TV stations will be encouraged, according to the committee. “Reasonable regulation of baseball’s broadcasts and telecasts will mean wider use of radio and television in the long run.”

• The bill, according to the committee, authorizes action by baseball but does not compel such action in reinstating rule 1(d). While not admitting illegality of the rule, the committee wanted to clear up any doubt.

• From the tenor of the report and witnesses’ statements quoted, there was no doubt that the committee felt that unrestricted baseball broadcasts or telecasts or both were harmful to major and minor leagues.

Hyde Sits In

ROSEL H. HYDE, FCC Chairman, took part in a Tuesday morning conference between President Eisenhower and members of the National Security Council. The meeting was confined to problems affecting the nation’s defenses, it was understood. Haraden Pratt, telecommunications advisor to the President, also participated in the meeting.
"Mescal Johnston Calling"

Monday thru Friday
10:15 - 10:30 a.m.

Arkansas’s Newest and Most Complete Woman’s Show is on the Air!

Mescal Johnston is an Arkansas girl, married to Frank R. Johnston of the State Department of Education and Executive Secretary of the Arkansas Association of Future Farmers of America. They have a daughter, Marie, age 7.

Mescal is a graduate of Greenwood, Arkansas, high school, attended Arkansas Tech and received Bachelor and Master degrees in Home Economics from the University of Arkansas with further work in Home Economics at the University of Missouri. She taught home economics in high schools for 6½ years and clothing design and home economics at University of Arkansas for 3½ years. Taught art in West Side Junior High School, Little Rock, in 1952-53.

"Mescal Johnston Calling" is the kind of woman’s show that women want to listen to, featuring as it does, interviews with interesting personalities, hints on homemaking, a good tip on buying, and suggestions for saving on the household budget.

Some good availabilities are open in "Mescal Johnston Calling." Ask your Taylor man.

Mescal Johnston is a member of the following organizations:
American Home Economics Association
Arkansas Education Association
Phi Upsilon Omicron—professional home economics
Kappa Delta Pi—honorary education
Mortar Board—honorary senior college women
American Association of University Women

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

COVERING MOST ALL OF ARKANSAS AT 1010!
FCC APPROVES WAPI, WAFM-TV SALE

Commission action confirms the $2.4 million sale of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., from Ed Norton and Thad Holt to the Birmingham News Co. FCC also grants the sales of WLAW Boston-Lawrence to General Teleradio and WNAC-AM Boston to Vic Diehm Assoc.

SALE of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., for $2.4 million by Ed Norton and Thad Holt to the Birmingham News Co. was approved by FCC last week, conditional upon subsequent consent to the sale of the News Co.'s WSGN-AM-FM-TV there to another local group [B*T. April 27, 13]. Commrs. Paul A. Walker and Frieda B. Hennock dissented.

In other major transfer actions, the Commission approved the sale of WLAW-AM-FM Boston-Lawrence by Hildreth & Rogers' principals for $475,000 to General Teleradio Inc. FCC likewise granted the companion sale of General Teleradio's WNAC Boston for $120,000 to Vic Diehm Assoc. Inc. [B*T. May 11]. General Teleradio's WNAC-TV Boston on vhf Ch. 7 is not involved in the transfers.

Follows Storer Purchase

Consent to the WAPI transaction is the second major station sale approved at Birmingham in the past several weeks. FCC earlier granted Storer Broadcasting Co.'s $2.4 million purchase of WBRC-AM-FM-TV Birmingham from Mrs. Eloise H. Hanna [B*T. May 25]. Storer and his partner WSAM-AM-FM Cincinnati for $200,000-plus to broadcaster Sherwood Gordon, which awaits FCC approval [B*T. June 8].

Mr. Norton was 75% owner and Mr. Holt 25% owner of the Television Corp., licensee of WAPI, WAFM (FM) and WAFM-TV. WAPI, Alabama's first radio station, is a CBS affiliate on 1070 kc with 10 kw day and 5 kw night. WAFM-TV has been operating on vhf Ch. 13 since May 1949. It is a CBS, ABC and DuMont affiliate. The Birmingham News Co. has sold WSGN-AM-FM and WSGN-TV, post-thaw permittee on uhf Ch. 42, to local investment banker John S. Jimerson Jr. and associates. Consideration is $300,000. The transfer awaits FCC approval.

WLAW-AM-FM has been owned by Irving E. Rogers, publisher of the Lawrence, Mass., Eagle and Tribune. WLAW is assigned 50 kw fulltime, directional, on 680 kc. WNAC is assigned 5 kw fulltime on 1260 kc, directional night.

General Teleradio, which owns the Yankee and Don Lee Networks, WOR-AM-FM-TV New York, is the principal owner of MBS, will retain the call letters WNAC when it takes over the 680 kc WLAW. The call of WLAW will be deleted.

Vic Diehm Assoc. have asked FCC to assign the new call of WVDA to 1260 kc WNAC. Mr. Diehm bought WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa.

General Teleradio proposes to retain the present call of WAZL for the 680 kc station, retaining WNAC-FM and WNAC-TV. WLAW-FM will be surrendered. The Diehm group will take over WLAW's present studio operations in the Hotel Radford and WNAC's 1260 kc transmitter.

WNAC will retain its Mutual affiliation on the new 680 kc channel while the Diehm group will assume the ABC affiliation relinquished by WLAW.

Hildreth & Rogers is expected to drop its application for vhf Ch. 5 at Boston, also sought by CBS' WEEI, the Boston Herald-Tribune's WZBH and Greater Boston TV Corp. [B*T. May 25]. Letter is composed of 21 Hub businessmen, including Joseph A. Dunn, president of WORL.

General Teleradio owns 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co. The Yankee Network Division comprises key MBS-affiliates (besides WNAC) WONS Hartford, WEAN Providence and WGTU (FM) Worcester. The Don Lee Network Division includes KJU-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Vic Diehm & Assoc. is owned 24.75% each by Mr. Diehm, Hilda Diehm, R. E. Whitney and George M. Chamwell. Kathryn Kahler owns 1%.

POOLE HITS EPT AS INEQUITABLE

TV broadcasters are "firmly opposed to extension of the excess profits tax for any period beyond 1957".

That is what John B. Poole, representing the Television Broadcasters' Tax Committee, told the House Ways & Means Committee last Friday. Mr. Poole is a Detroit attorney and a stockholder-director of Storer Broadcasting Co.

The committee is considering President Eisenhower's request for an extension of the excess profits tax for another six months.

The tax is undesirable and inequitable because it penalizes the growth and development of new and small business enterprises, distorts competitive relationship between members of the same industry, places a premium on base period experience and penalizes the present ability to compete, according to Mr. Poole.

He recalled that because of high TV losses in the so-called 1946-49 base period—and TV was pioneered primarily by radio broadcasters—normal earnings from radio were depressed. This placed the TV industry in a position of having a depressed base, making subsequent earnings vulnerable to a high tax rate.

Result, he explained, was a relief measure written into the Revenue Act of 1951 (Internal Revenue Code section 459(d)). This permitted TV broadcasters (before Jan. 1, 1951) to reconstruct their base period by eliminating the impact of TV losses upon radio or other businesses.

He charged, however, that regulations which have been promulgated since then have placed broadcasters engaged in both radio and TV in an unreasonable and unrealistic position. Mr. Poole suggested remedies in the form of amendments to Congress decide to extend the excess profits levy.

These amendments, he indicated, would clear up difficulties in computing the radio rate of return in connection with TV operation, and provide for consolidated excess profits credit when merger, consolidation or similar transactions occur.

Boots to Ike

TED KOOP, CBS Radio director of news and special events in Washington, called at the White House Tuesday morning as head of a committee that presented President Eisenhower with a pair of cowboy boots in connection with the National Press Club's annual outing. The President, voice of regret, he could not attend because of his trip to Rapid City, S. D.

KAMD Appeals FCC Approval Of KPLN Camden Sale

APPEAL to the U. S. Court of Appeals in Washington against FCC approval of the sale of KPLN Camden, Ark., was filed last week by KAMD Camden, Ark.

The Camden News' station alleged that the Commission erred in approving the assignment of the construction permit for KPLN (1 kw on 1570 kc, daytime) from Leo Howard to D. R. James Jr. It charged that the FCC had evidence of irregularity and hidden ownership in the construction of KPLN and that it should have revoc ed the CP.

Allen Protests Grant To Eugene TV Inc.

PROTEST against grant of vhf Ch. 13 in Eugene, Ore., to Eugene Television Inc. was filed last week by Mr. Allen, attorney of KTVF (TV) that city, on vhf Ch. 20.

Alling standing as a competing TV station, Mr. Allen charged that C. H. Fisher and son, C. O. Fisher, had substantial interests in AM stations in IGN and KORE Eugene, Ore., and that this violated the FCC's duopoly rule prohibiting the control of more than one AM station in a single area.

Senate Backs More Money For NBS Radio Research

SECOND look taken by the Senate at the fiscal 1954 appropriation for the Commerce Dept. has promised the upper chamber to recommend $306,500 increase for research of the National Bureau of Standards in radio propagation and standards.

That amount was sliced from the bill by an economy-driving House. Differences of the House and Senate will be ironed out in conference.

Conferences on this appropriation also will consider the fate of the business cessus, a function of the Bureau of Census. Funds for the service were cut by the House but reinstated by the Senate.

According to Sen. Andrew F. Schoeppe1 (R-Kan.), a member of the Senate Interstate & Foreign Commerce Committee which subsequently fought for additional money for NBS, some $2.75 million had been allotted in the budget to NBS for its radio studies.

Stamler Leaves FCC Post

ARTHUR STAMBLER, legal assistant to FCC Commr. Frieda B. Hennock since 1950, resigned last Wednesday to become associated with the Washington radio-TV law firm of Scharf, Jones & Baron. Mr. Stamler began his new duties with the private law firm Thursday.

Samuel B. Groner, staff attorney-advisor since 1946 with the Justice Dept. Office of Legal Counsel, succeeds Mr. Stamler.
"Hometown, America", is doing an amazing job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

**IN THE FIRST 4 WEEKS**

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
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<tbody>
<tr>
<td>28,338</td>
<td>LABELS WERE BID IN RADIO TELEPHONE AUCTIONS</td>
</tr>
<tr>
<td>511</td>
<td>CALLS WERE MADE BY OUR SALES SERVICEMEN</td>
</tr>
<tr>
<td>278</td>
<td>NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS</td>
</tr>
<tr>
<td>410</td>
<td>STORE POSITIONS WERE IMPROVED FOR SPONSORS</td>
</tr>
<tr>
<td>469</td>
<td>STORES ARE NOW COOPERATING AND DISPLAYING &quot;HOMETOWN, AMERICA&quot; DISPLAY MATERIAL</td>
</tr>
<tr>
<td>401</td>
<td>INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS</td>
</tr>
</tbody>
</table>

**THIS IS ONLY THE BEGINNING!**

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

FCC last week submitted detailed answers to questions asked by the Senate Interstate & Foreign Commerce Committee on relieving the TV hearing backlog.

Questions grew out of a session held by the committee with the Commission May 18 [BWT, May 25].

Highpoints follow:

FCC said it cannot act "merely on the ground of vague suspicion and must be careful to avoid injustice to innocent parties" when considering so-called "strike" applicants. It added it was studying a cut-off date plan to facilitate handling.

The Commission outlined actions taken and told of changes underway in streamlining procedures and overhauling its system of priorities [BWT, May 25].

FCC said it has received no specific proposal that it permit two or more competing applicants in a community to form a trustee corporation to obtain an interim license and operate the station during the time taken to complete a head of vhf and uhf applicants for a channel.

With new hearing procedures, FCC believes that B-4 cities on the priority list can be designated for hearing "considerably sooner than we had previously expected." Actual time-table would depend on number of examiners provided in fiscal 1954's appropriation.

FCC pointed out technical differences between uhf and vhf operation have been reduced and that anyway, in considering successful competition between uhf and vhf in established uhf areas, factors of the number of stations established, economy of the community, of network affiliation, etc., must be noted.

FCC said: "Excluding educational and terrestial assignmehts uhf channels and 110 vhf channels have neither been granted nor applied for."

Not all vhf sets must be converted to receive uhf. There are only 30 uhf outlets on the air (as of June 9).

Uhf will not go the way of FM because "it is believed that the intermixture of uhf-uhf channels throughout the country, the fact that the uhf band contains 70 channels as against 12 uhf channels and the fact that many areas will receive only uhf service" would prevent such an occurrence.

NTSC to Study Procedures At June 24 Meeting

THE NATIONAL Television System Committee has scheduled a full-dress meeting for June 24 in an effort to decide its procedure in the forthcoming petitioning of FCC for compatible color TV standards.

The main question was understood last week, is whether NTSC will itself petition FCC, or whether it will wait and make its position known in comments filed in connection with some other petition or petitions. RCA has made clear that it intends to petition FCC by July 1 (also see story page 76), and there has been speculation that some other manufacturers also may petition separately.

The approximately 20-man NTSC group, headed by Dr. R. W. Baker of General Electric, was reported now to be in general agreement that the compatible system is ready to be put before the FCC and has been sufficiently field-tested.

The June 24 meeting will be held at IRE New York headquarters.

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'Sreamlined' Agency Set To Replace NPA

NATIONAL Production Authority in the Commerce Dept. is scheduled to be replaced by a new, streamlined "business services agency." This was revealed last week by Secretary of Commerce Sinclair Weeks.

He said NPA's defense allocation functions would be retained but that 20 major divisions, with "key advisers" recommended by various industries to represent them, would be created. A major division, he said, would be electronics.

"In our overall format," he said, "we plan to help advertisers, sales executives and salesmen through industry in divisions dealing with marketing and distribution problems." NPA had reduced staffing of its Electronics Div. from 92 to 18 in the past year [CLOSED CIRCUIT MAY 25].

Pro Football Argument Set for Court Hearing

JUDGE Alan K. Grim tomorrow (Tuesday) will hear argument on the National Football League's motion to stay the Government's antitrust suit pending in the U. S. District Court in Philadelphia.

In a 19-day trial ended March 12 the Government charged the football league with violating the Sherman Antitrust Act by restricting TV and radio coverage of games.

ILL. BANS FUNDS FOR U. TV PLANT

THE U. of Illinois may be permitted to construct its proposed television station, but without benefit of state funds, judging by developments in the state legislature at Springfield last week.

The Senate Education Committee approved a bill to ban outright construction of such a station, but an amendment was being prepared for submission to the Senate floor. It reportedly would allow state universities to build TV station, but prohibited the state legislature from granting funds.

Sen. Robert Minear, Chicago, added: "That amendment will give us a chance to look into the problem because I think the university has some excellent ideas in the field." The Senate approved the bill Friday (June 20).

Even so, it would need between $30,000 and $40,000 a year more than it is now spending for the station to go on the air, according to Dr. George Stoddard, U. of Illinois president.

Meanwhile, CETA reported last week that more than $300,000 of the necessary $800,000 have been pledged. Another $150,000 each has been promised by the Ford Foundation and Chicago Board of Education.

House Frowns on Standby

EXEMPTION of radio and/or TV station rates from a 90-day emergency "standby controls" proposal—a recommendation approved by the Senate [BWT, May 25]—may prove only academic. The House last week passed a watered down resolution which would have knocked out by the House Banking & Currency Committee.

Unless Senate-House conferences reinitiate the bill, the emergency provision may be a dead duck this session of Congress.

EXECUTIVE SHIFTS MADE AT KCMO

IN LINE with the grant of a TV construction permit for KCMO-TV Kansas City on June 3, T. L. Evans, president of KCMO, has announced that E. R. Hartenbower has been appointed general manager of KCMO-AM-FM-TV, assuming managerial operations of KCMO-TV. R. W. Evans has been named manager of AM operations.

In addition to his present duties as assistant to Mr. Hartenbower, Clarence E. Breazeal assumes full management of KCMO-FM-AM-Transit Radio. Karl Troeglen, technical director of KCMO, will also assist Mr. Hartenbower in TV operations.

According to present plans KCMO-TV is expected to be on the air about Oct. 1.

Mr. Hartenbower

Mr. Breazeal  R. W. Evans

KJH-TV Names H-R TV Inc.; Staff Changes Announced

KJH-TV Los Angeles has appointed H-R TV Inc., its national sales representative, effective today (Monday), according to Willet H. Brown, president of Don Lee Network Divs. of General Teleradio Inc., parent corporation.

At the same time, Mr. Brown announced that George Whitney, vice president in charge of TV sales for KJH-TV, has gone to New York to work with the H-R organization there.

In other changes, John Reynolds, sales manager of KJH-TV, was appointed manager of the station, and Howard Wheeler, account executive for the past year, was named to take over as head of local sales. John Bradley, KJH-TV's sales representative in the San Francisco area, will join H-R TV's San Francisco office.

John Blair & Co. continues to represent the Don Lee radio properties.

WHAS-TV Rates Go Up

WHAS-TV Louisville, Ky., will increase its hourly rate from $600 to $700 when rate card No. 6 goes into effect July 15, Neil Cline, station manager, announced last Thursday. The Louisville station's open rate 1-minute announcement, Class A, has been increased from $120 to $140.

BROADCASTING • TELECASTING
Sell More On 4

with KRON-TV's

SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.

- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.

- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.

- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage...more complete coverage...more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV 4
SAN FRANCISCO

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RADIO SERVES IN WAKE OF TORNADO DESTRUCTION

Broadcasters again rolled up their sleeves last week as the elements wrought havoc through the Midwest and New England. And these initial reports from the stricken areas indicate that all radio served well.

RADIO's ability to take over leadership under disaster conditions last week was again pointed up as additional tornadoes swept the country, dealing death and destruction in Massachusetts, Nebraska, Michigan and Ohio, where death tolls were counted at 140 and injuries at more than a thousand. Next highest death toll was in the Worcester, Mass., area the next day when more than 80 lost their lives and some 600 were injured.

Highest death toll came from a series of twisters Monday in Michigan and Ohio, where deaths were counted at 140 and injuries at more than a thousand. Next highest death toll was in the Worcester, Mass., area the next day when more than 80 lost their lives and some 600 were injured.

Dedicated on-the-scene staff in Worcester County's tornado disaster zones which was to be aired at 9 p.m. by WTAG-AM-FM. Interviews were scheduled with Mr. Little, Mr. Fuller and John Wood. WTAG reported it was on the air more than 30 hours with continuous news and disaster bulletins. Programming became more normal Thursday, the station said.

WTAG on Wednesday sent a report in French on the tornado direct to Canadian Broadcasting Corp. at Montreal to be relayed to Canadian stations. Featured was Wilfred Beaulieu, publisher of Worcester's French language newspaper, Le Travailleur, who interviewed his brother, Jean-Paul, a resident of the Great Brook Valley area, Worcester's worst disaster zone.

WNEB Worcester, upon news of the disaster, immediately went into action with its staff of 25, cancelling all scheduled programs and broadcasting emergency information, according to General Manager John J. Hurley.

Mr. Hurley said the station was on the air without a break from the time of the tornado until midnight the following day, devoting the complete 30 hours to disaster relief reporting. No commercial program was aired until 6 a.m. Thursday, he said.

Several members of the station staff went immediately into the disaster areas and were able to give fast, eyewitness accounts. Although the home of Paul Larson, a WNEB personality, was demolished, he came to the studio to give an account of his experiences.

WNEB says it united hundreds of people, also acting as a relay point for messages from civil defense officials and for the Worcester police, who relayed telephone calls to many distant points. WNEB also cooperated with local officials of the American Radio Relay League, transmitting messages to them for retransmission by amateur operators to distant points.

The station had lines set up at local CD headquarters and helped relay instructions, many of which were received over car radios in Holden and Shrewsbury, Mass., where knocked-out power put home radios out of action.

Mr. Hurley said Thursday his station still was broadcasting messages from individuals and firms who were donating food, clothing, shelter and other facilities.

WTAG-Worcester broadcast continuously for 33 hours after the tornado struck, with News Director Bob Nims coordinating story coverage. George F. Wilsen, president-general manager, reports 10 staff members covered the disaster from the scene.

WNAC Boston aired first coverage of the Worcester tornado on its 6 p.m. Tuesday edition of the Yankee News Service on the Yankee Network and WNAC-TV.

WNAC beep telephone interviews with civil defense heads, police and fire representatives and others were presented. John D. Maloy, Yankee production director, and Lester Smith, special events staffer, sent direct feeds to WNAC from Worcester, describing the disaster. Leland C. Bickford, editor-in-chief of the Yankee News Service, aired an eyewitness report of the tornado in the 11 p.m. edition Tuesday, told by I. B. Robinson, Yankee technical director, who happened to be in Worcester at the time of the storm. This report was the highlight of Mutual's Newswere coast-to-coast Wednesday at 2:45 p.m., a WNAC spokesman said.

WNAC-TV telecast special news reports and UP pictures through Wednesday, and at intervals WNAC listed known fatalities.

Sen. John F. Kennedy (D-Mass.) was to have spoken Wednesday on the Yankee network.

WEEI Boston coverage of the tornado began at 6:15 p.m. Tuesday. Charles Ashley, on the air with a new program sponsored by Kaiser-Frazer dealers, flashed the first reports of the tornado. Commercials were dropped to allow maximum news items.

Newsmen Art Smith and Ralph Morse manned a special wire to WTAG Worcester, carrying direct reports from WTAG at 10:15 p.m. WEEI continued with reports of the tornado through the rest of the night.

WPRO-AM-FM Providence, R. I., according to Kenneth Curti, local sales manager, received permission to retransmit the WTAG
Today, another inspiring chapter is being written in the Pittsburgh story... a book whose glowing chapters tell of a great city being built anew... of gleaming new office buildings, hospitals, industries, highways and parks.

On June 15, KQV—for twenty years Pittsburgh's leading local forum and radio market place—joins the great CBS Radio Network.

So now more than ever, the station for selling Pittsburgh's rich industrial market—more prized now than ever because of the city's great new vitality—is KQV, Pittsburgh's Aggressive Network Station... the steel capital's new voice of CBS Radio.

Obviously, everyone's now moving to the new KQV. Won't you?

KQV... 5000 watts... 1410 on the dial... but now on the CBS Radio Network.
FM signal and aired that station's entire pro-
gramming from 8:30 p.m. Tuesday to 2:30 a.m.
Wednesday, supplementing these broadcasts with
warnings relayed by Rhode Island state
police, asking persons to stay out of the stricken
area.
Mr. Curti said his station's switchboard
was swamped with calls for aid from listeners seek-
ing information about relatives in the stricken
area. Mr. Curti said WPRO's FM signal helped
WTAG to reach people in the WTAG fringe
areas.
WPRO staffers voluntarily showed up to help
with telephone calls and engineering and an-
nouncing duties during the emergency, Mr.
Curti said. Of WTAG he said:
"WPRO gave its sincere tribute to WTAG
radio station's facilities, mobile radio
telephone and a staff of two engineers and news-
man Bill Sheehan to Flint to set up head-
quarters in the stricken area. A spokesman
said, it arrived 'in time to meet a critical need
for emergency facilities' at part of the home of
the governor, the state civil defense director,
Red Cross, state police and hospital officials."
Gov. G. Mennen Williams, who said the station
reported assumed personal supervision of the
disaster area with no results on ensuing programs.
He said a number of letters have been received from local citizens praising the
station for its alerting activities and its coverage
and instructions on what listeners should do.

**K N I G H T  N A M E D  W A B D (T V) M A N A G E R**

**APPOINTMENT of Norman Knight, vice president in charge of sales, advertising and
promotion of *Sponsor* magazine for the past four years, as manager of the DuMont TV
Network's WABD (TV) New York**

Mr. Knight was appointed last
week by Chris J. Witting, DuMont's
oriental managing director.
He succeeds Richard
E. Jones, whose
future plans were
not announced.
The appointment is ef-
fective July 21.
Mr. Knight former-
ly was eastern
manager of station
relations for Mu-
tual for three years.
Before that, he had gained experience as a
salesman for Storer Broadcasting Co. and
subsequently as general manager of West Vir-
ginia Radio Corp., which is license of WAJR
Morgantown and WDNE Elkins. Previously
he had engaged in announcing and radio writ-
ging and promotion activities.

**H A R T B E L E C T S  H O L L I G E R  G E N E R A L  C O M M A N D E R**

**FIN HOLLINGER, general and commercial manager for KPOA Honolulu, has been
elected president of Hawaiian Assn. of Radio
& Television Broadcast-
ers, succeeding Jack A. Burnett, KULA Honolulu.
Eva Crane, KMVI Walulu, was elect-
ed vice president of
HABT, and Ira G. M e r e r , KHON Honolulu, was elect-
ed secretary-treas-
urer. Mr. Burnett and Robert Denison, K K I K Honolulu,
were elected directors.**

**W D A F - A M - T V  S T R I K E  S T I L L  O N**

**WDAF-AM-TV Kansas City entered its 21st
day of shutdown last Thursday with the
AFTRA-called strike still underway (B T, May
25). Management and union officials have
been meeting intermittently during the past
three weeks but with no results. At issue
is a union demand that the stations' announcers
be paid a fee for commercial announcements
while on their regular shifts. Announcers are
paid talent fees for commercials they render
off-shift. The Kansas City Star's stations of-
er a raise in pay of $4 weekly.**
SOCIAL NOTES FROM ALMOST ALL OVER

especially Amarillo

There once was an Indian tribe, the "Tejas," whose name meant "friends." Explorers mistook the tribal name for the land’s name, and that’s one story about how “Texas” was born.

Armadillos, which often end up as baskets, have nothing to do with the origin of the name Amarillo. An armadillo can’t see much better than the mole in Pogo; it is just as easily confused; and if you ever lose a bit of skin to its sharp toes, remember it was only trying to depart in a hurry. No he armadillo has a sister his age; no she armadillo has a brother her age; they’re always born four of a kind.

You’re probably wrong about a horse with lots of bottom. It means he has endurance.

"You want a saddle with a horn or without?" asked the outfitter at a dude ranch. "Better make it with," replied the tenderfoot, “this traffic will need honking at.”

There are only two markets in the U. S. whose per family retail sales exceed $5,000. Both are in Texas. The top one (of the 225 metropolitan counties listed in Sales Management) is Amarillo, with $5,794.

26,461 TV sets have been sold in the Amarillo trade area in the last five months.
RADIO SATURATES CINCINNATI*

Using Radio You Can Reach
Just 2.5% Less Than Everybody

RADIO HOMES ................. 97.9%
TV HOMES ...................... 73.6%
DAILY NEWSPAPER A .......... 41.9%
DAILY NEWSPAPER B .......... 42.2%
DAILY NEWSPAPER C .......... 42.4%

Why settle for less when you can get 97.9% of all Cincinnati homes on Radio and
Why settle for less when you can get 50,000 Watts of Selling Power on WCKY

* Figures for Cin. Met. Area 295,600 Families
Radio Homes BAB
TV Homes Pulse
Newspaper Circulation ABC City Zone
SELLINGEST STATION IN THE NATION

ON WCKY YOU GET

FULL PENETRATION
Not just part of the market as with other media.

REAL FREQUENCY
10 - 20 - 30 times a week if needed, to drive home your sales message.

LOW COST
with WCKY's low low rates and high ratings, you get the lowest cost per thousand, lower than any other Cincinnati radio station and much much lower than TV or newspapers.

BONUS COVERAGE
at no extra cost. WCKY is first in Out of Home Listening and also gives you a big big bonus of listeners outside of Cincinnati area with 50,000 watts.

Buy WCKY and Get Full Coverage
in Cincinnati
Plus a Big Bonus

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: C1 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK
EIGHT MORE TV STATIONS DEBUT TO BRING POST-THAW STARTS NEAR 80

More important markets, including Kansas City, Mo., Duluth, and Scranton, get uhf service. And reports from permittees indicate scores more are in the final stages of preparation.

THREE new TV stations, all uhf, went on the air last week, one vhf outlet was to have started programming yesterday, and two uhf and two vhf are planning to begin commercial operations today (Monday).

Last week’s starters are KCTY (TV) Kansas City, Mo., uhf Ch. 25, WFTV (TV) Duluth, Minn., uhf Ch. 38, and WGBI-TV Scranton, Pa., uhf Ch. 22. Yesterday KROC-TV Rochester, Minn., vhf Ch. 10, was planning to begin, and today KSWTV-Roswell, N. M., WFAM-TV Lafayette, La., WROM-TV Rome, Ga., and WTVE (TV) Elmir, N. Y., are to begin.

WROM-TV had been counted as going on the air May 30, but did not make that date.

KCTY officials last Thursday were uncertain whether or not the station would begin commercial programming over the past weekend—it depended on how soon equipment tests could be completed.

Deducting WROM-TV from last week’s total on-the-air with commercial programming, and adding KCTY (TV) WFTV (TV) and WGBI-TV, the total number of operating post-thaw uhf stations equals the total vhf outlets. Both stand at 36. (Add KROC-TV and the four which planned to start today, and the total post-thaw stations rises to 77, with 38 uhf and 39 vhf stations.)

The total number of commercially-operating U. S. TV stations now is 180, exclusive of the aforementioned probable starters.

Here are late reports from some of the stations:

* Herbert Mayer, president of KCTY Kansas City, Mo., uhf Ch. 25, said his newest uhf TV station may be programming commercially today (Monday)—and if equipment tests late last week were completed in time, the station was to have been on the air the past weekend with major league baseball games and other special events. At the latest, the station is due on with commercial programming this week.

Meanwhile, it was announced that KCTY (TV) has appointed Avery-Knodel Inc. as its exclusive national representative.

Mr. Mayer said everyone at the station was pleased at the excellent coverage the station was getting, even though it is operating with interim power while awaiting shipment of a 10 kw amplifier. “In fact,” he declared, “I’ve heard reports of reception in St. Joseph, Mo., which is 56 miles away from here.

* WGBI-TV Scranton launched commercial operations on June 7 with an hour-long dedication broadcast featuring station officials along with civic and religious leaders and key city officials. The station is on uhf Ch. 22 with 215 kw, and current plans call for daily teletcasts between 5 and 11:15 p.m.

Mrs. M. E. Megargee, president of Scranton Broadcasters Inc., which owns and operates WGBI and FM-TV, opened the special program with a brief dedication speech.

Frank Megargee, son of Mrs. Megargee and the late Frank Megargee, founder of WGBI, threw the switch which put WGBI on the air. The chief engineer of WGBI, for the past 24 years, was singled out as responsible for designing the TV studios and installations and for supervising the construction.

WGBI-TV is affiliated with CBS-TV, and claims the distinction of being one of the few TV outlets to begin programming on its scheduled target date.

* Tom Evans, KCMO-TV Kansas City president, said the station hoped to be on the air by fall. He estimated a 90-day construction period following the customary 30-day waiting period. RCA equipment is on hand and the station probably will seek temporary authorization to use its present FM tower to introduce prompt service.

Katz is the KCMO (AM) representative and is expected to represent the station TV-wise, too, Mr. Evans said. KCMO-TV was granted vhf Ch. 5.

* Tom Richards, general manager of WACA-TV Camden, S. C., uhf Ch. 14, said the station

is aiming for Nov. 1, and will use a DuMont 5 kw transmitter with an effective radiated power of 92 kw visual. No national representative has been chosen, and negotiations still are underway on network affiliation.

* Mel Wheeler, general manager of WEAR-TV Pensacola, Fla., uhf Ch. 3, said a Sept. 1 debut was planned. Mr. Wheeler, who also manages WDMI-TV Panama City, Fla., granted two months ago, said DuMont equipment will be used and that George P. Hollingerly would be the national representative.

* Ben Ludy, general manager of WIBW-TV Topeka, Kan., uhf Ch. 13, looks toward “late fall” as the starting date for the new station. He said there have been no network negotiations as yet. WIBW (AM) is a CBS affiliate. Prospects are that the TV station, like WIBW, to r: Francis A. Coy, vice president and general merchandise manager of Cleland-Simpson; George D. Coleman, WGBI-TV general manager; W. W. Davis, advertising and publicity director for Cleland-Simpson, and Ed. Schom- burg, WGBI-TV account executive.

WTRC (AM) is an NBC affiliate and is represented by John E. Pearson & Co. The station is assigned uhf Ch. 52.

* KXTK-TV San Angelo, Tex., uhf Ch. 8, reported that various promotion activity is underway, preparing for the station’s debut about the Fourth of July. The station reports that its 5 kw DuMont transmitter now is being installed and programs are being rehearsed so that the staff will be trained for the start of programming.

KXTK-TV’s general rate card No. 1 lists Class A time as $200 for one hour one time, and Class B time as $150 for one hour one time. The station will be a CBS-TV affiliate and is represented by the O. L. Taylor Co.

* Ted A. Eiland, general manager of WTap (TV) Parkersburg, W. Va., said the starting
Vic PROFY  Diehm Says:

Champions of the Airways...

... the Team of Diehm!

Year after year the team of Diehm in Hazleton, Bloomsburg and Allentown in the Pennsylvania League and Biddeford-Saco in the New England League have been Champions of the radio airways. Their consistent professional performance is the reason why radio time buyers buy these stations, for they know their clients will get sparkling fielding, smart base running and powerful offensive performance when the team of Diehm takes to the field to put a sales message across. Depend on Diehm to deliver results!
date for that uhf Ch. 15 outlet has been set for Sept. 21.

- Bob Marye, chief engineer of KTVH (TV) Hutchison, Kan., said construction of the tower and antenna were completed last week. He said the four-ton antenna will add 84 feet to the 700-foot tower, located eight miles east of Hutchison. It is reported to be the highest man-made structure in Kansas.

- N. L. Benton, president of WMIN-TV St. Paul, Minn., said the station (which will share time equally on vhf Ch. 11 with WTCN-TV) has set Sept. 1 as its commercial on-the-air date. The station will use a 50 kw RCA transmitter with an effective radiated power of 316 kw and will be an ABC-TV affiliate.

- WAKK-TV Akron, Ohio, will begin its regular test pattern schedule today (Monday), S. Bernard Berk, president, told B & T. Programming will begin in July, he said.

- WPMT (TV) Portland, Me., is to bring Maine its first live network programs Aug. 30, Frank S. Hoy, president of the station, said. He said AT&T told him that live service would be available on a temporary basis then between Boston and Portland.

The WPMT target date also is set for August 30, Mr. Hoy said, and he added that construction of studios and the transmitter location in the Columbia Hotel "is progressing nicely."

Station manager is George E. Curtis Jr., former administrative assistant to Gov. Burton Cross.

- KVOS-TV Bellingham, Wash., vhf Ch. 12, went on the air with British Coronation film June 3. It will begin fulltime programming June 28.

WNBK (TV) Constructing $1 Million Transmitter

WNBK (TV) Cleveland, NBC & o outlet, has begun construction on its $1 million transmitter on Herbst Hill at Parma, with completion expected in late September.

WNBK General Manager Hamilton Shea, who broke ground for the new plant, said that when the transmitter is completed WNBK will switch from Ch. 4 to 3 and will boost effective radiated power to the 100 kw maximum authorized by FCC.

CONSTRUCTION begins on WNBK (TV) Cleveland’s $1 million transmitter at Parma with groundbreaking ceremonies by (l to r) S. E. Leonard, WNBK engineer in charge; Mayor Stephan A. Zona of Parma; and WNBK General Manager Hamilton Shea.

- Transfer of KONA-TV Honolulu to KGU and KPOA Honolulu became effective last Monday (June 8), according to John D. Keating, KONA-TV general manager. He said the station is scheduled to resume regular programming June 17 with a 35 kw visual. NBC Spot Sales will be national representative and the station will be an ABC-TV affiliate. Frank Filich is chief engineer and Frank Maudsley is sales manager. Hourly rate is $225.

- KIDO-TV Boise, Id., vhf Ch. 7, will commence "full scale" programming July 12, Walter E. Wustaff, vice president and general manager, announced last week. The station’s new building is completed, he said, with all control and camera equipment installed except the transmitter, which is expected today (Monday) or tomorrow. The station will be affiliated with CBS-TV, DuMont and NBC, represented by Blair TV and have a base hourly rate of $150.

- Larry Israel, partner in WENS (TV) Pittsburgh, Pa., uhf Ch. 16, said a mid-August starting date is contemplated.

- WNOH-TV Raleigh, uhf Ch. 28, started testing its Federal transmitter a week ago, Charlie Stone, general manager, reported.

- WTRF-TV Wheeling, W. Va., vhf Ch. 7, told B & T it has a priority contract with RCA and expects a 10 kw transmitter and 50 kw power supply delivered in late July. The starting date has been set for Oct. 1. Robert W. Ferguson, vice president and general manager, said final contracts with networks and national representatives are not yet ready.

- A 10 kw vhf transmitter and associated equipment have been shipped to KEYT (TV) Santa Barbara, Calif., RCA Victor announced last week. The station plans a July 25 starting date.

- RCA Victor, Camden, N. J., reports that it has shipped new uhf transmitters and associated equipment to two more stations, WCAN-TV Milwaukee and WMTV (TV) Madison, Wis. The stations’ uhf antennas will be shipped later this month, an RCA spokesman said.

WCAN-TV will operate on uhf Ch. 25 and WMTV (TV) will be on uhf Ch. 33.

- A 5 kw vhf transmitter and associated equipment have been shipped to KTXL-TV San Angelo, Tex., James B. Harpe, national sales manager, DuMont TV Transmitter Div., reported. He added the similar equipment has been ordered by KJTV-Yuma, Ariz., vhf Ch. 11.

- Greater Rockford Television Inc., granted vhf Ch. 13 in Rockford, Ill., has contracted to purchase $250,000 worth of DuMont Labs equipment, including transmitter, two image orthicon camera chains, complete central control equipment, transmitter control console and complete studio lighting facilities. The contract was signed by Louis E. Caster, president of Rockford company, and John Knildworth, sales representative of DuMont transmitter division.

- KLPR-TV Oklahoma City, Okla., uhf Ch. 19, has started construction of its 978-foot tower, which it claims will be the highest man-made structure in the southwest. Byrne Ross, president of the station, told guests at the groundbreaking ceremony that the station’s target date has been set for early September.

- KSTM-TV St. Louis, uhf Ch. 36, is aiming for a Sept. 1 start. Bill Ware, president, said that construction of the station’s $750,000 studio building is being delayed because of a St. Louis construction workers’ strike.

- KCEN-TV Temple, Tex., vhf Ch. 6, has announced an Oct. 1 starting date. The station, which will be an NBC-TV affiliate, will operate with 100 kw visual effective radiated power.

- Station President Frank W. Mayborn will be assisted by Burton Bishop, KTEM (AM) general manager who has taken a leave of absence from the AM outlet.

Here is a complete listing of the expected starting dates of stations going on the air between now and next fall:

On the Air
With Programming

EKCY (TV) Kansas City, Mo., uhf Ch. 26, represented by Avery-Knodel Inc., to carry programs from various TV networks (if equipment tests were completed in time, EKCY TV was to have begun programming over the past weekend; at the latest it expects to start commercial programming this week).

WPTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Televisic Inc., affiliated with all four networks (started June 7).

WGBI-TV Scranton, Pa., uhf Ch. 22, repre-

(Continued on page 100)

Dolph, Quartan Named
To Higher ABS Posts

WILLIAM B. DOLPH, executive vice president of American Broadcasting Stations Inc., has been named president, according to an announcement last week by Helen S. Mark, who has resigned the presidency to become board chairman.

Mrs. Mark also announced the election of William B. Quartan, general manager of

Mr. Dolph

WMT-AM-TV Cedar Rapids, Iowa, licensed to ABS, as vice president in addition to his present duties. ABS holds a construction permit for vhf Ch. 2 in Cedar Rapids and expects to be on the air with the TV outlet about Sept. 27, Mrs. Mark said.

Frost Joins KNX, CPRN

JAMES W. FROST, for the past six months advertising promotion manager of the San Francisco Chronicle has been advertising and promotion manager for KNX Hollywood and Columbia Pacific Radio Network, effective today (Monday), it was announced last week by William D. Shaw, general manager. He succeeds Sherrill W. Taylor, recently transferred to New York as manager of CBS Radio Spot Sales promotion.

Mr. Frost

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**H-F Panoram Dolly** provides countless camera effects... raising, lowering, panning, tilting, and dollying. Smooth and steady.
CLIFFORD ELECTED NBC PERSONNEL VP

ELECTION of John M. Clifford, personnel director of RCA Victor Division, to the new post of NBC vice president in charge of personnel was announced last week by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC.

A disclosure of Mr. Clifford's election coincided with the announcement that Ernest de la Osa, NBC personnel director, had been promoted to station manager of NBC's WNBC-AM-FM and WNEW (TV) New York, effective Oct. 9, June 3, and that George D. Matson, operations analyst, had been named assistant treasurer of NBC.

Mr. Clifford will be in charge of all personnel activity for the network, including labor relations, the announcement said.

Mr. de la Osa in his new post reports to Ted Cott, who continues as vice president in charge of WNBC-WNBT. Mr. Matson reports to Joseph A. McDonald, treasurer.

DuMont Reports $6 Million In TV Billings During May

GROSS billings of almost $6 million in May represented a high point in the history of DuMont TV Network, Ted Bergmann, director of sales, has announced.

New network shows signed during May, Mr. Bergmann said, were:

- What's Your Bid? for Charles Antill Inc., Baltimore
- Television Show for Your Big Moment, alternately by Toney Co., Chicago, through Weiss & Geller, and Raizel Bishop Inc., New York
- Through Raymond Spector Co. and Tom Corbett, Space Cadet, for International Shoe Co., St. Louis, through D'Arcy Adv.

ABC-TV Books $4.7 Million

BOOKING of a record volume of $4,700,000 in gross television time billings from advertisers set to sponsor new ABC-TV network programs, beginning in the fall, has been announced by Alexander Strophan Jr., vice president in charge of ABC-TV.

Among the advertisers signed up through the week ending May 22 are:

E. I. du Pont de Nemours & Co., Wilmington, for Cavalcade of America, Tuesday, 7-30-8 p.m. EDT, starting Oct. 10, through Foote, Cone & Belding, New York.

Pepsi-Cola Co., New York, for a new dramatic show to begin in the early fall with Biow Co., New York, as the agency.

Brown Shoe Co., St. Louis, for Smilin' Ed McComb, Saturdays, 10-30-11 a.m. EDT, starting Aug. 2, through Leo Burnett Inc., Chicago.

Networks

NBC-TV PLANS O&O STATION NETWORK, REVEALS 'NEW HORIZON' BLUEPRINTS

At last week's meeting in New York of NBC network officials and 30 executives from the network's o&o stations, NBC reports plans for a 'network within a network' for its TV stations. Higher degree of coordination between the o&o stations, both radio and TV, was also planned.

PLANS for a "network within a network," to consist of NBC's owned-and-operated television stations, were reported set last week at the "New Horizons" meeting of o&o station officials with executives of the network's o&o division in New York.

The "little network" blueprint was one of several drawn as the officials mapped methods of achieving a higher degree of coordination among the o&os in the fields of programming, merchandising and promotion. Program plans related to TV, but the merchandising and promotion methods would also be applicable to radio, it was explained.

First of the "little network" shows is tentatively set to start the first week in August. Two programs, both live and both across-the-board strips, are contemplated. According to present plans, one would go into the 2:30-3 p.m. period, Monday through Friday, probably would be a women's program, and would be originated by WNBT (TV) New York and fed to WNBQ (TV) Chicago and WNBW (TV) Washington.

The other probably would go into the Monday-Friday 7-7:30 p.m. period, is expected to be of the "intimate variety" format, would originate from WNBT, and WNBQ will be fed live to all NBC o&o TV stations except KNBH (TV) Hollywood, for which a kinescope of the program would be made available.

Such shows as these, it was pointed out, would open up nearly sales possibilities for the stations and at the same time offer advertisers a lineup in a small but select group of markets. A sponsor could buy the programs on all five or a lesser combination of stations. Those not bought as a "network" could offer cuts to local advertisers.

Plans also are afoot for the development of a show by KNBH, to be made available to other o&os on a kinescope basis.

"Prefabricated" programs also may be developed. Under this plan, a program would supply the others with scripts, formats and other material of a particularly successful local show; the other stations would take these ingredients and produce the show themselves.

As part of the "coordinated promotion campaign, national magazine and local newspaper advertising is planned, keyed to the theme "daytime is bigtime on television." Also, a central publicity office will assist in the coordination and expansion of the activities of these parts of the respective stations.

The meeting, held in New York Monday and Tuesday and part of Wednesday, was attended by approximately 30 executives from the network's o&o division headquarters and from the stations.

WJMR-TV Joins DuMont

WJMR-TV New Orleans, La., scheduled to start programming on u/f Ch. 61 late September, was announced as the DuMont television network, James E. Gordon, vice president and general manager, announced last week.

Page 70 • June 15, 1953
KHJ-TV
Channel 9
LOS ANGELES

is proud to announce the appointment of

H-R TELEVISION, inc.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
as National Representatives
Effective Immediately

KHJ-TV
1313 North Vine Street
Hollywood 28, California
FLINT IS NOT RUINED!

THE tornado that struck Flint, Michigan on June 8 did a great deal of damage, but it was limited to a scattered residential area one mile north of the city limits.

FLINT plants and businesses are continuing their full and normal operations.

WFDF carried out its 31 year old tradition of serving the public in this area during the disaster period in a manner in keeping with the highest traditions of broadcasting.

WFDF FLINT, MICHIGAN

"Our 31st Year in Flint"
Represented by the KATZ AGENCY
Associated with: WOOD and WOOD-TV Grand Rapids
WFBS and WFBM-TV Indianapolis — WEOA Evansville
IDEALLY SUITED TO DIRECTIONAL ANTENNA OPERATION

The Continental Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Phone Evergreen 1137
Dallas 10, Texas
MBS BILLINGS
MARK 8.4% RISE

SIGNING of a record volume of new summer business for Mutual was announced last week by Sales Vice President Adolf N. Hult, who also reported that the network's gross billings for the first five months of 1953 ran 8.4% ahead of those for the same period last year.

Referring to summer sales gains, Mr. Hult voiced belief that a significant reversal of the summer slump in 1953 is in large measure due to a greater recognition of summertime radio effectiveness than has been the case in years past.

He placed Mutual's January-May gross billings at $9,347,591 as compared to $8,624,475 for the same five months of 1952.

Three Join ABC-TV; Affiliates Now 117

THREE more television stations have joined ABC-TV as affiliates, bringing the network's total number to 117, with R. Beckman as general manager and director of ABC station relations departments, announced last week. New affiliates are:

WDAY-TV Fargo, N. D., which operates on uhf Ch. 17, and is owned by the Prairie Television Co., with Harold G. Cogwill as general manager, effective today (Monday).

WTVF (TV) Decatur, Ill., which operates on uhf Ch. 17, and is owned by the Weldon Stamps Co., with Weldon Stamps as station manager, effective Wednesday.

KFSA-TV Fort Smith, Ark., which operates on uhf Ch. 22, and is owned by the Southwestern Pub. Co., with Charles Baker as general manager, effective July 7.

ABC Shifts Staff At Central Division

REALIGNMENT of ABC Central Div. personnel at WENR and WBKB (TV) Chicago was underway last week following top level changes announced at the network's New York headquarters [BWT, June 8]. The realignment stems from the ABC-United Paramount merger earlier this year.

John H. Moore, ABC vice president who succeeds WABC-TV New York effective July 1, announced appointment of William P. Kusack as division engineering director. He replaced Edward C. Horstman, who resigned. Simultaneously, Sterling Quinan, new general manager of WENR and WBKB, announced the appointment of John Fitzpatrick as WBKB production manager, succeeding Monte Fassnacht. Mr. Kusack was engineering chief at the old WBKB on vhf Ch. 4 [now WBBM-TV] and Mr. Fitzpatrick has been assistant production manager.

Other changes involve the resignations of Paul D. Killian, as WBKB program manager and Burr Lee as Central Div. radio program chief. Mr. Lee is replaced by Maury Murray. No replacement has been announced for Mr. Killian. Additionally, Charles Buzzard joins the WBKB engineering department and George Rice the station's film section.

AB-PT To Pay 25c Dividend

AB-PT board of directors has declared dividends of $0.25 per share on both the outstanding preferred and common stocks of the corporation, payable July 20 to holders of record at the close of business on June 26, it was announced last week by AB-PT President Leonard H. Goldenson.

GE QUESTIONS RCA PATENT RIGHTS IN BID FOR COURT CLARIFICATION

Does RCA, under 1932 Consent Decree, retain all sub-licensing rights to GE patents after 1954, when cross-licensing agreement expires? GE contends not and asks Delaware Federal Court to clarify the issue.

RCA, GE says, believes it loses rights only to GE inventions made after 1954.

EXTENT of RCA's rights in radio-TV patents owned by General Electric Co. after the Dec. 31, 1954, termination of the cross-licensing agreement between the two companies was questioned by GE last week when it asked the Federal Court in Wilmington, Del., to clarify certain provisions of the 1932 Consent Decree.

GE asked the Federal Court in Wilmington to clarify the terms of the 1932 Consent Decree involving patent licensing relations among GE, RCA and Westinghouse by declaring that RCA has no right to grant any sub-license under any GE patent after Dec. 31, 1954, or to continue, after that date any sub-license previously issued by RCA under a patent granted.

Dr. W. R. G. Baker, vice president and general manager of the GE Electronics Division, explained that attached to the 1932 Consent Decree was the so-called A-1 Agreement, which provided that all RCA's inventions conceived and developed in the field of "radio purposes" under patents issued on inventions conceived through Dec. 31, 1954, with these licenses to continue for the lives of the patents. There is no controversy on this phase of the agreement, Dr. Baker said.

Disagreement arises, he noted, over the sub-licensing rights the agreement gave RCA under GE patents. The agreement states that RCA may apply to the court states that since only "licenses herein granted" continued past 1954, the right to grant sub-licenses comes under the Dec. 31, 1954, termination date and will expire on that date.

RCA's assertion that its sub-licensing rights continue for the duration of the patents on all inventions made by GE prior to Dec. 31, 1954, have depreciated the value to GE of its pre-1955 inventions, Dr. Baker said, with the uncertainty over the extent of RCA's rights causing considerable confusion throughout the industry.

Dr. Baker also pointed out that his attempts to interest other companies in taking licenses under GE patents have been unsuccessful because these companies were not interested in purchasing these rights from GE until it was determined whether RCA's sub-licensing rights would continue beyond the end of the year 1954.

"We felt it was necessary to take action promptly to clarify for the companies directly involved, and for the industry generally, the vital question of this phase of the Consent Decree," Dr. Baker commented. "This was not a matter which could be resolved by negotiation between the companies involved. The court entered its decree on the basis of its particular understanding of the license relations of the parties. The Dept. of Justice concurred in the entering of the decree on the same basis. Therefore, the individual companies concerned are not free at this date to determine by discussions between themselves just what the court and the department must have relied upon in the taking of this step back in 1932."

RCA issued the following statement after GE filed its request for clarification in the Wilmington court:

The Federal Court in Delaware has been asked to interpret the meaning of that part of an existing agreement between the General Electric Co. and the RCA which relates to certain patent rights after 1954. That agreement was recommended by the Government and approved by the Federal Court in a Consent Decree entered in 1932 and reaffirmed by the Court in 1942.

Under the agreement RCA retained an exclusive right to grant licenses to competitors on all radio and television inventions made by GE prior to December 31, 1954.

The General Electric Co. has already received a substantial payment for this right in the form of RCA stock which it distributed to its stockholders about 20 years ago.

RCA was formed in 1919 by the General Electric Co. for the purpose of taking over the British-owned American Marconi Co. Thereafter, exclusive agreements were made with AT&T, Westinghouse, Tropical Radio, and General Motors. These gave RCA predominance in the radio field. At the same time, Westinghouse joined GE in the ownership of RCA.

In 1930, the Dept. of Justice brought suit against the "Radio Group," alleging that the exclusive cross-licensing agreements violated the antitrust laws. This suit was narrowed after two years to charge RCA, GE and Westinghouse with antitrust violations. In 1932, RCA, GE and Westinghouse entered into a Consent Decree which provided for the divestiture of GE and Westinghouse from RCA ownership, the elimination of interlocking officers and directors and a prohibition against executive patent agreements.

The Dept. of Justice, in 1942, attempted to reopen the 1932 decree, but the court refused to do so.

RCA VICTOR DIV. UPS WATTS, SMITH

RCA's board of directors has elected W. Walter Watts, vice president in charge of engineering products at RCA Victor Div., to be vice president in charge of technical products, and has named Theodore A. Smith, assistant manager of the engineering products department, to succeed Mr. Watts.

The promotions were announced by Walter A. Buck, vice president and general manager of RCA Victor Div., after a meeting of the RCA board [At Deadline, June 8]. Mr. Watt's in his new post succeeds L. W. Teeple, who became RCA executive vice president in February. Mr. Watts will supervise both the engineering products and tube departments.

Mr. Smith Mr. Watts

Broadcasting Telecasting
RCA Communications Names Meola, Muller, Becken

THOMAS D. MEOLA has been elected vice president in charge of operations of RCA Communications Inc. and John H. Muller and E. D. Becken have been named vice president in charge of the New York district and assistant vice president and plant operations engineer, respectively.

Mr. Meola, with RCA since 1925, moves up from the post of vice president in charge of the New York district, which he has held since February 1952. Mr. Muller, who succeeds him in the New York district vice presidency, advances from the post of assistant vice president and plant engineer.

Mr. Becken, has been an assistant to RCA Communications President Thompson H. Mitchell since November 1952.

Maj. Gen. Leavey Named FTL President


Gen. Leavey has been vice president of IT&T since joining the corporation in November 1952.

TV FOR DOCTORS PLANNED BY SKF

PLANS for taking telecasts of medical operations into the homes and offices of individual doctors, at first in black-and-white but in full color at such time as color TV sets are in the hands of the public, have been announced by Smith, Kline & French Labs, Philadelphia, pharmaceutical firm which for the past four years has sponsored closed circuit color-casts of operations to gatherings of doctors.

Speaking at a preview news demonstration of large screen color reception of an eye operation that preceded a week of such surgical color-casts for the benefit of doctors attending the convention of American Medical Assn. in New York, G. Frederick Roll of SKF said that the company's plan to bring such demonstrations to individual physicians would be tested in the fall. Pictures would be scrambled, he said, to prevent their reception by the general public, doctors being provided with unscrambling devices.

"How soon this will finally materialize, we can't say. There are many problems . . . FCC approval . . . how to finance it . . . and so on," Mr. Roll said. "But we believe the principle is sound and the demand is there. With this method the programs would be telecast over open networks in scrambled form and would only be seen by doctors with the appropriate device to unscramble them."

ANY WAY YOU MEASURE AUDIENCE

KFAE

gives you the lowest cost per thousand radio homes
in Los Angeles *

NETWORK OR LOCAL

Television Room

TELEVISION is said to have an impact even on construction of new homes. According to a survey by Allen B. Du-Mont Labs., "second living room for television" now is being included in some newly-built homes along the eastern seaboard and "prospective buyers like the idea."
RCA SLATES NTSC COLOR SHOWING
FOR SENATE COMMERCE COMMITTEE
RCA will file for FCC approval of the compatible, commercial system "before July 1," it is said. Meanwhile, Philco's Balderston and Admiral's Siragusa predict several years' wait before color TV sets get to the general public.

IMMINENCE of a request to the FCC to authorize compatible, commercial color television was indicated last week when RCA announced it would demonstrate the National Television System Committee standards to members of the Senate Interstate and Foreign Commerce Committee next Monday. Program, to be transmitted from Washington to New York, will be the last before RCA files with the FCC "before July 1," it was said.

Meanwhile, pessimistic estimates of the imminence of color TV sets were voiced by two major manufacturers in the last two weeks.

No mass production of color receivers until 1956 was the prediction of Philco President William R. Balderston at the Atlantic City convention of 7,500 distributors and dealers last week.

Satisfactory color sets will not be on the market for at least 18 months—probably two years, Admiral President Ross Siragusa told Admiral distributors in New York convention two weeks ago. RCA demonstration will be the same as that shown previously to the House Interstate and Foreign Commerce Committee, the FCC and newsmen at Princeton (B+T, May 25, April 20). Emanating from the Colonial Theatre in New York, the NBC-produced show features Ben Grauer as narrator; Dolores Gray, singer; George Burns and his love birds; Kukla, Fran and Ollie, and the Hit Parade dancers. The demonstration for the Senators will take place at the Sheraton Park Hotel at 1:30 p.m.

The RCA showing comes two days before the full NTSC is scheduled to meet in New York to determine the results of its final tests and to decide when to petition the FCC for adoption of its color standards.

NTSC Chairman Dr. W. R. G. Baker, GE Electronics Div. vice president, recently said he did not think the industry community could have its reports completed until September. Among the viewers undoubtedly will be Sen. Edwin C. Johnson (D-Colo.) who charged in March that the industry was holding back on color TV until the black and white market was saturated (B+T, March 16). Sen. Johnson is the senior Democratic member of the Senate Commerce Committee. Figuring on FCC approval of compatible, NTSC color standards by Jan. 1, Mr. Balderston said only "a trickle" of experimental color sets will be available by the last quarter of 1954. Mass production in the commercial sense will not come until the beginning of 1956, he asserted.

Reason for long delay between government authorization and mass marketing, Mr. Balderston said, was the need for a new, low-priced color tube. He estimated that a 14-in. color set would cost between $800 and $1,000 initially and that it would be "years" before the cost could be brought down to within 50% of comparable black and white sets.

Warning against too hasty action in approving NTSC standards was sounded by the Philco president: "I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the Federal Communications Commission to short-circuit the final field tests of the NTSC. That might jeopardize the entire future of color television." The statement was considered an obvious reference to RCA.

Even stronger words were used by James Carmine, Philco executive vice president, regarding early manufacture of color sets. "Color TV before Christmas is absolutely silly," he declared.

Philco sales ran $129 million for the first quarter of 1953, Mr. Balderston announced. The sales target is $435 million for the year, he said.

Mr. Siragusa predicted Admiral will produce and sell more than one million sets in 1953 and scored "saturation talk" on TV markets as "myth." Over half of the firm's TV sales still are made in the 38 cities which have had no new stations since July 1952, he said.

SKIATRON PAY-SEE OPERATION SHOWN
Public gets first view of Skiatron's Subscriber-vision in New York demonstration. WOR-TV cooperates in telecasts.

SUBSCRIBER-VISION, pay-as-you-view TV system developed by Skiatron Corp., is currently having its first public demonstration at New York's Hotel Belmont-Plaza.

Visitors are shown films an operation of the system and the kind of programming planned for the paying public. The films plus simulcasting live programming at hourly demonstrations from 11 a.m. to 8 p.m. Showings, started last Tuesday, continue through this Wednesday.

First program ever to be televised by WOR-TV New York, which has cooperated with Skiatron in experimental telecasts of its scrambled picture system for two and a half years, in time preceding regular WOR-TV programming. The rest of the demonstrations are by closed circuit.

As explained by Arthur Levey, Skiatron president, and William J. Shanahan, chief electronic engineer, Subscriber-Vision consists of a device at the station transmitter which codes or scrambles the broadcast signal and another device at the receiver of each subscriber to decode or unscramble the signal for good reception. Non-subscribers would receive only the scrambled signal, which, as demonstrated at a news preview last Monday, agitation the picture violently back and forth across the screen and at the same time distorted the sound unpleasantly.

During the news demonstration session, Mr. Levey, Judge Landis and Jack Popek, Skiatron director and for 30 years chief engineer of WOR New York, in charge of its AM-FM-TV technical operations, spoke to their audience by television from the WOR-TV studio, returning to the hotel to answer questions after the telecast.
TELEVISION'S FIRST GUEST STAR

It was 1927. Fifty people faced a blank screen in New York, waiting for the Bell System's public demonstration of the first intercity television transmission. Then they saw Secretary of Commerce Herbert Hoover smile from Washington, and the first signs of life stirred in a new industry.

The next twenty years were filled with research, further experiments and tests. Out of them came improved transmission techniques, using coaxial cable and radio relay.

By 1947, network television was ready.

Even now, with some 34,000 channel miles crisscrossing the country, millions of dollars are going into building more and better facilities for tomorrow's needs.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, is low. Bell System charges for the use of intercity television facilities average about ten cents a mile for a half-hour program time.

Walter Gifford, then president of the American Telephone and Telegraph Company, talks with Herbert Hoover in the first demonstration of intercity television transmission, between New York and Washington, D. C., April 17, 1927.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW
AFM-AFTRA TROUBLE ERUPTS FOLLOWING HOLLYWOOD INCIDENTS

Reportedly on instruction of AFM's Petrillo, musicians doubling in other duties refused to take out AFTRA cards. AFTRA in turn pulled its performers from two shows.

OPEN WARFARE between American Federation of Musicians and American Federation of Radio-TV Artists over jurisdiction of singing musicians on TV shows broke out Tuesday night when the actor-announcers union yanked nine of its members from the Ina Ray Hutton Show on KTLA (TV) Hollywood, after the refused to join AFTRA. Her stand reportedly came on instructions from AFM President James C. Petrillo who had ordered all members to resist AFTRA's campaign to enroll musicians who double as singers or m.c.'s on TV shows.

Citing the Hutton case as “one of the most flagrant” violations of AFTRA's contractual policy, Claude McCue, Hollywood AFTRA executive secretary, declared: "we will request all TV producers comply with our contract, that all singers and m.c.'s must belong to our union."

He added that AFTRA is only following a contractual policy which prohibits members from working with non-members. Warning was also given that AFTRA members will be pulled off other TV shows should there be any violation of the union's contract.

AFTRA recently clashed with AFM over the Harry Owens Show on KNXT (TV) Hollywood. The musical director-m.c. finally took out AFTRA membership.

AFM President Petrillo personally entered the local battle when he, late Wednesday, instructed Mr. Owens to turn in his AFTRA card.

Mr. Owens promptly wired his resignation to Mr. McCue, who refused to accept it on grounds that the radio-TV performer's union still considered him a member in good standing.

Incensed at the Petrillo intervention Mr. McCue indignantly declared, "we regard this in a very serious light, for it's without precedent. We will resist any effort by Petrillo or any other union head to order anyone not to join AFTRA or to resign their AFTRA membership."

He considered it "ridiculous" for the AFM to contend musicians who sing or m.c. are not performers, and "we can't let anyone dictate our policy to us."

Aury Paul, AFM local 47 recording secretary, said he asked the Hollywood AFTRA executive board to wait until the July 1 AFM convention when a meeting could be arranged between Mr. Petrillo and Mr. Heller, but they refused, demanding a meeting this week. He felt the controversy could be settled through negotiations. Mr. Paul emphasized that under the Petrillo orders, musicians 'can't join AFTRA, not while part of their duties are those of a musician.' Mr. McCue said he regretted putting KTLA in the middle" but felt that responsibility for the action lies with AFM, adding that "we consider it unlawful that instructions be issued to anyone that they must not join a union."

Pulled from the Tuesday show were The Five Rougettes, harmony group; Arlene Harris, comedienne; Wallace and Carroll, comedy team and a commercial announcer. Filmed commercials were substituted for Rybuidel and Snowy Bleach, program sponsors.

Recognizing the seriousness of the situation and with AFTRA's stand possibly spreading to other TV cities, musicians want the controversy resolved through negotiation between AFM President Petrillo and AFTRA National Executive Secretary George Heller.

With seven AFTRA members on his TV show, and in view of the intra-union battle, Mr. Owens said he didn't know if he would be able to finish out the season on KNXT. So far as AFTRA was concerned however, the show will go on, since that union considers him a member in good standing regardless of his resignation, according to Mr. McCue.

Warning was given Klaus Landsberg, vice president and general manager, KTLA (TV), Wednesday that "we may have to take necessary legal steps to protect ourselves." He did not elaborate. Mr. Landsberg personally produces the weekly show.

Labor Group Decrees Foreign-Made U.S. Films

STRONGLY-worded letters are being drafted to advertising agencies and sponsors, giving organized labor's position and reasons for asking support in the stepped up campaign of Hollywood AFL Film Council against U.S. companies making television or theatrical film abroad.

Dolf Thomas, TV committee chairman of the council said New York TV network executives recently assured him and Roy M. Brewer, council president, of cooperation. Mr. Thomas said the same support is expected from agencies and advertisers. He indicated that Hollywood unionists may refuse to process what he described as "runaway production."

Stressing the fact that the council has no objection to films being made abroad where locales is essential to the story, Mr. Thomas said, "where such a background is necessary, the American producers can do their processing, editing and other work in Hollywood."

The film council's campaign is directed to productions made abroad with American financing, stars and directors, to "escape paying the higher skilled craftsmen wage scales at home," it was said.

AFTRA Bans Free Bows Of Members on Panels

CHARGING "too much misuse and abuse of gratis appearances," AFTRA Hollywood local banned free appearances of professional talent on TV panel shows effective May 30. Union will require programs to pay professionals regular scale, depending on the nature of the show. Public affairs and educational shows were exempt from the ban.

Mounting wave of free guest appearances by professionals "to plug selfish interests" cut down on total amount of paid employment on TV to AFTRA members as a whole, it was claimed. Non-professionals were not affected by the ruling.
Prestige!
What makes station prestige?

Good Programming
Adequate Power
Mechanical Perfection

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That's Why
WREC is
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WREC delivers the "Better Half" of both the rural and metropolitan listeners in the rich 76-county Memphis Market with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper ratings that prove it.) Cost??? 10% less per thousand listeners than in 1946.

First in Coverage of One of the Nation's Greatest Markets

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revealed on WBZ by over 13,000 requests from 35 states for an autographed picture of "Jerry & Sky" offered on their all-night show.

Hundreds of thousands of night workers in every field are represented in the "Jerry & Sky" audience... ministers, hospital employees, policemen, truckdrivers, guards, all-night restaurant workers, farmers, interior decorators, swingshift workers, and people who just can’t sleep.

What an opportunity to reach a great and growing audience of steady listeners... at the most economical rates on the card of New England’s most-listened-to station! For details, check Tom Meehan in Boston or your nearest Free & Peters Colonel.
WHAT'S THE SHOOTING ALL ABOUT?

By Jerome Sill

WE SEE an ocean of crocodile tears being shed over the sad fate of radio, declining audiences and radio's unhappy future. And, turning the coin (while we mix a metaphor) we see some grinning operators of independent stations reaping harvests while the others prepare the funeral pyres. Oddly enough, from where we sit, both are right. And both are wrong.

Now, let's look back to the "radio norm" that existed not so many years ago. What was it? It was a period when any station worth its salt sought, and usually got, a network affiliation. Then, as of the throwing the network switch, some guys in New York and Hollywood and Chicago, did all of the program thinking, all of the program planning, all the long range viewing for said affiliate. And they did it very well, as far as commercial shows were concerned.

In a younger, brasher day, I wrote a book in which I discussed in part the kind of programming that typified many of the network affiliates in those days and typified, too, the kind of trash the networks turned out when they were feeding their affiliates "sustainers." I said it was called "fill" and I said it was the same kind of fill that you used to cover a yawning hole in your back-yard. I realize now that was pretty accurate reporting for a young squirt who, given the challenge, probably would have done no better. But it was disarmingly prophetic.

Because as AM network business declined, AM networks added "fill." And it was still the same kind of stuff as you still used to cover yawning holes in back-yards. Only now it became important because now there was a competing medium which supplied, for home entertainment, sound and picture in place of just sound. And when the "just sound" was of the same general program content as the "sound and picture", the less suffered in contrast with the more.

Once, in an article, I said that it's about time that we learned that the network business wasn't the radio business; it was simply a supplier like the guys who supply transcriptions and news services and recorded jingles. That gets more true every year. But what also remains true is the converse ... that networks do serve a programming function, albeit a decreasingly important one. And if you, as a station operator, can effect a happy marriage of the two ... well, what's all the shooting about; why the wake and for whom?

I decided to prove it, not because I am a programming genius, not because I know answers that other people don't know, but because I wanted to use the answers we all know and see what would happen.

The market shall remain nameless. It is a major market, in the over-100,000-group with five stations. The station which was the guinea pig was the low man on the totem pole. And, fortunately, the station—good power and fine frequency—was affiliated with one of the lesser of the four networks. It "rode the network" much of the day.

We went to work. We dropped network sustainers that seemed to us to have no meaning. We took others—sustaining and commercial—and blocked them. Mystery shows, for example, were taken out of "A" time and put back to back on Sundays; music shows were backed with music shows. We couldn't do anything with the mornings because it was a hodge-podge of unlike network commercial originations. The station was "stuck", too, with commercial religion on week-day mornings.

So we ignored mornings. We re-programmed the entire afternoon, most of every evening and most of Sunday daytime. We grafted what was good from the network on to what had been proved was good in independent operation. . . . well planned, carefully selected recorded music, well balanced, intelligently presented and with a "reason why" for each program (and that is more important than it sounds). We would like to have made this a year-long test but circumstances were against us. A new Hooper was released for roughly the same months as the Hooper of a year before. But it represented only three months of this new programming. Even so, here is what happened:

1. Morning, afternoon, evening and Sunday showed a 50% increase in share of audience for each segment.
2. The straight music shows (following independent station programming principles) showed an increase in share of audience of 113%.
3. Six network shows that were chosen because the same shows were on the network a year before (but some of which we had moved to a more logical time slot) showed an increase in share of audience of 26.2%.
4. Some of these network programs which had indifferent acceptance in the past, climbed as high as 41.1% share of total audience (remember, this is a five station market).

I could go on about intangibles; about how local advertisers told us that they were now listening; that this was "something different on Station XXX" (which it wasn't); about how listeners' acceptance—in terms of unsolicited mail climbed to an unbelievable high.

But this is not intended to be a success story; it is intended instead, I think, to be a well-deserved spanning. If we would quit crying about how badly the networks are treating us these days, if we would quit worrying about that nasty TV, if we would go back in the radio business and learn what we can see all around us, if we only would look—well, what's all the shootin' about?
TELEVISION is an established and thriving industry south of the border.

Romantic Mexico, darling of the travel agencies, is actually Industrial Mexico to the business-minded observer with an eye on economics rather than bullfights and senoritas.

Already a half-dozen commercial stations supply goods signals and immensely popular programs to an estimated 40,000-to-60,000 receivers that attract anywhere from two to a hundred or more viewers per set—with an average of 6.5 as a widely accepted figure.

Fast-growing Mexico is fascinated with television—commercial television using American standards and equipment, and following the American program pattern. While only a fourth of its 25 million people are literate, all those having access to a set see and listen regularly and enthusiastically.

More radio sets than beds, the Land of the Fiesta is electronic-minded to an astonishing degree. Several operators of aural broadcast stations with waiting lines of sponsors will cheerfully concede the profitable presence of this audience devotion.

Modern Nickelodeon

A Mexican specialty is the "50 centavo theatre" found in the backroom of a store or other place of business, with viewers paying about 5 cents (U. S. money) to watch television programs.

If 40,000-60,000 TV sets may not sound gigantic to an American who thinks in terms of 23 million receivers, the Mexican audience must be evaluated (1) in terms of its video age (one to two years of service); (2) in terms of viewers-per-set, much larger than is the case here, as many American advertisers are aware; and (3) in terms of the Latin nation's industrial potential and the zeal of its fiercely patriotic citizens.

Mexico's industry is heading upward—and fast. Electrical generating facilities have expanded 100% in the last six years. Just two years ago only 20% of families had electricity. The figure will be 50% in another six years, Mexican broadcasters insist.

Of the 200,000 telephone families, possibly 25% own TV sets. This market promises perhaps 75% saturation, or another 100,000 sets, in the next two years. Meanwhile another 200,000 or more homes may acquire telephones and/or electricity in this two-year period.

Here, then, is a dynamic economy where ultra-modern architecture and wide thoroughfares are fast changing the face of a nation with centuries of tradition and culture; an area of economic transition where modernism of a past era is ruthlessly razed to speed the march of progress. An active market, too, for sale of TV receivers.

Unfortunately, TV receivers are expensive in Mexico. A set that costs $200 in the United States may cost $350 to $400 south of the border, or 3,000 to 3,500 Mexican dollars (pesos). While import duty is high, the levy is kept down by use of assembly plants which insert a U. S. chassis in a Mexican-built cabinet. Long-term installment deals are popular.

Fortunately, sets are coming down in price as more U. S. brands enter the market. Older models are fast sellers, since giant screens and new gadgets are not in great demand due to a dearth of national advertising, and the set buyers are just starting to become aware of newer features. This is aiding the cut in price of old sets.

By far the bulk of TV sets presently are located in the great saucer surrounding the capital, Mexico City. A powerful booster station atop a 13,000-foot pass about 60 miles south of Mexico City is serving a great audience. This booster, XEQ-TV, repeats programs of XEW-TV and XHTV Mexico City, but currently is angling for a professional baseball sponsor and may do some of its own programming. Other set concentrations are developing on the U. S. border.

The shape of Mexico's TV future can be forecast with some certainty. It's obvious that the rich markets surrounding the capital will be adequately served, with the number of TV homes mushrooming as better signals and new programming become available.

Television promises to defy the old political "bootstrap" adage by helping create its own expansion. The 19 million Mexicans unable to read or write are getting new, and sumptuous, ideas every time they look at TV. Their culture is being raised by the news-casts, dramas, music, quiz shows and other programs. Even the soap operas are enlightening, as well as entertaining, to hut dwellers who are learning from neighborhood sets how the rest of the world lives and who are acquiring a taste for comforts and appliances.

A problem in the case of some older TV sets has been the 50-cycle current in Mexico City. This is seldom important in the case of newer models, station executives say.

There's minor censorship in Mexico—a government ban on religious and political telecasts. Government inspectors are assigned each station, or perhaps a group of stations, but some broadcasters claim the federal men merely collect regular pay checks. These checks, incidentally, are paid by the stations.

The government is interested in advertising rates, but here again broadcasters say the supervision merely amounts to a sort of ceiling on time charges.

Mexico's TV programming is a latined version of American television. The popularity of this visual fare is astonishing to
The capital is rich in talent resources.

In some respects Mexican TV fare can show American programming a trick or two because of low production costs. For example, the opera is telecast in its entirety on XHTV for 10 weeks each season. The current series has been sponsored by Ford.

Mexico's famous Opera Nacional de Mexico imports Europe's finest stars. Each telecast runs three hours, ranks at the top of Mexican audiences, and costs Ford about $2,800 per program for the package—a fraction of the cost such a production would entail in this country.

Two family names dominate the Mexican radio-television scene—the Azcarragas and the O'Farrills. Emilio Azcarraga, widely known as Don Emilio, heads an electronic empire that includes what is often called the most powerful, as well as "most profitable" radio station in the world, XEW Mexico City. He has other business interests, including theatre and movie properties.

Romulo O'Farrill's electronic properties are woven into an industrial fabric that includes interlocking ownership with Don Emilio in a number of TV enterprises; assembly plants for Packard cars, Mack trucks and Hillman Minx cars as well as newspapers, airplane companies and others.

Each has a son who is taking an active role in the family interests. Emilio Azcarraga Jr. is assisting his father (president and general manager) in management of XEW-TV Mexico City and its mountain booster, XEQ-TV.

Romulo O'Farrill Jr. is vice president and general manager of XHTV (TV) and is active in other family operations. XHTV went on the air in August 1950.

The Azcarraga TV properties include:

XEW-TV Mexico City—Ch. 2, 5 kw GE transmitter. Started March, 1951.

XEQ-TV Paso de Cortes mountain (repeats XEW-TV and some XHTV programs)—Ch. 9, 5 kw DuMont transmitter. Started in late 1952.

XELD-TV Matamoros (opposite Brownsville, Texas)—Ch. 7, half owned by Azcarraga and half by O'Farrill interests. Started spring, 1952.

XETV (TV) Tijuana (near San Diego, Calif.)—Ch. 6, 5 kw Federal transmitter. Half owned by Azcarraga interests and half by George Rivera of San Diego. Started March 1953.

One other commercial television station, XHGC (TV) besides XEW-TV and XHTV, is located in Mexico City. It has been operated a number of months by Guillermo Gonzales Camarena, using Ch. 5. It started accepting advertising only recently. Most of the equipment was handmade by Mr. Camarena, an electronic inventor who has been operating scanning-disc color TV experimentally for years and claims to have sold basic color patents to CBS.

Monte Kleban, international manager for the O'Farrills, has been working a year on a merger plan for the Azcarraga and O'Farrill interests. Since there are no restrictions on the number of properties a person can own in any one area, he has merged radio interests of the two tycoons.

The competitive picture at the moment looks like this, according to Mr. Kleban: The Azcarraga XEQ (radio) and the O'Farrill XEX were merged, with XEQ having 150 kw and XEX 500 kw. The arrangement is described as extremely compatible. There remains the powerful Azcarraga XEW, with 500 kw.

The two jointly operate XELD-TV Matamoros, opposite Brownsville, Texas. Then there is XETV (TV) Tijuana, involving Azcarraga and Mr. Rivera. The O'Farrill

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By J. Frank Beatty

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family recently announced it had bought a
7½ kw Federal transmitter and 8-gain an-
tenna for a station at Tijuana outlet. In ad-
dition an O’Farrill TV booster station is
planned on Ch. 7 at Cortes Pass, near the
Azcarraga mountain booster.

As the incompletely merged plan now
stands, according to Mr. Kleban, joint Azer-
raga-O’Farrill stations will be operated in
Monterrey, Ch. 2; Reynosa, Ch. 9, 12;
Guadalajara, Ch. 6, 10; Veracruz, Ch. 3;
Ciudad Juarez, Ch. 2; Nuevo Laredo, Ch.
3; Nogales, Ch. 2; Guanajuato, Ch. 3, 12;
Merida, Ch. 4.

Backbone of high-population centers,
under this plan, will be covered by relay and
outlying stations by kinescope which the far-
sighted Don Emilio has already installed in
his Mexico City TV Center.

The Azcarraga’s TV Center in Mexico
City is a modern block-long structure of
vast proportions that includes two unusually
large theatre-type studios and a half-dozen
assorted smaller studios. Few American
properties can approach the center in size
and studio facilities. Cost was in excess of
22 million pesos ($32½ million), according
to the Azcarragas. Its main corridor is
glass-roofed and filled with tropical vege-
tation. One studio, used for circus and
wrestling programs, holds around 2,500
persons. A large studio used for children’s
features has junior-sized theatre seats for the
juvenile audience.

Don Emilio’s Design

Another huge studio has elevated camera
shelves on either side. The center includes
low-rent offices for use of advertising agen-
cies. Don Emilio designed the plant him-
self, turning it into a TV center after
originally starting out to build a radio
palace.

The whole TV Center is air-conditioned.
Each studio has its individual control room,
but this modern equipment is already being
redesigned. Projection gear includes 35 mm
projectors, since unions are not a problem
and rental costs prohibitive.

Don Emilio decided several years ago to
enter TV in a big way, contending the Mexi-
can people should enjoy the medium even
if the project cost him money. Right now
XEW-TV claims to be near the break-even
point in income vs. expenses.

The mountain booster, XEQ-TV, is de-
scribed as covering a vast area to the south
and southwest, including many large cities.
Another proposed booster, still in the dream
stage, would throw a primary signal into
Acapulco, fabulous Pacific Coast resort with
150 major hotels in an area of perhaps 150,- 900 persons.

Construction of new TV stations likely
will exceed development of networking fa-
cilities, but plenty of film service will be
available to program these ventures, accord-
ing to J. M. Duran, public relations manager
of XEW-TV and XEQ-TV.

The O’Farrills’ TV operation is centered
in the National Lottery Bldg, with offices in
the tower and antenna atop the structure,
one of the most beautiful in Mexico City.
Limited studio space is available in the
building, but facilities for programming are
located in the building housing Novedades,
leading Mexico City newspaper owned by
the O’Farrills. Recently the O’Farrills bought
a new building in the heart of the city for
conversion to TV studios. It formerly
housed the XMCA and is said to have the
potential for an extensive studio project.

While little attention is devoted to TV
by most of Mexico City’s newspapers, XHTV
programs are listed in the two O’Farrill
newspapers, Novedades (Spanish) and News
(English).

The Camarena station, XHG, represents
ingenious planning and a minimum of money.
With a total investment of perhaps $50,000, Mr.
Camarena blended 20 years of TV experimenting with the devoted help
of a staff of parttime employees to get a 1 kw
bench--built transmitter on the air just a year
ago. Regular programs were started last
September. A banker, Antonio Merchant
Tirado, is assistant manager.

An old home-style 16 mm film projector
shoots movies into a strictly antique orthicon
camera, and with the aid of a rack of trans-
mittting tubes the Mexico City environs are
treated to a surprisingly good signal. A
popular XHGC live program staged in a
bus setting is called Pronta Accion. Public
and news personalities are interviewed on

these topics of the moment, with a newspaper, Excelsior, as sponsor.

As to rates, the basic Class A fee is 1,600
pesos ($184) per hour on XEW-TV and
XHTV, with the Camarena station, XHG,
charging 1,700 pesos ($196).

But that’s only the beginning. Take a
half-hour program for example. The time
cost is 800 pesos. Add to this 500 pesos
for subtitling film work, etc., plus 500 pesos
cost for a film or packaged show. Fees are
paid principal personnel, including an-
nouncers, producers and technicians. This
adds up to at least 200 pesos and there is
another 100 pesos for transportation of film.
One program has extra charges totaling
4,650 pesos (nearly $540).

At XHTV Messrs. Kleban and Romulo
O’Farrill Jr. have a low-cost 500-peso tech-
nique for superimposing subtitles in Span-
ish on U. S. films.

American film packagers, incidentally, are
eagerly eyeing the Latin American market.
Several of the larger firms are sending sal-
emen to Mexico City and one is opening an
export department where voice-dubbing
and subtitling are done. Development of mag-
netic tape for television is expected to pro-
vide another boost.

For remote pickups, XEW-TV adds 1,500
pesos ($173). Then there’s a 200 peso
($23) charge for use of zoom lens. XEW-
TV’s rate card lists a Class A time charge of
1,600 pesos ($184) for half-hour foreign
programs. A charge of 950 pesos is made
to use the huge Studio A, with most of the
extra charges lumped into this half-hour
entry. Smaller studios are provided at lower
rates.

Walter Buchanan, Subsecretaria de Com-
unicaciones & Transportes, Mexican equiva-
 lent of the FCC Chairman, said that except
for a ban on political and religious pro-
gramming, radio and TV in Mexico are as free
as the press. Licenses are granted for 25
years, with few instances of revocation. He
said equipment has already been bought for
seven new TV stations.

Programming can be roughly described as
a Spanish version of U. S. television. Sports
are extremely popular, including wrestling,
boxing, bullfights, baseball, soccer and foot-
ball. Theatre programs, including drama
and comedy, follow American patterns.

There’s a Mexican What’s My Line with
Corporate as sponsor, the invisible La
Hora de Jaudio Dudi (Howdy Doody).

Then there are amateur and quiz pro-
grams galore, and the popular daily Cela-
nese film news flown to XEW-TV. Opera
pickups are favored, as well as a host of
soap operas, cartoons, Encyclopedia Bri-
tannica documentaries, ballet, and feature
films of Mexican, American, Spanish and
Argentinian origin.

XHTV uses the NBC daily newsreel, rated
high among Mexican telecasts. It is spon-
sored by General Motors.

Roll of Advertisers

The list of international sponsors includes
such names as General Motors, Coca-Cola,
Philo, Procter & Gamble, Raleigh, Packard,
Ford, Canada Dry, Lever, Nescafe and Elgin.
Beer companies buy large blocks of time,
especially sports. XEW-TV stages
wrestling bouts in its largest studio and
charges admission. It’s not unusual to find
a box office or ticket window around a
store-window receiver, watching a fight or
wrestling bout. American firms are showing
increasing interest in Mexican TV, supple-
menting their extensive radio purchases.
Colgate is reputed to spend 144 million
pesos ($145,000) a year on Mexican radio,
with Lever purportedly earmarking 400,000
pesos.

In Mexico City are such familiar agency
names as J. Walter Thompson, Grant, Mc-
Cann-Erickson, D’Arco, Young & Rubicam,
Noble Adv. Co. and Footo, Cone & Belding.

There’s considerable organization among
Mexican broadcasters and telecasters. Mexi-
can broadcasters are part of the National
Television Industry, a private trade association with a code of
ebics. Don Emilio organized Radio Pro-
grammes of Mexico in an effort to stop cut-
throat rate chiseling. He operates a
commercial representative business for national
advertisers. His powerful XEW feeds a 20-
station radio network operating five hours
in the evening, with telephone connection.

Aside from the XEW-TV shortwave line
with its booster, XEQ-TV, and one or two
projected boosters, networking of television
may be mostly of a film nature for some
time.

Mexico is rapidly becoming industrialized,
The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the best buy in professional tape equipment!

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)
with lots of room to keep growing. Its 25 million inhabitants live in various stages of comfort, ranging from the fabulous estates of the wealthy to the thatched shacks found in the tropical areas.

While only a fourth of the inhabitants are literate, the nation's culture and education are advancing at an encouraging rate. New schools are being built, not as fast as foreword-looking Mexicans would wish but still at a rate that promises much from a marketing standpoint.

Much of Mexico's industrialization has occurred in the last 20 years. Formerly the nation depended on oil, agriculture, minerals and cattle. Now it is developing new manufacturing industries.

The average monthly income of 150 pesos (roughly $17) looks pitiful to an American businessman until he remembers the average includes millions who live simply in tropical areas where food and shelter are not dependent on a daily wage. This 150-peso figure must be considered, too, in relation to the minimum daily wage of 6 pesos (69 cents) in the Mexico City area. After all, a peso is "dollar" to a Mexican, and buys a relatively important amount of merchandise or service.

Population and Production

Mexico's population is increasing at the rate of 3% a year. Its productive capacity is steadily growing under private and government stimulation. A new railway line is expected to open the northwestern area. Fuel pipelines are projected, along with additional electrical energy. Government plans include extension of credit, savings protection and easing of some taxes. Bankers have been agitating for a stronger finance system, including a sound stock market.

Not to be overlooked is the important tourist business. Thousands of Americans are going to Mexico every week, spending vacation money in large amounts. American Airlines, Eastern, Pan America, Guest and others, have special holiday deals and tourist rates. The trip is easy and not expensive, as foreign travel goes.

American Airlines reports an increasing volume of U.S.-originated cargo traffic directed to Mexico's busy television industry.

The U.S. Chamber of Commerce describes Mexico's economic growth since 1940 as unprecedented with production of goods and services more than doubled. The nation is called a "very favorable climate" for foreign investments, aided by the relative stability of the economy and the policy of the new Mexican Administration to promote a balanced growth of industry. Real income per person is up 50% in a decade and the trade position of the country is improving as the variety of exports widens. Study of foreign language is compulsory in junior high schools and many grammar schools 95% of the time English. Increasing numbers of young Mexicans are studying in this country.

In terms of modern civilization, Mexico is a young nation scarcely more than a generation or two of age. In terms of culture, it has a heritage of hundreds of years. In terms of the future, Mexico promises to become an important unit in the advertising world—a nation that believes in private enterprise and the rights of the individual.

SHOULD STATIONS DO MERCHANDISING?
YES SAYS CROSLEY'S DUNVILLE

"Many of these broadcasters considered it highway robbery by an advertiser who asked for assistance in helping to advertise merchandise and move his product. Through the years I heard a great many cries of indignation that arose from these 'successful' broadcasters. I attended meetings recently with virtually the same group who have suddenly become interested in rate reductions, rate cuts and believe it or not, certain forms of merchandising. In most cases the 'certain forms of merchandising' were in the main eyewash, things designed to impress the agency or the advertiser with no real thought given to the movement of merchandise.' These forms of merchandising, Mr. Dunville said, did constitute a form of rate cutting. But the sounder merchandising techniques did not.

"The rate of any Crosley station," he said, "includes these services which in many cases are the difference between a successful campaign for an advertiser and an unsuccessful one." Crosley stations, he said, "consider our merchandising operation a part and parcel of our operating expenses and we have in our Client Service Department which heads up merchandising, promotion and client service, the finest trained people in the business today.

Crosley's WLW Cincinnati has been providing merchandising service for 17 years, he said. "To my knowledge, this service is not comparable anywhere else," he added. The station has continued to provide the service "not on the basis of acquiring business from the competition" (for most of the time all competing stations in the market were sold out) "but because of the sincere obligation we felt was due our advertisers."

Rates Stay Up

"That," he said, "is possibly the reason today that on WLW our rates have not been decreased and our business is continuing to grow."

As an example of how rate cutting occurs, Mr. Dunville reported that "one of our competitors in sheer desperation gave without charge, any charge whatsoever, time, talent, the hiring of a hall and a remote pick-up in an endeavor to entice an advertiser away from us."

"This advertiser," he said, "was paying us our full rate for time, full rate for talent, but was receiving the benefits of our merchandising operation. Results? The advertiser took the other station's free time and talent until the station found out that the advertiser had no intention of moving his paid advertising from our station to the other station on a paid basis. 'When the other station could no longer afford to give his time and talent, he then let go on the 'evils of merchandising.'"
TRUSCON Offers You The Top Talent in Towers

- Truscon knows towers. Truscon engineers have designed and built many hundreds of towers which now stand strong and tall in all parts of the world... in all types of topography... and exposed to all extremes of wind and weather.

- Recently, Truscon completed the world's tallest radio towers. Today, Truscon's extensive tower experience is unmatched.

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

- Truscon has the talent you need to help you get and maintain the tower performance you demand. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will start your tower program as soon as defense requirements allow.

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street
Youngstown 1, Ohio

TRUSCON®—a name you can build on
THE play's the thing with which to catch the interest of the American family.
That slight paraphrase of Shakespeare's familiar line might well be the slogan of Kraft Television Theatre, which on May 6 celebrated its sixth birthday on NBC-TV. Wednesday after Wednesday, 52 times a year for six years without missing a week, the hour-long program has been beguiling audiences and making friends for Kraft. It is indisputably the oldest network TV show.

This long life is due not only to the consistent quality of the weekly plays telecast on the series and their ability to catch and hold the interest of their viewers but also in large measure to the ability of the Kraft commercials to make the family say, "Let's have that dish for dinner tomorrow" (no small feat an hour after today's dinner) and the housewife buy the essential Kraft product the following day.

TV production costs have risen steeply in the six years the show has been on the air. Time costs for the program have shot up from $100 for the first Kraft hour on WNBTV (TV) New York to some $40,000 for an hour on the 48-station NBC TV network that carries the program today. Only a solid sales story of continued success in persuading viewers to want that meal, but that cheese, could justify such TV expenditures, which now account for nearly 40% of the total Kraft advertising budget.

"We have never found another advertising medium in which we can realize results as quickly as in television," Kraft's advertising manager, John B. McLaughlin, told B&T. "It is the most powerful medium, not only in point of demonstration value and sales but also as a great merchandising potential."

Underlying that success are the commercials on the program, which have followed the same pattern as that used on the first Kraft Television Theatre telecast more than six years ago. "At that time," recalled Edmund C. Rice, vice president of J. Walter Thompson Co., Kraft agency, who edits all Kraft TV scripts, "we were frankly experimenting with TV commercials as well as with TV programs. We chose a product—MacLaren's Imperial Cheese—that had not been advertised for some years and not extensively even then, so whatever increase in sales occurred after the telecast might fairly be attributed to the program.

"We took the product and put it into an appetizing package. We put the product in the picture by itself without any distracting extras—no pretty girl whose looks, clothes, hairdo or accessories might take the housewife's attention away from the product; no trappings of any kind; just the food itself in its ready-to-be-eaten state, with some vocal hints on how to prepare it.

Faithful Formula
The formula worked then and it's apparently gone on working ever since. At least, we've never been told to change it and try something else, and our experience has been that clients don't stick to the same type of advertising any longer than it pays off at the grocery cash register."

Specific examples of the program's sales pull are legion at the Chicago headquarters of Kraft Foods Co., which this year is celebrating its 50th anniversary in the dairy foods field. A favorite story among many which recount sales successes of a dozen products which the company has found it easier to move through its video dramas deals with clam dip. This concoction, a combination of Kraft's Philadelphia Brand Cream Cheese and dined clams, was introduced on a Kraft Television Theatre commercial, one of a series that suggested new ways to use this cheese.

That sales of Philadelphia Brand Cream Cheese went up following the telecast was only to be expected. But what Kraft had not anticipated was a message of gratitude from the General Foods 40 Fathom Division for a sudden and spectacular run on its dined clams which bewildered the GF sales force until they traced it back to Kraft's telecast of the previous Wednesday.

Televised to an easy success in the introduction of pasteurized process cheese in this country, an innovation somewhat difficult to describe in words but instantly understood when the viewers saw the slices separated from the package on their TV screens. Sales boomed in every TV market, with one exception—Detroit. It turned out that hockey had preempted Wednesday evening TV time in that city and, after the hockey season when Kraft Television Theatre was again scheduled there, Detroit grocers reported an immediate upswing in sales of Kraft DeLuxe Slices that brought them into line with other markets.

About a year ago, Kraft advertised Philadelphia Brand Cream Cheese as a fudge frosting, using a 22-week campaign in magazines, newspaper supplements and TV. A recipe book, offered on eight telecast commercials, was gobbled up as fast as the frosting itself, averaging 77,000 requests per commercial and giving television the lowest cost-per-inquiry of any of the media used in this campaign.

Kraft finds that requests for recipe booklets offered on the Kraft Television Theatre telecasts provide a quick rule by which to measure the popularity of the recipe and,
NEW BROADCASTERS! NEED A ONE-MAN TV EQUIPMENT OPERATION?

See this minimum requirement G-E studio switching panel

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Now you can go on the air quickly and at a minimum investment—General Electric has designed a special One-Man TV Operation package just for your purposes! An integral part of this simplified technical facility is the new G-E Studio Switching Panel, Type TC-39-A. If your needs today demand that both studio and transmitter equipment operate from one room, here is the ideal solution. This panel provides the facilities you need... all the quality necessary for outstanding performance... with a single operator!

Get complete information today! Call your G-E Broadcast representative or write: Section 263-13, General Electric Co., Electronics Park, Syracuse, N.Y.

G-E's minimum requirement switching panel offers these features:

- Switches up to six composite or non-composite signals
- Eight position monitor selector switch—one monitor for all, either inputs or outputs
- Two sets of sab amp. controls—local and network
- Two sets of projector start and stop controls
- Provision for adding projector douser control
- Provision for adding slide projector dimmer control
- Two sets of slide projector controls

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC
by an easy transition, to gauge the probable effect on sales of the particular Kraft product employed in the dish. A popular recipe will draw 25,000 to 30,000 requests, a poor one about 4,000.

Those figures are in dramatic contrast to the volume of mail received from viewers who "take pen in hand" to tell the sponsors of Kraft Television Theatre what they think of the play they have just watched. These missives from living-room critics average about 100 a week, Mr. Rice said, although an outstanding play or performance or a drama dealing with a topic of current controversial interest will cause a sharp increase in the size of the mailbag.

Mostly, Kraft plays avoid topics of extreme controversy or, for that matter, any topic which would not normally be discussed in an after-dinner gathering of family or family-plus-guests. "We have no fixed tabus, but we try to avoid undue unpleasantness," Mr. Rice said. "Even so, from time to time we get a script on a normally unacceptable topic that is so well done that we put it on anyway."

Variety of Plays

"We use all types of plays on the show," Mr. Rice said, "comedy, drama, mystery, romance. Mostly we try to do plays about real people, the kind of people who might live next door to you, or at least a block or two away. We also strive for realism, not too grim, but to present a socially acceptable answer to some of the problems that face us all these days—even, or I might say, especially in our comedies, which our audiences seem to like none-the-less because they include a modest moral.

"Actually, I suppose our main goal is to present a play—regardless of type—that will hold the interest of a typical American family for an after-dinner hour once a week. Incidentally, we've had some successes on Kraft Television Theatre that were flops on Broadway, because we had enough dramatic meat to hold up well for an hour but not enough to keep an audience interested for two hours and a half."

Just as Kraft has stuck to the single type of single-focus commercial throughout its TV lifetime, so the series has concentrated on plays, either originals or adaptations of stage presentations. "We're the only program of our kind on TV that hasn't used dramatizations of novels or short stories," Mr. Rice commented. "We feel that when the dramatic unities of place and time are there from the start, we have an easier job in adapting it to TV and a better chance of success than if we start with a non-dramatic original story.

"In our early days of Kraft Television Theatre we did mostly adaptations of Broadway plays. Latterly, as kinescopes raised legal complications concerning film rights and as writers became more accustomed to writing for television, we have veered more and more toward originals."

About six weeks are allowed between the selection of a play and its on-the-air per-

formance, Mr. Rice said. There is a week or more for adaptation, a week or less for editing, mimeographing, etc. The producer-director who is to do the play—there are two who alternate on Kraft Television Theatre—gets his script four weeks ahead of the telecast. For two weeks, while he is producing his preceding Kraft show, he does some mental casting and has preliminary sessions with the scenic designer and musical director and perhaps other experts such as special effects men if the play seems to call for advance preparation on their part.

Once his program-before-this-one is off the air, the producer-director engages his cast and distributes scripts for study. Then he blocks out the full production, charting his set or sets and deciding where each member of the cast and each camera should be when the play opens and how they should move from that time right through until the final curtain. Rehearsals pretty much monopolize the final pre-broadcast week.

Stanley Quinn worked alone as producer-director during the first year Kraft Television Theatre was on the air. Then he was joined by Maury Holland and since then the two have alternated as Kraft producer-directors. Working with both of them is Duane McKinney, for the past three years in charge of designing for the program.

For its sixth anniversary telecast, May 6, Kraft Television Theatre recreated, with their original stars, four dramatic sequences chosen by the program's nationwide audience as outstanding among the more than 300 plays presented during the series' six year run. There was Vaughn Taylor as a Yankee farmer in "January Thaw," broadcast first on Oct. 8, 1947; John Baragrey as Heathcliff in "Wuthering Heights," Nov. 24, 1948; Nancy Marchand as Queen Elizabeth I in "Of Famous Memory," March 21, 1951, and Rod Steiger as the radar operator in "My Brother's Keeper," March 4, 1953.

Commercials on the anniversary telecast featured Eggs Goldilocks, which in the Kraft tradition helped retail grocers dispose of eggs, milk, bread, parsley and condiments as well as Velveeta Cheese, and Mayonnaise Puff, giving a side plug to asparagus, deviled ham, eggs and bread along with the main one for Kraft Mayonnaise.

Many grocers have developed the habit of running newspaper ads tying in with the TV commercials, generally on Thursday morning, telling readers that "here is the recipe you saw last night on television" and reminding them that the ingredients are available at the advertiser's store or stores. It is not unusual for these cooperating stores to run out of the Kraft product advertised on the TV program, or for that matter to note increased purchases of the related items.

Kraft has begun merchandising the program-advertised items in the stores and already the effects have made a deep impression on the company's top executives. Co-operating grocers get a complete release of the Kraft advertising for the week, plus recipes, which are intimately tied in with store displays. New products are vigorously pushed.

"We have found that when market-testing a new product in TV areas, we get acceptance much quicker than in markets where there is no television," Mr. McLaughlin stated.
PHILCO MICROWAVE:

Like a Super-Highway in the Sky, Philco microwave gives broad, clear communication channels, free of interference and interruption. Super-high frequency Philco microwave with Philco multiplexing equipment—either frequency or time division—offers wide band channels up to 3300 cycles and circuit design which provides freedom from cross talk and distortion.

Philco microwave is easily expanded to 24 voice channels, each divisible into 16 sub-channels for telemetering, control circuits, teletype circuits or any other signalling needs. These channels are in the high-antenna gain, interference-free 6000-7500 mc. frequency range which encompasses adjacent common carrier, government and industrial bands.

Philco microwave has the highest power output of any equipment in the 6000-7500 mc. frequency range. Philco brings common carrier reliability and long-range economy to industrial communications.

Look to Philco to answer your multi-channel communications requirements.

For Complete Information Write to Department B.T.

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.
### Comparative Network TV Showsheet

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#### Monday - Friday

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AMERICAN INDUSTRY SERIES

DOCUMENTARY series of 13 half-hour shows dramatizing the part which American industry plays in the community will be presented by ABC-TV starting June 21. Most of the programs, in addition to presenting little known behind-the-scenes phases of widely known businesses and enterprises, will include panel discussions featuring top industry leaders. Titled Better Living Television Theatre, the series will be presented Sundays, 9-9:30 p.m. EDT.

FAVORITE WESTERN STARS

TO CREATE greater sponsor interest toward Western film programming, Screncraft Pictures Inc., New York, has designed a small give-away booklet titled “Your Favorite Western Stars.” The booklet contains pictures of five tough looking “hombres” and provides space on the cover for the name of the appropriate sponsor.

SQUARE DANCE FESTIVAL

FOURTH International Square Dance Festival will be held at the Chicago International Amphitheatre Oct. 24, with WIS Chicago cooperating in staging the festival. The station will work with the Chicago Area Callers Association and the park district on the event, consisting of dances, clinics, workshops and other features.

OPTOMETRY PROGRAM

OFFICIALS of the Pennsylvania State College of Optometry will review the advances made in their science on a special Voice of Philadelphina program on WFIL-TV Philadelphia. Among the topics for discussion are “Hope for the Near Blind,” “The Gift of Sight” and “Optometry Today.” The doctors will also show new developments in equipment, and will demonstrate a new clear image lens developed to aid the near blind.

‘OUR MODERN MIND’

A NEW series of public service programs titled Our Modern Mind is being aired on WJBK-TV Detroit in cooperation with the Michigan Department of Mental Health. Still pictures, film sequences, studio shots involving actual patients from the Northville Mental Hospital, as well as doctors and experts in the field will be presented on the thirteen-week series. The programs will present the progressive steps of mental illness, from court confinement to hospital admission, therapy, release from confinement, rehabilitation and re-employment. The program is aired from noon-12:30 p.m. on Sundays.

TEEN-AGERS ENTERTAIN TROOPS

TEEN-AGE entertainers from WJW Cleveland are embarking on a European tour, under the auspices of the Armed Forces of the United States to entertain troops overseas. The station reports that this is the first group of non-professional teen-age entertainers ever to be accepted by the Armed Forces Professional Entertainment Branch for a tour of this kind. Under the title of WJW’s Radio-Nanigans, the teen-agers will tour Europe for ten weeks. A WJW engineer will join the group to tape-record special shows for broadcast at home. Known locally as “Friends in Entertainment,” the youngsters are heard from 11:30 a.m.-12:30 p.m., Saturdays on WJW. The group consists of vocalists, dancers, instrumentalists and a mimic.

ANIMAL CELEBRITIES

ANNUAL pet parade in La Grange, Ill., featuring human and animal trademarks familiar to radio-TV audiences, was telecast June 6 by WGN-TV Chicago. In addition to numerous celebrities, the parade included the original Johnnie of Philip Morris fame, Tedd Snow Crop of the Arthur Godfrey show, Beulah (bovine daughter of Elsie the Cow) and Tex, the educated horse. Fifteen classes of competition were open to youngsters, with prize certificates amounting to $750. Name stars included actress Debbie Reynolds, cowboy star Bobby Benson, the MBS-WGN Cliff Johnson family, and Mary Hartline and Nicky of ABC-TV’s Super Circus, and such kid favorites as JoJo, Nato and Bobo the Clown.

‘16 CHICKENS AND A TAMBORINE’

CHIEF announcer Russ Naughton of WDRC-AM-FM Hartford was quite surprised when a carton of 16 baby chicks was delivered to his desk. The “gift” turned out to be a promotion stunt from a station in New York. The station was trying hard to record its new recording of “Sixteen Chickens and a Tambourine.” Mr. Naughton gave the chicks to a neighboring farmer. He kept the tambourine.

RIDDLES FOR RAINBOW

AS PENALTY for losing a five-month riddle contest with his partner Ed Schaugency on the early morning program of KDKA Pittsburgh, Rainbow Jackson is to be given away free to a KDKA listener. Since the feud began, when Mr. Jackson insisted that he could stump Mr. Schaugency in riddles, listeners began sending in riddles, and one was aired each day. Typical of the riddles are:

“What has 18 legs, long hair, catches flies and is covered with red spots?”

“A ladies’ baseball team.”

“What about the red spots?”

“They all had the measles.”

Rainbow Jackson will be given to the listener or organization writing in and giving the best reasons for wanting him.

KOTV (TV) ON HIGHWAY

AS PART of its new series, Precious Cargo, KOTV (TV) Tulsa made live telecasts of the Oklahoma Highway Patrol’s activities as it stopped motorists to make routine checks of autos for defective brakes, lights, windshield wipers and horns. The telecasts were produced in cooperation with the state’s Dept. of Public Safety.

AM Promotes FM Value

SEPARATE commercial copy is being used for FM and AM audiences listening to six hours weekly of symphonic music programs sponsored by the Zenith Radio Corp., New York, over WQXR-AM-FM New York. Broadcast simultaneously over both stations, the programs utilize two separate announcers for commercials promoting Zenith’s AM-FM clock-radio. AM copy stresses the value of owning an FM set, and FM announcements praise the static-free reception.
TREASURE HUNT
KOWH Omaha conducted its second annual "Treasure Hunt" Sunday afternoon, May 31. The station reported that more than 10,000 people gathered on the shore of Carter Lake to participate in the hunt for more than $1,000 in cash prizes. The entire staff of the station and all its mobile equipment were utilized in the event, to broadcast clues as to the whereabouts of five checks ranging in value from $50 to $500. Listeners picked up clues either off portable radios, their car radios or the PA system truck which KOWH had procured. Hiding places varied from under the bark of a tree to a sealed can tossed in a puddle of water.

LISTENER GETS THE BIRD
WTAG Worcester's Julie 'n Johnny are giving listeners the bird! A local pet store donated a canary, which the co-stars keep in the studio during their broadcasts. Each time the bird chirps on the air, the sponsor gets a plug. The listener who submits the best name for the canary will get the bird and a free cage from the pet shop.

ORIGINAL SONGS
WHEN Don and Beulah Bestor, WICC Bridgeport, Conn., personalities, spread the word on their morning program that one of their publisher friends advised unknown songwriters to try to get their compositions played by local radio stations, the stations began receiving scores of original compositions from songwriters, WICC reports. Mr. Bestor plays the piazzo as part of the format of the show and every day features the songs received by the station. When a national trade publication gave publicity to the receptivity of the idea by people in WICC's coverage area, manuscripts began coming in from other parts of the country as well.

JUNIOR ACHIEVEMENT AWARD
FOR the second time, the Junior Achievement Radio Company, sponsored by KEYD Minneapolis, has won first place in competition with all other JA Radio Companies in the United States. Junior Achievement is a national, non-profit organization supported by local business, industry, labor and education, whose purpose it is to give high school students practical experience and training which will help them to take their place in the economic life of America. KEYD Junior Achievers sell time on their show, in addition to writing, directing and producing the program.

PULSE '52 REVIEW
PULSE has compiled an annual review for 1952, condensing all familiar Pulse data during the past year, in two volumes for $15. With each order from a present Pulse subscriber, a bonus set is sent free. (For order blank see B+T, June 8, p. 16.)

GERMAN LESSONS
AN EXPERIMENT in teaching foreign languages to children via television is being conducted by WOI-TV Ames, Iowa State College. Capitalizing on what he calls "children's natural interest in words," Professor Fred Schwartz of the Modern Languages Department, is teaching German to children through the use of rhymes, jingles and demonstrations. Titled Eine Zwei Drei, the program is aired Monday, Wednesday and Friday at 1:30 p.m.
PEOPLE

Advertisers


Harold W. Sanders, vice president and treasurer of Union Oil Co. of Calif., L. A., elected financial vice president and director of public relations and advertising. C. Haines Finnel, director of public relations, named manager of newly created market research and development department. Alfred G. Norris appointed supervisor of public relations, and Earl M. Welty, assistant to Mr. Sanders.


Robert L. Benveniste, Rexall media director, Owl Drug Co., L. A., promoted to director of advertising and sales promotion.

Keith Connes, commercial copy chief at WQXR New York, appointed advertising manager of G. Schirmer Inc., music publishers and dealers, N. Y.

John S. Brookes appointed advertising and merchandising manager of E. J. Braeh & Sons, Chicago (candy).

Charlotte S. De Armond, public relations director of Pacific Airmotive Corp., Burbank, Calif., elected president of Los Angeles Advertising Women Inc.

Agencies

Basil W. Mathews, Kenyon & Eckhardt and Dancer-Fitzgerald-Sample, to Robert W. Orr & Assoc. Inc., N. Y., as vice president, account executive and plans board member.

Dan Rogers, account supervisor on Whitehall Pharmaceutical account, named vice president of Biow Co., N. Y. Howard Connell, Biow Co., to Hewitt, Ogilvy, Benson & Mather, N. Y., as vice president in charge of radio and television. He succeeds Clinton Wheeler, who is moving to Kenyon & Eckhardt, N. Y. (B+T, June 8).

Dolph's Invention

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, Iowa, and executive of a group of radio enterprises, has turned inventor. He has been granted a patent (No. 2,638,980) for a switching device that permits conductors of a forum program to control microphones manually or automatically.

Networks are showing interest in the push-button device as demonstrated on a sound film. Other possible uses may develop. Mr. Dolph said the idea grew out of complaints from the audience that forum conductors failed to allocate time properly among speakers. When the device is operated automatically, it charges time to the one who shouts loudest.

T. Wolfe Tone, production manager, Don Allen & Assoc., Portland, Ore., to Richard G. Montgomery & Assoc., that city, in same capacity.

Emid B. Voss to Blitz Adv., Portland, Ore., as space buyer and production manager.


Henry Slesar promoted from copy chief to creative director of Robert W. Orr & Assoc., N.Y.


Arthur Karlan promoted to space buyer at Doherty, Clifford, Steers & Shenfield, N. Y.

Andrew C. Zippeich, Kenyon & Eckhardt, N.Y., to Grey Adv., N.Y., as space buyer.

Nancy G. Voelker to Beckman, Hamilton & Assoc., L. A., as copy chief.

Natalie Webb to Bostford, Constantine & Gardner, Portland, Ore., as copywriter.


Wesley A. Gilman, president, Lewis & Gilman Inc., Phila., presented with Frank B. Allen Memorial Award for outstanding service to physically handicapped in Philadelphia area.


Stations

Harvey R. Young Jr., commercial manager of WHIO-AM-FM-TV Dayton, Ohio, appointed assistant to general manager.

Brad Crusdall, formerly head of his own advertising agency in Kansas City, to WSM-TV Nashville, as production director.

Roger Walke appointed account executive at WBIG Greensboro, N. C.

Bob Norris, TV instructor at U. of Texas, Sidney Smith, KTBC-TV Austin, Tex., and Bob

Blastone named program director, film director and director, respectively, with KDUB-TV Lubbock, Tex.

Michael J. Cuneen Jr., formerly co-owner of WNLK Norwalk, Conn., named vice president and general manager of Delaware County Best Corp., operators of WDIA Walston, N. Y.

Alex Buchan, manager at WCC Hartford, Conn., appointed manager of WEOL Elyria, Ohio.

Glover DeLaney, manager of WHT Hartford, Conn., to head Gannett radio and TV chain, Rochester, N. Y.

R. Hill Carruth, sales executive with WBKB (TV) Chicago and KTTV (TV) Hollywood, appointed regional sales manager for KEYT (TV) Santa Barbara, Calif.

Arthur E. Gerbel Jr. has resigned as assistant general manager of KJZ Seattle to become sales manager of Frayn Printing Co., Seattle.

Arnie Kapan, West Coast sales representative, Charm Magazine, to KNXT (TV) Hollywood, as account executive.


Hal Dutch, chief announcer, Norman McKinstry, traffic supervisor, and Zelma Shumate, receptionist, promoted to program director, sales staff and traffic supervisor, respectively, at WLAM Lewiston, Me.


Edwin J. Lupmaa, announcer at WCSS Amsterdam, N. Y., appointed news director. Sam Zarlo, formerly with AFRS, to announcing staff of WCSS.

Frank Bignell, traffic manager at WTMJ Milwaukee, promoted to program manager.

Leif Jensen promoted to assistant program manager for WDRC-FM Hartford, Conn.

Anne Roberts, continuity director at WLWD (TV) Dayton, Ohio, appointed film director.

Robert Dunham appointed news director of KVOR Colorado Springs, replacing Hal Bumpus, who has resigned.

Marc H. Spinelli, former owner-manager,
KMNS San Luis Obispo, Calif., to KECA-TV Los Angeles, promotion-publicity staff.


Jerrold Marshall, sales staff at WGAT Utica, to sales staff of WKTU (TV), that city.

Stephen Rooney, Ziv Co., N. Y., to sales staff of WJAS Pittsburgh.

Arthur Otsyky named assistant radio news editor of WTMJ-AM-TV Milwaukee. Gordon Krenn, WIBA Madison, Wis., to news staff of WTMJ-AM-TV.

Charles E. Welsh, WLAW Muscle Shoals, Ala., to announcing staff of WSB Atlanta.

Bob Evans, chief announcer and program manager at WSBB Durham, N. C., to staff of WEVA-AM-FM Emporia, Va.

John Hoefl, Tom Chick, chief announcer at WCOQ Richmond, and Phil Gaines, chief announcer at WRNF Gainesville, Fla., to WWIN-AM-TV Washington, as TV salesmen, radio announcer and announcer, respectively.

Ben Cummings, production director of WMUU Greenville, S. C., to production staff of KWBU Corpus Christi, Tex.

Robert W. Stroh, program director at WCOG Greensboro, N. C., to WFMJ-TV Greensboro, as member of station's announcing and production staff.

Barbara Friller to WIRE Indianapolis, Ind., as continuity writer, replacing Betty Morton, who has resigned.

Hoke Smith May, Anderson Independent, Anderson, S. C., to WCRS Greenwood, S. C., as news director. Fred Heckman, WESC Greenville, S. C., and Gene Smith also to WCRS, the latter as staff announcer.

Charlie Mitchell to announcing staff of WPTF Raleigh, N. C.

Laura Vernon, WRAW Reading, and Dolores Roselli, to traffic dept. of KYW Philadelphia.

Doug Fledger, program manager, KEAR San Mateo, Calif., to KNBC San Francisco under seven-year exclusive contract as disc m.c.-personality.

Raymond Owen named assistant chief engineer at WTVN (TV) Columbus, Ohio.

Red Jones, disc jockey at KVET Austin, Tex., to KTAE Taylor, Tex., in same capacity.

Ph.D. from American U., Washington, D. C. Mr. Ratliff was singled out as nation's youngest news editor and announcer by B&T in 1943.


C. W. McGibbon, director of station relations of CIJ Montreal, named director of Advertising and Sales Club of Montreal for 1953-54.

W. H. Pollard, owner of WBHP Huntsville, Ala., received plaque from Band Parents Club of Huntsville, on behalf of station, for raising money for Butler High School Band.

Max Leon, president of WDAS Philadelphia, received citation for his contribution to musical and cultural development of the community from City Managing Director Robert K. Sawyer.

Donald W. Thoraburgh, president and general manager of WCAU Philadelphia, presented with award from Commandant of Fourth Naval District, in recognition of station's outstanding service to Naval Reserve and contribution to national defense.

Anne Holland, director of women's activities for WBAL-TV Baltimore's public affairs and information dept., presented with American National Red Cross Certificate of Appreciation for Red Cross "service faithfully performed."

Wally Dunlap, director of TV operations at WICC-TV Bridgeport, Conn., father of boy, Wallace Erskine, June 1.

Don Stevens, WSB Atlanta announcer, father of girl, Cynthia Diane, May 28.


Jerry Dee, writer-producer at WBBM Chicago, father of girl, Mary Hannah.

Bob McLaughlin, disc jockey, KLC Hollywood, will marry singer Jenny Barrett June 27.

Jed Lew Riddell, technician, KLCO Hollywood, and Lois With CHE were married June 5.

Sheil Stuart, director, KLC-TV Hollywood, and Arlen Allen Hurwitz, actress, will be married July 12.

Paul A. Rosen, manager of program and talent procurement for DuMont TV Network, named assistant to CBS-TV business affairs director Merritt H. Coleman.

Gerald Lamarche named director of radio programs of CBC at Montreal. Robert Ellis, director of press and information at CBC Montreal, and Marcel Provost appointed assistant director of television for CBC at Montreal.

Dan E. Cameron, manager of CBX Edmonton, to newly created post of Prairie regional program director of CBC at Winnipeg. Dick Claringbull, manager of administrative and personnel services at CBC Toronto, appointed manager of CBX Edmonton. He is succeeded at Toronto by D. J. Van Bommel.

Helen James named director of women's programs of CBC Toronto, succeeding Elizabeth

**Broadcasting** • **Teletcasting**
Long, who continues as advisor and consultant. Catherine Maciver named organizer of women's programs.

Sydney Omarr, U. P. reporter, to CBS Radio news staff, Hollywood, as summer replacement.

Fred Rickey, former executive producer of color TV for CBS and recently associate producer of “Cinerama,” appointed executive producer-director of professional educational color TV for American Cancer Society.

Barbara Britton (Mrs. Eugene Cukor), star of CBS-TV Mr. and Mrs. North, mother of boy, Dwight, June 1.


Manufacturing

Eugene M. Keys, executive vice president of Edwin L. Guthman Co., Chicago (independent coil manufacturer), appointed president.

Joseph H. Moss Jr., director of distribution, Allen B. DuMont Laboratories Inc., to Hoffman Radio Corp., as eastern divisional sales manager, with headquarters in N. Y. Willis O. Jackson to firm, as southern divisional manager with offices in Dallas.


C. F. McGraw, Atlanta zone manager for radio and TV, promoted to product sales manager for radio of Crosley Div. of Avco Mfg. Corp.

Jim Brent, advertising manager of Pacific Mercury Sales Corp., L. A., has resigned to assume interest in Bent & Davis Machine Co., L. A.


Dr. William R. Burwell, president, Brush Electronics Co., and vice chairman, Cleve Corp., Cleveland, named to Stanford U. Research Institute board of directors.

Otto H. Schade, radio, TV and electronics engineer at RCA Victor tube dept., Camden, N. J., received honorary degree of doctor of engineering from Rensselaer Polytechnic Institute.

Representatives


Government

James B. Lowell, with FCC since 1935, has retired as chief of Accounting Compliance Branch in Telephone Division.

Personnel Relations

Allen Rivkin, Hollywood writer, named to handle public relations for Screen Writers Guild, that city.

Broadcasting • Telecasting

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KGNC Receives NAAN Award

FOR its service advertising in non-merchandising business publications which appear in B*T, KGNC-AM-TV Amarillo, Tex., was presented with an Award of Excellence in the 1953 Creative Competition of the National Advertising Agency Network at the group's 22nd annual conference in Colorado Springs, Colo., last week. The KGNC-AM-TV campaign appeared in B*T between Jan. 1, 1952, and March 31, 1953, and consisted of full page ads at intervals of about 30 days. The campaign was prepared for Tom Kritser, KGNC-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington. Account executive is Jeff Abel, and the campaign was written by Ted Mandelstam, copy chief of HJK&A.

CITATIONS for public service following the Waco, Tex., tornado May 11 are presented by Texas Assn. of Broadcasters to KWTX and WACO Waco and the Texas State Network B*T, May 25). L to r: M. N. (Buddy) Bostwick, KWTX general manager; Gene L. Cogle, president of TSN and president-general manager of KFJZ Fort Worth, TSN key station; R. Lee Glasgow, WACO general manager, and Boyd Kelly, TAB president.

WINNER of 21-inch "Beverly" DuMont TV receiver shown in picture is attorney Russell Rowell (1) of Spearman & Roberson, Washington radio-TV law firm, for giving name Dyno-Dolly to Allen B. DuMont Labs' new camera dolly shown on placard next to model. The DuMont TV Transmitter Div. name contest was held during the NARTB Convention in Los Angeles.

GOV. Arthur B. Langlie (1) of Washington presents Advertising and Sales Club of Seattle top award for national advertising campaign in under-$50,000 class to J. A. Morton, KJR Seattle general manager, who receives the award in behalf of the station. Announcing the event over a KOMO Seattle microphone is Peter Lyman, radio-TV director of Frederick E. Baker & Assoc. and club president.

PHILIP MERRYMAN (1), president and general manager of WICC-AM-TV Bridgeport, Con., receives Crusade for Freedom award from Herman Steinkraus, president of the Bridgeport Brass Co. The same day Mr. Merryman received the Political Science Colloquium award from the U. of Bridgeport.

WJR Detroit Advisory Board, to which the station gives credit for five public service awards received during the first three months of 1953, includes (1 to 1): Seated, Arthur Dondineau, Detroit superintendent of schools; Worth Kramer, WJR vice president-general manager; Leonard Simons, partner in Simons-Michelson Co. Adv. and president of Temple Beth El; John F. Pott, WJR and WGAR Cleveland president; Donald S. Leonard, Detroit police commissioner; F. Sibley Moore, WJR vice president; Ben R. Marsh, former board chairman of Michigan Bell Telephone Co.; standing, George Cushing, WJR vice president; Franklin C. Mitchell, WJR program director; John Dancy, executive secretary, Detroit Urban League; Rev. Robert M. Frehse, executive director, Detroit Round Table; Dale McIntyre, WJR public service director; Charles Figg, director, Michigan Dept. of Agriculture, and Ron Gamble, WJR special events director.

WFMY-TV Greensboro, N. C., wins an award from the National Board of Fire Underwriters for "outstanding public service in fire prevention." The citation is accepted by Gaines Kelley (1), WFMY-TV general manager, from Herbert Bailey, Greensboro Chamber of Commerce.

Page 100 • June 15, 1953
THE BIG HAT award for news reporting excellence goes to Sheldon W. Peterson (r), KLZ Denver news director, in ceremonies at the U. of Colorado. The prize is given by the U.'s student chapter of Sigma Delta Chi, honorary journalism fraternity, for what it considers the best job of reporting in Colorado during the year. Mr. Peterson's award, presented by Ken Olson, marks the first time a radio newsman has taken the honor.

WCEMA Awards Scholarships
WEST COAST Electronic Manufacturers Assn., Los Angeles, has awarded more than $6,000 in scholarships to students to start or continue studies in electronic engineering or allied branches of technical work. The scholarships have been divided between eight institutions: Calif. Institute of Technology, Stanford U., U. of Washington, UC at Berkeley, U. at Los Angeles, USC, Oregon State and U. of Santa Clara.

FCC Awards Certificates for Study Under Point IV
CERTIFICATES of merit for completing study in telecommunications sponsored by the FCC under the government's Point IV program, were presented June 3 by Chairman Rosel H. Hyde to Messrs. Indra Kumar Gupta, V. Gopalan Nair and R. Seshasayee, India government officials of the Posts and Telegraphs Dept.

These bring to thirteen the number of nationals who have completed the program. Six are from India, six from Pakistan and one from the Republic of Honduras.

LETTERS ARE LISTENERS
WIBW's mail room is just about the busiest place in the station. Our listeners are the writin'est folks you ever saw. We're glad because when they write, we know they listen.

CASH IS CONFIDENCE
In just one year, WIBW listeners mailed us $205,062.71 for direct purchases or premium redemption. That means they have confidence in what WIBW says.

WIBW GIVES YOU BOTH
For mass AUDIENCE and mass ACTION, use WIBW—the station that's listened to most by the folks with the most money to spend—the Kansas Farm Families.

Wilkins Wins Award For Vote Drive Work
SPECIAL award was presented Tuesday to Joseph P. Wilkins, president-general manager of KFBB Great Falls, Mont., for his role in originating the register-and-vote campaign conducted by radio and TV during the 1952 elections. Ralph W. Hardy, NARTB vice president who presented the award to Mr. Wilkins, said "Joe Wilkins set a terrific pace for the industry and sparked the imagination of his fellow workers."

Formal presentation was made at the weekly meeting of the Great Falls Lions Club. Mr. Wilkins is a past president of that organization.

BROADCASTING • TELECASTING

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JANSKY & BAILEY
INCORPORATES

Washington consulting engineering firm, which is 23-
years-old, became a corporation June 1. It has grown from
two principals and one office worker in 1930 to a staff of 60.

INCORPORATION of the 23-year-old Wash-
ington consulting engineering firm of Jansky & Bailey as of June 1 was announced last week.

C. M. Jansky Jr., 1934 president of the In-
stitute of Radio Engineers and 1948 and 1949

President of the Assn. of Federal Commu-
nication Consulting Engineers, is chairman of
Jansky & Bailey Inc. Stuart L. Bailey, 1949

IRE president, is president of the new firm,
while Harold D. Kube is secretary.

Executive offices continue at the National Press Bldg., and engineering offices and labora-
tory at 1339 Wisconsin Ave.

Mr. Jansky is a 1919 engineering graduate of the
U. of Wisconsin and was an associate en-
gineering professor at the U. of Minnesota from
1920 to 1928 when he began private consulting
practice. Mr. Bailey is a 1928 engineering
graduate of the U. of Minnesota.

The partnership was begun in 1930, with the
two principals and one office worker; today it
employs 60 people. In addition to the two prin-
cipals, the following comprise the senior en-
gineering staff: Delmer C. Ports, in charge of applied
research and development; Oscar Reed in charge
of broadcast allocations and systems; Frank
Mitchell, in charge of product testing, and Jack
Rosen, in charge of non-broadcast allocations
and systems.

Because of a provision in its by-laws, AFCCE
charter members Jansky and Bailey have had to
resign. AFCCE accepts only individuals and
unincorporated companies.

Strong Opens Law Office

COL. GEORGE E. STRONG, former chair-
mence the Wage Stabilization Board’s Region
4 (District of Columbia, Virginia, Maryland,
North Carolina) announced his resumption
of private law practice last week. He has opened
his office in Suite 430 Washington Bldg.,
Washington, D. C. (National 8-3880). During
the 1920’s, Col. Strong was special assistant
to the attorney general and handled some
of the radio matters for the Commerce Dept.’s
radio service. He went into private practice
in 1926 and handled cases before the Federal
Radio Commission and the FCC. In 1941, he
gave up his legal work with the Air Force. In 1946, he
turned to civilian law practice. He was
named chairman of WSB Region 4 in 1951 and
served in that capacity until last April when
that agency was abolished.

Publicists Name Compton

WALTER COMPTON, RKO, has been elected
president of the Publicists Guild, Hollywood,
succeeding Dan Thomas. Universal-Interna-
tional. Other officers are Stan Margulies, 20th
Century-Fox, vice president; Dick Carter, in-
dependent, treasurer, and Esme Chandlee,
M-G-M, secretary. Carroll Nye, CBS-TV, and
Mr. Thomas were named trustees.

AEF’s Free Offer

AMERICAN Economic Foundation announces
it is offering free to editors, columnists and
commentators its monthly editorials and
pamphlets and reprints of selected speeches
and articles, all dealing with economics. Ad-
dress: D. B. Clark, Secretary, American Eco-
nomics Foundation, 295 Madison Ave., New
York 17.

Small-World Department

A EUROPEAN trip is turning up some
heretofore unknown data for Ray V.
Hamilton of Blackburn-Hamilton Co.,
media brokerage firm. On a recent
visit to Scotland, Mr. Hamilton took an
automobile trip to Glasgow. On the
way he passed through two small towns
located quite close together in which he
was probably more interested than the
average tourist. The first town was
Blackburn; the second was Hamilton.

SPOKEN WITH THE VOICE OF

Authority!

Just as the officer controls the flow
of traffic, so does WWNC guide the
huge group of listeners who look to
the “voice of authority” to keep them
 abreast of today’s happenings in the
world.

However, “authority” is born of re-
spect... and respect must be earned
by performance. For over a quarter-
century—12 years longer than any
other Asheville station—WWNC has
been working in the interest of the
community it serves. Its programming
... its interpretation of world and
local happenings have always been
given in the light of how it affects
Western North Carolina. Hence... re-
spect was won... and “authority”
follows.

Thus it is that many advertisers, local
and national, have been consistently
on the station for 20 years or more.
They have profited by WWNC’s
greater (by thousands) listener audi-
cence... and by having their adver-
tising messages clothed by the “voice
of authority.”

5000 WATTS

WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N.C
REPRESENTED NATIONALLY BY H.R REPRESENTATIVES
Gates Radio Co.
Quincy, Illinois

Gentlemen:

We are, at this time, using 7 of your SA-134 remote amplifiers every day and have found them very reliable. One of them got a test the other day that should convince anyone of their mechanical durability. We were broadcasting an auction sale of farm animals when a bull broke loose from the pen. Our announcer, who abandoned the equipment to save his own mealy hide, jumped out of the booth only to be replaced by 1400 pounds of grunted beef. In his passage through the booth the bull juggled the SA-134 with his feet and then fled out of the door dragging the remote by the mike cable. When the engineer rescued the remote and scraped off the bull s—ouvenirs he found that only one tube and a condenser retaining ring were damaged.

Just thought you would like to know.

Yours very truly,

William J. Kiewel
Manager

We knew the GATES SA-134 amplifier was durable, but it remained for KROX to prove how durable! Actually we don't recommend such rough usage — but as a dependable, general purpose amplifier, for use as a remote amplifier, turntable pre-amplifier, microphone amplifier, repeater amplifier or program amplifier, the GATES SA-134 at the low selling price of $75 with tubes is truly an outstanding value. Apparently others believe so, too, since, it enjoys a popularity warranting mass production and the low price.

Gates Announcer-mote, consists of a Gates SA-134 amplifier, Salt Shaker style Dynamic microphone, goose neck and plugs attached. No microphone cords to break, no stand to worry about. Complete with tubes $135.00.
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

BEST!...
LOUISIANA PURCHASE
-SINCE 1803

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

<table>
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<th>STATION</th>
<th>% OF LISTENERS</th>
<th>COST PER % LISTENERS</th>
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600KC "THE SEPIA STATION"

WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

WILLIAM E. WARE, president of KSTM-TV
St. Louis, uhf Ch. 36, turns the first shovel of
dirt at ground-breaking ceremonies last week.
Supervising Mr. Ware's earth moving activi-
ties are (l to r): Ward Fickie, Chester Merritt,
William Biggs and O. D. Guth Jr. The new
station will begin programming Sept. 1 if a
St. Louis construction workers' strike is settled
soon. The building, located at 6000 Berthold
Ave., will house studios as well as sales and
executive offices and will provide 14,000
sq. feet of space. Cost is estimated at $750,-
000, Mr. Ware said. Frin-Colnon, architects
and contractors, are in charge of construction.
The station will be an ABC-TV affiliate.

PRESENT for WSAZ Huntington TV clinic
last month were (l to r): Seated, Lawrence H.
Rogers, WSAZ Inc. vice president-general
manager; Mrs. George H. Clinton, and Col. J.
H. Long, president of Huntington Publishing
Co., 89% owner of WSAZ Inc.; standing,
Raymond O'Connell, NBC station relations;
George H. Clinton, vice president-general
manager, WPAR Parkersburg, and NARTB 3rd
District director; John M. Boylan,
CBS station relations, and Walker
Long, Huntington Publishing general
manager.

TODAY (Monday) is KQV-CBS Day in Pitts-
burgh, and the proclamation making it so is
signed by Mayor David L. Lawrence with on-
lookers (l to r) James F. Murray, KQV man-
ager; Irwin D. Wolf, vice president, and Lee W.
Eckels, secretary-treasurer, Allegheny Broad-
casting Corp. The day celebrates KQV's join-
ing CBS Radio. Guests for the observance are
to include CBS President Frank Stanton;
Howard S. Meighan, CBS vice president; and
J. Kelly Smith, administrative vice president,
CBS Radio.
DUAL celebration of the 25th anniversary of American Forum of the Air, NBC simulcast feature, and the 22d wedding anniversary of its founder are observed at an NBC reception in Washington. L to r, FCC Comr. Paul Walker; Theodore Granik, founder of the show; his wife, Mrs. Hanna Granik; FCC Comr. George Sterling, and Carleton D. Smith, vice president-general manager of NBC Washington o & o outlets, WNBW (TV) and WRC.

FOURTH anniversary of WHAM-TV Rochester, N. Y., was celebrated June 11 by the station, urging 80,000 blood donors to "come back, and bring a friend." More than eight hours of time were devoted to the blood program. A nine-bed blood recruitment unit was set up on the stage of WHAM-TV's large studio, and 250 donors gave blood there between 9 a.m. and 7 p.m. In the evening a live telecast from one of Rochester's hospitals was shown. William Fay, station manager, said the blood recruitment drive was selected to exemplify television's public service role.

A GILDED recording of the 1,000th broadcast of The Ohio Story, an historical series on WGAR Cleveland, has been presented to John A. Greene, president of the Ohio Bell Telephone Co., sponsor of the broadcasts, by John F. Par, WGAR president. Presentation was at a party given for the principals in The Ohio Story.

WNHC-TV New Haven celebrated its fifth anniversary on the air on June 8. Patrick J. Goode, president of the station, reported that the number of employes has grown from 20 in 1948 to more than 100.

Height means reach in TV, too!

... and reach means people.

Two-thirds of a million persons live in KSL-TV's booming Intermountain coverage area. These people annually earn — and spend — nearly a billion dollars.

TV circulation is mushrooming, too. Over 125,000 sets are now in the KSL-TV area, which extends into four great western states.

Get details from CBS-TV Spot Sales, or

KSL-TV Serving Intermountain America

*Sources upon request
LICENSING ISSUED TWO TV OUTLETS AT RIMOUSKI AND REGINA

The stations, both independent, were approved by the CBC board meeting in Ottawa, while two applications for radio outlets have been recommended for licensing. Six TV bids were deferred for further study.

TWO MORE independent TV stations have been licensed in Canada, and two more AM stations were recommended for licensing by the board of governors of the Canadian Broadcasting Corp. at its May 28th meeting in Ottawa. Six applications for TV stations in four cities were deferred for further study and to allow other applicants to complete their applications.

Approved are TV stations at Rimouski, Que., to Lower St. Lawrence Radio Inc., operating CCBR Rimouski on Ch. 3, and to CKCK Regina, Sask., Ch. 2. Deferred was the application at Calgary, three at Edmonton, one at Kitchener and one at Saskatoon.

New AM stations are Radio Lac St. Jean Ltd., at St. Joseph d’Alma, Que., with 1 kw on 1270 kc, and La Bonne Chanson Inc., at Montreal, with 5 kw on 1280 kc. The latter was licensed on an understanding that it maintains the special type of cultural broadcasts it promised. Board stated “it would not be disposed to view with favor a change in the type of operation or request to transfer ownership or control after the station is in operation.”

Power increases were approved for CKRD Red Deer to 250 watts to 1 kw on 850 kc; CHRL Roberval, Que., from 250 watts to 1 kw from 1230 kc to 910 kc, provided there is no interference with CBO Ottawa, which will increase its power to 5 kw, and CHVC Niagara Falls, from 1 kw to 5 kw on 1600 kc.

Share transfers for nine stations were approved and two Canadian Army stations were recommended for changes in frequency.

Advertising on Agenda At Librarians’ Convention

VARIOUS phases of advertising will be discussed by Canadian and American representatives from that field as well as from radio, TV, publishing and business industries before the Advertising Div. at the annual international convention of the Special Libraries Assn. in the Royal York Hotel in Toronto, June 21-25. More than 1,500 librarians are expected to attend the five-day convention.


Don Henshaw, senior account executive at MacLaren Advertising Co., will speak June 24 at a morning session on “The Golden Gimmick.” A. Davidson Dunton, chairman of the board of governors of CBC, will address a June 24 banquet meeting.

WAPA Staff Reorganized Under New Expansion

REORGANIZATION of the executive staff for WAPA San Juan, P. R., has been announced by José Ramon Quinones, president, who states that the shifts were necessitated by expansion of broadcast facilities. The new lineup:

Mr. Quinones, general manager; José E. Franco, assistant general manager; Emilio H. Medrano, program director; Raul Delgado Cué, production manager; José Arzuaga, chief engineer; Segismundo Quinones, commercial manager; Carmen Rosa Vidal, reservation and sales; Antonio Vélez, personnel director, and Paquita C. Figueroa, traffic department. U. S. and Canadian representatives: Melchor Guzman Co., New York.

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Central American Agency Network Formed

FORMATION of the first network of advertising agencies in Central America and Panama, under the name of Publicistas Centro Americanos Asociados (PCA) was reported last week by Louis G. Dillon, president of Dillon-Cousins & Assoc., New York, export advertising firm.

The network was set up at a conference in Tegucigalpa, Honduras, attended by the following agency owners: Murriel I. Mykland, Panama; Mrs. Stella Molina, Guatemala; Antonio Diaz, El Salvador; Mrs. Eva Galindo, Honduras; M. D. Morales, Nicaragua, and Tomas Aguilar Alvarado, Costa Rica.

Mr. Dillon, who attended the conference as a special guest, will serve as U. S. business representative of the advertising group.

PCA is designed to promote uniform standards of service as a group for advertisers in that area, with emphasis on accounts from abroad. It will attempt to develop closer relationships between members by exchanging media and market information and mutual aids in production matters and effecting agreement upon agency standards and practices.

WKAQ-TV Buys From GE

NEARLY $500,000 worth of General Electric equipment for Puerto Rico's first television station, WKAQ-TV San Juan, is expected to be shipped in about four months.

PUERTO RICO E. C. Givens, vice president of International General Electric Co., has announced. The equipment was purchased by Angel Ramos, owner-president of El Mundo and Radio El Mundo in San Juan. The new station, which will operate on vhf Ch. 2 from a 1,750-ft. transmitter, is expected to go on the air early next year.

Free Time for Campaigning Defined by CBC

PREPARATIONS for radio coverage of a Canadian federal election are being made by the Canadian Broadcasting Corp., which has announced changes in its regulations for free time for political election broadcasts. Free time will be allotted to the four parties with representatives in the Canadian Parliament on a mutually agreed basis. New parties will also be allotted time on the CBC network. The Labor-Progressive Party (Communist) will not have any free time except after nomination day, which varies from 14 to 28 days before the election. National parties must have at least 66 candidates in at least three provinces to qualify for such free time.

Date for the election has not been set. In the last election CBC allocated 18 hours of free network time for political broadcasts.

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on LP records can also be offered on tape.

EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

• One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
• Time saving speedup during duplication (as much as 32 to 1)
• $15,000 eyele response on 7½ in./sec. duplicates
• 45 to 50 db signal-to-noise ratio
• Duplicate tapes of any standard speed from any master
• Single or double track duplicates in one pass
• Any standard reel sizes up to 14-inch
• Centralized pushbutton controls

*From master tapes of suitable quality.
Puget Sound
Canada:
United States:
Canada's
That makes
accounts
Canada, covers
CFRB
i('vos-TV
Here's
WASHINGTON STATE'S
Kvos
KPQ
CFRB
covers
CANADA?
Here's
Canada Radio Facilities, Limited
Kmos
British
5000 WATTS
560 WATC
ABC Network
Here's 55.4% of
WASHINGTON STATE'S
CASH FARM INCOME
Represented by
Robert, Melker Assoc., Inc.
WANT TO SELL
CANADA?
One radio station
covers 40% of
Canada's retail
sales
CFRB
TORONTO
50,000 WATTS, 1010 K.C.
CFRB covers over 1/5 the homes in
Canada, covers the market area that
accounts for 40% of the retail sales.
That makes CFRB your No. 1 buy in
Canada's No. 1 market.
REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

INTERNATIONAL
Canada Sets-in-Use
Listed by Elliott-Haynes
FIRST of the 1953 Elliott-Haynes Ltd. tri-
annual reports on sets-in-use in major Ca-
nadian cities shows an average 30.6% of sets
in the areas were in use from Jan-
uary through April. The report
covers Montreal, Toronto, Winni-
peg and Vancouver, and is broken down
on an hourly basis from 9 a.m. to 9 p.m. for
daytime and evening programs for each day
of the week. For the four months the av-
erage for the full day were 31.3% in Jan-
uary, 31.2% in February, 30.7% in March,
and 29.5% in April. Daytime overall av-
erage was 26.7%, evening average, 38.9%.

Canadian RCA Orders
FIRST TWO orders for TV transmitters by
Canadian independent stations have been
placed with RCA Victor Ltd., Toronto,
to equip CFPL-TV London and Ni-
agara Television Ltd., Hamilton.
CANADA
CFPL-TV will use Ch. 10. and
Niagara Television Ltd. (call letters unassigned)
had been assigned vhf Ch. 13. It is believed
there will be a change to vhf Ch. 11 for
Hamilton, but this has not been announced
officially.

It is understood that other TV licensees
among private stations expect to place defi-
nite orders for transmitter equipment at an
early date, in order to be on the air early in
1955. Both London and Hamilton stations
expect to be on the air before Christmas.

Ham Radio Limits Outlined
EIGHT foreign governments forbid amateur
radio operators in their countries to communi-
cate with outside stations. FCC has reminded
U. S. amateurs that the International Tele-
communications Convention's radio regulations
provide that ham operators must respect the
wishes of those governments.
The countries which forbid intercommunica-
tion are Austria, Cambodia, Indonesia, Iran
(all amateur operation forbidden), Korea, Laos,
Thailand and Viet Nam. Australian amateurs
may conduct radio communication for purely
experimental purposes. Amateur service has
not been organized in Jordan and Roumania.

EDUCATION
Educators Stress
TV's Potential
POTENTIALITIES of television as an edu-
cational medium were stressed by Dr. Wil-
liam Jansen, superintendent of New York
City Public Schools, on a special program
over WPIX (TV) New York Thursday, 9-
9:30 p.m. EDT.
Mr. Jansen paid tribute to the WPIX (TV)
Living Blackboard series on the completion
of its second year of regular high school
Instruction for homebound students. He
pointed out that many subjects were offered
on the programs and declared that "television
has some special advantage to offer in mak-
ing teaching effective" in each subject area.

Television's attributes praised by Mr. Jan-
sen were the medium's "vitalization of sub-
ject matter," clarity of presentation and ability
to to walk right in where you are." He said
that these qualities have made "parents,
principals, teachers and administrators, like
myself, increasingly aware of the new me-
don now at our disposal."

"We're grateful for the opportunity of ex-
perimenting in the production of educational
television programs here on WPIX (TV)," Dr.
Jansen continued. "We're especially grateful
for the chance to bring the class-
room to the high school boys and girls, who
do their studying with teachers in their
homes. For them, television has been an-

Sen. Butler's Remarks
SEN. JOHN M. BUTLER (R-Md.) is
on record opposed to the building and
operation of educational TV stations
which would "constitute an unnecessary
drain on public funds" but in favor of
private financing of the stations. He
also fears that educational licenses
granted in some areas would prolong
and maintain a commercial monopoly
created by an already limited com-
mmercial operation. In his statement,
printed in the June 3 Congressional
Record, the senator commented Balti-
more TV stations WAAM, WBAL-TV
and WMAR-TV for "outstanding"
achievements in education, stressing the
cooperation with educational insti-
tutions, particularly during a two-week
school strike.
other 'teacher' and one that was much appreciated."

Others who appeared on the program, which was called "TV Report to Citizens," were James F. MacAndrew, director of broadcasting for the New York Board of Education; Miss Grace Lee, director of the bureau for the physically handicapped; Mrs. Dorothy Klock, producer of the Living Blackboard series, and six handicapped high school students.

**TCA Kit Stresses Radio As Tool to Education**

TECHNICAL Cooperation Administration (Point IV), Washington, D. C., has assembled a kit of references and manual material, dealing with the utilization of radio as an educational tool, for distribution in some 35 countries.

The kit covers fields of health, sanitation, agriculture, community development and industrial relations. TCA is seeking examples of such material developed by radio-TV stations, industry and social and religious groups.

Groups which have produced such material are requested to contact Radio-TV Information Officer, Program Information and Reports Staff, TCA, Washington 25, D. C.

**Hennock Lauds Educ. TV At KUHT (TV) Dedication**

TELEVISION was described as "the most influential conduit of custom and opinion that has ever known" by FCC Commr. Frieda B. Hennock last Monday in an address during dedication ceremonies of KUHT (TV), Houston, the nation's first noncommercial educational TV outlet on the air.

She called the vhf Ch. 8 outlet, licensed to the U. of Houston and the Houston Independent School District, the keystone upon which the whole of the U. S. educational TV system will be built.

Declaring education "missed the boat" on AM radio facilities, but later was recognized when approximately 100 educational FM channels were granted, Miss Hennock told listeners the FCC has granted 17 construction permits for educational TV and has 30 more on file.

**Educational TV Bills Shelved in Pennsylvania**

ADMINISTRATION bills to set up a state educational television network of four stations in Pennsylvania have been shelved by the Senate in Harrisburg.

Without a dissenting vote, senators agreed to place the bills on the second reading postponed calendar.

"There is little sentiment in the Senate for the bills," said Majority Leader Rowland B. Mahany. "I don't think there will be any action on the measures this session."

The turn-down came in the face of Gov. Fine's repeated demands for approval so the state will not lose four educational TV channels allocated by the FCC at Philadelphia, Pittsburgh, Erie and State College.

Mr. Mahany said much of the lack of enthusiasm for the television program was due to the money involved.

A Department of Public Instruction spokesman fixed the construction costs of six stations at $4,868,800 and annual operating cost at $1,900,000. The governor's committee on educational television had recommended a six-station network, including stations at Wilkes-Barre and York.

**CETA Forwards Bid For Educ. vhf Ch. 11**

APPLICATION by the Chicago Educational Television Assn. for vhf Ch. 11 was forwarded to the FCC a fortnight ago, according to Edward L. Ryerson, CETA president. He said that $500,000 of the necessary $1,100,000 has been pledged thus far, and that the deadline on the local fund-raising drive has been extended indefinitely.

Mr. Ryerson said the $500,000 would be shown in the FCC application and that he has been advised by the Commission that reservations for educational TV channels would be continued "for some time" beyond June 2.

Station plans to be on the air within eight months after FCC grants the license.

**NBC-Northwestern U. Set Radio-TV Institute**

For the 12th year, NBC cooperates with the University on this six-week project

PLANS for the 12th annual NBC-Northwestern U. Radio-Television Institute, to be held in the network's Chicago studios for six weeks beginning June 22, were announced last week.

The full-time training session will be divided into two parts—radio and TV—with professional broadcasters handling teaching assignments. Others to participate from time to time include station managers, agency representatives, writers and research experts.

- Nationally Honored
- HELENE DILGER
  Winner U. S. Department of Agriculture
  Award for Superior Service
- NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,

2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals... her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups... and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

**FREE & PETERS, INC.**
**Exclusive National Representatives**

**The Quint Cities**
**COL. B. J. PALMER, President**
**ERNST C. SANDERS, Resident Manager**

Davenport, Iowa
Students Aid Hospital

STUDENTS of Columbia Institute, Philadelphia business school which includes radio-TV studies in its curriculum, now are operating a closed-circuit radio station at Philadelphia's VA hospital. Dorothy W. David of the Institute said three students of the current radio class learned the hospital had a fully-equipped station designed to provide "passive rehabilitation" for the 500 patients. The heads of the hospital recreation facilities were approached by the students, who suggested they operate the outlet. The hospital representatives thought the idea was a good one. Since March, teams of students have operated the outlet five days a week. Besides this activity, the Columbia students now are producing a half-hour documentary film showing services the hospital provides. The film will be released to TV stations.

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what's happening to film for television?
Ch. 12, represented by H-R Television Inc. WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV.

WOSI-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc.

WTVI (TV) St. Louis (Mo.)-Belleville (III.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

JULY 4

KTXL-TV San Angelo, Tex., uhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, uhf Ch. 7, represented by Blair TV, affiliated with NBC-TV.

Early July

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television.

WEXY-TV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with ABC-TV, NBC-TV and DuMont.

July 15

KFXA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television.

WCAN-TV Milwaukee, Wis., uhf Ch. 35, represented by O. L. Taylor Co.

WICA-TV Youngstown, Ohio, uhf Ch. 15, represented by Gulf Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc.

July 25

KEYT (TV) Santa Barbara, Calif., uhf Ch. 3, represented by George P. Hollenberg Inc., affiliated with all TV networks.

Late July

KTAG (TV) Lake Charles, La., uhf Ch. 26, represented by Adam Young Television Inc.

WATV-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co.

WFFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1

KFFG-TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

KMMT (TV) Austin, Minn., uhf Ch. 6, represented by John E. Pearson TV Inc.

KTVU (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KUGC (TV) Abilene, Tex., uhf Ch. 5, represented by John E. Pearson TV Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc.

WJHL-TV Johnson City, Tenn., uhf Ch. 11, represented by John E. Pearson TV Inc.

Aug. 15

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WTOB-TV Winston-Salem, N. C., uhf Ch. 25, represented by H-R Television Inc.

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

Late August

KRDV-TV Colorado Springs, Colo., uhf Ch. 13, represented by Joseph Hershey McGilvra Inc.

Sept. 1

KSTV (TV) St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc.

WNCT (TV) Greenville, N. C., uhf Ch. 9, represented by John E. Pearson Co.

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 15

WNKA-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co.

Sept. 27

WMTH-TV Cedar Rapids, Iowa, uhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

Sept. 27-30

WMAZ-TV Macon, Ga., uhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Early Fall

WDAT (TV) Columbus, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMCT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

WCHV-TV Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc.

WJTN-TV St. Cloud, Minn., uhf Ch. 7, represented by William G. Rambeau Co.

WRIF-TV Wheeling, W. Va., uhf Ch. 7, represented by The Walker Representation Co.

WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.

**Features**

**JULY 13 issue of BROADCASTING TELECASTING**
### For the Record

**New Grantees' Commencement Target Dates**

- Educational permittee
  ST—Shares Time

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**The Scope of This List**

BVT's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the Telecasting Yearbook forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been changes in call letters, target dates, networks or representatives from the information in the Yearbook the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the Yearbook. When a station goes on the air it is deleted from the Target Date table and appears in the Teletextus summary.

---

**Listed by City Alphabet**

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Target for Start</th>
<th>Network</th>
<th>Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSID-TV Abilene, Tex. (9)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KRXV-TV Albany, N. Y. (11)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KSDK-TV Albuquerque, N. M. (13)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KSAT-AM Alexandria, La. (40)</td>
<td>Unknown</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td>KMCT (TV) Austin, Tex. (8)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WGBY-TV Bangor, Me. (42)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WHEC-TV Bellingham, Wash. (8)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WHFB (TV) Benton Harbor, Mich. (44)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WENJ-TV Binghamton, N. Y. (12)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WBNB (TV) Bloomington, Ill. (13)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KD9T-AM Belize, Bolivia (5)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KEA-AM Buffalo, N. Y. (32)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KSAV (TV) Butte, Mont. (6)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KMA-AM Cadillac, Mich. (16)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WATG-TV Cambridge, Mass. (56)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WACA-TV Canandaigua, S. C. (14)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KGMO (TV) Cape Girardeau, Mo. (18)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WJLW-AM Canton, Ohio (41)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WMX-TV Cedar Rapids, Iowa (5)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WCIA-AM Chambersburg, Pa. (46)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WCLA (TV) Champaign, Ill. (3)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WKNA-TV Charleston, W. Va. (49)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WAYS-TV Charlotte, N. C. (3)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WIND-TV Chicago, Ill. (38)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KHSL-TV Chilo, Calif. (12)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>Rowen's Cleve Clinic, Ohio (34)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WSMW-TV Decatur, Ala. (52)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>Riley Mountain Radio Inc., Des Moines (17)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>Rollins Botsig, Dover, Del. (40)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WCIC-TV Durham, N. C. (46)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>KOMU-TV Columbus, Mo. (8)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WGLV (TV) Easton, Pa. (27)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WEAV-TV East Hollidaysburg, Pa. (13)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
<tr>
<td>WTRC-TV Elyria, Ind. (93)</td>
<td>11/15/53</td>
<td>CBS</td>
<td>M. F. Foster</td>
</tr>
</tbody>
</table>

---

### Travel U.S. Hiway #10 for Hungry Horse Dam, Glacier Park, Yellowstone Park, Sun Valley, Blackfoot Dude Ranches, Flathead Lake and Features that lure the tourist to...
AN ECHO CHAMBER ON AN 8¼” x 19” PANEL

Simulates reverberation of a room of any size, using a magnetic tape loop system with FIVE HEADS (Model 40) or SEVEN HEADS (Model 42). Switching heads produces various special effects, as well as natural reverberation.

Compact: Single 8 ¼” x 19” panel (Model 40)

Variable equalization: Built-in, for special effects

Reverberation time: Continuously adjustable

No pressure pads: Better tape motion, reduced head wear.

Model 40: Pays for itself in 3 to 5 months.

$985.00

WHY PAY RENT

on your echo chamber?

NEW REVERBERATION UNIT

Page 114 • June 15, 1953

FOR THE RECORD

Date Granted & Network
Location & Channel Target for Start Representative
WJW-TV St. Louis, Mo. (42) Late 1953
St. Louis (Mo.) Educ. TV Comm. (9) Unknown
WENY-TV St. Paul, Minn. (17) 11/15/53
WPHJ-TV Paul, Minn. (11) 9/15/53
KSB-TV Salina, Kans. (8) 7/15/53
WEST-TV Springfield, Mo. (16) 11/15/53
WSDC-TV Salisbury, Mo. (44) 11/15/53
KPSI-TV San Diego, Calif. (18) 11/15/53
L. A. Harvey, San Francisco, Calif. (30) 11/15/53
KSD-TV San Francisco, Calif. (4) 11/15/53
KVEC-TV San Luis Obispo, Calif. (16) 11/15/53
WATL-TV Atlanta, Ga. (16) 11/15/53
WSB-TV San Francisco, Calif. (4) 11/15/53
KTRK-TV Houston, Tex. (44) Late Summer, 1953
WICS (TV) Springfield, Ill. (46) 3/26/53
S cramford-Harvill (Com.) Tel. Corp. (24) 1/15/53
KCNC-TV Denver, Colo. (6) July 15, 1953
WTVF-TN, Opryland, Tenn. 8/15/53
KRON-TV, San Francisco, Calif. (11) 8/15/53
KTVF-TV Fairbanks, Alaska (52) 6/7/53
KSLX-TV, Twin Falls, Idaho (6) 6/7/53
WCGW-TV Valdosta, Ga. (27) 3/26/53
KHATL-TV, Twin Falls, Idaho (6) 3/26/53
Tri-State TV Inc., Waterford, Iowa (15) 4/15/53
WLTV (TV) Wheeling, W. Va. (12) 1/15/53
WHIRF-Wheeling, W. Va. (7) 1/15/53
KEDO-TV, Wichita, Kan. (16) 5/15/53
WTVS-TV, Williamsport, Pa. (20) 10/15/53
WDBM-TV Wausau, Wis. (39) 7/15/53
KIMA-TV Yakima, Wash. (9) 7/15/53
WOWO-TV York, Pa. (7) 7/15/53
KAGV-TV Yuba City, Calif. (52) 3/26/53
KIVA-TV Yuma, Ariz. 3/26/53

U.S. MEXICAN AGREEMENT ON TV CHANNEL ASSIGNMENTS

Revised portions of the text of the agreement between the United States and Mexico for the assignment of television channels along the Mexican—United States border as revised by an exchange of notes between the two countries in June 1952, is revised here to show the current status of this agreement.

A. Scope of Agreement

This agreement relates to the assignment and use of twelve television channels between 50 and 206 megacycles along the border of the United States of Mexico and the United States of America, within an area of 406 kilometers (250 miles) in width on either side of that border.

B. Power of Stations

1. All station assignments considered in this arrangement shall be of effective radiated power not in excess of:
   (a) 100 kw for Channels 2, 3, 4, 5, 6.
   (b) 250 kw for Channels 7, 8, 9, 10, 11, 12, 13.
   (c) Lower power than that listed (1) above may be assigned by either government, but such assignment of lower power shall not prevent the assignment of the maximum power with a later change.

C. Offset of Carrier Frequency

1. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of three stations located in close proximity to each other and operating on the same channel, the video carrier frequency of two of said stations shall be offset plus or minus 10 kilocycles respectively. The nominal video carrier frequency shall be assigned to the station located nearest to the border and the offset of plus or minus 10 kc to the two distant stations within the area of 406 kilometers. The carrier frequency assignments shown in Tables A and B are accepted.

2. The frequency tolerance in this arrangement shall be maintained within plus or minus 1 kilocycle of the agreed frequency.

D. Assignment Plan

The station assignments shown in Tables A and B are accepted.

E. Notification of Station Assignments

1. The governments shall notify each other within 30 days of the grant of an authorization for a television station within the scope of this arrangement.

2. The notification shall contain the following:
   a. Transmitter location (city, longitude, and latitude).
   b. Channel number.
   c. Video carrier frequency.
   d. Antenna height.
   e. Effective radiated power.
   f. Call letters.

F. Cooperation and Exchange of Information

1. The administrations of the respective countries will exchange information and cooperate with each other for the purpose of minimizing interference and obtaining maximum efficiency in the use of television channels.

TABLE A

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>54</td>
<td>WJW</td>
</tr>
<tr>
<td>3</td>
<td>54</td>
<td>WATL</td>
</tr>
<tr>
<td>4</td>
<td>54</td>
<td>WSB</td>
</tr>
<tr>
<td>5</td>
<td>54</td>
<td>KTRK</td>
</tr>
<tr>
<td>6</td>
<td>54</td>
<td>WTVF</td>
</tr>
<tr>
<td>7</td>
<td>54</td>
<td>KCNC</td>
</tr>
<tr>
<td>8</td>
<td>54</td>
<td>WATL</td>
</tr>
<tr>
<td>9</td>
<td>54</td>
<td>KTRK</td>
</tr>
<tr>
<td>10</td>
<td>54</td>
<td>WTVF</td>
</tr>
<tr>
<td>11</td>
<td>54</td>
<td>KAMA</td>
</tr>
<tr>
<td>12</td>
<td>54</td>
<td>WSB</td>
</tr>
<tr>
<td>13</td>
<td>54</td>
<td>KSLX</td>
</tr>
</tbody>
</table>

TABLE B

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>54</td>
<td>KEDO</td>
</tr>
<tr>
<td>3</td>
<td>54</td>
<td>KAMA</td>
</tr>
<tr>
<td>4</td>
<td>54</td>
<td>WTVS</td>
</tr>
<tr>
<td>5</td>
<td>54</td>
<td>WDBM</td>
</tr>
<tr>
<td>6</td>
<td>54</td>
<td>KIMA</td>
</tr>
<tr>
<td>7</td>
<td>54</td>
<td>WNGO</td>
</tr>
<tr>
<td>8</td>
<td>54</td>
<td>KAGV</td>
</tr>
<tr>
<td>9</td>
<td>54</td>
<td>KIVA</td>
</tr>
</tbody>
</table>

Fall and Winter

availabilities

GOING FAST on

WEEDS

ON FIRE

Who wouldn't be when

WPRT'S JET FIRE

Merchandising Plan

offers 36 Super

Markets whose Retail

Sales last year were

25 Million Dollars.

Yes—in Albany

Schenectady and Troy . . .

JET FIRE IS

SURE FIRE!

ACTIONS OF THE FCC
June 3 through June 9

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

Abbreviations:

FCC Broadcast Stations Authorizations as of April 30, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lensed (all on air)</td>
<td>2,434</td>
<td>569</td>
</tr>
<tr>
<td>Commercial on air (including Special Services)</td>
<td>1,461</td>
<td>441</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,445</td>
<td>603</td>
</tr>
<tr>
<td>Commercial on air</td>
<td>1,461</td>
<td>441</td>
</tr>
<tr>
<td>Total Authorized</td>
<td>2,575</td>
<td>611</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>96</td>
<td>3</td>
</tr>
<tr>
<td>New station requests</td>
<td>264</td>
<td>45</td>
</tr>
<tr>
<td>Facility changes request</td>
<td>183</td>
<td>32</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,059</td>
<td>174</td>
</tr>
<tr>
<td>Licenses denied in May</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>CPs denied in May</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Does not include noncommercial educational FM and TV stations.

**AM and FM Summary through June 9**

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Ing Ing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,445</td>
<td>2,431</td>
</tr>
<tr>
<td>FM</td>
<td>589</td>
<td>566</td>
</tr>
</tbody>
</table>

New TV Stations...

**Actions by FCC**

Jacksonville, Fla.—The Jacksonville Journal Co. (WJBF). Granted vhf Ch. 35 (602-608 kHz); ERP 150 kw visual, 61.7 kw audio; antenna height above average terrain 250 ft, above ground 426 ft. Estimated construction cost $260,660, first year operating cost $123,600, revenue estimated. Post office address 1/2 Tom Gilchrist, 600 Laura St., Jacksonville, Fla. Transmitting antenna to be determined. Transmitter location Lane Ave. and Jacksonville Bunting, Geographic coordinates 30° 17' 50" Lat., 81° 46' 28" W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Hopkins, Washington. Consulting engineer Miller, Minnich & English, Washington. Principals include President John F. Perry Jr. (11.47%), Vice President Farwell W. Perry (7.5%) and Secretary-Treasurer E. A. Kettel. Estate of John H. Perry Sr., deceased, holds 69.4%. In addition, John H. Perry Jr. and Farwell W. Perry hold 19% jointly.

Pentacola, Fla.—Gulfport Bestg. Corp. (WPGA). Granted vhf Ch. 3 (86-96 kHz); ERP 67.5 kw visual, 29 kw audio; antenna height above average terrain 426 ft. Estimated construction cost $369,365, first year operating cost $178,600, revenue estimated. Post office address 22nd and Hyer Sts., Pentacola, Fla. Transmitting antenna to be determined. Transmitter location East side of F Street, between Mexico and Posey Sts. Geographic coordinates 30° 26' 15" N., 87° 13' 17" W. Long. Transmitter antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Charles W. Smith (51%), Vice President, Secretary & Treasurer Med Wheeler (20%), M. Turner Jr. (12%) and A. C. Johnson (12%).

Elkhart, Ind.—Truth Pub. Co. (WTRC). Granted vhf Ch. 35 (608-604 kHz); ERP 31.9 kw visual, 115 kw audio; antenna height above average terrain 410 ft, above ground 425 ft. Estimated construction cost $155,362, first year operating cost $80,300, revenue $110,000. Post office address 461 S. 2nd St., Elkhart. Studio location 114 E. 2nd St., Elkhart. Transmitter location Mishawaka and Oakland Rds. Geographic coordinates 41° 14' 50" N., 86° 13' 29" W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Hopkins, Washington. Consulting engineer Howard A. Mott & Morgan, Washington. Principals include President John Bibb Jr. (35.5%), executive of newspaper syndicate and sales organization; Vice President Carl O. Gersig, band instrument manufacturer; Walter R. Beardsley and Fred I. Eickhart, co-owners for A. H. Beardsley Trust No. 3 (48.9%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietors. Granted June 3.

Topeka, Kan.—Topeka Bestg. Assn. Inc. (WIBS). Granted vhf Ch. 13 (216-218 MHz); ERP 85.5 kw visual, 56.2 kw audio; antenna height above average terrain 706 ft, above ground

---

**Television Station Grants and Applications**

**Since April 1, 1952**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>133</td>
<td>239</td>
</tr>
<tr>
<td>Educational</td>
<td>4</td>
<td>13</td>
</tr>
</tbody>
</table>

**Total Operating Stations in U. S.:**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>164</td>
<td>35</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

**Applications filed during April 14, 1952:**

<table>
<thead>
<tr>
<th>New Annul.</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>787</td>
<td>337</td>
<td>1,124</td>
</tr>
<tr>
<td>Educational</td>
<td>48</td>
<td>48</td>
<td>96</td>
</tr>
</tbody>
</table>

Total 835 filed; 257 have been returned.

One applicant did not specify channel.

Includes 369 already granted.

Note: Processing of uncontested TV applications has been extended through both the Group A and B city priority lists.

---

TOBEKA

STATION

In Rich New York State's Second Largest Market

NBC Radio Basic in Buffalo

Get the full story from Henry L. Christen—New York-Chicago-San Francisco

BUFFALO EVENING NEWS STATION

Broadcasting • Telecasting

June 15, 1953 • Page 115
Applications

Modesto, Calif.—KTRB Bstg. Co. (KTRB) requests uhf Ch. 14 (470-474 mc); ERP 29.4 kw visual and 10.2 kw audio; antenna height above average terrain 293.5 ft., above ground 338 ft.; estimated cost $250,606, first year operating cost $10,050, revenue unknown. Post office address Box 392, Modesto, Calif. 95350. Postal location R.C.A. legal counsel Elliott C. Lovett, Washington, D.C. 20542. R.C.A. principals include President- President-Television Engineering, Vice President W. M. Bartoli, (41.667%), Secretary-Treasurer Local 954, (61.997%), and David Beven (41.667%). Granted June 3.

Stockton, Calif.—Dia-Sierra Educational TV Co. (DST-ETV) requests new Ch. 10 (259-263 mc); ERP 25 kw visual and 15 kw audio; antenna height above average terrain 1000 ft., above ground 1400 ft.; estimated cost $789,000, first year operating cost $52,000, revenue unknown. Post office address Box 1530, Stockton, Calif. 95207. Postal location R.C.A. legal counsel Sidney, Austin, Burges & Smith, Consulting engineer G. W. Lanig, Elgin, Ill. A director is Lenox R. Lawrence, Springfield, Mass. Due to its proximity to the campus of Chicago Museum of Science & Industry, public drive is underway to raise $1 million. Filed June 2.

APPLICATIONS

Top Network Station


AUGUSTA, Ga.—Goldfords, N. C.—Eastern Carolina Bstg. Co. (WEGC) requests Ch. 30 (326-331 mc); ERP 19.05 kw visual and 10.29 kw audio; antenna height above average terrain 492 ft., above ground 552 ft.; estimated construction cost $360,000, first year operating cost $205,000. Post office address Box 1029, Augusta, Ga. 30901. Location to be determined. Transmission antenna situated 70. Geographic coordinates 33° 54' 25", N.; 81° 05' 20" W. Long. Transmitter antenna R.C.A. Legal counsel: Welch, Mott & Morgan, Washington. Consulting engineer George E. Gauthney, Washington. Principals include Peggy Welch, (28.32%), New York attorney and former Secretary of Army. There are 14 stockholders. Filed June 2.

CINCINNATI, O.—The Greater Cincinnati Televi- sion Educational Foundation requests reserved uhf Ch. 48 (474-479 mc); ERP 15.6 kw visual and 15 kw audio; antenna height above average terrain 480 ft., above ground 536 ft., to be situated in Mt. Adams, Hamilton County, Ohio. Estimated construction cost $126,000, first year operating cost $75,000. Post office address 1245 Elm St., Cincinnati, Ohio 45202. Geographic coordinates 39° 06' 28", N.; 84° 54' 20", W. Long. Transmitter antenna R.C.A. Legal counsel: Welch, Mott & Morgan, Washington. Consulting engineer: George E. Gauthney, Washington. Principals include Peggy Welch (28.32%), New York attorney and former Secretary of Army. There are 14 stockholders. Filed June 2.

Toledo, Ohio—Citizens Bstg. Co., requests Ch. 11 (229-234 mc); ERP 12.35 kw visual and 15 kw audio; antenna height above average terrain 512 ft., above ground 562 ft.; estimated construction cost $222,400, first year operating cost $136,000, revenue $750,000. Post office address 2201 Huron St., Toledo, Ohio 43607. Postal location R.C.A. Legal counsel Sidney, Austin, Burges & Smith, Consulting engineer G. W. Lanig, Elgin, Ill. A director is Lenox R. Lawrence, Springfield, Mass. Due to its proximity to the campus of Chicago Museum of Science & Industry, public drive is underway to raise $1 million. Filed June 2.

Applications Amended

Coraopolis, Calif.—K-O-W-L Bstg. Co. (KOWL), applicant for uhf Ch. 52, amends to change name from KOWL Inc. to KOWL Bstg. Co., ERP from 109 kw visual and 97.8 kw audio to 35 kw visual and 29.4 kw audio, employing DA. Filed June 5.

San Jose, Calif.—FM Radio & TV Corp., applicant for new Ch. 17 (171-176 mc); ERP from 324 kw visual and 38 kw audio to 196 kw visual and 19 kw audio; transmitter location to be determined. Granted Jun

Applications Dismissed

San Diego, Calif.—Ralph H. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 21, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 38, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 36, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 44, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 16, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 27, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 15, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 19, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 35, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 25, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 6, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 29, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 14, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 8, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 23, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 1, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 18, dismissed June 6.

San Diego, Calif.—R. B. Ralsebeck and June D. Ralsebeck d/b/a Vista Bstg. Co., originally applying for new TV station on uhf Ch. 31, dismissed June 6.
KOB-TV Albuquerque, N. M.—Albuquerque Bestg. Corp. granted CP to change ERP from 4.5 kw visual and 2.25 kw aurual to 11 kw visual and 7.5 kw aurual on site at Sandia Crest, 12 mi. NE of city, and change designated studio location to 890 Shena Vista Ave (not a mine); antenna height above average terrain 1,420 ft. Granted June 2.

WIFE-TV Dayton—Skylawn Bestg. Corp. granted modification of CP for new TV station on vhf frequency and 156 kw aurual to 257 kw visual and 129 kw aurual, change transmitter site to Carlton Rd. and Frytown Rd.; antenna height above average terrain 510 ft. Granted June 2.

WKST-TV New Castle, Pa.—WKST Inc. granted modification of CP to change ERP from 20.5 kw visual and 10.5 kw aurual to 17.8 kw visual and 9.5 kw aurual; antenna height above average terrain 560 ft. Granted June 2.

WGBI-TV Scranton, Pa.—Scranton Bestg. Inc. granted modification of CP for new AM station on st. 950 kc, 1 kw daytime. Granted May 21.

WACH-TV Columbia, S.C.—Eastern Bestg. Corp., Inc. to operate commercially on vhf ch. 15 to operate marker signal TV transmitter at site of filing for new TV station on ush ch. 52. Power 69 kw; antenna 75 ft. above ground. Operation will facilitate orientation of sets. Granted June 3.

Call Letters Assigned

WCBN (TV) Bridgeport, Conn.—Connecticut State Board of Education, educational ush ch. 71.

WCBO (TV) Hartford, Conn.—Connecticut State Board of Education, educational ush ch. 24.

WCNE (TV) Norwich, Conn.—Connecticut State Board of Education, educational ush ch. 40.

WKID-TV Fort Wayne, Ind.—Northern Indiana Bestg. Co., ush ch. 53.

WIFI-TV Waterloo, Iowa—Tri-State TV Inc., ush ch. 15.

WBZ (AM) Boston, Mass.—E. Anthony & Son, ush ch. 50.


KGMO-TV Cape Girardeau, Mo.—KGMO Radio TV Inc., ush ch. 33.


WATC-TV Cincinnati, Ohio—Ouabina-Clare TV Co., ush ch. 54.

WARD-TV Johnstown, Pa.—Rivoli Realty Co., ush ch. 8.

WRJB (TV) Beloit, Wis.—Beloit Bestg. Co., ush ch. 47, granted from WGEZ-TV.

KSPR-TV Cap. Casper, Wyo.—Donald Lewis Hathaway, ush ch. 2.

Stations Deleted

KTRA (TV) Austin, Tex.—Tom Potter granted request to cancel CP for new TV station on ush ch. 24 and delete call letters. Deleted June 5.

KMII-TV Midland, Tex.—Permian Basin Bestg. Co. granted request to cancel CP for new TV station on ush ch. 2 and delete call letters. Deleted June 5.

Application

KIER-TV Eureka, Calif.—Redwood Bestg. Co., asks modification of CP, which authorized new TV station on ush ch. 3, to change ERP from 17.5 kw visual and 7.5 kw aurual, change transmitter site to Lument Peak, about 12 mi. E of Eureka, antenna height above average terrain 1,973 ft. Filed June 8.

Application Dismissed

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. FCC dismissed application for modification of CP, authorizing new station to operate on vhf ch. 35, to change studio-transmitter site and change ERP. Dismissed June 1.

New AM Stations

Actions by FCC

Moultrie, Ga.—Delcqui Bestg. Co. granted CP for new AM station on 1540 kc with 500 kw day-time. Station may not begin program tests until June 19; begins program tests on another frequency. Grantors principals include co-partners, officers, directors, copywriters and cholesterol and magazines, radio and electronics dealer. Granted June 3.

KLCN (AM) Springfield, Ill.—Fitchville Bestg. Co. granted CP for new AM station on 1560 kc with 2 kw day-time. Granted June 3.

Lebanon, Mo.—Show-Me Bestg. Co. granted CP for new AM station on 1520 kc with 10 kw day-time. Granted June 3.

Tupelo, Miss.—Lee Bestg. Co. granted CP for new AM station on 1520 kc with 10 kw day-time. Granted June 3.

You need PROPER EQUIPMENT FOR RESULTS

When you specify WTOD TOLEDO, OHIO

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Radio TV Newspaper

June 15, 1953  Page 117

WPTF Pittston, Pa.—Midway Bestg. Co. granted modification of CP to specify studio location at Newrose Bldg., S. Main and Spring Sts. Granted June 6.

Remain Silent

WTKM Hartford, Wis.—Kettle-Moraine Bestg. Co. granted authority to remain silent for 90 days pending Commission action on application for sale to Fort Bestg. Co. for $30,000 and move to Ft. Atkinson, Wis. Granted June 6.

Call Letters Assigned

WPFR Perry, Fla.—Palatka Bestg. Co., 1220 kc, 250 kw day-time.

WFWI Fairfield, Ill.—Wayne County Bestg. Co., 1520 kc, 500 kw day-time.

WWDN Wayne, Mich.—Commercial Radio Equipment Co., 1440 kc, 280 kw day-time.

WHER Columbus, Miss.—J. W. Furr, 1540 kc, 30 kw day-time.

WMLY Millville, N. J.—Union Lake Bestg. Inc., 1440 kc, 1 kw daytime, directional.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr., 1360 kc, 1 kw day-time.

Applications

KNKS Hanford, Calif.—Hanford Bestg. Co. requires CP increase power from 1 kw DA-N to 1 kw DA-DN (620 kc). Filed June 5.

KRDQ Colorado Springs, Colo.—Pikes Peak Bestg. Co. requests CP to change transmitter and studio site from 118 N. Cascade Ave. to 599 S. 4th St. Filed June 6.

WGBL Walling, Mass.—Charles River Bestg. Corp. requests CP change from daytime to unlimited. Install DA-DN, operating with 1 kc on 1320 kc. Filed June 6.

WPVI Punxsutawney, Pa.—Jefferson Bestg. Co. resubmitted application for modification of CP, which authorized new station on 1320 kc, to increase power from 500 w to 1 kw. Filed June 6.

New FM Stations

Actions by FCC

Harriman, Tenn.—Harriman Bestg. Co. (WHIT) granted CP for new Class A FM station on Ch. 296, (94.3 mc) with ERP 0.1 watt and antenna height above average terrain minus 160 ft. Granted June 6.
Application Dismissed


Opinions and Orders . . .

Applications by FCC

Portola, Mich.—Chief Pontiac Recst. Corp. By memorandum opinion and order, FCC denied petition of May 4 requesting that FCC set aside grant of May 19 for AM station on 1640 kc with 500 w full time at Pontiac and to designate licensee as Michigan Broadcasting Co.

Amendment of Part 17 of FCC Rules Concerning Construction, Marking and Lighting of Antenna Structures—To be effective 30 days after publication in Federal Register, FCC amended rules to provide that upon request of Director, Director and Geodetic Survey upon completion of antenna construction. Adopted June 2. Released June 5.

Hearing Cases . . .

Initial Decisions

Portsmouth, Ohio—Woodring Inc. (Edward Lamb). Hearing Examiner Gifford Irion issued initial decision recommending grant of new TV station on uhf ch. 39 with ERP 110 kw visual and 96 kw visual antenna height above average terrain 436 ft. Initial decision June 8.


Evansville, Ind.—Premier TV Inc. Hearing Examiner Finney N. Litton issued initial decision recommending grants of new TV station on uhf ch. 62 with ERP 100 kw visual and 46 kw visual antenna height above average terrain 550 ft. Initial decision June 4.

Orders by FCC

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 1048).—Upon request of American Communication Consulting Engineers, FCC extended time for filing of comments from May 30 to June 28, Replies thereto due July 9. Order 1, June 15.

Salinas-Monterey, Calif.—Protest of vhf ch. 8 station grant. FCC ordered oral argument on four separate matters in Salinas-Monterey protest by KICU (TV) Salinas (uhf ch. 20) against Ch. 2, July 10. Rehearing of Salinas and KIMY Monterey. Burden of proof to be respondent. Order 5.

Savannah, Ga.—Martin & Minard granted dismissal of their protest of vhf ch. 11 and retained in hearing status application of Savannah Recst. Co. (WTSW). Order 2, June 15.

Evansville, Ind.—W. B. Tuley granted dismissal of his application for new TV station on uhf ch. 65 and retained in hearing status application of Premier TV Inc. Order June 2.

Evansville, Ind.—WBFM Inc. (WBOA). FCC announced orders (1) granting petition of May 13 to enlarge issues in comparative hearing for new TV station on uhf ch. 8 to include issues on engineering proposals (Comm. Frieda D. Hemmick, disinterested and X) dismissed as moot similar to application of the Air Inc. (WIBI).


South Bend, Ind.—South Bend Recst. Corp. (WHBOT) and Michigan Telecasting Corp. (Notre Dame Bcstg.)—FCC granted application for station designated for hearing in Washington on July 3. Order 2, June 15.

Muskegan, Mich.—Protest of uhf ch. 35 grant. FCC announced order granting appeal of Muskegon Recst. Co. (WGRD Grand Rapids) from examiner’s interpretation of scope of hearing issues

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<td>1339 Wisconsin Ave., N. W. Washington, D. C.</td>
<td>2468 Birmingham, Ala. Phone 4-3704 Member AFCCCE*</td>
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<td>James C. McNary</td>
<td>National Press Bldg., Wsh. 4, D. C.</td>
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<td>GUY C. Hutcheson</td>
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<td>1100 W. Abram Arlington, Texas</td>
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<td>1311 G St., N. W. EX 3-8473 Washington, D. C.</td>
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<td>MTV Broadcast Association, FCC &amp; Field Engineering Riverside Road—Riverside 7-2153 Riverside, Ill.</td>
<td>7757 Republic 7-8883 Washington, D. C.</td>
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<td>Consulting Radio Engineer</td>
<td>250 Bankers Investment Bldg. San Francisco 2, California Sutter 1-7345</td>
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<td>Robert L. Hammett</td>
<td>Consulting Radio Engineer</td>
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*Member AFCCCE*
Help Wanted

Complete staff for North Carolina's newest radio station going on the air August 15th. Program director, 3 announcers, salesman, 2 engineers. Send all details to Radio Station WMBD, Henderson, N. C.

Salesmen

Salesman-announcer, Floriday, Mostly selling but good announcing required. Salary plus commission. Box 565W, B.T.

Excellant opportunity for experienced radio salesman desiring permanent sales position with old, established network station in Southern market. Excellent salary plus bonus. Send photo, complete personal details with application. Box 827W, B.T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special sales. Send photo, complete personal details. Box 565W, B.T.

Salesman for North Carolina daytime. If experienced or interested in radio sales plus commission will give good income and working conditions. Family man preferred. Good essential. Box 826W, B.T.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercial. Send tape first letter. Box 111W, B.T.

Announcer, $60 start, 40 hours. Net affiliate. Send tape and background. Box 565W, B.T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 533W, B.T. and or salesman.

Announcer—salesman for souther independent, good salary. 15% commission. Box 565W, B.T.

Staff announcer for North Carolina independent. Experience preferred but not necessary. Box 565W, B.T.

Southern CBS affiliate—experienced, versatile announcer in excellent market. $80 per week and profit sharing. References and tape with your letter. Box 565W, B.T.

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 565W, B.T.

Announcer, Best working conditions, long contract. Free hospitalization, insurance, retirement benefits; month paid vacation, regular raises. Outstanding opportunity for DJ. Job assures draft exemption. Box 565W, B.T.

Help Wanted—(Cont'd)

Announcer with first phone for metropolitan midwest. $500 weekly music-news-station. Starting salary $350 for 44-hour week. Good voice—ad-lib ability. Send letter and tape to Box 919W, B.T.

Announcer with ability to handle both morning man spot and fill-in program. Base salary $400 for 40 hour week. Send audition, photo and details. Southern city over 100,000. Box 926W, B.T.

Desire newscaster, plus regular announcing. Give all background of experience. KFRO, Longview, Texas.

Announcer wanted for Mutual affiliate. Permanent, well paying position open for person seeking job with good working conditions and nice town. KVOX, Plainview, Texas.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Pegg, K257LR, Forrest City, Arkansas.

Experienced announcer with first class ticket. 10,000 watt net affiliate. Car necessary. WBSB, Benetaville, S. C.

Southeastern network affiliate seeks experienced announcer. Staff and/or independent with average, employee benefits, progressive city, no serious competition. Box 565W, B.T.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPJ, Greenville, Mississippi.

Experienced, stable announcer. Ability to sell the air. The one for married man with family. Leading station in southern Illinois. Send tape disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcer, salary open, references required from past employers. Send tape and photo first letter Manager, WMXW, Cordele, Georgia.

Need man with first ticket, announcing and news. WMUS, Box 566, Muskegon, Michigan.

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

Help Wanted—(Cont'd)

Announcer with first phone for metropolitan midwest. 1000 watt music-news-station. Starting salary $350 for 44-hour week. Good voice—ad-lib ability. Send letter and tape to Box 919W, B.T.

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Need man with first ticket, announcing and news. WMUS, Box 566, Muskegon, Michigan.

Experienced announcer. Must be versatile. $70 up. Interview necessary. WVSC, Somerset, Pa.
SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Premier national manufacturer of TV, radio broadcasting, and communications equipment is expanding its sales force, and has openings for Sales Engineers in the following territories:

Northwest (Seattle or Portland)

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These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 902W, B.T.

(Continued on next page)
HELP WANTED SALES MEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B.T.

Help Wanted—Salesmen

WANTED EXPERIENCED TV FILM REGIONAL REPRESENTATIVE OR SALESMAN

to handle well-established 15 minute show. Excellent opportunity. Box 930W, B.T.

Production-Programming, etc.

TOP-FLIGHT TELEVISION DIRECTOR

Excellant opening with large, independent Midwest TV operation. Must have highly experienced television director with proven ability. Must be able to assume responsibility. Modern efficient working conditions are waiting for the right man. Send complete background detail to Box 930W, B.T.

Situations Wanted

Managerial

MANAGER AVAILABLE

General management wanted. 17 years experience all phases. Presently sales manager one of N.E.'s top 100. Ready for top spot east coast station or network station that wants a manager who sells. Experience in both economical management. Competition or TV no threat to know-how and integrity. 30, married, two children, other compensation needs salary and percentage—$10,000 minimum. Box 888W, B.T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Two Radionics professional type disc recorders. No. 1 unit has built-in amplifier with adjustable equalization, built-in radio tuner, cuts inside-out or outside-in, adjustable lines per inch, cuts at 33 1/3 or 78 RPM. Takes 6 or 10 inch discs. No. 2 unit exactly same cutting mechanism, without amplifier or radio tuner, audio obtained from No. 1 unit, making it possible to cut continuously. Further specifications upon request. Recorder units sold but in excellent condition. Will sell as a package for $500.00. MANSFIELD, Ohio. Address inquiries to: Radio Station WMKN, Mansfield, Ohio.

Help Wanted—Salesmen

For—(Cont’d)

5 kw AM transmitter RCA type BTA-25 and seven 250 ft. self-sup. Blaw-Knox towers, installed, marketed for every station. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

10 kw WE 500B-2 FM transmitter, Blaw-Knox-Caldwell FM monitor, Blaw-Knox heavy duty 55 ft. roof tower, RCA 4-section pylon antenna, 500 feet 3 in. Andrew coax line. Original cost $25,000. All in good condition, lot $6,000 FOR, Columbia, S. C. Station WIB.

FM 255 watt Collins transmitter with GE modulation monitor. Excellent condition. Seward, WYLN, Lynn, Massachusetts.

145 ft. Winch tower, type 101, Base insulator, bracketed and in good condition. Insulators and A-3 lighting included. Make offer—WMRN, Marion, Ohio.

Wanted to Buy

Stations

Will buy radio station. Price must be fair. Preferably in the east. Box 909W, B.T.

Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 860W, B.T.

Wanted: Chain of supermarkets wants good program that will get customers in the stores. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 808W, B.T.

Two RCA Model 79-D turntables with bases, with or without microphone arms, Box 888W, B.T.

Immediately. Iconoscope film chain complete with projectors or any part thereof. Box 855W, B.T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

Want FM transmitter to radiate 750-1000 watts at 86.1, Need antenna and monitors. City Schools, New Albany, Indiana.

Field intensity meter RCA type 361-B in good condition. W. J. Holey, 1146 Briarcliff Pl., N. E., Atlanta, Georgia.

Miscellaneous


Help Wanted

Television

MANAGER

TV-OWNERSHIP-MANAGEMENT opportunity! Perfect Northwest new market will make an excellent stop for the manager who feels he can cut costs to the bone, build a new TV outlet in an area that will not suffer from competition. The deal is management plus a percentage of stock with a manager of sales and administrative ability, who feels he can cut $10,000.00 on his ability to deliver a growth of sales and a competition. Send complete resume, photo, and be prepared to come for a personal interview. Box 907W, B.T.

DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Pricipals will pay cash for control or full-ownership of profitable AM station, preferably in New York state or New England.

Must have unlimited license, be strong independent or major network affiliate in market of 75,000-100,000. Present staff will be retained.

All replies held strictly confidential. Reply to

Box 888W, B.T.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers, home buyer problems, household tips, TV interviews featured. 15-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1258 Connecticut Avenue, N.W., Washington, D. C.

450-460 Band

FCC has made final its proposal to reallocate frequencies in the 450-460 mc band, providing greater flexibility in their use by broadcast remote pickup stations, among other services. The number of available frequencies remains unchanged.

The order becomes effective July 1, and licensees affected who were authorized in this band before Oct. 15, 1952, must conform their operation within a year. Those authorized subsequent to Oct. 15 must change frequency before Oct. 1, 1953.
Mets all FCC standards . . .

Priced for immediate sale . . .

Available at once.

50,000 Watt Transmitter

If you require a transmitter with an output of from 5 KW to 50 KW here's your answer, at a substantial savings. This equipment is complete and in first class condition. The price has been reduced to promote immediate action. If you have the need, here's a unique opportunity to save money.

Write, Wire, or Phone:

M. J. Minor, Chief Engineer
WBT, Wilder Building
Charlotte, N. C.

Telephone: 3-8833

June 15, 1953  •  Page 123
Ark.

Bcstg. Corp. (BR-D.

business and broadcast

Portland, Ore.— Granted petition to amend

application for new TV station on Ch. 6
(Docket 6216, BPCT-2929) to include current
data relating to its financial qualifications

the broadcast interests of its officers,
directors and stockholders, and to include

the agreement of option entered into with Pioneer

Bcstg. Inc. and its stockholders.

By Hearing Examiner Elizabeth C. Smith

Bristol Radio & Television Bcstg. Corp.,

Portland, Ore.—Granted petition to amend

application for new TV station on Ch. 6
(Docket 6216, BPCT-2929) to include current
data relating to its financial qualifications

the broadcast interests of its officers,
directors and stockholders, and to include

the agreement of option entered into with Pioneer

Bcstg. Inc. and its stockholders.

By Hearing Examiner J. D. Bend

Ordered that matters of applications of

Southern Television Inc. (Docket 6477, BPCT-6218),

State Television Bcstg. Inc. (Docket 6247, BPCT-

6218), and WDEF Bcstg. Co. (Docket 6477, BPCT-

6218), for CP's for new TV stations on Ch. 12 in

Chattanooga, Tenn., be continued for further

conference until August 20.

By Hearing Examiner H. Griffon Irlon

Notice of hearing is given in matter of Wood-

Puff Inc., Portmont, Ohio (Docket 6460, BPST-

1430), applicant for CP for new TV station on

Ch. 30, to commence at 10 a.m. June 4, 1953,

Room 1706, Temporary T Bldg., Washington,

D. C.

Remote Control

WEAV-FM Springfield, Mass.—Granted CP for

station for non-commercial educational

services to be used primarily for the study of

French.

Licence Renewals

Following stations request renewal of licence:

KCLP Clifton, Ark., AM (BR-2621);

KUKI Ukiah, Calif., FM (BR-2621);

KGFL Roswell, N. Mex., AM (BR-2621);

KALT Atlanta, Ga., FM (BR-2621).

June 4 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of licence:

KCLA Pine Bluff, Ark., Radio Engineering

Services, Ltd.— Granted CP (BR-2215);

Champaign News-Gazette Inc. (BR-2153);

KFSD Appleton, Wis., FM (BR-2215);

KAAK Raleigh, N. C., FM (BR-2215).

June 5 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of licence:

KCLA Pine Bluff, Ark., Radio Engineering

Services, Ltd.— Granted CP (BR-2215);

Champaign News-Gazette Inc. (BR-2153);

KFSD Appleton, Wis., FM (BR-2215);

KAAK Raleigh, N. C., FM (BR-2215).

Remote Control Operation

WSVW-FM Crave, W. Va. — Granted CP for

operation by remote control (BRSC-12).

License for CP

WROV-FM Roanoke, Va., Radio Roanoke Inc.

— Licence for CP (BR-1792), as mod., which

authorized changes in licensed station (BLH-

897).

License Renewals

Following stations request renewal of licence:

WBAT Marion, Ind., Marion Radio Corp. (BR-

7655 Resubmitted);

KBCR Radio, Ind., IN (BR-2718 Resubmitted);

WHEL South Boston, Va. (BR-1555).

June 8 Applications

ACCEPTED FOR FILING

License for CP

KROI Grand Island, Ne., Grand Island Bcstg.

Co.— Licensed for CP (BP61-1792), as mod., which

authorized new AM (BR-1953 Amended).

Extension of Completion Date

KSGA Cotton Valley, Ark., Bcstg. Corp.,

Mod. CP (BR-814), as mod., which

authorized new AM, for extension of completion

date (BP6221).

WPAX Falls Church, Va., Lamar A. Newcomb

— Mod. CP (BR-815), which authorized increase

in power by remote control, for extension of

date (BP6221).

Licence Renewals

Following stations request renewal of licence:

WBAT Marion, Ind., Marion Radio Corp. (BR-

7655 Resubmitted);

KBCR Radio, Ind., IN (BR-2718 Resubmitted);

WHEL South Boston, Va. (BR-1555).

APPLICATIONS RETURNED

License Renewals

Returned following applications for renewal

date of licence:

WBPO Booneville, Miss., Booneville Bcstg.

Co. (BR-2513);

KVZO Laredo, Tex., Laredo Bcstg., Co. (BR-

2719);

WPOL Portsmouth, R. I., WPOL Bcstg. Corp. (BR-

1954).

June 9 Decisions

BY BROADCAST BUREAU

Granted License

WOKZ Ocracoke, Ala., Ocracoke Bcstg. Corp.—

Granted license for new AM 900 kc, 1 kw-D (BL-

4690).

Modification of CP

WISP Kingston, N. C., Edwin J. Schuffman—

Granted CP for new trans, to change type trans.;

condition (BP6510).


Co.— Granted CP for new trans, to amplify CP

trans, and studio location, and change type trans.;

condition (BP6510).

By following stations granted mod. CP's for

extension of completion date:

WPFG-TV Atlantic City, N. J., to 12/23/53 (BPCT-

1151); WBNM Rumford, Me., to 6/29/53 (BPCT-

6510); WPHL Washington, D. C., to 12/23/53

(BP6823); KSRT Los Angeles, to 12/23/53

(BP6923).

WJWS South Hill, Va., Mecklenburg Bcstg.

Corp.— Granted CP for new trans, to change type

trans, and studio locations (BP6526).

Assignment of License

KSEL Lubbock, Tex., Lubbock Bcstg. Co.—

Granted assignment of licence to Walter, G.

Russell, Walter L. Hull and Mary Frances Hull,

and M. E. Robertson, L.P.— as Lubbock Bcstg.

Corp. (RAL-158); HALKE-158.

WETB Johnson City, Tenn., East Tenn. Bcstg.

Corp.— Granted assignment of license to Press Inc.

(RAL-158).

Acquisition of Control

WALE Falls River, Mass., Narragansett Bcstg.

Co.— Granted voluntary acquisition of control of

licensure corporation by George L. Simon Jr.,

through retirement to the treasury of 174 shares of

stock by George E. Hamilton, Nellie F. Mc-

Calman, Robert E. Lampert, E. K. A. Porter;

consideration $45,652 (BTC-1503).

WOWF Florence, Ala., Radio Muscle Shoals Inc. —

Granted CP for new FM station and studio location

by control of licensure corporation by Richard B.

Hildebrand,总投资的174% of shares of treasury

stock for $3,000 (BTC-1503).

Granted License

WMNR-FM Marietta, Ga.— Granted CP for license for

station in Marietta, Ga. (CH 265) 106.8 mc, 25 kw, un-

licensed, for operation by long established

Commercial Business.

Modification of CP

KTTS-TV Springfield, Mo., Independent Bcstg.

Co.— Granted mod. CP for extension of completion
date to October 1, 1953 (BPCT-1515).

Granted CP

WJKB-FM Detroit, Mich., Storer Bcstg. Co.—

Granted CP to change type and move trans. (BP6186).

WACL-WINS, Ga., Telecasting Inc.— Granted

mod. CP to make changes in DA (BP6175).

KEYV Las Vegas, Nev., Bcstg. Corp.— Granted

mod. CP for approval of ant., mod, and studio

location (BP6175).

WOFI-Ames, Iowa, Iowa State College of Agr. and

Mechanical Arts— Granted mod. CP for non-

commercial educational usage (BPCT-1515).

June 9 Applications

ACCEPTED FOR FILING

License for CP

KBTC Seattle, Wash., KBCR Bcstg. Corp.—

Licensed for CP (BP61-1792), as mod., which

authorized new AM, for extension of completion
date to July 11, 1953 (BP6560).

KQV-Tv Spokane, Wash., KHQ Inc.— Granted

mod. CP for new trans (BP6560), as mod. to

change type trans. and studio location (BP6560).

American Bcstg.—Paramount Theatres Inc., New

York City— Granted extension of authority to

transmit programs of Wowy, WLS, WFL, and Calif.

and Canadian Bcstg. Corp. for period June 2, 1953,

to June 2, 1954.

KANE New Iberia, La., New Iberia Bcstg. Co.—

Granted authority to operate trans. by remote

control (BR-70).

Remote Control Operation

KLCN-FM Birthday, Ariz., and Lloyd L. Sudbury—

30-A. application for remote control operation.

License Renewals

Following stations request renewal of license;

June 10 Applications

ACTION FOR FILING

KROW Oakland, Calif.; KROW Inc.—Moder. CP (BP-63-39), as mod. which authorized change of transmission facilities for extension of completion date (BMP-6228).

License Renewals

Following stations request renewal of license:

KLYN Blytheville, Ark., Harold L. Sudbury (BRC-79); KROY Sacramento, Calif., KROY Inc. (BRC-78); WFKL Youngstown, Ohio, Continental Radio KOL Inc. (BRC-78); WFTN Tallahassee, Tenn., Tallahewan Appliance Corp. (BRC-81); KBPO Eldorado, Kan. O. A. Tedrick (BRC-80); WXRK Atlantic City, N. J., Coastal Broadcasting Co. (BRC-77); WNBZ Saranac Lake, N. Y., Upstate Bkstg. Corp. (BRC-72); WJZJ Blue Earth, Minn., Lindsey Community Beest. Inc. (BRC-70); WKKC Atlantic, Tex., Citizens Bkstg. Co. (BRC-75); WBAY Green Bay, Wis., Southern Wisconsin Bkstg. Corp. (BRC-74).

Upcoming Events

June 14-17: Advertising Federation of America, 67th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Chicago.

June 15-19: AIR, summer general meeting, Chateaufen-Haddon Hall, Atlantic City.

June 17-18: Maryland Beest. Assn. meets in Ocean City.


June 18-19: North Carolina Assn. of Beest. meets summer meeting, Raleigh.


June 22: NPC-Western U. Radio-TV Institute, for six weeks, NBC Chicago studios.

June 22-28: 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.

June 25-27: Florida Assn. of Beest, annual meeting, Empress Hotel, Miami Beach.

June 29-7 July: TV Workshop, Pasadena, Playhouse.


Aug. 3-15: Summer TV Workshop, Michigan State College, Lansing.

More and more television stations are being licensed and the need for trained operating personnel is growing. If you have professional radio or electronic experience, this is your finest opportunity to start in television quickly.

SOUTHEASTERN's new TV engineering and production courses are designed for professionals only! Class enrollment is limited to those who can receive individual, personal attention. You learn by actually doing the work involved in regular station telecasting, in a fully-equipped, modern television studio, working with the latest model television apparatus available. Upon completion of the course, you will have a thorough knowledge of the equipment of all manufacturers and be competent to step into that TV job.

Get the complete story now! Find out about SOUTHEASTERN's complete facilities... its staff of instructors that is composed of key station personnel. New classes get under way every six weeks. Write today! (If you lack professional experience, write for information on elementary courses.)

June 15, 1953 • Page 125
Night & Day

A COUPLE of years ago it was widely believed that radio was dead—or at least half dead; i.e., alive only daytime.

It appears now that the morticians never really found the corpse. Indeed, radio not only eluded the undertakers but it turns up now to be livelier than ever. For evidence, we point to the John Blair study of nighttime ratings and the John Karol speech which are reported in detail in this issue.

Mr. Karol, CBS Radio vice president in charge of network sales, admirably described the total good health of radio. The Blair study showed that nighttime radio, that part which some mourners had assumed was gone, is still far too robust to hold still for grave-side services.

More and more of this kind of evidence is turning up. What is significant is that advertisers are obviously reacting to it. As Mr. Karol pointed out, radio billings in 1952 were the highest in history and in 1953 predictably will be higher. Plainly, advertisers are aware that radio still represents an improbably good buy.

We are happy to count ourselves among those who never, even in periods of popular gloom, could persuade ourselves that radio was in real trouble. The problems of two and three years ago were not fatal problems; they were problems of transition. In the face of television competition, radio was obliged to alter some of its concepts and functions. Events have shown that the alterations have been made in good order and that the radio structure of today is sound.

The wake now may be turned into a celebration.

And Why Not, FCC?

IT HAS been suggested that there is a simple way out of the FCC's strike application dilemma (except for those already to be dealt with).

Since April 14, 1952, when the freeze was lifted, all parties have been on notice to get their applications on file, if they are so minded. Those who are lying back may be doing so for strategic reasons. Or they may be doing so for strike or shake-down purposes.

The suggestion is that the FCC forswear designate all mutually-exclusive applications for hearing without necessarily specifying the dates. Under the FCC's new procedure they then would be protected against the filing of competing applications of late-comers. A simple change in rules would do it. Due process would be observed.

Why not, FCC?

War Chests

UNION negotiations and union trouble are nothing new in broadcasting, but since the development of television they have become more complex and acute. No sooner does management make an uneasy peace with one bargaining group than another takes up the cudgels. Indeed in television the gloomy progression of negotiations is so intricate that it is often impossible for management to decide whether the union it is dealing with at the moment actually has jurisdiction.

A constant threat in this interminable round of labor-management conferences is the unhurled strike which can put a station off the air and, in some instances, keep it off the air for days and even weeks. As this was written, WDAF-AM-TV Kansas City were going into their fourth week of silence, and, of course, fourth week of total loss of service to the public and of operating revenue, as a consequence of a strike of AFTRA announcers. The stations' engineers have refused to cross the AFTRA picket lines. The issue is that vicious "pay within pay" device.

Unions, being in the negotiating business exclusively, have fixed revenue from their members that is in part laid aside as a war chest with which to support members when they go on strike. Too often a strike becomes automatic, or at least almost irresistible, when the war chest gets big enough to keep the members in coffee and cakes during a prolonged walkout.

As a general rule, management has no such financial reserve established to defend itself against labor trouble. Stations are in business to make money for their stockholders. Any money beyond a reasonable emergency backlog is usually paid out as dividends as soon as it accumulates. A surprise strike may easily catch a station with its bank account down, and if the strike is prolonged, the station may be forced to seek outside funds to keep it going while it fights for a reasonable settlement with the union.

In such a situation, of course, the union's tactical position is improved and the station's worsened. The lesson here would seem to be that nowadays it would be wise for stations to store up a reserve fund for use in strike emergencies.

Unhappily it may not be possible for a station to lay away as much of that kind of fund as a union can. Unions enjoy tax exemption. Stations are limited by severe tax restrictions in the amount of reserve they can carry on their books for any purpose. It behooves stations to begin looking to their own books to provide for strike contingencies. In these times of growing unions and growing union strength it is the only prudent thing for management to do.

God Save the Queen

IN A thousand years of history, coronations of British kings and queens have been disturbed from time to time by such distractions as murder, war and fratricidal intrigue. It took the modern miracle of television, however, to invent an unprecedented violation of the dignity which desirably, should surround that solemn ceremony.

Neither American nor British television interests can claim innocence in the affair.

The hysterical coverage by two U.S. networks attached more significance to an airplane race than to events in Westminster Abbey, giving the American public a sort of hot rodder's interpretation of the ceremony.

The department of the American TV interests, however, was in no worse taste than that of the statement later issued by the British Broadcasting Corp. claiming that coronation films on American TV had been "marred... by the introduction of advertisements" and asserting the U. S. companies had broken a pledge to keep commercials out.

It is, of course, BBC policy to disparage commercial television whenever possible. BBC lives in the by no means neurotic fear that if commercial TV were admitted to England, BBC would be out. One must say, however, that the coronation was hardly a suitable occasion on which to advance the BBC's propaganda of self-preservation.

As for American coverage, now that the coronation is over it is hard to see why the networks were so steamed up. The event was certainly of interest, but was it of enough interest—in America—to justify the extravagance of special planes and crews? Our guess is that it would have been better to wait for finished film processing and editing and less expensive transportation.

The mere spending of money in large quantities should not, as seemed the case here, be an end in itself.
Late in May, the new Italian liner Roma arrived in New York on her maiden voyage, first modern vessel to make a major effort to attract American tourist traffic into the Mediterranean. The New York Times reported: "The ingenuity with which the Italian shipbuilders have completely rebuilt and redesigned the interior and exterior of the ship gives no indication that she started life as an American-built escort carrier, one of the baby flat-tops of World War II."

In every phase of American life, Italian creativeness makes its daily contribution... to our motor cars, our clothes and menus, to our motion pictures, our interior decoration and our industrial design. If it's smart, if it's new ... chances are it's Italian.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you the way to turn this Influence to the profit of the product you advertise.
To sell frozen foods to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Frozen foods or hot tamales, the way to sell in inland California is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.
(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market— inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative