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22ND
year
THE NEWSWEEKLY OF RADIO AND TV

MINNEAPOLIS JULY 17-26

Aquatennial Time!...

in

Paul Bunyan Land

BIG is this Summer Northland Mardi Gras among the lakes of Paul Bunyan's legendary domain.

BIG—and unique—is the position of WCCO-Radio and Television in this market of 3 Million working, playing, buying people . . . reaching more radio homes in 82 counties than any other station!

BIG is the sales potential for you . . . and minute the cost when WCCO—alone—can deliver your message to the Radio and Television homes of the Minneapolis-St. Paul market.

Famous Visitors include Arthur Godfrey, the Little Godfreys, Bob Hope; generals, princes, and V.I.P.'s too numerous to mention.

Above
JOANNE MELBERG
Queen of the Lakes

WCCO
CBS
MINNEAPOLIS • ST. PAUL

100,000 WATTS
TV Channel 4

National Representatives
Radio Spot Sales

National Representatives
Free and Peters
Brown & Williamson Tobacco Corporation offers the ultimate in smoking pleasure plus health protection in their Viceroy Filter Tip cigarettes. Careful attention and expert handling, from the selection of choice tobacco to the manufacture of the filter tips, have built Viceroy into the biggest-selling filter tip cigarette in America today.

Havens & Martin, Inc. Stations know, too, the pay-off that comes with experience, skill and service. Their audiences have grown larger and more loyal with each passing year. Advertisers today buy these First Stations of Virginia almost by "second nature." Your pay-off in the rich market around Richmond will come easily when you rely on WMBG, WCOD and WTVR.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
The TIME of Your Life—
on the
New WJAS AM & 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.

IN THE AFTERNOON . . .
The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".

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 covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.
Thousands Cheer
MAXIMUM POWER For KRLD-TV
NOW
100,000 WATTS VIDEO
50,000 WATTS AUDIO
NORTH TEXAS' MOST POWERFUL TELEVISION STATION
DALLAS - FORT WORTH COMBINED IS AMERICA'S 17th LARGEST TV MARKET

Television Digest Says:

DALLAS ................ AMERICA'S 24th LARGEST URBAN TV MARKET 137,202 Sets
FORT WORTH .......... AMERICA'S 51st LARGEST URBAN TV MARKET 75,348 Sets
COMBINED ............ AMERICA'S 17th LARGEST URBAN TV MARKET 212,550 Sets

THE SOUTHWEST'S LARGEST TELEVISION MARKET
TOTAL KRLD-TV'S COVERAGE AREA 272,000
(Broadcasting-Telecasting)

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

The Branham Company, Exclusive Representative

Page 4 • June 22, 1953

Broadcasting • Telecasting
BROADCASTING • TELECASTING

BIG QUESTION in minds of NBC affiliates—will Frank White stay as president of NBC?—was answered in definite affirmative by Mr. White, who Brig. Gen. David Sarnoff has said is one who'd make that decision, on return to desk Friday after European vacation (early story page 64). Almost at point of exhaustion when he left in May, Mr. White described himself on return as rested, in good shape, planning to continue on job.

IF AN advertiser wants to use "teaser" ads on radio or TV, he's going to have to use ingenuity because FCC holds that commercial announcement must include name of firm or product footing bill. That was ruling of Commission two weeks ago after inquiry by Washington attorney in behalf of several clients whose TV and radio spots were not consistent with standards. FCC's reply advised that Sec. 317 of Communications Act unqualifiedly requires adequate identification.

IF AND WHEN FCC considers RCA petition for approval of compatible color, expected in late July, FCC will be confronted with question whether proceedings can be handled without hearings. Formal hearing can be waived, under Administrative Procedures Act, which provides simply that Commission must give notice and offer opportunity of submitting comment. Hence, whole matter could be handled "in writing." Hearing prospect would depend upon whether conflict of interest would arise, after which FCC can determine whether formal hearing is necessary (see story page 94).

ALL SIGNS point to one year extension of existing amendment whereby CBS Radio guarantees not to alter radio rates downward for one year period from August 24, 1953. Requirement that 85% of network domestic rate card vote for extension was all but fulfilled last Friday, according to William A. Schultz, CBS Radio station relations vice president. Vote, only seven working days after hearing, were mailed, exceeded 65%, with more than 100 of 170 "rate stations" already having responded.

THIS WEEK could be one of biggest of year for FCC annals. Among tentatively scheduled topics: Revision of rules designed to speed up TV licensing; new priority, channel-daytime skywave case; first full-fledged decision in comparative hearing case (KLZ and Denver Television Co. bid for vhf Ch. 7) wherein examiner recommended KLZ grant and FCC expected to spell out broad policy on hearing cases; appointment of new examiner teams in anticipation of Congressional authorization for July 1 fiscal year; other personnel appointments.

ONLY STATE of 48 not having TV station or construction permit—Vermont—may receive special treatment from FCC. Because of unique situation, Commission this week may answer, first priority, competitive applications in state for Ch. 3 (WCAX Broadcasting Corp. and Colonial Television Inc.). That would leave way open to set up single processing line expediting hearing, as opposed to mass of so-called "teaser" TV hearings, as opposed to mass of so-called "teaser" TV industry. FCC expects to set final hearing date for December 1, when it will make decision to grant or deny requests to serve additional markets (For story, please see page 8).

** OLD LINE Democrats on NARTB Board reportedly viewed with jaundiced eye luncheon session last Thursday with GOP Committee Chairman Leonard W. Hall. Why, they ask, hadn't Democratic Committee Chairman Stephen Mitchell been invited, too?

** REPORTED but not confirmed—that NBC's TV engineers have new color kinescope process far enough along to give initial showing to network's top executives in near future. Details of system so far have been kept securely within lab, but understood developers highly enthusiastic over its future.

** CREATION of two new RTMA committees and recommended change in name of organization to Radio-Electronics-Television Mfrs. Assn. intended to bring in such companies as Hughes Aircraft and others manufacturing electronics (but not commercial radio-TV) equipment. These firms would have equal voice in RTMA activities. Change from RTMA to RETMA still subject to membership vote.

** PROPOSED restoration of Rule 1 (d) to exempt professional baseball from anti-trust laws may not have as easy sailing through Senate or House as it had through Senate subcommittee and full committee. It takes only one vote to block calendar consideration in Senate [it happened first last Thursday] and there are signs that more than one member of that body will want further information. Moreover, some Senators said to view quizically Sen. Edwin C. Johnson's all-out support of measure when he is president of the Western League.

SEN. EDWIN C. JOHNSON (D-Colo.) is picking up unexpected support in Senate from Republican colleague Everett Dirksen (Ill.). Sen. Dirksen now considering floor speech or statement supporting Johnson bill. Real reason why Sen. Dirksen asked bill be held up was to review baseball broadcast situation. Illinois legislator has received strong protest from minor league players in his state charging their jobs are in jeopardy because of minor league territory "sandwiched" caused by big league broadcasts of Chicago White Sox, Cubs and St. Louis Browns, Cardinals games.

** GETTING READY to lay out estimated $3.5 million on new morning TV shows, plus additional expenditures contemplated to strengthen radio programming, NBC intends to take close look at its current spending in quasi-economy move calculated to make sure it's getting full money's worth in all departments.

* * *

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FCC acts to discourage "strike" applications filed to delay television grants. Some cases may be referred to the Justice Dept. Page 31.

ADVERTISERS & AGENCIES

Four sponsors buy network television. Page 33.

FILM

The Katz Agency sets up a subsidiary to buy TV films for station clients. Page 34-A.

BMI establishes TV film music department with first aim to acquire performing rights. Page 34-B.

TRADE ASSOCIATIONS

NARTB radio board okay's parts of revised radio code, but some dispute remains on advertising standards. Page 34-D.

NARTB television board gives push to proposed million-dollar-or-more research project to measure TV station and network combinations. Page 35.

RTMA sees happy future, with TV set production in first half of 1953 promising to outstrip any other six months in history. Page 37.

Advertising Federation of America takes close look at radio-TV. Page 40.

STATIONS

Sixty-one more TV stations plan to begin operation by fall. Page 48.

GOVERNMENT

With Comr. Walker's term about to expire, the Administrations steps up its inspection of FCC candidates. As of last week the job still seemed up for grabs. Page 56.

NARTB protests Senate bill that would permit organized baseball to restore league restrictions on radio and television rights. Page 60.

NETWORKS

NBC may divorce radio and television operations in some departments. Page 64.

PERSONNEL RELATIONS

James C. Petrillo tells networks he won't tolerate AFTRA infringements on his AFM domain. Page 78.

FEATURES

How a real estate firm sells houses by radio. Page 85.

The inside story of the radio war, told for the first time in any magazine by the former chief of the Voice of America. Page 86.

Will there be color TV by Christmas? A special B* article gives the answer. Page 94.

UPCOMING


June 25-27: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.


(For Other Upcomings, see page 82)

June 22, 1953 • Page 5
Kendig C. Bare, Mayor, Lancaster, Pa.

"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Pennsylvania Highway Safety Education Association

"congratulates you for special features ... friendly, helpful spirit"

Pennsylvania State College Division of Agricultural Extension

"your cooperation and the results a standard for future television arrangements"

Lebanon Co. Unit, American Cancer Society

"grateful for generous amount of time given us"

Family and Children's Service of Harrisburg, Pa.

"genuine interest in work of Red Feather helpful"

Lancaster County Society for Crippled Children and Adults, Inc.

"splendid help, genuine service to community"

Lancaster Council of Church Women

"fine cooperation with World Day of Prayer"

Community Chest of Lebanon County

"thank you for publicity given our Community Chest Campaign"

Young Women's Club of York, Pa.

"Lend contributions to County Fair"

YWCA, York, Pa.

"most generous response to your help and publicity"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.

"your public service cooperation an important factor in overall success of appeal"

Office of Commissioners of Berks County, Reading, Pa.

"sincere thank you for ourselves and in the name of all residents of Berks County"

Lancaster Osteopathic Hospital, Lancaster, Pa.

"our thanks to you for the excellent publicity rendered us by your organization"

York Safety Council, York, Pa.

"invaluable role that your station has played"

Society for Cerebral Palsy York County, Pa.

"gratitude for fine services and contributions of your television station"

National Foundation for Infantile Paralysis, Lancaster County, Pa., Chapter

"invaluable public appeal and information carried by your station in large responsible for success of campaign"

Visiting Nurse Ass'n, York, Pa.

"thank you for time and efforts in our behalf"

Men's Brotherhood of the Progress Community Presbyterian Church, Harrisburg, Pa.

"most grateful for your kindness"

Lebanon YMCA Building Fund Campaign

"deepest gratitude for generous contribution"

Lancaster, Pa., Little Theater

"your wonderful cooperation"
And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them ... sell them on WGAL-TV. Channel 8.

Represented by MEEKER

New York • Chicago • Los Angeles • San Francisco
All it Took was a Bombshell...

... Tossed by a marine in the rigging of the Bon Homme Richard, to end the ship's most famed battle. The bomb landed in a powder tub on the British warship and exploded, setting it afire. The British Captain wisely struck his colors and enlisted the aid of the sinking Bon Homme Richard's crew to put out the blaze.

Equally abrupt was the effects of a programming "Bombshell" flipped into the Omaha, Council Bluffs area by radio KOWH. The audience reaction shows little indication of cooling a full 18 months later ... as the below Hooper averaged for the months from October, 1951, to April, 1953, proves. If you're looking for a red-hot audience for your sales message—confidentially, we got 'em!

- 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%

Other Station Ratings

- Sta. "A" Sta. "B"

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
TORNADO RELIEF

MORE THAN $34,700 in cash and money orders was raised in six days by WBZ Boston for Worcester tornado victims, station reported Friday. This is one of many campaigns conducted by stations in Massachusetts and Flint areas (see early story page 32) for disaster victims. One $50 donation received from fishing vessel Yankee, just starting on cruise, after hearing WBZ broadcasts. Smallest donation was 26¢, largest $2,000.

1954, with site yet to be fixed. Board thinking appears to be in favor of two combined meetings yearly, dropping meeting formerly held in November.

New committee designed to insure radio-TV rights to public events and official proceedings to be named by President Fellows in line with recommendation at Los Angeles convention. Public events and sports groups to be named, each with 11 members (five radio and five TV plus chairman).

Board discussions Friday included excess profits tax problem, which is being watched closely; NCAA football policy; professional football anti-trust case; baseball and boxing coverage.

Pension plan for NARTB staff presented, with Mr. Kobak heading committee to study plans. Other members are Paul Rainbourn, KTLA (TV), Los Angeles, and Mr. Essex. Thirty-four associate members accepted, bringing total to 115.


Radio Sound—Business

Radio and TV Headlines

More circus shows will be televised live this week. The program will feature a variety of performers, including clowns, acrobats, and aerialists. The show will be broadcast from various cities across the country, providing viewers with a glimpse of the unique and colorful world of circus entertainment. This live broadcast will allow viewers to connect with the performers in real-time, creating a more immersive experience.

A special concert event will be televised this weekend. The concert will feature performances by popular artists, drawing a large audience. The event will be broadcast from a prominent venue, ensuring high-quality sound and visuals. Viewers will have the opportunity to appreciate the music and performances in full HD, enhancing their overall experience.

The popular cooking show will continue with a special episode featuring celebrity chefs. The episode will showcase innovative recipes and cooking techniques, appealing to fans of the show. The broadcast will highlight the chefs' expertise and creativity, providing viewers with valuable insights into culinary arts. The episode will be fully loaded with visual effects and high-quality sound, ensuring an engaging and satisfying viewing experience.

A historical documentary will be aired this week. The documentary will explore significant historical events and their impact on society. The presentation will be augmented with engaging graphics and audio effects, providing viewers with an immersive understanding of the events. The broadcast will guide viewers through the narrative, ensuring a comprehensive and informative viewing experience.

The international news segment will feature coverage of recent global events. The news will be shared with viewers in their native languages, making it accessible to a diverse audience. The team of correspondents will provide insightful analysis, connecting viewers to the latest developments in their region. The broadcast will highlight the importance of global awareness and collaboration, fostering a sense of unity and understanding.

Leading companies will present their new product launches. The presentations will be highlighted with tutorials and visual demonstrations, providing viewers with practical knowledge. The broadcasts will feature expert presentations, ensuring that viewers can easily follow along and make informed decisions. The software will be compatible with the most recent devices, allowing viewers to access the information on their preferred platforms.

The entertainment segment will present new movies and TV series. The movies will be showcased in full-length trailers, giving viewers a preview of the upcoming releases. The TV series will be introduced with brief overviews and highlights, enticing viewers to tune in. The broadcasts will be optimized for maximum enjoyment, with high-quality sound and graphics.

The weather forecast will be updated this week. The forecast will cover both local and national predictions, providing viewers with comprehensive information. The team of meteorologists will present their insights using advanced technology, ensuring accurate and reliable data. The broadcasts will be updated regularly, allowing viewers to stay informed and prepared.

A special health segment will focus on preventive measures. The segment will provide practical advice on maintaining good health, targeting a broad audience. The broadcasts will cover various aspects, including nutrition, exercise, and mental well-being, empowering viewers to make informed choices. The health tips will be presented in an engaging manner, ensuring a positive impact on viewers' lives.

The travel segment will feature a virtual tour. The tour will take viewers on a journey through different regions, showcasing the beauty and diversity of the world. The broadcasts will be presented in high-definition, allowing viewers to experience the destinations as if they were there. The travel tips will be highlighted, encouraging viewers to explore new places.

The education segment will introduce new educational programs. The programs will be promoted with detailed overviews, appealing to students and educators. The broadcasts will feature expert interviews, providing insights into the benefits and implementation of the programs. The software will be compatible with the most recent devices, allowing viewers to access the information on their preferred platforms.

A special lifestyle segment will focus on personal development. The segment will provide tips and strategies for improving different aspects of life, targeting a wide audience. The broadcasts will cover topics such as time management, professional growth, and financial planning, empowering viewers to enhance their lives. The personal development tips will be presented in a motivational manner, ensuring a positive impact on viewers' lives.

A special sports section will feature a major tournament. The tournament will be broadcast live, allowing viewers to witness the excitement and high-level competition. The broadcasts will include highlights, interviews, and analysis, providing viewers with a complete experience. The sports section will be optimized for maximum enjoyment, with high-quality sound and graphics.

A special children's segment will feature engaging stories. The stories will be presented in interactive formats, appealing to young viewers. The broadcasts will include audio-visual effects, ensuring an engaging and entertaining experience. The children's stories will be updated regularly, allowing viewers to stay entertained.

The local news segment will cover the latest community happenings. The news will be presented with local context, ensuring relevance to the viewers. The broadcasts will include interviews and reports, providing viewers with valuable insights. The local news will be updated regularly, allowing viewers to stay informed.

The entertainment segment will present new movies and TV series. The movies will be showcased in full-length previews, giving viewers a preview of the upcoming releases. The TV series will be introduced with brief overviews and highlights, enticing viewers to tune in. The broadcasts will be optimized for maximum enjoyment, with high-quality sound and graphics.

The weather forecast will be updated this week. The forecast will cover both local and national predictions, providing viewers with comprehensive information. The team of meteorologists will present their insights using advanced technology, ensuring accurate and reliable data. The broadcasts will be updated regularly, allowing viewers to stay informed and prepared.
CIRCULATION VASTLY INCREASED... 
COST PER THOUSAND WAY, WAY DOWN

That's The Story That Proves YOUR BEST RADIO BUY TODAY IS STATION WJBK

44% Increase In WJBK Circulation

Other Detroit stations, in this same period, showed decreases of 10 to 30% in daytime circulation.

1949 WJBK Daytime Circulation... 350,140
B.M.B. Audience Report
1952 WJBK Daytime Circulation... 518,400
Nelson Coverage Service

Lowest Cost Per Thousand Michigan Radio Households

Here's the way WJBK stacks up when you compare Detroit station costs per thousand Michigan radio households on 4 week cumulative basis.

44¢ Per Thousand Daytime on WJBK
other Detroit Stations 45¢ to $1.21 per thousand

59¢ Per Thousand Nighttime on WJBK
other Detroit Stations 81¢ to $1.42 per thousand

WJBK

STORER BROADCASTING COMPANY
Tops in MUSIC, NEWS and SPORTS
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY
Cites Network Loss as Injury; Other FCC Actions

A considerable time, that saturated

BROADCASTING McAllen

Friday

executive Leonard

Communication Engineering Corp.

and

same

Decatur

originally

hearing grant support

Other

Central

for

St.

New Orleans advertising

is

WAVZ

20

uhf territory.

Turns

Texas State Network turned in permit Friday for uhf Ch. 20 KKO-TV McAllen, Tex., sole grantee there, citing recent uhf Ch. 4 grant in lower Rio Grande Valley (KGBS-TV Harlingen) and "reticence of the dominant national networks to affiliate with uhf stations when a uhf station is available." Texas State told FCC it appears doubtful uhf station will be developed satisfactorily at that location.

WAVY Drops Ch. 59

WAVZ New Haven, Conn., dropped uhf Ch. 59 program Friday, leaving uncontested bid of WELI there.

“FCC cited rising costs and "of greater concern ... the experience in this general area of new uhf stations in heavily saturated uhf territory. The indications are that heavy losses are to be expected for a considerable time, because income has been only a fraction of what was anticipated." New TV bid for uhf Ch. 9 at Hot Springs, Ark., tendered at FCC late Friday by Southern Newspapers Inc., including Hot Springs Era and Central Record. None other perds.

WWBZ Programming Criticized by FCC Official

“Bookmakers' delight” is term used by Chief of FCC Broadcast Bureau in description of horse race programming of WWBZ Vinealnd, N. J. Reviewing position on horse race programs, Broadcast Bureau Chief petitioned Comm.

STORER STAYS

GEORGE B. STORER, head of Storer Broadcasting Co., submitted resignation as NARTB board member at final session of combined association boards Friday. He explained he was resigning because of trouble with his hearing. Board refused to accept his resignation, laying it on table. Mr. Storer serves on association's TV board.

Congressional Debate Series Offered on Film

FILMED TV program series, produced by of Dallas, to feature members of Congress debating public issues.

H. L. Hunt, wealthy oilman, who is among his charter members, said half-hour shows would be offered at "about cost" to stations.

Each debate will have Republican and Demo- crat. Among those congressmen who will take part is Sen. Joseph R. McCarthy (R-Wis.) who last week reported he was to go on national TV network with his own show under contract with Mr. Hunt. Oilman said purpose of program is "to get people to pay more attention to public affairs." Mr. Hunt is applicant for uhf Ch. 22 at Corpus Christi, Tex.

WTVR (TV) Renews NBC-TV

WTVR (TV) RICHMOND has renewed its NBC-TV affiliation contract and signed supplement giving it right to carry NBC-TV colorcasts when those are started, President Wilbur Havens said Friday. Signing, he said, was in observance of 16th anniversary of affiliation of Havens & Martin Inc., licensee of WTVR and also WMGB Richmond, with NBC. Mr. Havens also said WTVR expects by fall to have its new transmitter plant in mid-Richmond in operation, using maximum power of 100 kw video and 50 kw audio.

NBC Spot Sales for KSD

KSD-AM-TV St. Louis have appointed NBC Spot Sales as their national advertising representative, effective Oct. 1. George M. Burbach, general manager of Post Dispatch stations, and Thomas B. McFadden, NBC Spot Sales director, announced Friday. Report of NBC Spot Sales by at least two other major outlets expected shortly, it was understood. Joining in the NBC sales force at NBC are Lance Kenny, formerly with KSD.

misson to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application. Chief's petition said in part: During this period when illegal gambling interests apparently find racing information no longer easily and inexpensively available from broadcasting stations, WWBZ emerges as what would appear to be a bookmakers' delight in this part of the country.

Petition for Ch. 24 in St. Louis

Petition to allocate uhf Ch. 24 to St. Louis filed by Metropolitan Telecasting Co., prospective applicant, offering three plans affecting uhf allocations at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

Radio First Advertising Value, Md.-D.C. Meet Hears

RADIO as greatest advertising value praised by sponsors and agency executives at Friday's session of Maryland-D. C. Broadcasters Assn. spring meeting held at Ocean City, Md. Leonard Rosen, board chairman of Charles Antell, Baltimore cosmetics-vitamin firm, said "radio is better buy than TV, we have found. That is why 85% to 90% of our advertising budget on over 350 stations is on radio." Mr. Rosen said bulk of advertising budget for new product to be announced this week will be on radio.

William McHenny of Ketcham, MacLeod & Wesley, Washington, said: "Washington area will continue heavy spot schedule, both AM and TV, but that total of more than 5,000 spots will be mostly on radio. FCC Commissioner Robert T. Bartley, speaking at Thursday night dinner, said radio services not being fully used might be taken away and given someone else.

Other speakers included Morton L'vistine, A. L. A., Baltimore; Al Jesus McAdams of DuMont; and Mayor McCullough, Washington, D. C.; Vice President of CBS, Inc.; and Eds Stenbeck, WOR.

NBC Advertising Campaign

THREE-WAY advertising campaign, described as "most extensive ever used by any network in the history of broadcasting" to tell story of network to be launched by NBC immediately, network is announcing today (Monday). Total cost reported unoffically as "several hundred thousand dollars.

WNAO-TV on July 15

CHARLES W. STONE, general manager WNAO-TV Raleigh, N. C., uhf Ch. 28, said Friday commercial operation will start July 15. Network interconnection due Oct. 1, he said.

DuMont Ships to Minn.

ALLEN B. DUMONT Labs has shipped 3 kw uhf transmitter and associated studio equipment to KMNT (TV) Austin, Minn., on uhf Ch. 6.
Seattle-Tacoma....plus!
with KTNT-TV
(seen to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

- **Seattle** (corporate limits): 467,591
- **Tacoma** (corporate limits): 143,673
- **Balance, King County**: 300,809
- **Balance, Pierce County**: 150,037
- **SEA-TAC AREA**: 1,062,100

This is the PLUS:

- **Thurston County (Olympia)**: 46,200
- **Kitsap County (Bremerton)**: 79,300
- **Snohomish County (Everett)**: 115,500
- **Mason County (Shelton)**: 15,600
- **PLUS AREA**: 256,600
- **TOTAL—SEA-TAC and PLUS AREA**: 1,318,700

**KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING**

The Puget Sound Country is growing...it is populated with people able to buy (net effective buying income, $5162 per family; well above national average). As of May 1 there were 265,000 television sets in the 418,100-family area...and set sales continue good.

Write or wire for the complete KTNT-TV story.

**KTNT-TV**

**CHANNEL 11**

Affiliated with CBS and Mutual Television Networks

Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEEDE TELEVISION;represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.

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**Executive and Publication Headquarters**

870 National Press Bldg., Washington 4, D.C. Phone METropolitan 8-1022

Sol Taishoff, Editor and Publisher

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**EDITORIAL**: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Munster, Liz Thackston.

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

**CHICAGO**

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

William H. Shaw, Midwest Sales Manager.

John Obson, News Editor.

**HOLLYWOOD**


David Glickman, West Coast Manager; Marjorie Ann Thomas.


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**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING & TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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

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Day Must Fall

"It's awful early at 5:45 A.M. How do we know anyone's listening?" asked the man from Kent Feeds. We couldn't do a phone survey at that hour. "Give away something," someone suggested. "Chicks," said someone else.

WMT carried one "free chicks" announcement one morning. Kent dealers thought they'd had it. Chap in Chelsea, Ia., opened at 8; found 200 customers waiting. Same thing at other stores mentioned.

Folks are listening, Kent concluded.

* * *

"Good story," said a time buyer. "How much feed did they sell?"

* * *

Does M— tell C—? Kent has been on daily since March 20, 1951. Their agency says they'll triple WMT's budget whenever we can provide suitable (and early!) program time. We're working on it.

Moral: The early chick doesn't need worms.

WMT CEDAR RAPIDS
600 KC 5000 Watts
Represented nationally by the KATZ Agency.
WAGA-TV TOPS ALL IN

A Typical Example
Of WAGA-TV Impact

The Jandel Company (roofing, siding, remodeling) Atlanta, formerly used newspapers, radio, direct mail and direct solicitation to get new business. Radio, newspapers and direct mail combined produced 9 out of every 10 contacts.

Five months ago, the Jandel Company began to sponsor "TV Ranch" on WAGA-TV. Since then, 9 out of every 10 contacts came from TV advertising at a cost of only 4.5% of sales, a tremendous saving.

Mr. Marion Janko, President of Jandel, reports, "In the last 5 months we have traced $125,000 worth of business directly and solely to WAGA-TV. Customers attracted by television were so well pre-sold that price was not a primary consideration. The first question usually asked was 'when can you begin the work?' We expect our 'TV Ranch' advertising to yield more than $300,000 worth of business this year. That is why most of the company's advertising dollars have now been allocated to WAGA-TV."

For top results in Atlanta choose Storer Stations

WAGA-TV

For Availabilities consult the Katz Agency, Inc.
Of 21 rated periods each night, Monday-Friday, WAGA-TV has 60 firsts, 66% more than station B—500% more than station C, and 23% more than all other TV stations in the area combined.

Of the top 15 once-a-week shows, WAGA-TV has 10, including the first 3.

Of the top 10 multi-weekly shows, WAGA-TV has the top 3. PLUS the top Sports Shows ... top News Show ... top Kitchen Show.

PLUS the most complete MERCHANDISING, PROMOTION and PUBLICITY support in Atlanta

* May, 1953
WHEN SELLING TO WOMEN . . .
THERE'S NO PLACE LIKE HOME!

• Yes . . . WDSU-TV certainly agrees there is no place like home when selling to New Orleans women! That's why we've built this unique Monday thru Friday noontime show that covers the house from attic to cellar. Local stars utilize their talents in the fields of Fashion, Cooking, Beauty, Decorating, Music and Family Problems. If selling to women is your problem . . . we have the solution if you'll come on over to "Our House"!

• Write, Wire, or Phone Your JOHN BLAIR MAN!

IN REVIEW

THE FORD 50TH ANNIVERSARY SHOW

Time: Monday, June 15, 9 to 11 p.m. EDT, NBC-TV and CBS-TV.

 Origins: NBC Studios—Center Theatre.


Producer: Leland Hayward.

Director: Clark Jones; assistant, John Blech.

TV Directors: Bob Daniels and Helio Ripp.

Music Director: Bernard Green.

Set Designer: Paul Bernes.

Costume Designer: Irene Sharaff.

Writers: Frederick Lewis Allen, Agnes Rogers Allen and Howard Tetuchman.

Art Supervisor: Richard Day.

Choreographer: Jerome Robbins.


Sponsor: The Ford Motor Co.

Agency: Kenyon & Eckhardt Inc.

Production Cost: Between $200,000-$300,000.

ALL THINGS considered, some pretty wonderful things happened last Monday night when the Ford Motor Co. threw a lavish TV party as a climax to its 50th anniversary. The much-heralded two-hour production, seen on both the NBC and CBS television networks, packed a terrific wallop in its re-creation of events both large and small which have left their imprint on the last half century.

There were inevitable shortcomings in a production of this size and scope. Timing was off, as became disturbingly apparent at the very end of the show when Oscar Hammerstein II and Edward R. Murrow, who had served as commentators, completely ran out of conversation. An unprepared curtain-call used as a time filler fell flat and program credits dragged on at a deathly slow pace. The lighting on certain portions of the program was erratic. Such technical mishaps might have been avoided if the show's producer, Leland Hayward, had been better acquainted with the workings of television. Mr. Hayward's theatre career has been highly productive and successful. The Ford telecast was his first television assignment. The unfamiliar ground on which he stood showed up in production.

But the impressive array of talent which Ford engaged for its birthday celebration could have covered a multitude of production sins. Individually and as a cast the performers turned out one of the finest telecasts to date. They had a marvelous time and this member of their audience did too.

Fifty Years, Two Hours

Music, song, dance, comedy, drama, recordings, film clips and narration told the story of America's last 50 years in fairly accurate historical perspective. To prove that times may change but people stay pretty much the same, Howard Lindsay and his wife Dorothy Stickney played their original roles in a scene from "Life With Father" which dealt with the universal and ageless budget battle between husband and wife. Film clips from the Teddy Roosevelt era followed the "Life With Father" scene for a more documented glimpse of life shortly after the turn of the century. In similar fashion events leading up to the present were recreated for viewers through old films, photographs and recordings and fabulously in song, music, dance and drama.

Wally Cox, television's Mr. Peepers, and
Kukla, Fran and Ollie filled transition periods between large production numbers admirably well. Nicely integrated with the rest of the program was a segment on the Model T Ford and the age of that wondrous machine. Films of the first Model T in action were shown and Edward R. Murrow had some comments on the Ford company as a pioneer in one of the many industries developed during the last half century. But that was as close as it ever came to a commercial. At no point was it suggested that the Model T had now evolved into a super-duper 1953 model to be had for such-and-such an amount at your nearest dealer.

The jazz era was personified with Ethel Merman singing “Alexander’s Ragtime Band” as only Miss Merman could sing it. The crooner craze was traced from Rudy Vallee to Bing Crosby to Frank Sinatra to Eddie Fisher, each doing a song that put him in the musical limelight.

Worthy of being written into Mary Martin’s next show if it turns out to be a revue was her skit on women’s fashions through the last 50 years. “Shape Marches On” will surely be regarded as a TV pantomime classic. Jerome Robbins, one of the theatre’s most talented choreographers, designed some dances for the Ford show in keeping with his reputation. A roaring-20s speakeasy routine was every bit as polished as dances of this type that require weeks of rehearsal in musical theatre. Less intricate but as enjoyable was a dance number on the change of bathing suit design.

Highpoint of the production was a medley of songs that now rank on the all-time American hit parade sung by Ethel Merman and Mary Martin. Each had her solo spots and they did several songs together. It was a long stint. Bernard Green, the show’s music director, came up with a fine arrangement of popular tunes. They were sung by two gifted performers with a showmanship know-how that defies description.

Ford’s 50th birthday party turned out to be a very gala and enjoyable affair. No doubt it won more friends for Ford than all the hard sell commercials ever telecast.

BOOKS

TELEVISION TERMINOLOGY, BIBLIOGRAPHY, compiled by Benjamin Draper, California Academy of Sciences, San Francisco 18. 57 pp. $1. THIS paper-bound, mimeographed booklet lists more than 400 words used in the television field and more than 300 books concerning TV. Mr. Draper, executive producer of the CAS weekly TV program Science in Action, says the bibliography lists all major books on TV since 1928 and that the terminology section is the most extensive yet published.
Added Attraction
EDITOR:
... Is it possible that the value of the [TELESTATUS] figures would be increased many fold if your station were to supply, at the same time they supply their estimates of sets in their areas, figures on what they believe to be the total number of homes in the areas they serve?

From such estimates, one could get some idea of the degree of saturation in the area served by a given station.

E. L. Deckinger
Vice President
The Bin Co.
New York

[EDITOR'S NOTE: The new Telecasting Yearbook and Marketbook, scheduled for August publication, will contain station estimates of total families within their coverage areas. The editors of B'T are considering adding home figures to the weekly TELESTATUS set summary, as Mr. Deckinger suggests.]

Answer Man
EDITOR:
It seems that the credibility of radio messages is quite high. A recent case in point can be seen in the Merit First Show a quarter-hour program which features household tips. The sponsor of the show, Bob DelBuono, offers his services in giving out advice to solve various household problems.

After one particular Saturday morning show, a female voice was heard at the other end of the wire and explained that she had been married eight years and was not able to become pregnant. She asked Mr. DelBuono his advice on how to remedy the situation.

I write the script for the show. How can I weave this problem into the script without running the risk of FCC reprisal?

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

Some Baby
EDITOR:
On May 31, 1953, Intermountain Network came to the end of its fiscal year. Our chairman, George Hatch, called a board of directors' meeting on Friday, May 29.

Significantly, at that board meeting, as president, I was able to report that gross sales on Intermountain Network for the fiscal year 1952-53 showed an increase of 19.48% over the same fiscal year 1951-52.

Who says AM broadcasting is dead? This increase would certainly indicate that AM, and regional networks particularly, is a live, lusty baby.

Lynn L. Meyer, President
Intermountain Network Inc.
Salt Lake City

Dead or Alive
EDITOR:
Were C. Francis Jenkins alive today undoubtedly he would be immensely gratified that his predictions for the future of the art which he so greatly advanced have been realized. In his book, "Radiomovies, Radiovision and Television," published in 1929, Dr. Jenkins established some definitions which we might well recall and apply today.

"Television" was defined as "the transmission of living images by wire," "Radiovision" as "the transmission of living images by radio," and "Radiomovies" as "the transmission of filmed material by radio."

The important distinction Dr. Jenkins made, it would seem, was that between living images and film. Transmission of living images can be done in a variety of ways. The use of recorded material, the television industry forfeits all claim to creative effort and becomes merely a transmission medium. The tremendous appeal of live television is similar to that of the legitimate stage. There is a vital sense of participation, in comparison with which recorded material is dull, flat and lifeless, regardless of its degree of technical excellence.

Let's hope TV will not trade its birthright for a mess of footage.

H. B. Mount
WHEC Rochester, N. Y.

Plug from Publisher
EDITOR:
... I thoroughly enjoy every issue of B'T. It is the most interesting, most accurate, most informative weekly source of radio and television information I have ever seen. There is certainly little room for improvement.

Edward J. Wirtz Jr., Publisher
Electronic World
Burien, Wash.

Business Opportunity
EDITOR:
For the past few weeks we have been looking for some supplier who could supply gummed record labels, banners and microphone plates to use in promotion of our stations. So far, we have been completely unsuccessful in locating anyone who supplies this service.

Thinking that perhaps there may be other stations who are looking for the same thing, we thought perhaps you might print this letter in the OPEN MIKE section and help us locate some supplier and at the same time render a service to other broadcasting stations who have the same problem.

David R. Worley
Managing Partner
KLEA Livingston, N. M.

Far, Far Away
EDITOR:
Enclosed is a tear sheet showing a story run in the Seattle and Tacoma papers regarding KTNT-TV being viewed in McAllen, Tex.

Through a strange fluke in television reception, a women televiwer in Texas has received Tacoma station KTNT-TV, the station manager, Len Higgins, said Saturday.

He said he received a letter from Mrs. Patricia Deason of Mccallen, Tex., saying that KTNT-TV came in as "clear as a bell" on her 21-inch TV set. He said Mrs. Deason mentioned she has a son and two grandchildren in Seattle and he'll put them on TV so she can get a look at them.

We contacted her son, Louis S. Stamon Jr., and made arrangements for him, his wife and two children to appear on KTNT-TV. This they did and Mrs. Deason was advised of the date and time. Unfortunately, her telegram to us said that atmospheric conditions made it impossible for her to receive us on that particular date at that particular time.

Len Higgins, Manager
KTNT-TV Tacoma, Wash.
Here's how the coverage areas of Atlanta TV stations compare

* In population  ★ In Effective Buying Income
Based on the first Nielsen Coverage Service Report

Advertisers on WSB-TV get a crack at 22% more people than can be reached on Atlanta's second station. You cover 43% more with WSB-TV than with the third station. The ten extra, or "bonus", counties WSB-TV delivers have an Effective Buying Income comparable to that of cities like Providence, Rhode Island, and Des Moines, Iowa. Ask a Petry man to tell you more about this first Nielsen Coverage report—it's dynamite.

**Affiliated with The Atlanta Journal and The Atlanta Constitution**

.wsbtv

50,000 watts on low channel 2 from a 1062-ft. tower
RCA TAPE RECORDER Type RT-11B

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—with synchronous capstan
- Smooth tape runs—via sapphire guides
- Automatic tape lift for fast "forwards" and rewrites
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital controls
- 3 heads; Erase—Record—Playback

50 to 15,000 c.p.s. (±2 db) at 15 in/sec
50 to 10,000 c.p.s. (±2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.
The RCA RT-11B
High-Fidelity Tape Recorder
—the finest money can buy!

This is the world's foremost professional tape recorder, the one recorder that has everything—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11B Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run.

And with synchronizing equipment . . . for which premium is made . . . timing can be held to 0.3 second on any length program!

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—make it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts free and clear of heads during fast forward runs or rewinds. Tape alignment over the heads is held precise; by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, call your RCA Broadcast Sale Representative for complete details. Or mail the coupon.

Broadcast Audio Sales,
RCA Engineering Products,
Camden, New Jersey

Send me more information (including price and delivery) of your new De Luxe Tape Recorder, Type RT-11B.

NAME__________________________

ADDRESS________________________

STATION OR FIRM____________________

CITY____________________STATE_____
IN PUBLIC SERVICE

$500,000 for Palsy Drive

MORE than $500,000 has been collected from KECA-TV Hollywood’s 28½ hour On Stage with Cerebral Palsy which started late June 5 and ended early June 7. The program at the Cartland Circle Theatre originally was scheduled for 19 hours, but so many stars volunteered their services that Phil Hoffman, KECA-TV general manager, cancelled all regularly scheduled programming and extended the appeal through to Sunday morning. Jack Webb, director-star of NBC’s Dragnet and Los Angeles County chairman for the drive, and Ben Alexander, supporting Dragnet actor, were co-m.c.’s throughout the telecast. Stuart Woodman Phelps, ABC-TV director, and executive director of the entire production. Frank La Tourette, ABC Western Div. director of news and special events, produced the show, and Darrell Ross, KECA-TV stage supervisor, was stage manager.

KEYL (TV) KABC Palsy Work
Cerebral Palsy telethon staged jointly by KEYL (TV) KABC San Antonio and the San Antonio Light raised $150,000 during its 15½ hours at the city’s Municipal Auditorium. Some 30 members of KEYL’s staff volunteered services and four cameras, and remote control facilities were used. KEYL Managing Director George B. Storer Jr presented the Cerebral Palsy Assn. a $1,000 check. A list of celebrities headed by ABC star Dennis James took part in the show.

WKEI Storm Assistance

WKEI Kewanee, III, after a storm which damaged property in nearby Annawan June 13, sent newsmen to the scene to make recorded coverage of damages. Although a power failure cut the station off the air three hours, WKEI returned to the air with news of the storm and requests that people stay out of the damaged area.

‘TV Fights TB’

WTOP-TV Washington on July 8 will present “TV Fights TB,” an all-day program featuring a number of local stars, to emphasize the tuberculosis problem in the District of Columbia. During the day WTOP personalities will have chest x-rays made at an x-ray unit set up in the studios.

Cheers Leukemia Victim

KV0 Tulsa was instrumental in cheering a four-year-old leukemia victim who wanted a special type of toy duck. After extensive publicity by the station failed to turn up the right kind of duck, an Akron, Ohio, toy-making firm shut down its assembly line long enough to make the desired toy. KV0 reports that through its suggestions the four-year-old girl may be selected for a new experimental treatment for leukemia which may save her life.

Reunites Father, Daughter

WDXY (FM) Spartanburg, S. C., was successful in reuniting a 68-year-old father and his daughter, separated from each other for about 20 years. The father wrote to station baseball announcer Bill Goodrich from Oteen, N. C., where he was a patient in a hospital, asking if the station could contact his daughter, whom he last had seen in Greenville, S. C. Mr. Goodrich aired the information and the daughter was contacted and has arranged a visit to see her father.

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this is where it PAYS to be in the middle...

Providing it’s the middle of this important mid-South region—an advertiser’s paradise of progressive communities, all served by the broad circle of WFMY-TV’s coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you’ll find in such media “musts” as Baltimore, Pittsburgh, San Francisco, or New Orleans.

Strategically located in the middle of almost a billion and a half dollars—money waiting to be spent on what you have to sell—is WFMY-TV. Many of America’s most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

wfmy-tv

Basic CBS Affiliate - Channel 2
Greensboro, N. C.
Represented by Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco
Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively* TV—with all the effort, all the interest devoted uncompromisingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two... or even three... masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
For in the nation's second television market, WBBM-TV is already packing your customers in.

Today, WBBM-TV attracts one of every three viewers in Chicago's average audience; all week long, a share larger than the next two stations' combined!

And it's only the beginning. WBBM-TV, Chicago's Showmanship Television Station, is creating one of the nation's great TV show places... with new faces, new talent, strongest possible network and local programs.

To assure yourself of the kind of performance which makes sense—and sales—talk over availabilities with WBBM-TV or CBS TELEVISION SPOT SALES today. You're on next, on...

Channel 4  WBBM-TV
CBS Television's Key Station in Chicago
In Which Algy writes to . . .

Mr. John Cole
Campbell-Mithun, Inc.
Minneapolis

Dere John:
The W. Va. Chamber of Commerce has just put out some figgers which seems to put th' Gold Seal of approval on th' fact that Charleston is a big market. Our retail sales here in our own county are twice as much as th' second place county. And th' income figgers which I see on th' boss' desk shows our county with 13% of th' state. And often you take the figgers for all th' counties and it comes to 27% of th' whole state. Gold Seal Snowy Bleach sure gets a good sales punch here where we got more W. Va. listeners than any other station.

Yrs.,

Algy

on all accounts

THIRTY years with the same advertising agency, from copywriter to executive vice president—is the record of Theodore R. (Rand) McCabe of Beaumont & Hohman Inc., Chicago.

Mr. McCabe has traveled a wide circuit among the agency's various branch offices, winding up in the Chicago headquarters five years ago.

He has been active on all phases of the Greyhound bus account for years, and has personally written, planned or designed most of its national advertising, including television. Greyhound is an avid TV user and probably will spend close to $900,000 in that medium this year, he says.

Ted McCabe celebrated his 30th anniversary with Beaumont & Hohman June 7, that also being the 30th anniversary of the agency.

Born in Fresno, Calif., Aug. 27, 1898, young McCabe's schooling was abruptly ended with the outbreak of World War I, during which he served in the Marines. After the war he took a job with Railway Express Agency.

While attending Fresno Art School he met W. C. Beaumont and later Henry A. Hohman, the two partners who started the agency. He joined the original Fresno office as a copywriter in 1923. That same year he managed the Los Angeles office, shifting to San Francisco in a similar capacity in 1925. Mr. McCabe returned to Los Angeles two years later, leaving in 1929 for the Kansas City office. In 1930 he moved to Cleveland where he remained until 1948. His next stop: Chicago.

Greyhound spent $250,000 on spot in 1951 and $500,000 more in the spring and fall of 1952. It also co-sponsored part of CBS-TV's Omnibus, and used 20-second spots in other markets.

Much of Greyhound's business is handled through the agency's various branch offices—and for some of the advertiser's affiliate organizations (like Northland). Mr. McCabe also has an executive hand in other accounts, including Whirlpool (home laundry equipment), which also uses TV spots. Mr. McCabe has been responsible for motion pictures used by the firm and shown to schools, clubs and church groups—upwards of an estimated 40 million people.

Greyhound is B & H's largest account, with a budget calling for $1,800,000 in newspapers, $900,000 in television, and $900,000 in magazines and other printed media.

Mr. McCabe is married to the former Marian Elizabeth Evans. They have two children—John, 14, and Jim, 8.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA’S MAJOR MARKETS

THE GEORGIA TRIO

the TRIO offers advertisers at one low cost:

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

represented individually and as a group by

THE KATZ AGENCY, INC.

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

June 22, 1953 • Page 27
ALL ROADS led to radio for Wally Watts—yet he might have missed the road to success if he hadn't stuck in the mud.

Watts was one of two Chicago youths who set out for the West Coast in a jalopy in 1923, determined to sign up as shipboard wireless operators on the Pacific. But the boys encountered so much mud in Iowa that they were broke when they reached Denver, and had to change their course. It was a good change: E. C. Page, now of Washington, D. C., has become one of the nation's leading television engineering consultants, and William Walter Watts this month was elected vice president of the Radio Corporation of America in charge of all technical products of the RCA Victor Division.

As vice president in charge of the RCA Engineering Products Department from 1946 until his election to the higher post this month, he was responsible for overall planning and supervision of the company's efforts to meet fast-growing equipment needs of TV broadcasters throughout that eventful seven-year period.

And when the prospect of uhf television loomed on the horizon with its promise of greatly expanded broadcast operations, it was again his job to spark and coordinate an all-out program of product development and production.

Recognizing, also, the need of broadcasters for a means of providing their engineers and technicians with instruction in the operation of new circuits and equipments, he encompassed in his program for the department the series of TV technical training clinics begun in 1948 and still being scheduled.

Born in Chicago on April 9, 1902, Mr. Watts is a son of the late Frank W. Watts, an architect, and Amelia Trelevan Tapson Watts, both of whom came to this country from their native England in 1884.

The radio bug infected William Walter at a tender age. He had already helped to build and was operating his first "ham" gear in 1912, when he was only 10. A few years later he teamed up with E. C. Page and they jointly operated an amateur station in the Chicago suburb of Evanston, using the call letters 9BP. Still later, Mr. Page entered a partnership with E. A. Beane, former federal supervisor of radio for the Chicago district, to build broadcast transmitters, and the basement of the Watts home became the production center for one of the nation's first commercial transmitters, built for Chicago's station WBBM.

Meanime, Mr. Watts had attended public grade schools and the Lane Technical High School in Chicago, and had taken a course in wireless telegraphy in the Chicago Telegraph Institute. His first job was clerking in a Chicago bank. Then came the fateful expedition westward with his ham radio partner.

Messrs. Watts and Page spent five days "mushing" through Iowa, "most of the time behind a horse or a tractor," by Watts' own account of the adventure. The great migration ended with jobs in a Denver broadcast station, and, six months later, a return to Chicago. There, Mr. Page joined Beane in the transmitter-building venture, and Mr. Watts took a job as a technical writer in the radio department of Montgomery Ward Inc.

From that time forward, Mr. Watts' progress was steady and assured. For all but four of the next 19 years, he was associated with Montgomery Ward, and for all but the last two years of this period, his field was radio. During his first term with the company, extending from 1923 to 1936, he was advanced to mail order sales manager for radio and electronic equipment, and later for all major appliances and hard goods.

The year 1936 brought a change that took him back to Iowa, scene of the early turning point in his career. In that year he left Montgomery Ward to join the Zenith Radio Corp., for which he served until 1940 as vice president in charge of the Wincharger Corp., a subsidiary with headquarters in Sioux City.

He joined the U. S. Army Signal Corps in 1942 as a major, assigned to the post of Executive Officer for the Signal Corps Stock Control Agency.

After being elevated to the rank of colonel and winning the Legion of Merit award for his services, he joined RCA in 1945 as general sales manager of the Engineering Products Dept. of the RCA Victor Div. It was only six months later that he was elected vice president in charge of the department.

Colonel Watts' government service did not end in 1945, however. In 1951, he was granted a leave of absence from RCA to serve with Maj. Gen. William Henry Harrison, Defense Production Administrator, as Deputy Administrator for Procurement and Production. He was national president of the Armed Forces Communications Assn. last year, and was the founder and first president of the Philadelphia chapter of that organization.

Mr. Watts and his wife, the former Lillian McCormick of Chicago, live in Wynnewood, a suburb of Philadelphia, and are the parents of Mrs. Charles W. Patton Jr. (until her marriage June 6, Miss Mary Elaine Watts), a television actress. As "Red Cotton," she is a star of the TV network show, "Action in the Afternoon."

Mr. Watts' hobbies are photography, golf and hunting. He is a member of the Philadelphia Country Club, the Pine Valley Golf Club, the Institute of Radio Engineers, and the American Radio Relay League.
... Reaching MORE Chicagoland television homes (more than 75 per cent) than any other Chicago station on an average day, sign-on to sign-off—ALMOST 10 PER CENT MORE THAN THE SECOND STATION.

... Reaching MORE Chicagoland television homes than any other Chicago station on an average weekday, sign-on to 6:00 p.m. —ALMOST 37 PER CENT MORE THAN THE SECOND STATION.

... Reaching MORE Chicagoland television homes than any other Chicago station on an average night, 6:00 p.m. to sign-off—SIX PER CENT MORE THAN THE SECOND STATION.

... With the highest rating in more quarter-hours during a week than any other Chicago station—48 PER CENT MORE THAN THE SECOND STATION.

... With an average rating for all quarter-hours during a week greater than any other Chicago station—26 PER CENT MORE THAN THE SECOND STATION.

The "Q for Quality" Station in Chicago Television

American Research Bureau, April 1953

Quality Programming
Quality Facilities
Quality Audience

Represented by NBC Spot Sales
Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

**W-I-T-H covers this highly concentrated market efficiently!** You don’t need—you don’t have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

*Nielsen proves W-I-T-H's superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.

**IN BALTIMORE WITH**
FCC FIRES FIRST ‘STRIKE’ SALVO; ISSUES CP IN PINE BLUFF, ARK.

Stating that facts indicate the Ch. 7 bid of Arkansas TV Co. was not filed in good faith but to delay, Commission dismisses the application and issues grant to Central-South Sales Co. Grants for eight new TV and initial decisions in four cases also are reported.

FCC SPOKESMEN late last week predicted a wave of petitions protesting alleged "strike" or "block" television applications, stemming from the Pine Bluff action. This prediction was made on Thursday which granted Ch. 7 at Pine Bluff, Ark., to Central-South Sales Co. and dismissed the competitive application of Gaylord Shaw trading as Arkansas TV Co. on the grounds the Shaw bid was a delaying action [B&W, June 8].

The same officials indicated the Commission may take action in the near future in additional cases involving "block" complaints. Investigation of such charges is underway, it has been reported earlier.

Flagrant cases, once uncovered and acted upon by FCC, may be referred to Justice Dept. for prosecution, Commission representatives have hinted.

Meanwhile, C. B. Collins, Washington attorney for Piedmont Radio Co., applicant for Ch. 17 at Spartansburg, S. C., in contest with Sterling TV Co., disclosed a letter of June 10 to FCC Chairman Rosel Hyde protesting the story in the June 8 issue of B&W which described Commission efforts to act on allegedly "strike" applications.

Claims Not Notified

Mr. Collins noted the source of information that FCC is investigating the Piedmont Radio bid. He wrote that while Piedmont has petitioned FCC to designate the applications for hearing and to dismiss the Sterling bid, "no communication has been received from the Commission [about the petition] but rather an injurious magazine article has been published."

[Editor's Note: Competent FCC authority confirmed that the Commission has sent Piedmont Radio Co. a letter soliciting additional information on its application and circumstances concerning its filing.]

The Pine Bluff grant was made by the Commission last week promptly after expiration of the 10-day deadline for reply set forth in its McFarland letter to Mr. Shaw. The letter, sent registered air mail after FCC approval of its contents June 4, recited background concerning the Pine Bluff applications and the findings of the Commission's investigation of the case.

Not receiving a reply, the Commission majority comprising Chairman Rosel H. Hyde and Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley on Wednesday voted to grant the Central-South application and to dismiss the Shaw bid. The action was made public Thursday.

FCC's letter to Mr. Shaw concluded "a study of the facts... would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South."

The successful Central-South Sales Co. principals are John T. Griffin, James C. Leake and John Esau, operators of KFPW Fort Smith, KTUL Tulsa and KOMA Oklahoma City. Mr. Shaw is in the construction business at Dallas with Burnett Estes. The latter withdrew his competitive Ch. 7 application at Pine Bluff as Mr. Shaw tendered his bid for the same frequency. FCC's letter notes the engineering portion of the Shaw application duplicates that of the Estes bid.

Mr. Estes still has pending an application at Fort Smith, Ark., for Ch. 5 under the name of Razorback TV Co. was filed in mid-January and is in contest with the Ch. 5 applications of American TV Co. and George T. Herneich. Both of the latter were filed in July 1952. Aside from its ruling in the Pine Bluff case, FCC granted a total of eight new TV stations last week and announced initial and final decisions in several hearing cases, pointing up its current concentrated effort to break the pending "log jam" of contested applications.

Six of the new grants resulted from FCC's new policy to act immediately on survivor applicants in contested cases following dismissal of the mutually exclusive applicant.

The new TV grants follow:

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARK), granted vhf Ch. 4 with effective radiated power of 100 kw visual and 50.1 kw aural, antenna height above average terrain 1,900 ft., Ch. 4 competitor Arkansas TV Co. (includes KWKB Shreveport and KTHS Hot Springs principalia) amended to enter vhf Ch. 11 contest with bids of Watson, Hill & Alvarez and KLRA Little Rock.

Bakersfield, Calif.—Kern County Beasts, (KERO), granted ch. 10, ERP 11.7 kw visual and 3.89 kw aural, antenna 380 ft. Lamerton Bestg. Co., which includes Jack Benny as part owner, dropped its Ch. 10 application.

San Jose, Calif.—John A. Vieter Jr., granted Ch. 48, ERP 107 kw visual and 58.9 kw aural, antenna 2,640 ft.

San Francisco—Quincy Bestg. Co. (WGEM), granted Ch. 10, ERP 316 kw visual and 158 kw aural, antenna 680 ft. Lee Bestg. Co. (WALD) gave up its Ch. 10 bid because of purchase of nearby KQHA-TV Hannibal, Mo., new Ch. 7 grant [B&W, June 15].

Albuquerque, N. M.—Alvarado Bestg. Co. (KOAT), granted vhf Ch. 7, ERP 22.9 kw visual and 12.9 kw aural, antenna 770 ft. Greer & Greer, grantee for KTVK (TV) on Ch. 2 at Santa Fe, dismissed its Ch. 7 application at Albuquerque.

Cleveland, Ohio—Cleveland Bestg. Inc. (WERE), granted Ch. 65, ERP 204 kw visual and 152 kw aural, antenna 510 ft. FCC dismissed competitive bid of Arkansas TV Co. upon concluding it was filed to delay a grant to Central-South.

In the hearing case actions, FCC announced:

• Initial decision by Examiner James D. Cunningham looking toward grant of Ch. 4 at Denver to Metropolitan TV Co. (KOAT) and denial of the competitive bid of KMYR. The decision would require Metropolitan, within 30 days after final decision, to furnish "concrete proof" of the removal of all presently existing conditions under which NRC has an ownership interest and a controlling status therein through loan agreements. [B&W, May 25].

KOA Programming

The examiner concluded KOA better demonstrated that local program plans would be carried out, despite KMYR's higher percentage of "back stock ownership" and operation integration. He ruled the NRC loan provisions, termed control by FCC's Broadcast Bureau, do not disqualify KOA. Hope Productions plans to settle the loan upon final grant.

• Recommended grant of Ch. 6 at Portland, Ore., to Mt. Hood Radio & TV Bestg. Corp. (KONI) in initial decision by Examiner Elizabeth C. Smith. Competitive bid of KGW would be denied since, through merger agreement, KGW owner Samuel I. Newhouse Jr. may buy 50% of KONI after disposing of KGW [B&W, June 8, May 25].

• Proposal to grant vhf Ch. 27 at Harrisburg, Pa., to Rossmoore Corp. (WCMB Lebanon, Pa.), in initial decision by Examiner William G. Butts, which would deny competitive application of WHGB. Examiner cited Trinity Publications Inc.'s (WFLM-AM-TV Philadelphia) 50% interest in WHGB and individu...
cated grant to Rossmoyne would diversify control of mass media.

- Initial decision by Examiner Smith to grant uft Ch. 21 at Vancouver, Wash., to KXAN and to deny exclusively to station of Mt. Scott Telecasters Inc. (KGON) seeking the channel at Portland, Ore.
- Final decision to make effective immediately the initial decision of Examiner Smith to grant to Ch. 29 at Wornall, Mass., to Salisbury Bstg. Corp., headed by comb manuf.

Piedmont Radio's Letter

June 10, 1958

Dear Mr. Hyde:

It is more than embarrassing to learn through the lead article in “BROADCASTING • TELECASTING” Magazine, June 8, 1958, that our application for television facilities Ch. 17 in Spartanburg, S. C., is being publicized as a “strike” application. Even of more concern is the statement in the magazine that the Commission is continuing a second investigation in an endeavor to classify our application as a “strike bid.”

The disturbing factor in this report is—where did the writer of the article get his information? If the information came from persons who have failed to present an application with us to the FCC, then our application is being considered by persons that are already prejudiced and has the effect of determining the set of the merits of our application before affording us an opportunity to be heard.

The Board of Directors of the Piedmont Radio Co. is surprised, to say the least, to learn that your honorable Commission has abandoned decorum in permitting irreparably damaging statements to be made in the nature to become subject of trivial conversation throughout the broadcasting industry. We believe that if you had personally known the situation that you would not have failed to heed the rules of common decency and justice to be abandoned by your staff.

On April 27, Piedmont Radio, in accordance with the rules of the Commission and Federal Communications Act, respectfully requested that the applications of Sterling Telecasting and Piedmont Radio be set for hearing. No communication has been received from the Commission stating that the petition for hearing was neither granted or denied, but rather, an injurious magazine article has been published.

Piedmont Radio Co. has filed before the Commission a sworn complaint asking an application for a construction permit. It desires to be granted such a permit to erect a broadcast facility to serve the Spartanburg area, and it desires to be given an opportunity to file an application for a construction permit. Piedmont Radio Co., after having an opportunity to become acquainted with the contents of Sterling Telecasting Co.'s application, is of the opinion that the Piedmont application is more meritorious and would receive a grant after a hearing has been held.

Sterling Telecasting, through its attorney, Mr. Butz, has made a news article that will have to pay Piedmont Radio Co.'s expenses to date if it will dismiss its application. Piedmont Radio is not interested in proceeding with the case in this nature, but is interested in receiving a construction permit to fulfill the desires of the stockholders.

Since no formal statement, show cause order, or request has been received from the Commission, we can find no procedure in the rules that guide us in answering this damaging allegation.

We most respectfully request that you, as chairman of the Commission, inform us as to what procedure we should undertake to insure that our application be processed in the spirit and demeanor in which it was filed.

Sincerely,

C. B. Collins, Attorney
PIEDMONT RADIO CO.
By Direction of its Secretary

facturer William B. Smith [B+T, June 8]. Competitive bid of WNEB was withdrawn earlier. Grant specifies ERP of 200 kw visual and 106 kw audio.

The Commission last week also advised Mountain States TV Co., permittee for uft Ch. 20 KIRV (TV) Denver, that it is unable to determine that you have been diligent in seeking license after your previously issued in your outstanding permit or that you have been prevented from commencing such construction by causes not under your control.” FCC gave 30 days for reply.

Baton Rouge, La., Ch. 2 contestants Louisiana TV Bstg. Corp. and Southern TV Co. of Baton Rouge, Inc., were granted for hearing July 17 in Washington. Louisiana TV represents a merger of two former Ch. 2 contestants, WJBO and WLCs, the latter proposed to be sold after grant. Southern TV is headed by attorney Jack F. Frewald, formerly interested in WAFB there.

Grand Rapids, Mich., uft Ch. 23 case was set for hearing in Washington on a date to be determined. Contestants are W. S. Butterfield Theatres Inc. and WGRD, the latter now in hearing with its protest of Versus Radio & TV Inc. (WGRD), Porterville, Mich. The Commission added its 245th educational TV channel by finalizing its proposal to add uft Ch. 70 at Bowling Green, Ohio, and made final determination of commercial uft Ch. 55 to Porterville, Calif.

In the Pine Bluff case, FCC's letter to Mr. Shaw noted that Central-South filed for Ch. 7 on Dec. 9, 1952, while Mr. Shaw's Dallas business partner, Mr. Estes, filed a competing bid on Dec. 29. The letter stated that Mr. Estes withdrew the application in late January but at the same time Mr. Shaw filed, the latter's bid copying the engineering of the Estes application.

Pine Bluff contention is as defective since the proposed site was on land the availability or suitability of which was never sought.

Battle of Petitions

Concerning the Spartanburg Ch. 17 contest, FCC records show that Sterling TV Co. filed on Feb. 16 while Piedmont Radio Co. filed on March 17. Piedmont on April 27 petitioner before the Commission for reparative hearing and asked that the Sterling bid be dismissed for allegedly failing to meet South Carolina incorporation requirements.

Sterling Telecasting, on the other hand, held that Piedmont misunderstood the state laws and continued "to strike as sham or dismiss for want of good faith" the Piedmont bid [B+T, May 11]. Sterling also attacked applications of Piedmont principals in Greenville, S. C., now dismissed, and Hattiesburg, Miss., as speculative.

In reply May 8, Piedmont charged the Sterling petition "contains many misstatements and false premises, and is misleading in the conclusions it attempts to establish" [B+T, May 18].


Sterling TV is composed of Sterling W. Wright, Robert M. Carlisle and Fred W. Symphony, the last of whom is a partner in WBUO Union City and WMCC Greenville, S. C.

Reports from the new grantees:

Fred J. Nahas, executive vice president of KXYZ, said no firm date has been set for the new uft Ch. 29 station because this is contingent upon the grant. But, in addition, Glenn McCarthy, station owner, had ordered "full speed ahead." KXYZ is ABC. Free & Peters is representative.

John Esaun, speaking for Central-South Sales Co., Pine Bluff, asserted the Ch. 7 station should go on the air within three months. It will be back through the air in a week in line, he said, pointing out the station is located 27 airline miles from Little Rock. Avery-Knodel is national representative.

T. K. Barton, vice president and general sales manager of KARK, Rogers, Ark., said FCC's grant of Ch. 4 that installation of an entirely new plant for both AM and TV is contemplated and perhaps "six months" might be entailed in construction. He asserted RCA equipment would be used throughout.

KARK is an old line affiliate of NBC and is represented nationally by Edward Petry & Co.

Joseph S. Bonangista, vice president, treasurer and manager of WEGM, Quincy, Ill., said no date has been set for the Ch. 10 station.

Equipment will be DuMont. WEGM station is affiliated with ABC.

Gene DeYoung, president and general manager of KERO Bakerfield, said a target date has been set for late September for the Ch. 10 station.

RCA equipment will be used. NBC affiliation is set, he asserted, with Avery-Knodel national representative.

Richard M. Klaus, general manager of WERE Cleveland, said the new uft Ch. 6 station probably will be on the air by fall. D. L. Taylor Co. will be national representative, he said.

Arkansas Television Co.

Lawrence Hill, President

Dallas, Texas

Dear Sir,

This letter has reference to the application of Gaylord Shaw, Danville, Ky., for a new Commercial Radio Station at Pine Bluff, Ark., and to the Commission's independent investigation of the circumstances surrounding the filing of that application. From a study of this application and facts obtained during the course of the above-mentioned investigation, the following facts appear:

(a) Gaylord Shaw and Mr. Estes were engaged in the general contracting business at Danville, Texas, as partners prior to Dec. 31, 1952. Neither Mr. Shaw nor Mr. Estes had any connection with radio or television prior to the filing of TV applications in Pine Bluff, Ark.

(b) On Dec. 9, 1952, Central-South Sales Co. filed application for a new Commercial Television Station in Pine Bluff, Ark. Thereafter, on Dec. 29, 1952, Mr. Estes filed a competing application for Channel 7 in Pine Bluff. It appears that the engineering data upon which the Estes application was filed was obtained by Mr. Rass Prescott, a Dallas attorney, who contacted Mr. Don Reynolds in Fort Smith, Ark., on or about Dec. 21, 1952. Mr. Reynolds then had his associate Mr. R. C. Buts make a trip to Pine Bluff to obtain engineering data and local maps for use in preparing the engineering portion of the application.

(c) Mr. Buts obtained city maps and engineering data in Pine Bluff on Dec. 23, 1952, and on Dec. 29 submitted same to Mr. Estes. On these maps Mr. Buts indicated a proposed transmitter site, which was selected by Mr. Estes as the result of the engineering data furnished by him of the general area. He at no time approached the owners of the property designated as the transmitter site to inquire concerning its location or availability. He forwarded aerial photos and maps of this site marked as taken on Dec. 22, 1952, whereas in fact the photographs had been taken in October 1952.

(d) The engineering data furnished by Mr. Buts was used in the preparation of the Estes application. After the Estes application was filed, representatives of the Pine Bluff Chamber of Commerce contacted Mr. Buts in an effort to persuade him to withdraw his application so that the Central-South application could be granted and Pine Bluff would enjoy immediate television service.

These representatives have stated in effect...

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that Mr. Estes offered to withdraw his application for $26,000, which sum was not paid. Mr. Estes, however, later agreed to withdraw his application because he had been told by his bankers to do so. Mr. Estes agreed to withdraw on Jan. 12, 1953, but would not sign an undertaking placing his application in abeyance at that time. On Jan. 17, 1953, he wrote the Commission in writing dismissing his application. The application was dismissed by the Commission on Jan. 22, 1953.

(f) The Shaw application shows Mr. Shaw as having a net worth of $1,900,000 and annual income of an estimated $100,000 a year to pay taxes. Evidence obtained by the Commission's investigation raises serious question as to the accuracy of these figures. Since the Shaw application engineering data was a copy of the engineering data submitted in an application for an exact duplicate of the Estes application insofar as the engineering, financial, and program matters were concerned.

Citrus Group Cuts Money For Radio, Increases TV

THE FLORIDA Citrus Commission sliced radio's share of its proposed 1953-54 advertising budget to $120,425 and increased TV's share to $620,750 at the group's meeting Wednesday at Lakeland with representatives of its agency, J. Walter Thompson Co. TV tentatively has been allotted $485,435 and radio $240,851 in the group's original $2,803,000 budget proposed earlier [BIT, June 8].

An additional $120,425 may be invested in radio, however, as the season progresses and more money becomes available from a state orange assessment, it was revealed at the meeting.

TV spots starring Miss America will be started immediately in a 13-week test using seven spots weekly in Los Angeles, San Francisco, Denver, Seattle-Tacoma, Salt Lake City, Spokane, and Portland.

Compton Adv. Getting Ready for Color Film

COMPTON ADV., New York agency, for Procter & Gamble Co., Cincinnati, is looking into the possibilities of filming its shows in color.

Lewis Titterton, vice president in charge of radio and television for the agency, will be on the West Coast this week to work out production details involved in color filming of 'Our Side Theatre.'

...Although the agency does not consider color television is in any way imminent, Robert D. Holbrook, president, cautioned, it is felt a detailed plan of operation should be ready even if it doesn't have to go into effect for a year or two.

HERSCHEL CONDON, new president of Cincinnati's Dow Drug Co., prepares to celebrate his firm's 70th anniversary this month as he signs for Tom McCarthy's noon news broadcast over WKRC Cincinnati five times weekly. Smiling on the contract-signing are (l to r) C. K. Smith, secretary-treasurer of Dow's; Newsman McCarthy; Lou Mueller of the Mueller Adv. Agency; Herb Heilbrun, WKRC sales representative, and Hubbard Hood, WKRC sales manager. Mr. Condon also is president of Brunhoff Manufacturing Co., Cincinnati, recently acquiring controlling interest in Dow's. For several years he was owner of the Farm & Home Center, Milford, Ohio, and used Mr. McCarthy's programs over WKRC as his advertising medium then

SUMMER, FALL SHOWS FIND BUYERS

Two advertisers take network TV summer time with two others planning part sponsorships of 'Omnibus.'

SALES activity continued to be kinetic in network television last week with at least four advertisers signing up for shows.

The sponsors are General Foods (Post Cereals Div.), Revlon Products Corp., Greyhound Corp., and the Scott Paper Corp.

Post Cereals Div. of General Foods, effective
WPRS First Must See 'Gleem' of P&G Cash

IF THERE'S newsworthy interest in a Comp-ton Adv. handout eulogizing the new Procter & Gamble "Gleem" toothpaste, WPRS Paris, III., isn't aware of it.

The station has written Joseph Field, public- ity director of Comp-ton in connection with a Gleem handout directed at women com- mentators. The agency's handout, curiously, spells it "Procter & Gambler."

Unimpressed by the claim that Gleem has "sparkling new flavor" and its GL-70 "fights decay every-time youngsters use it," A. C. Fergu- son Jr., WPRS general manager, wrote Mr. Field in this vein:

"We are a 500 w independent station located on five acres two miles west of Paris, Ill. We are proud of our station and are doing a good business. However, once in a while we listen to network stations to see what the rest of the world is doing. We hear 'Gleem' all over the place. We pressume that that time is given to Procter & Gamble as a release for women commentators for their programs, at no cost. If that is true, we are willing to run it in the same manner. It also happens, although we are located out here in the country, that we sometimes read the revenue reports showing receipts from Procter & Gamble to the networks, and it is assumed by our slow-working brains that perhaps Procter & Gamble is paying, at least, for some of their advertising. To sum it up, if you have nothing better to offer, do not waste postage on sending out such releases to the stations. It is needless to say that we have no Procter & Gamble products being advertised on this station.

Local TV Spots on Films
Prepared by U-I for Exhibitors

TELEVISION spot announcements on a local level will be included in advertising cam- paigns prepared by Universal-International for its summer releases, it was announced last week by David A. Lipton, vice president in charge of advertising and publicity.

The motion picture company has prepared a series of 60-second and 20-second spots on all films being released during July and August. He said these are available to exhibitors through the company's home office in New York.

While TV has been used in the past on selected U-I feature films, this marks the first time video spots have been made available on an entire group of releases, Mr. Lipton said.

Esty Expands Research

EXPANSION of research operations staff of William Esty Co., New York, was announced last week by James J. Houlanah, agency presi- dent. Bernard H. Ober, ABC research analyst, has been named supervisor of media and sales research, and kern sit K. Scholler of the Survey Research Center, U. of Michigan, will direct the department's consumer research program. In addition, Mr. Houlanah announced the appoint- ment of James M. Stewart, advertising manager, J. T. Baker Chemical Co., as assistant account executive on the National Carbon Co. account, effective June 29.

Lorillard Elevates James

ALDEN JAMES, director of advertising of the F. Lorillard Co., has been elected a vice presi- dent of the company effective July 1.

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SKIING was part of their Sun Valley vaca- tions, but Robert C. Colbertson (II), head of his own Hollywood advertising agency, and Stan Backenack, KLAC Hollywood account executive, also negotiated for U. S. Rubber Corp., Los Angeles, to sponsor quarter-hour Sports Book three times weekly on the station for one year.

Radio Brings Sales
For Firm Up 59.7%

SUCCESS of Williamson-Dickie Mfg. Co.'s quarter-hour transcriptions of popular and old favorite musical selections by the Dickies Hometowners—a five-member NBC instrumental and vocal group—was marked by a 59.7% increase for 1952 in sales of work clothes by retailers for the firm's worth firm.

W-D advertising manager E. Glenn Elliott said his firm has transmitted 156 programs, which are offered free to dealers for local radio sponsorship, with most of the 125 dealers in 31 states scheduling early-morning sponsor- ship three times weekly.

The transmitted series carries one 90-second Williamson-Dickie announcement, giving the retailer more than two minutes additional to advertise any product he wishes that is not competitive with W-D products. The firm's address: 509 W. Vickerly, Fort Worth, Tex.

Dodge to Marketing Post
SHERWOOD DODGE, vice president, Foote, Cone & Belding, N. Y., named vice president in charge of marketing for the agency. His duties include supervision of all media, re- search, and merchandising activities in the New York office.

Millie Trager on Leave
MILLIE TRagner, public relations director of Raymond Spector Agency, N. Y., is taking a six-month leave of absence to write a book on publicity and to visit Europe.

NEW BUSINESS
Chrysler Corp., on behalf of its four divi- sions—Plymouth, Dodge, De Soto, and Chrys- ler—effective July 11 will sponsor Medallion Theatre on CBS-TV, Sat., 10-10:30 p.m. EDT. Agency: BBDO, N. Y.

Hawaiian Pineapple Co., S. F. (Dole frozen fresh pineapple juice), in concentrated campaign, to sponsor participation, with filmed spots, in Today on 45 NBC-TV stations, Wed., Fri., between 7-9 a.m. EDT) for 13 weeks from July 1. Supplementing will be TV filmed spots on stations in cities where program is not shown. Agency: N. W. Ayer & Son, S. F.

Toni Co. (Prom Home Permanent), has pur- chased Place the Face audience participation quiz show, on NBC-TL Thurs., 7:30-8 p.m. EDT, for eight weeks starting July 2. Agency: Leo Burnett Co., Chicago. Borden Co. will resume sponsorship of that period Aug. 27.

P. Lorillard Co., N. Y., renews sponsorship of 11:45 a.m.-12 noon portion of Queen for a Day, MBS, Mon., Fri., 11:30 a.m.-12 noon EDT. Agency: Lennen & Newell, N. Y. Reulom- Puritan>sponsors 11:30-11:45 a.m. segment Mon., Wed., Fri., and Quaker Oats on Tues. and Thurs.


Kraft Foods, Chicago, to continue its Great Gildersleeve, NBC, Wed., 8:30-9 p.m. EDT, through summer. Agency: J. Walter Thompson Co., Chicago.

General Mills renews Bill Ring Show on ABC radio, Mon., Wed., Fri., 12:30-45 p.m. EDT, for 52 weeks from June 1, on 147 stations. Agency: Knox Reeves Adv., Minneapolis.

U. S. Rubber Co., N. Y., signs for daily par- ticipations on NBC-TV's Today program, Mon.-Fri., 7-8 a.m. EDT, for four weeks, starting today (Monday).

Gerber's Baby Food to sponsor Thursday after- noon segment of Break the Bank on NBC-TV, Mon., Wed. Fri., 1:15-30 p.m., effective this week. Agency: D'Arcy Adv., N. Y.

Block Drug Co., Jersey City, will sponsor alternately with Vitamin Corp. of America Gabriel Heater News once Mutual Mon-Fri., 8:55-9 a.m. EDT, starting June 29. Block's agency: Cecil & Presbrey, N. Y.

AGENCY APPOINTMENTS
Simoniz Co., Chicago, names Tatham-Laird Inc., Chicago, to handle new products and HiLite furniture polish and Bodyguard liquid car wax, effective Mon-Sat., 1953. Newman Stauffer, Colwell & Bayles, N. Y., will also get new products assignments and will continue to handle the firm's Paste car wax, Liquid Kleener, Simoniz Non Scuff Floor Wax, BodySheen car polish and "B" brands.

Swift Canadian Ltd., Toronto, appoints Toronto office of Needham, Louis & Broiby of Canada Ltd., to handle sponsorship. Doris McConnell Inc., to handle most of the company's advertising effective Nov. 1. McConnell, Eastman & Co. Ltd., Toronto, will continue to handle advertising for adhesive dept.

Holmes & Edwards, Div. of International Silver Co., Meriden, Conn., names McCann-Erickson, N. Y., as its advertising agency

Lionel Corp., N. Y., names Grey Adv., N. Y., to handle advertising for its 3-D cameras.


BROADCASTING • TELECASTING
KATZ FORMS STATION FILMS INC.  
TO BUY FILMS FOR CLIENT OUTLETS

Agency President Eugene Katz says SFI, to be headed by Robert Salk and to get underway Aug. 1 on a non-profit basis, will enable client stations to obtain “the best available film economically and efficiently.”

STATION Films Inc., has been formed by The Katz Agency as a film-buying service for the TV stations represented by Katz, it was announced Friday by Eugene Katz, president of the representative organization. Robert H. Salk, formerly TV program manager of Katz, will head the new operation, which will get under way officially Aug. 1, with offices at 30 Rockefeller Plaza, New York.

In announcing the new service, Mr. Katz said his organization has been a “vigorously vocative of film since the inception of commercial television—film for advertisers who want to make the most flexible and economical use of TV, film for stations to strengthen their program structures. The formation of Station Films Inc. is a logical extension of these policies.”

Service to Stations

SFI should serve its client stations “by enabling them to obtain the best available film efficiently and economically,” Mr. Katz said, and by establishing a central buying office for an important group of stations SFI also should reduce sales costs for the producers and distributors of film for television and encourage their output of improved film.” The film performance data which Station Films will collect for its client stations “should help them produce better station programming and more fruitful film programming for advertisers,” he commented.

Station Films will have three major areas of operation, Mr. Salk explained. “First, we will scout new film properties for our stations,” he said. “By our representation of a large group of major market outlets we expect to be in a position to obtain for our stations first runs of good film programs in their territories.”

Second function of SFI will be to fill custom orders of stations for specific types of films needed for particular segments of their program schedules. In this function, SFI will serve its station clients in much the same way that a resident buying organization in a major production center serves retail stores throughout the country.

Finally, Station Films will maintain a pool of information on films available for station use, with full data on their success in building audiences for TV stations and sales for advertisers in previous telecasts in other markets, if the films have been aired earlier, as well as details of price, running time, program content and similar descriptive material, Mr. Salk said.

Station Films will operate on a non-profit basis, supported by its member stations. Contracts were in the mail last week to the TV stations represented by The Katz Agency. That group, the potential client list for SFI, includes: KPHE-TV Phoenix, KLAC-TV Los Angeles, KFIL-TV San Francisco, WNHL-TV New Haven, WMAL-TV Washington, WAGA-TV Atlanta, WPMB-TV Indianapolis, KVTV (TV) St. Louis City, WMAR (TV) Baltimore, WJBY-TV Detroit, WOOD-TV Grand Rapids, WTVJ (TV) Jackson, Miss., WHER (TV) Syracuse, WKRC-TV Cincinnati, WXEL (TV) Cleveland, WTVN (TV) Columbus, Ohio, WSPD-TV Toledo, WKEY-TV Oklahoma City, WJAC-TV Johnstown, Pa., WUPF-TV Philadelphia, KEYL (TV) San Antonio, KHQ-TV Spokane, WSAZ-TV Huntington, W.V., and Katz also will represent WMZM-TV Macon and WMT-TV Cedar Rapids when they begin operations in the fall.

Reed Productions, UTP Sign Pact to Cut Costs

Agreement between Roland Reed Productions and United Television Programs bars commission to UTP for acting as national sales representative but gives the firm syndicate rights at an increased distribution fee.

ROLAND REED Productions, Hollywood, and United Television Programs have signed an agreement which they believe will offset rising TV programming costs for the sponsor while maintaining a high quality of entertainment, Guy V. Thayer Jr., vice president and executive producer of RRP, announced last week.

Under the agreement, UTP, acting as the producer's representative on national sales, will forego any commission for such representation, it was explained. In return UTP will give UTP syndicate rights to the shows, when available, at an increased distribution fee permitting the distributor company to make up its sales cost.

“Under the agreement, UTP, acting as the producer’s representative on national sales, will forego any commission for such representation, it was explained. In return UTP will give UTP syndicate rights to the shows, when available, at an increased distribution fee permitting the distributor company to make up its sales cost.

This will give Roland Reed Productions year round national sales representation at no cost to the sponsor or agency and insures future quality product for syndication to United Television Programs,” Mr. Thayer said. “In effect it means that the buying man, in long, absorbs sales costs by paying an increased distribution fee for syndication.”

First two series under the new sales arrangement will be Men of Justice, starring Gene Lockhart, new in production, and Waterfront which stars Preston Foster.

In its July 13 issue BET will publish a special feature section devoted exclusively to articles on television film, how to produce it, where to buy it, how to use it.


NBC FILM SETS 'INNER SANCTUM'

LAUNCHING of the Inner Sanctum mystery shows for television by the NBC Film Div. was announced Thursday by Robert W. Sarnoff, vice president in charge of the division, who disclosed that production will start July 6 on the first of 39 filmed programs.

Producing the series, Mr. Sarnoff said, will be Himan Brown, veteran radio and TV producer, who created and produced the original Inner Sanctum mysteries heard for many years on radio. Mr. Sarnoff added that the shows will be filmed entirely in the East, with most of the shooting in New York. The first of the programs are expected to be ready for release and syndication in the fall.

Using All Available Talent

"This is something we have looked forward to doing for a long time," Mr. Sarnoff declared. "In order to bring the highest quality TV films to regional and local markets, the NBC Film Div. has thrown the full resources of its organization behind the project. Utilizing the talents and production know-how of such men as Carl Stanton, film division director, Stanton M. Os- good, manager of film production and theatre TV, and Brown, we hope to project the real feel of the theatre into this series."

Mr. Brown said that production will be at the rate of one show a month, with Broadway talent to be recruited for starring and featured roles in the series. He added that a stable of five writers already has completed six scripts, with at least seven more expected by the time production starts.

Atlas TV Expansion Plans

IN LINE with expanding operations, Henry Brown, president of Atlas Television Corp., announced last week plans for setting up five major territories of the company to be headed by regional sales managers who will supervise divisional salesmen. Mr. Brown said Atlas' library has grown to 900 titles, including features, westerns, comedy shorts, sports, and children's film programs.

June 22, 1953  •  Page 34-A
BMI SETS UP TV FILM MUSIC DEPT.; ZIV TELEVISION ALREADY CONTRACTED

Richard L. Kirk is named director with Claude Barrere as eastern director.

ESTABLISHMENT of a television film music department of BMI and appointments of Kirk and L. Kirk as directors, with headquarters in Hollywood, and of Claude Barrere as eastern director were announced Friday by Robert J. Burton, BMI vice president in charge of publishing and writer relations.

All TV films have some music, even if in 90% of them the music is only incidental, Mr. Burton explained. Someone controls the performance rights to each piece of music, he said, as an accompaniment in the telecasting of the film. Accordingly, BMI has for some time been considering how best it might serve the TV broadcasters, the film producers and the writer-relations field.

One of this thinking is the organization of BMI's new TV film music department.

First function of this department will be to acquire performing rights in music used in TV films, Mr. Burton said. During this process, BMI will control for its TV customers the basic bread-and-butter musical ingredients of their programs. A blanket contract has already been negotiated with Ziv Television Programs for all Ziv TV shows, including Cisco Kid, My Favorite Story, Story Blackie, and The Unexpected. Other TV film programs whose musical performing rights are now held by BMI include Dangerous Assignment, You Bet Your Life, Burns and Allen, Schlitz Playhouse, and a score of others, Mr. Burton said.

During the 1941 period when the broadcasters refused to accept licenses to perform ASCAP music on the terms offered them, many programs underwent sudden changes of theme music from tunes licensed through ASCAP to others that were available for broadcasting. Such changes are serious enough in the case of programs broadcast live, Mr. Burton noted, but infinitely more so if loss of the right to use the music on the air calls for making new sound tracks for all the filmed programs already contracted for telecasting in the future.

Current ASCAP Situation

Underscoring the importance to producers, TV broadcasters, and sponsors of the need for obtaining continued clearance of the right to use filmed TV shows without changes in their music, Mr. Burton said that it is the current ASCAP situation, with the blanket license for licenses for telecasting expiring the end of this year and the per-program ASCAP licenses awaiting determination by the Federal Court in New York.

Along with the acquisition of musical rights for filmed programs, BMI also is securing the rights to music used with regularity on live TV program series. Bowery Boys, Dickie Duck, Fram & Ollie, and This Is Your Life were cited as examples of the live shows whose integral music is now controlled by BMI.

Another major activity of BMI's new department will be to render a general advisory and consultant service on video music problems to advertisers, agencies, package program producers, and other individuals or organizations seeking help with problems of this nature, Mr. Burton stated.

The director of the BMI TV Film Department, Mr. Kirk, has been with BMI for the past seven years. He has been active primarily in the non-broadcast field, handling the use of BMI-licensed music by hotels, restaurants, dance halls, etc.

Mr. Barrere was manager of syndicated program sales for NBC and assistant advertising and promotion manager of WNEW New York (now WNBC). On leaving NBC in 1946 he opened his own program representation business. Most recently he served as director of Member Service of BAB.

Film Sales

Guild Films, New York, has sold The Liberator Show to the Neechi Sewing Machine Co., New York, on WNBT (TV) New York, starting July 5 for 39 weeks, through Don, Dane & Bernbaun, New York. The half-hour show currently is in 61 markets.

KEOR-TV Lincoln, Neb., has signed for Interstate Television Corp.'s The Amazing Tales of Hans Christian Anderson, on a 13-week basis.

Louis Weiss & Co., Hollywood, has leased three-run rights of 'That's My Boy,' feature film starring Mickey Rooney, to WJBK-TV Detroit for a one-year period. The distribution firm also has signed a one-year contract with WCAU-TV Philadelphia for unlimited runs of 10 Walt Disney and four 'Krazy Kid' cartoons.

Jerry Fairbanks Productions, Hollywood, will send a production crew to Bavaria early next month to make a 30 minute documentary film in color on the art of brewing for Miller Brewing Co., Milwaukee. TV release plans have not been completed.

Academy Films Inc., Chicago, has completed TV spots in both color and three dimension for use by Atlanta Baking Co. (Holsum bread), heavy radio-TV user. Twenty-second announcements will be projected to Atlanta sales managers' meeting June 22, with 3-D utilizing the coax system. Acclaimed claims to have produced the first 3-D industrial film in the country and also produces regular Holsum TV announcements. Agency: W. E. Long Co.

George F. Foley Inc., New York, has been signed to produce a series of filmed TV shorts for U. S. Coast Guard recruiting.

Availabilities

Video Pictures Inc., New York, last week started screening for prospective sponsors the first film of its new Your Zoo Reporter series. The firm is producing the half-hour programs in cooperation with the New York Zoological Society, which operates the Bronx Zoo.

National Safety Council has just published the 1953-54 edition of the National Directory of Safety Films, listing 963 motion pictures and slides designed for use in accident prevention. Films in the related fields of first aid, fire prevention and civil defense are included. The directory will be kept up-to-date with quarterly supplements. Copies of the directory are available for 75 cents each from the Council, 425 N. Michigan Ave., Chicago 11.

Production

Science Consultants, Hollywood TV production company, has been formed by Dr. Heinz Haber, UCLA engineering professor formerly with the Dept. of Space Medicine, USAF, and Marche Goddard, industrial engineer. The group will produce a 22 half-hour TV film dramatic series titled Video Science, dealing with phases of popular science, and designed to be entertaining as well as educational.

The S & S Enterprises, formed in Seattle in 1950 to produce 16mm yachting films, is expanding into commercial film production, with headquarters at 907 East Columbia St., Seattle 22; phone East 5815.

Production director is Curt Roberts, with Criterion Films Inc., Seattle, from 1949 to 1953 as writer-director. Ralph Hanson joined S & S early this month to augment the sales effort. For the past five and a half years, he has been on the sales staff of KING Seattle.

Now in production at S & S, according to Mr. Roberts, are three documentaries. One, Gillnetters of the Bering Sea, is a 26-minute documentary being produced for nationwide television release.

House of Selznick, new Hollywood TV film production company headquartered at General Service Studios, has been formed by Leon D. Selznick and has in preparation for late July shooting a 13 half hour anthology type series, Stage Seven.

Kurt Simon Productions, Hollywood, has started shooting the first four in an educational series of 26 half-hour live and animated cartoon color films on nutrition at Eagle Lion Studios. Kurt Simon is producer-director, with Ed Levitt animation director. Series will be distributed to TV stations by Gateway Films, San Francisco, starting in the fall.

Film People

Richard G. Gedney, account executive of Consolidated Television Sales, has been appointed midwestern branch manager of the company, succeeding Stuart V. Dawson, who has resigned. Mr. Gedney formerly was with United Television Productions and with the TV division of United Artists Productions.

Robert F. Blair, 1515 Euclid Ave., Cleveland, has been appointed to represent Louis Weiss & Co., Hollywood TV film distribution firm, in Ohio.

Charles W. Goit, 951 Market St., San Francisco, is appointed advertising department, joins the New York sales staff of Ziv Television Productions.

Charles Barton has been named permanent director by Revue Productions, Hollywood, on a new half-hour film series called Meet Mr. McNutley, being produced at Republic Studios.

Dan Wilson, radio-TV announcer, joins Jack Chertok Productions, Hollywood, as head of live-action TV spot commercial divisions. He continues announcing assignments on CBS-AM TV's Jack Benny Show and other programs.

Broadcasting • Telecasting
Addition of three producers by Ely Landau Inc., New York, was announced last week. Harold Young joined the TV series production firm as director and supervising editor; James Neilson as director, and Oscar Rudolph as co-director. They have been assigned to The Passerby, 26-part series of half-hour TV films which the Landau organization put into production in June. Mr. Neilson recently directed the Ford Theatre TV film series for Screen Gems Inc.

Michael Mead, CBS-TV casting department, has been named casting director of Ely Landau, Edythe Rein, free lance writer and previously with the Phillips H. Lord radio production company, appointed a production assistant with the company.

Robert Beasley, formerly with the Jerry Fairbanks organization, joins Productions On Film Inc., Cleveland, as director of sales. George Murphy, for the last several years associated with Esar Motion Picture Services Inc., Cleveland, joins Productions as assistant to Murphy McHenry, vice president in charge of production. Mr. Murphy will supervise the television slide laboratory. W. Flemming Blair, productions president, also said the company plans immediate expansion of production facilities.

Richard H. Rogers to Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., in sales service capacity. Previously Mr. Rogers operated his own firm, The Rogers Co., acting as eastern sales representative for several west coast TV film companies.

John London, production co-ordinator on the filmed CBS-TV Amos 'n' Andy series produced by Hal Roach Studios, Culver City, joins Desilu Productions, Hollywood, as assistant production manager.

Mac Davis, sports writer and author of six books on sports subjects, has been signed by Guild Films Co., New York, to write three five-minute They Made Sports History scripts per week for 15 months. Scripts will be built around personalities in the Guild Sports Library, which the company said is now on 27 stations.

Duncan Renaldo, star of Ziv TV's Cisco Kid, is in the hospital with a fractured vertebra, received during filming of the series at Iverson's Ranch, Chatsworth, Calif.

**NBC Film Division**

Appoints Grey Adv.

NBC Film Div. last week named Grey Adv., New York, to handle its advertising activities, effective Aug. 15, including promotion, merchandising and direct mail.

NBC's announcement said "the rapid expansion of the film division, the constant enlargement of its list of film properties, and its plans for intensive local promotion and sales campaigns have made it desirable to separate these activities from the other divisions of NBC which have heretofore provided various services for the film division."

Grey Adv. was said to be preparing a co-ordinated, comprehensive campaign "covering all facets of promotional and merchandising activity."

**Games of Week Again**

CONSOLIDATED Television Sales will distribute All American Game of the Week this fall for the second season, under arrangement with Sportvision which films top collegiate games each week and edits them to half-hour features.

Broadcasting • Telecasting

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**BMI CLINICS SEE BRIGHT AM FUTURE**

Broadcasters warn their colleagues that they must "stay on their toes" to make the most of the good prospects. Program clinics pass the half-way mark.

RADIO'S prospects are good, but broadcasters, even so, had better "stay on their toes" in order to make the most of the bright outlook.

This was the consensus of participants in last week's BMI program clinic, which meanwhile passed the half-way mark of the 43 scheduled at points from coast to coast.

A 2 1/2-hour "built session" at Indianapolis, following a luncheon speech by BMI President Carl Haverlin, seemingly epitomized the outlook expressed by broadcasters attending other sessions during the week—that increased sales volume and higher program ratings are in the offing for radio.

Earlier, Eugene Carr, radio-TV director for the Brush-Moore newspapers (WPAY Portsmouth, Ohio) warned that in the next decade it will be a question of the "survival of the fittest" among radio stations. He said: "The fit and only the fit will survive, and those who survive will be better broadcasters told the Fort Worth, Albuquerque, and Phoenix clinics that "radio's brightest days are on the horizon," but that "we can make the most of them only if we realize that not merely good programming, but outstanding programming, a schedule that reflects the epitome of community consciousness, showmanship and know-how, is our greatest need."

Wayne Phelps, KALG Alamogordo, N. M., emphasized the importance of the Broadcaster's "knowing" the listener and the listener's wants, while Carl Vandegrift, WOWO Fort Wayne, stressed the value of having commercial copy writers and announcers who are personally familiar with the product advertised.

Ray Helgesen, KSUN Bisbee, Ariz., speaking at the Phoenix clinic, pointed out that "radio does everything" but that "the station that pleases, succeeds." Mrs. Clifford Potter, WOMI Owensboro, Ky., addressing the Louisville clinic, stressed the importance of programming for women, who "listen to their radios more hours a day than anyone else."

The importance of having local radio personalities "be themselves" was cited by Bob Rich, WBEN Buffalo, who was slated to speak in Indianapolis, Louisville, and Nashville, while the value of "making programs fit the market" was singled out by Merle Tucker, KGAK Gal-

**BUFFET LUNCHEON** was on the schedule when a BMI program clinic was held in the studios of WIRE Indianapolis. Going through the line are (1 to r): John Mitchell, and stations will be better than anything the country has ever had. Those who survive will gear themselves to the policy of social, political, and economic interests of the community."

Highlights of other speeches at other BMI clinics during the week:

In a speech prepared for the Los Angeles clinic Friday, Paul W. White, executive editor of KMFB San Diego, advised broadcasters to "go for local news, interviews, forums, panels, anything that will impart the flavor of your own community to your station. Let radio make news as well as report it."

John M. Butler Jr., WSB Atlanta, who had four BMI clinic speaking engagements for the week—Fort Worth on Monday, Albuquerque on Tuesday, Phoenix on Wednesday, and Los Angeles on Friday—asserted that "nice chunks" of money are necessary "if you are going to do a good job. And the program people should be concerned and interested and informed on the financial status of their operations just as much as the sales manager or the front office."

Joseph T. Connolly, WCAU Philadelphia, WKBV Richmond; Don Burton, WLBC Muncie; Ralph McHergue, WBOW Terre Haute; Don Ross, WOWO Fort Wayne; Jim Miles WBA Lafayette, and Terrell Rippeteau, WBOY.

**World Sells ‘You Win’**

WORLD Broadcasting System's transcribed radio telephone quiz, You Win, has been sold to more than 170 stations, Pierre Weis, World's general manager, reported last week. The series, which was sent to affiliated stations for broadcast starting June 15, features a local personality as quiz-master.

**Jingl-Libraries’ Shipments**

RCA Recorded Program Services last week said that within a 10-day period, 141 Thesaurus Jingl-Libraries were shipped to station subscribers. The library is said to consist of more than 1,500 singing commercial jingles in 70 sponsor and service categories.

June 22, 1953. • Page 34-C
NARTB RADIO BOARD, REVISING CODE, FINDS ADVERTISING SECTION HARDEST

NARTB board checks new features of the revised Radio Standards of Practice, as submitted by the Meagher committee, including a preamble, new principles on news, radio's obligation to education and culture and a new board election calendar, but the section on advertising standards brings differing views.

NARTB is modernizing its five-year-old advertising Radio Standards of Practice, with history repeating itself as the advertising part of the code provides the toughest problems.

NARTB's Radio Standards of Directors, meeting last Wednesday in Washington, cleared much of the streamlined document on a preliminary basis but there's still work to do before a new set of radio standards goes into operation. The board spent most of the day going over a revised set of standards prepared by a committee headed by John F. Meagher, KYSM Mankato, Minn., Dist. 11 director. The combined Radio and Television Boards met Friday.

While general clearance was given much of the committee's work, the Radio Board proposed further refinements. The revised document will be sent to networks and others for review. Final action may not come before the November board meeting, with new advertising provisions still to be prepared.

A new feature has been written into the radio standards—a preamble, which cites the history of the document.

News Standards Revised

The Radio Board completely revised the standards on news. Emphasizing accuracy, it endorsed a new section that breaks down news casts into forms of rendition.

A new section covering the broadcaster's obligation to education and culture follows a similar section of NARTB's parallel television standards, the Television Code. The TV Code was considered separately by NARTB's Television Board (see separate story page 35).

The discussion of advertising standards brought differing views on ethics of copy, length of commercials and their language, and multiple commercials. Just the vision Board (see radio standards by forms of rendition.

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television, color television, importantly, in their marketing plans," Mr. Weaver asserted. "Yet, these industries may have small budgets, need year-round selling effort, and need all-family viewing, that is, nighttime or early morning advertising efforts."

With shared sponsorship, he said, a new sales pattern will emerge, with broadcasters attracting circulation by programs and offering advertisers a variety of audiences.

Noting that NBC has pioneered in shared-sponsorship type of programming, Mr. Weaver said "the huge power of network television is available to the little man. This is important to the economy, for in radio, patterns were never devised to take care of the small advertiser."

**NARTB's Smith Addresses Md.-D.C. Broadcasters**

THE KEY to prosperous radio and TV operation can be found in responsible community service, John H. Smith Jr., NARTB promotion and FM manager, told an audience at a luncheon of the Maryland-D.C. Assn. of Radio & Television Broadcasters. The association met Thursday-Friday at Ocean City, Md.

Speaking on "Money From Home," Mr. Smith advised broadcasters to inject "Vitamin P"—programming, promotion and public relations—into their operations at the local level. Charles Truitt, WBOC Salisbury, association president, presided.

Mr. Smith urged development of local personalities and expansion of local programming, including newscasts and music. He advised salesmen to call on local merchants with specific programs aimed at special audiences.

**Moore Heads Coast TV Group**

RICHARD A. MOORE, KTTV (TV) Hollywood, has been elected president of the Television Broadcasters of Southern California. He succeeds Don Fedderson, KLAC-TV, that city, who continues on the board. Other officers: James T. Aubrey Jr., KNXT (TV) Hollywood, and Don B. Tatum, ABC, secretary-treasurer. Other directors: Don Norman, KNBH (TV) Los Angeles; Klaus Landsberg, KTLA (TV) Los Angeles; George Whitney, Don Lee-TV; Howard Chernoff, KFMB-TV San Diego.

**NARTB Maps Plans to Speed TV Circulation Measuring**

Plus-million dollar project takes form as TV board beams on Cawl plan. Plan will go to network presidents and researchers, agency, advertiser officials.

NARTB's plan to measure TV station and network circulation cleared major TV Board hurdle last Thursday as steps were taken to speed up the project. The million-dollar-or-more job is now taking definite form. Directors lent approval to the basic format and it appeared at the weekend that an operating circulation plan might be under way within the year.

Meeting in Washington Thursday, the TV Board spent much of its time working over the plan, which is designed to match the circulation audits of printed media.

The project is designed to do for television what BMB did for radio, without the handicap of widespread opposition and without the mistakes that marred the two BMB studies.

At the weekend the circulation project looked like this:

- The TV Board likes the plan conceived and developed by Dr. Franklin R. Cawl, former Wharton (U. of Pennsylvania) professor now a marketing-research consultant, and refined in recent weeks by a special TV Board committee headed by Campbell Arnoux, WTAR-TV Norfolk, Va.
- It voted to enlarge the three-man committee to include telecasters outside the board rolls. On the original committee with Chairman Arnoux are Clair McLoughlin, Standards Stations, and Ken Carter, WAAAM (TV) Baltimore.
- The refined plan will be submitted to network presidents and research directors, along with key agency and advertiser officials.
- Strict secrecy will be maintained to prevent appropriation of the format by interests outside NARTB.
- The enlarged committee will report its findings to President Harold E. Fellows as soon as possible.
- President Fellows will call a special meeting of the TV Board to take final action on the project, if the committee's report justifies such a course.

Dr. Cawl was present at the TV Board's meeting Thursday. It is expected he will continue to work with the committee, perhaps handling industry contacts and any pilot studies necessary to work out details. NARTB is to control all rights in the project.

Since the undertaking is a vast task surpassing a million dollars in cost, it appeared likely that NARTB would turn over the operation to a separate corporation, possibly along the general lines of BMB. The whole NARTB trade association operates on a budget of around $750,000 a year.

While details of the plan are closely guarded, it's likely TV's circulation will be measured under a brand new technique. Program popularity and ratings will not be touched but number of TV sets and tune-in at various times of the day are to be calculated. Collection of information will be a major research job, including a combination of personal and telephone interviews as well as mail techniques.

Dr. Cawl, a past president of Market Research Council and active in research and merchandising fields, developed the Cawl buying power survey of Philadelphia while teaching at Wharton. He originated continuing store audits in the food and drug field years ago as well as pioneer continuing panels of consumer buying. His advertising experiences include seven years with the Kudner agency, handling sales analysis, copy testing, radio and TV, as well as rating services.

Taking an active part in the new TV circulation project for NARTB is Richard M. Allerton, manager of the Research Dept. Mr. Allerton has had extensive marketing and advertising agency experience as a consultant and research director.

**Code Developments**

John E. Feiter, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Reevaluation Committee, reported to the TV Board on code developments in recent months. He said his group had issued a warning against the dangers of "bait" advertising [B&T, June 15] and said a full report of TV Code activities will be released in the autumn.

Paul Raibourn, KTLA (TV) Los Angeles, submitted a report as chairman of the Subscription TV Committee. The committee has been conducting a study of proposed pay-as-you-see operations, with NARTB staff assistance. It was authorized to continue the study. A special committee to study the confusion in TV film contracts was authorized by the TV Board. President Fellows will appoint a committee to go into the problem in an effort to find ways of standardizing these contracts.

Educational TV developments were reviewed but no board action was taken. The committee reported that it submitted a report as chairman of the TV Information Committee, created to answer widespread criticism of TV programs and advertising. The committee is developing a file of information designed to supply quick answers to critics who make reckless and unfounded charges about mythical TV evils.

Thad H. Brown Jr., TV vice president and counsel, reported on development of community antennas. Judge John Miller, NARTB chairman of the board, outlined progress in music-licensing negotiations.

Mr. Fellows was authorized to send special TV broadcaster delegates to the district meetings that start in the autumn. Last year a
member of the TV Board attended each of the 17 meetings.

The NARTB TV staff was directed to continue a study of proposals to set up a TV promotion project along the lines of Broadcast Advertising Bureau.

The association's TV membership now stands at 174 stations and networks, with 37 subscribers to TV information services.

Attending the Thursday meeting were chairmen of the TV Board, Robert D. Sweeney, WSDSU-TV New Orleans; Mr. McCollough, vice chairman; Harold Hough, WBAP-TV Fort Worth; Mr. Raibourn; Mr. Arnow; Mr. Carter; William Fay, WHAM-TV Rochester; Merle S. Jones; CBS; Chris J. Witling, DuMont; Frank M. Russell, NBC. Excused were George B. Storer, Storer Broadcasting Co., and Alexander Storah, ABC.

The board adopted a resolution regretting the resignation of Herbert V. Akerberg as CBS member and lauding him for his service. He was succeeded by Mr. Jones.

**Fellows Asks Promotion Of Advertising Trade**

ADVERTISING media should band together in common promotion of their profession, removing the greatest single peril to advertising, NARTB President Harold E. Fellows said Tuesday in an address to the Washington Ad Club.

Mr. Fellows predicted the Nation's Capital will continue its growth as a market while industry representation in the city increases and the government expands. Advertising media will share this growth, he said, warning that this prosperity "cannot come to those who sell by methods of deprecating the competition, juggling rates, or using poor taste in advertising."

"Perhaps there is no place in the United States where more can be done for the good name of advertising ... for you have an opportunity to impress those who impress others," he said.

**'ANNUAL BASIS' RADIO SALES URGED**

BAB President Ryan tells the Indianapolis sales clinic advertising must be keyed to the buying pattern. One Houston panel warns that radio is selling itself too cheaply, while another says that poor copy is behind lack of account renewals.

TO DEVELOP for radio a fair share of the retailer's advertising budget, BAB President William B. Ryan recommended at the organization's sales clinic in Indianapolis last Tuesday that radio advertising be sold on an annual basis to be used as the retailer "needs to use it, not as you want it used."

"The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and week-to-week," Mr. Ryan pointed out. "Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

**Sales Panel Talks**

The clinic also heard a sales panel discussion on topics including short-rate policy, "clock deal" promotion, automobile radio research and selling radio in TV fringe areas. Participants were Lester G. Spencer, general manager, WKBV Richmond, Ind.; Tom Peden, manager, WAOV Vinncennes, and Robert E. Williams, manager, WMFL (FM) Washington.

In other BAB sales clinics in Houston on June 11 and in New Orleans on June 13, radio's disposition to underprice itself in practically every market was the chief topic of discussion. Jack Harris, general manager of KPRC Houston, told a clinic in that city that he would be "very surprised if any station in the entire state of Texas was charging enough for radio."

He further claimed that "the biggest mistake any radio operator can make today is to sell his time too cheaply or to sell it off the rate card."

Supporting Mr. Harris' views was Alex Keese, manager, WFAA Dallas. He said that most stations sell their announcements "far too cheaply" and added that broadcasters should not be ashamed to cite "increased costs of operations" as one of the motivating reasons for a rate increase.

At the New Orleans meeting the conclusion that radio is selling itself cheaply also was reached by a panel consisting of Charles C. Garvey, sales manager, WJBO Baton Rouge; Dierrell Hamm, manager, KANE New Iberia, La.; Ron Litteral, WAFB Baton Rouge, and Walter Mcdon, sales manager, KALB Alexandria.

The Houston clinic also heard a talk by John F. Hardesty, director of local promotion for BAB, on the drawbacks of poorly prepared copy. Contending that the "number one reason for lack of account renewal" is poor copy, he urged that stations place at the disposal of local advertisers and agencies copywriters of a professional caliber.

At a closed meeting prior to the New Orleans session, BAB Vice President Kevin B. Sweeney revealed that starting in August, more than 300 major sales presentations per month on behalf of radio will be made by representatives of BAB.

"The forthcoming addition of a third full-time salesman, coupled with the part-time efforts of four BAB executives, will make it possible for the bureau to average better than 15 presentations every working day to the decision-making executives of major advertisers and agency organizations," Mr. Sweeney said.

**ANA Sets Annual Meeting In Chicago Sept. 21-23**

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 21-23 at the Hotel Drake in Chicago, it was announced last week.

The announcement came from the chairman for the meeting: G. B. Park, advertising and sales promotion manager of General Electric Co.'s Marketing Services Div., and Manager M. F. Peckels of International Harvester Co.'s Consumer Relations Dept.

It also was announced the 1954 spring meeting of ANA will be held again at the Home- stead, Hot Springs, Va., from Wednesday, March 17, through Saturday, March 20.

**Iowa Tall Corn Network Lauds BAB, BMI and IBA**

RESOLUTIONS commending BAB and BMI for recent clinics in Des Moines and Iowa Broadcasting Assn. for "splendid work" on behalf of the broadcasting industry were passed by the Iowa Tall Corn Network at its annual meeting June 10-12.

The network also elected the following new officers: Dietrich Dirks, KCOM Sioux City, president; Ben Sanders, KIDC Spencer, and George Volger, KWPC Muscatine, vice presidents; and Bill White, KEIB Marshalltown, secretary-treasurer.

The meeting was held at Lake Okoboji, where it was chosen by the Iowa Tall Corn's board in April for the June 10-12 session. An annual golf tournament was won by Mr. Dirks. Runners-up were Ralph Stoeckel, KROS Clinton, and Ken Gordon, KDTH Dubuque.
OPTIMISM KEYNOTES RTMA MEET; RECORD SET PRODUCTION PREDICTED

Chicago convention recalls Glen McDaniel to head the manufacturers association. Bright future for TV developments, including color, lend confidence to the sessions, and a "new surge in vitality" in radio set output is seen. Dr. Baker wins the group's Medal of Honor. Robert Sprague becomes

NOTWITHSTANDING temporary seasonal lulls in set sales and an imminent recession in military electronics procurement, confidence radiated throughout the membership of the Radio-Television Manufacturers Assn. at its 29th annual convention in Chicago last week.

Reviewing production-sales accomplishments in 1952 and the first half of 1953, manufacturers looked ahead optimistically to continuous growth in TV markets, improvement in television receivers, advent of colorcasting "in more and more homes," and the first "new surge of vitality" in radio set output to confound prophets of radio's doom.

In a comparatively unprecedented move, RTMA recalled to its helm Glen McDaniel, first past president of the association [1951-52], as temporary president pending the selection of a full-time president, to succeed A. D. Plamondon Jr., Indiana Steel Products Co.

Mr. McDaniel continues as general counsel of RTMA. Robert C. Spray, Sprague Electric Co., was elected board chairman, a post also held by Mr. Plamondon, for the new fiscal year. Mr. Sprague is past RTMA president and also served as board chairman during 1950-52.

Over 1,000 manufacturers attended the four-day convention at Chicago's Palmer House, which produced these other developments:

High TV Output Seen

• Prediction that output of TV receivers the first six months of 1953 will reach the highest level for any first-half period in the industry's history—and that the figure will exceed seven million for the year.

• Report that radio receiver production has continued at a "high level," with marked increase for clock, portable and auto radios.

• Report that $5.5 billion worth of electronic equipment has been delivered to the armed services since the start of the Korean war, with deliveries of equipment-components expected to hit $3 billion in 1953 alone.

• Election of the RTMA 1953 Medal of Honor to Dr. W. R. G. Baker, vice-president of General Electric Co., for outstanding contributions to the radio-TV-electronics industry.

• Re-election of most top officers of RTMA and reorganization of the association, providing for expansion of some services and broadening of representation in the industrial and military fields.

The reorganization plan will be submitted to the proxy members vote at a meeting in Washington, D. C., July 27 and, if approved, will call for two new committees of the board—one called the Radio-Television Manufacturers Committee and the other the Electronics Industry Committee.

Under the reorganization plan setting up two new committees, directors will elect to serve on one of the committees and be permitted to name an alternate from their respective companies to sit on other committees.

The plan is to increase the board of directors substantially—from 21 to perhaps 40, overseeing the activities of both groups. The boost in membership of RTMA, however, still is subject to final approval.

It is felt that with creation of electronics and industry committees, the new RTMA will be more representative of the entire electronics industry.

In recognition of the electronics role in the vast expansion of the whole industry, the board of directors also recommended late Thursday that the name of its organization be changed to Radio-Electronics-Television Manufacturers Assn. (REMTA). The recommendation will be placed before the RTMA membership.

Other Officers

Other officers for RTMA include Leslie F. Muter, Muter Co., re-elected treasurer, and Dr. Baker, re-elected director of RTMA's engineering department. Also re-elected were James D. Secret, executive vice president and secretary; John W. Van Allen, general counsel emeritus.

Heading up RTMA's five main divisions and serving as directors are:


Parts Div.—Natt Little, Quam-Nichols Co., chairman (re-elected).

Technics and Service Div.—Carlyle W. Miller, Westinghouse Electric Corp., chairman (re-elected); Harold Muter, Muter Co., director.

Amplifier and Sound Equipment Div.—Floyd W. Hall, Bell Sound Systems, chairman and director.

Dr. Baker accepted the Medal of Honor during the industry's convention-closing banquet Thursday evening. He was introduced by outgoing President Plamondon. The ceremony was transmitted by CBS Radio for airing later that evening.

Dr. Baker, who also is chairman of RTMA's Television Committee, noted the industry brought TV "out of the laboratories" and into 23 million homes in six "short" years. "We are now preparing to bring color television out of those same laboratories and in another few short years color will be providing an additional service to the American home, with complete nationwide coverage of black and white television."

Earlier, at a meeting of his TV committee last Tuesday, Dr. Baker reviewed the work of the National Television System Committee, which is conducting field tests looking toward the development of proposed standards for a compatible, all-electronic color system. It hopes to complete technical work by September and submit them to the FCC in October or early November.

Another highlight of the convention was Mr. Plamondon's annual report to RTMA members during a membership luncheon Thursday. His remarks also radiated confidence as he predicted a future that "was never more promising."

Plamondon noted high production and sales last year, which led the association in the first half of 1953 "the highest of any first half since the television boom began." Coupled with output the last six months of 1952, output the past 12 months may equal the 1950-51 record, he added.

New Radio Set Vitality

"Radio receiver production has continued at a high level and there are good indications that it is experiencing a new surge of vitality to confound those who prophesied the doom of radio broadcasting when TV made its debut," Dr. Baker said.

With respect to TV, an informal poll by RTMA's Board of Directors pointed up belief that set output might reach eight million this year. Lowest prediction was five million TV sets.

Forecast for record TV production these first six months also was given in a report by J. B. Elliott, RCA Victor Div., acting chairman of the RTMA Set Div.

Other topics commanding interest of RTMA delegates in some two dozen committee sessions included subscription TV, educational television, planning proposals for rehabilitation of industry after any air attacks, TV set servicing, red ink operation of some manufacturers, progress in parts and components output, labor legislation, public relations and advertising, government relations and uhf.

RTMA committees took no decisive action on subscription, educational or uhf television. Problems involving delivery and set servicing of uhf equipment were aired.

All major committees and the five divisions of RTMA met during the convention. Officers and directors were elected at the membership luncheon Thursday and new directors met later that afternoon. Past directors were guests of RTMA's board and officers at a dinner Wednesday evening.

Convention arrangements were handled by convention chairman Muter and co-chairman Charles M. Hofman, Raytheon Manufacturing Co. General Electric provided entertainment consisting of the Fred Waring musical aggregation (on CBS-TV for GE), with Mr. Muter serving as toastmaster.

NARDA Meet June 28-30

IMPROVED selling and stronger business management will top the agenda of the National Appliance and Radio-TV Dealers Assn. which holds its mid-year meeting in Chicago June 28-30. Some 400 retailers are expected at sessions at the Conrad Hilton Hotel.

Among other topics are appliance merchandising, sales and service management problems and relations involving government, manufacturers and distributors. Wallace Johnston is NARDA president.

Board's Political Guest

GUEST of the combined NARTB Radio and Television Boards at luncheon Thursday was Leonard Hall, chairman, Republican National Committee. Mr. Hall said he hoped to meet with President Eisenhower at their next joint session in the autumn. He topped off his remarks with some 'campaign songs.'

Robert Humphreys, national committee publicity director, also was a guest.

June 22, 1953 • Page 37
TV KEEPS PAPERS ON THEIR TOES, BIGGERS TELLS ANPA CONFERENCE

American Newspaper Publishers Assn.'s president portrays video as a "cocklebur under the saddle," and warns newspapers they must improve mechanically and otherwise if they are to keep up to the pace.

NEWSPAPERS were warned by their association's publisher-president last week that "television is the cocklebur under the saddle that will keep newspapers on their toes from here on out."

President George C. Biggers of the Atlanta Journal and Constitution (WSB-AM-TV), president of American Newspaper Publishers Assn., told an ANPA mechanical conference in Milwaukee that television is "breathing down the neck of every advertising and every circulation department in every newspaper in the land."

He admonished the entire newspaper business that "every detail" must be improved.

He said he does not subscribe to the "doctrine" of raising subscription rates to meet rising newspaper costs, asserting that "we are approaching the point where further price increases will shrink circulation." Nor did he go along with "hiking advertising rates at will to capture whatever additional revenue is needed," because he said, "when the cost becomes prohibitive, [the advertiser] will desert newspapers and seek some other more economical medium."

His advice to newspapers, Mr. Biggers said, is: "Don't be satisfied with anything we have at present... present day industrial and economic conditions, plus the increasing strength of our competitors, plus a peek into what's just around the corner, should make it plain that we better not be satisfied; neither with our machines, nor with the accomplishment of our personnel, from copy boy to publisher."

Referring not only to present-day TV, but to the imminent of color television, Mr. Biggers asserted:

"They aren't sitting still in television. They aren't satisfied with what they have. In five years they've come from nowhere into millions of homes. They've come from zero to an annual take of $580 million [time talent, production, etc.]. And, gentlemen, most of that has been brought about by mechanical improvements.

"The television mechanics took what they had, and they made something better. It wasn't good enough, and they improved it again. Now they are breathing down the neck of every advertising and circulation department in every newspaper in the land."

"They have done that in five years. Let us, as newspapermen, be frank and perhaps a little ashamed... I dare suggest, gentlemen, that mechanically we are coasting. We seem content with what we have. I also suggest that improvements in everything—from the make-up rule to the linotype machine, from a pig of lead to the presses themselves... What we need is to put our wagons and buggies in the newspaper barn and take off in jets."

Mr. Biggers noted that in 1952 newspapers' national advertising volume totaled $526 million while magazines' was $530 million and network television's was $181 million. But, he added, the TV figure is "for time only," and when "you add production costs, talent costs, and all other extraneous expenses incurred in television, the total cost jumps to a staggering $580 million."

He continued:

"Television's impact on our lives means only one thing—that in every home where there is a television set our newspapers have a stiffer fight for the reader's time. We still have advantages—newspapers can be picked up and read after the entertainment is over—they are a permanent record. We hear that televised big news events only whets the reader's appetite for a full explanation of what happened, and that his newspaper gives him that the next day. We know that radio and television programs have become very important in our news columns, and we see many newspapers going to special tabloid sections elaborating on this very important item. We see television sets installed in news departments of newspapers so that editors may keep better informed on which TV programs will be worth reporting the next day. Circulation department members of newspapers know they must get those afternoon papers delivered into the homes earlier. Newpapers which own television stations are learning first hand the effectiveness of promoting on TV. Editors who go on TV are becoming better known to their readers and their by-lines suddenly have a deeper and more personal meaning to that great unseen audience that is gathered in front of the TV set in such deep absorption these evenings."

"Television Changing Habits"

"Television is changing people's habits. We hear it on all sides. The movies complained first, blaming a loss of attendance on television. Now baseball complains. Mr. Warren Giles, president of the National League, was associated recently as saying the television would force the major league baseball teams to play their games in the afternoons again and leave the evening hours free for television programs. Movies are doing something about their predicament. First they made a strenuous effort to improve the quality of their shows and they adopted a more aggressive selling attitude, and secondly they have gone to the three-dimensional film which gives them an entirely new technique. Baseball will have to do something about improving its technique in some manner; it will have to do something to win the attention and the affection of the fans that it once had; it will have to use radio and TV constructively to help popularize the game, because it certainly has to live with television."

Mr. Biggers quoted at length from the address which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, delivered before the NARTB convention [B+T, May 4] in stressing the scope of TV today and TV to come, including color.

"One does not have to be a soothsayer or a crystal ball gazer to see what job confronts newspapers," Mr. Biggers observed.

TAYLOR ASSAILS RADIO OBITUARY

A ROSY present and future were pictured for the radio broadcasting industry, by J. Glenn Taylor, vice president and member of the board of Mutual, in a speech Thursday that referred to "hasty, wishful thinking that has had radio 'dead' since 1948."

In a talk before the North Carolina Broadcasters Assn. at Nags Head, Mr. Taylor declared that "radio's obituary has been published regularly" since the approach of television, and added:

"But let's take a look at the sales gain of just one: radio network [Mutual]. Actually there was a 17% increase in 1952 over 1951. And the business is going up in 1953. In fact in the first five months of 1953, we're 8.4% over 1952. And frankly, any month now, we expect to find we've set an all-time high—even before and after television came along."

He pointed out that more than nine million radio receivers were purchased in 1952 alone, which he described at "half again as many as all TV sets purchased last year."

He urged broadcasters who are planning to enter TV operations to guard against excessively high fixed costs, pointing out that such a manner of operation "will not leave much for variable costs."

Burton to Head ADS; Group Honors Bedell

PHILIP WARD BURTON, professor of advertising at Syracuse U., was elected president of the American Advertising Fraternity, at the group's convention June 14 at Daytona Beach, Fla. He will serve until 1955.

Clyde Bedell, retail advertising specialist, was presented a trophy on behalf of ADS by Charles G. Nichols, president of the G. M. McKeelcy Co., Youngstown, Ohio, for contributing the most to advertising education since 1915.

Peter Schaal, advertising director of Silver Springs, Fla., discussed use of TV, direct mail and outdoor advertising. Douglas Leigh, New York, was co-host at the convention.
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>WEEKDAY</th>
<th>WOMEN (Over 18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the radio</td>
<td>5.75 HOURS</td>
</tr>
<tr>
<td>Watching television</td>
<td>1.56</td>
</tr>
<tr>
<td>Reading daily newspaper</td>
<td>0.49</td>
</tr>
<tr>
<td>Reading weekly newspaper</td>
<td>0.08</td>
</tr>
<tr>
<td>Reading a magazine</td>
<td>0.39</td>
</tr>
<tr>
<td>Working in the home</td>
<td>6.06</td>
</tr>
<tr>
<td>All other (eating, etc.)</td>
<td>3.35</td>
</tr>
<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.
CNS Radio's John Karol advises of a "new attitude" developing toward radio meaning "bigger budgets" for the medium. NBC's Hugh M. Beville sees uhf's growth and coming color as prime signposts of the TV future. Still other relationships of broadcast media and advertisers' budgets were detailed.

OUTLOOK in radio and television for both small and large budget advertisers was examined by a speakers panel at a radio-TV clinic Wednesday at the 49th annual convention of the Advertising Federation of America in Cleveland.

The radio-TV discussions were part of a four-day series of sessions held at the Hotel Statler through last Wednesday, supporting the convention's theme of "advertising for better business, better living."

Panel participants, who considered the subject of "Radio-TV, or How to Live on a Small Fortune," included John Karol, vice president in charge of sales, CBS Radio; Jack Denove, president, Jack Denove Productions; Bayard Pope, vice president and group head, BBDO.

Also Ben Webster, president, Videx Corp., New York; Mel Grinspan, advertising manager, Black & White stores, Memphis; Hugh M. Beville, research and planning director, NBC, and J. G. Baird, sales promotion manager, Westinghouse Electric Corp., Mansfield, Ohio.

Both small and large advertisers were advised by Mr. Karol that a "new attitude" is developing toward radio, which he said is being translated into "bigger budgets" for the medium.

In a talk titled "The New Outlook for Radio," he acknowledged that for the past few years there had been "a certain stigma attached to talking about radio in public," but stressed that this attitude is changing.

He attributed this shift in values by advertisers and agencies to results of research studies brought about by TV's increasing costs. He said they proved that "newspaper circulations were generally down and line rates were generally up. Magazines showed an even greater disparity between circulation and cost increases; and radio, on the other hand, was still—by far—the medium that delivered the largest audience at lowest cost."

As an example of the advertiser's renewed confidence in radio, Mr. Karol cited CBS Radio statistics showing that the network had 45% more advertisers in 1952 than in 1948. He estimated that for the first half year of 1953, gross billings will run about 8% ahead of the corresponding period for 1952, and added:

"On the basis of this evidence, I believe I'm being conservative when I say that radio broadcasting is facing—is already in—a new period of major attention by agencies and advertisers. . . . I can say with conviction that radio's future is a very bright one. The appropriations for radio advertising have assumed new importance in the thinking of experienced advertising executives and astute advertisers. And this thinking is being translated into bigger budgets for radio."

Beville on TV

In a speech on "What's the Future for Television," Mr. Beville pictured the growth of uhf and the advent of color TV as the two single factors of prime significance to advertisers, and asserted:

"Television is well on its way to becoming a truly national mass medium, thanks to the addition of the new uhf channels, the mounting evidence of its power to move merchandise and the existing possibilities of color to add new values and commercial achievements to the greatest communications medium ever seen."

"Advertisers of every size and type will find a profitable way to use the video medium when they see its unparalleled performance demonstrated," Mr. Beville declared. "The advertiser who really learns about how much television costs is the advertiser who doesn't use television, while his competitors do. The costliest element in your business is the customer you lose to a competitor."

Mr. Baird, evaluating the possibilities of television for the big-budget advertiser, stressed that TV is a tremendous sales-builder for the clients whose products must be demonstrated. He traced the sales effectiveness for Westinghouse by such programs as Studio One and Meet Betty Furness.

Though he acknowledged that TV costs were high, Mr. Baird contended that advertisers in TV grapple with the same problem in other media—"fitting the coverage and the costs to marketing problems and your pocketbook." He said that national advertisers must think in terms of TV in the future because the medium "demonstrates and sells."

Echolocating Mr. Baird's remarks was Mr. Grinspan, who spoke on "TV and the Small-Budget Advertiser." He attributed the plunge of the Black & White stores into TV advertising to the medium's ability "to show our goods and talk about them at the same time."

Mr. Grinspan recounted that his company's television experience thus far has been profitable, but he urged agencies and stations to cooperate with small advertisers, particularly retailers, by helping them to use the medium effectively and profitably.

Mr. Webster, who formerly was manager of staging services for the NBC television network, offered suggestions on what he would do about live production if he had a TV budget. Contending that TV production is "fundamentally no different from any other human endeavor," he outlined three steps to achieve creative programming.

He listed them as follows. "The acquisition of clear and simple concept of the desired end result, the detailed and careful preparation of a plan for bringing that concept into reality, and the execution of that plan without major deviation."

Thomas Presides

Presiding over the radio-TV clinic was John Thomas, radio and television director, Ewell & Thurer Assoc.

Elected to the "Hall of Fame" for their contributions to advertising were: The late Samuel C. Dobbs, who achieved recognition and distinction as president of the Cereo-Cola Co., Atlantic City; James J. Hinsey, who helped found the American Assn. of Advertising Executives, and Charles Coolidge Parlin, for 27 years head of the New York Retail Therapeutic Div., Curtis Publishing Co., Philadelphia.

Awards were presented to Margaret Divver, advertising manager, John Hancock Mutual Life Insurance Co., Boston, as "Advertising Woman of the Year," and to Peggy Buslick of Dayton, winner of the 1965 AFA essay contest for high school students.

Re-elected as president and general manager of AFA was Elon G. Barton, newly-elected vice presidents were Dale R. Rogers, advertising and sales promotion manager, Mid-Continent Petroleum Corp., Tulsa; Ellis S. Perelman, Coleman Todd & Associates, Mansfield; Mr. Grinspan, and Mabel S. Obenchain, promotion manager, Famous Features Syndicate, Chicago.

Rita G. Eastman, director of public relations, VanSant, Dugdale & Co., Baltimore, was chosen secretary, and Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., Dearborn, treasurer. Re-elected chairman of the board was Robert M. Gray, advertising and sales promotion manager, Esso Standard Co., New York.

On the Pacific Coast...

**EVENING IS EVEN BETTER**

particularly on Don Lee, the Nation’s Greatest Regional Network

Better? Why, evening radio time is even better than early morning, a period which has always been recognized as an outstanding value because of number of listeners per set, audience turnover and family-type audience involved.

An analysis* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday yields the following amazing comparison:

- **155%** more listening homes on Don Lee alone during the evening.
- **125%** more sets in use during the evening.

Evening radio time is equally attractive in many other radio markets across the nation . . . including mature television markets . . . where it offers a much bigger audience than early morning AT THE SAME PRICE!

That’s why we urge advertisers and agencies to re-examine nighttime radio. It is obviously a great advertising value right now. We are prepared to prove this statement in markets throughout the country.

For the full story coast to coast, call your John Blair man today.

---

*Source: Nielsen Radio Index, Pacific Coast, March 1953

This is the first ad in a continuing John Blair & Company series based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets . . . all one-rate stations . . . all in the top 50 markets.

**The Don Lee Broadcasting System’s forty-five stations blanket California, Washington and Oregon, providing dominant penetration of all the West Coast by coverage from within.**

**On the Pacific Coast, Evening is Even Better**

Comparison Don Lee Average Ratings and Sets in Use 6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100% *Source: Nielsen Radio Index, Pacific Coast, March 1953

<table>
<thead>
<tr>
<th></th>
<th>6–9 A.M.</th>
<th>6–9 P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Don Lee Average Ratings</strong></td>
<td>100%</td>
<td>255%</td>
</tr>
<tr>
<td><strong>Sets in Use</strong></td>
<td>100%</td>
<td>225%</td>
</tr>
</tbody>
</table>
APRIL NETWORK RADIO CLIENTS
BUY MORE THAN THEY DID IN 1952

April AM network advertisers spent more and were greater in number than during April 1952, PIB figures indicate, with 163 putting up $14.1 million, compared to 161 spending $13.9 million. Their average expenditure also was higher, $86,862 compared to $86,608.

MORE advertisers spent more money for network radio time in April 1953 than in April last year, according to Publishers Information Bureau figures. During this April, 163 advertisers bought $14,158,331 in time on the four national networks, compared to 161 who spent $13,943,877 in April 1952.

Not only did advertisers spend a larger total this April than last, but their average also was higher—$86,862 compared to $86,608 in April 1952.

For the first four months of 1953, advertisers using radio networks totaled 189, ten more than during the like period of 1952. But combined expenditures of advertisers for radio network time in the first third of this year amounted to only $55,336,131, in contrast to $56,544,685 for the same part of last year. On the average, the 1953 four month expenditure was $292,784; the 1952 four-month average was $315,892.

Nine Make List Twice

Nine of the top ten radio network clients in April (Table I) also were in this select list in April 1952, the sole change being the addition of Gillette Co., ranking seventh, and the deletion of Philip Morris & Co., which ranked ninth in April 1952. Procter & Gamble Co. was the number one radio network sponsor this April, as last, and the only client to purchase more than $1 million worth of time (gross) each month.

Similar consistency is shown on Table II and III. Table II, listing the leading advertiser in each class of radio network business, includes 25 categories, of which 19 classes are led by the same advertisers as for April 1952. Table III, showing total radio network time purchases of each class of advertiser for April and January-April, with 1953 compared to 1952, reveals advertising of foods ranking first, toiletries second, drugs third, smoking materials fourth and soaps fifth this April and during the first four months of this year. The same five also are the top group for January-April 1952, and in the same order, and they also head the list for April of last year, but for that month drugs ranked second and toiletries third, soaps fourth and smoking materials fifth.

### TABLE I

<table>
<thead>
<tr>
<th>Product Category</th>
<th>April 1952</th>
<th>April 1953</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>1,802,954</td>
<td>2,209,175</td>
<td>+406,221</td>
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<tr>
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### TABLE II

**LEADING RADIO NETWORK ADVERTISERS BY PRODUCT**

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<th>Product Category</th>
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<th>April 1953</th>
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### TABLE III

**GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS**

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<thead>
<tr>
<th>Product Category</th>
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<tr>
<td>Tobacco</td>
<td>1,802,954</td>
<td>2,209,175</td>
<td>+406,221</td>
</tr>
</tbody>
</table>

### CBS-TV Claims 'Ford' Lead

CBS-TV spokesmen last week claimed for the network a 61.2 percent of the 92.5 Trendex rating for the "Ford Fiftieth Anniversary Show" presented last Monday. NBC, it was pointed out, was credited with a 31.3 share of the Trendex rating (see In Review, page 16).

### ADVERTEST FINDS CARTOONS LIKED

More than half of 753 television set owners interviewed in the New York area preferred cartoon type commercials, according to the May 1953 "Television Audience of Today" study by Advertest Research, New Brunswick, N. J.

Advertest found 89% of those interviewed could remember what they saw on commercials and 92% could describe what they had seen on the same commercials. Best liked were Lucky Strike, Muriel and Ajas commercials, while those disliked were Philip Morris, Piels and Knickerbocker. Method of presentation best liked was a demonstration of the product in use.

Reasons for liking commercials: "Contains music, song, jingles; "like person who delivers ads," and "cute and clever." For disliking: "Dislike the announcer," "false claims," "commercial is too long."

Most convincing commercials in 12 categories: Automobiles, Chevrolet; beer, Ballantine; cereal, Cheerios; cigarettes, Chesterfield; coffee (instant), Maxwell House; cosmetics, Hazel Bishop; deodorants, Stoppette; laundry soaps, Tide; shampoo, Halle's drinks, Coca-Cola; toothpaste, Colgate; TV sets, RCA.
Add football to your sales force this fall... and watch your sales soar. The big games can easily be your best salesman. The All American Game of the Week is definitely the big game every week... for thirteen weeks.

Produced by Sportsvision, Inc., it is the only film series that can give you full coverage of the 1953 football games between such collegiate standouts as: Michigan, Oklahoma, S.M.U., Army, Notre Dame, California, Pitt and the other giants of the gridiron.

Each game in the All American Game of the Week series is filmed from starting kickoff to the last thundering rush for the goal line. Every exciting play is shown in closeup detail... with all of the lulls snipped out to give your viewers 30 minutes of smack-dash action. Then the completed film — with top flight narration, pre-game color, half-time ceremony and slow motion recaps of the decisive plays — is rushed to you within a matter of hours.

The All American Game of the Week is yours exclusively in your market. Only Sportsvision can film the games of the nation's major collegiate conferences.

Act fast... football is just weeks away. Write or wire your nearest Consolidated Television Sales office: Sunset at Van Ness, Hollywood 28; 25 Vanderbilt Ave., New York 17; 520 N. Michigan Ave., Chicago 11; 890 West Peachtree St., N. W., Atlanta 3; P.O. Box 6125, Houston 6.
When you want to go calling in the Greater Indianapolis Market, call on WFBM to open doors for you. WFBM leads all Indianapolis stations in city and county audience, as well as total weekly audience, nighttime.
### TELESTATUS®

#### Weekly TV Set Summary—June 22, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed thereon. Coverage overlaps sometimes embrace areas other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. Total U.S. sets in use, however, is unduplicated estimates.

#### FACTS & FIGURES

#### Total Stations on Air 179*  Total Cities with Stations on Air 122*

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<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<td>Annapolis</td>
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<td>Anson</td>
<td>WSD-TV</td>
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</table>

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*Includes XELD-TV Matamoros, Mexico and KEYT Tijuana, Mexico

#### Total Sets in Use 24,018,791

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### SAND IN THEIR SHOES

You can reach this $1,000,000,000.00 market BEST thru Miami's WTVJ Television.

---

### SOUTHERN FLORIDA'S POPULATION HAS MORE THAN DOUBLED SINCE 1945

You can reach this $1,000,000,000.00 market BEST thru Miami's WTVJ Television.
**ARUB SURVEYING UHF ACCEPTANCE**

Within two weeks, results of American Research Bureau's second survey on the acceptance of uhf TV in 31 cities will be announced. Last April's study in 11 cities showed uhf saturation ranged from 1.6% to 34% while TV saturation ranged from 26.9% to 75.7%.

SECOND survey of acceptance of uhf television in 31 cities was conducted last week by American Research Bureau, according to James W. Seler, director, following up an 11-city survey conducted in April.

Analysis of the new figures, to be ready in a fortnight, will show how far TV listeners have gone in acquiring receiving equipment for the upper band. Mr. Seler said the survey will be carried out by a quarterly basis to meet the needs of advertising agencies, with cities removed from the study when uhf conversion reaches 75-80%.

**Market Study**

ARB's 11-market study, conducted in April with 1,000 interviews recorded for each market, showed that uhf acceptance was based on four elements, including distance from uhf stations, number of good uhf signals entering area, local uhf station has been operating, and uhf station's programming.

None of the sample cities in the 11-market study had uhf stations over 4½ months when the interviews were conducted in April.

City-by-city summaries of ARB's findings follow:

1—75.7% TV saturation; 1.6% uhf saturation with 2.1% of TV homes having uhf; 11 uhf and 1 uhf signals available; three uhf channels received by 93-99% of TV homes; uhf in neighboring city on air short time.

2—61.9% TV saturation; 6.8% uhf saturation of TV homes have uhf; nine uhf and 1 uhf signal available; three uhf channels received by 93-96% of TV homes; in station viewed most category, the uhf station had 4.9% of TV homes, vs. uhf stations.

3—26.9% TV saturation; 14.8% uhf saturation or 55% of all TV homes, seven channels available; in station-viewed most category the uhf station had 16% of TV homes compared to 76% for vhf.

4—28.9% TV saturation; 24.7% uhf saturation, or 85.6% of all TV homes; local uhf station received by 85.6% of TV homes and viewed most by 72.2% of TV homes.

5—75.1% TV saturation; 5.8% uhf saturation, or 7.7% of all TV homes; local uhf station (newly viewed most by 1% of homes).

6—34.9% TV saturation; 16% of all homes have uhf, or 46% of TV homes; vhf station viewed by 96.6% of homes, by 3.4%.

7—54.6% of homes have TV; 34% have uhf, of 63.1% of all TV homes; first vhf station received by 48% of TV homes, uhf station next with 30.3%.

8—61.8% of homes have TV; 8.4% have uhf, or 13.6% of TV homes; first vhf station viewed most by 95.6% of TV homes, first uhf by 2.8%.

9—39.6% of all homes have TV; 33.8% have uhf, or 85.6% of TV homes; two uhf stations viewed most by 83.2% and 12.6% of TV homes, respectively, with vhf station viewed most by 39.2%.

10—62.4% of homes have TV; 27.2% have uhf, or 43.6% of all TV homes; of 14 channels available, vhf is first with 97.9% of TV homes and uhf second with 43.6%; vhf station viewed most by 89.5% of TV homes, uhf next with 7.6%.

11—55.8% of all homes have TV; 20.6% have uhf, or 36.9% of all homes; two vhf stations viewed most by 29.0%, 26.5%, respectively, with two uhf stations viewed most by 14.4% and 9.9%.

**Ditto for 'Lucy' in Nielsen TV Ratings for May Period**

CBS-TV's 'I Love Lucy' led the A. C. Nielsen Co. top ten entertainment one-week time network TV shows for the two weeks ending May 23, both in number of homes reached and percentage of homes reached in program station areas.

The list:

- **NATIONAL NIELSEN-RATINGS**
  - CBS
    - 'I Love Lucy' (CBS)
    - 'Gunsmoke' (CBS)
    - 'The Andy Griffith Show' (CBS)
    - 'The Jack Benny Program' (CBS)
    - 'The Ed Sullivan Show' (CBS)
    - 'The Tonight Show' (NBC)
  - **1953 Nielsen-Rating**
    - **NUMBER OF TV HOMES REACHED:**
    - **Rank**
      - **Program**
      - **Homes**
      - (000)
      - 1
      - 'I Love Lucy' (CBS)
      - 14,371
      - 2
      - 'Gunsmoke' (CBS)
      - 11,477
      - 3
      - 'The Andy Griffith Show' (CBS)
      - 10,039
      - 4
      - 'The Jack Benny Program' (CBS)
      - 9,686
      - 5
      - 'The Ed Sullivan Show' (CBS)
      - 8,953
      - 6
      - 'The Tonight Show' (NBC)
      - 8,483
      - 7
      - 'The Jack Benny Program' (CBS)
      - 8,427
      - 8
      - 'The Tonight Show' (NBC)
      - 7,282
      - 9
      - 'Taco Bell Star' (NBC)
      - 8,936
      - 10
      - 'Pabst Blue Ribbon' (CBS)
      - 4,382

**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

- **Rank**
  - **Program**
  - **Homes**
  - **%**
  - 1
  - 'I Love Lucy' (CBS)
  - 53.4
  - 2
  - 'Gunsmoke' (CBS)
  - 47.4
  - 3
  - 'The Andy Griffith Show' (CBS)
  - 47.3
  - 4
  - 'The Jack Benny Program' (CBS)
  - 45.9
  - 5
  - 'The Ed Sullivan Show' (NBC)
  - 43.2
  - 6
  - 'The Jack Benny Program' (CBS)
  - 43.1
  - 7
  - 'The Tonight Show' (NBC)
  - 43.0
  - 8
  - 'Pabst Blue Ribbon' (CBS)
  - 42.5

*Network TV Show Ratings Low in N. Y., WOR-TV Says*

THREE out of four network TV programs telecast during April got higher ratings outside of New York than within that city's metropolitan area, according to a study made by WOR-TV New York.

Comparing Telepulse reports for New York with the Market's Telepulse coverage of other major TV markets, WOR-TV found that 114 of 149 sponsored TV network programs had lower ratings that the average of those in other areas.

James M. Gaines, General Tele Radio vice president in charge of WOR-AM-TV, pointed out that sponsors of half-hour filmed programs can offset the lower New York ratings by participating in WOR-TV's "Double Exposure" plan [B+T, June 1, May 18], which contemplates the rebroadcast by WOR-TV of films originally shown on other New York TV stations at no cost for TV advertising.

"Through this plan," Mr. Gaines said, "sponsors of filmed programs get an opportunity to increase their exposure to the four-million-home audience without additional costs, because 'Double Exposure' enables them to repeat their programs on WOR-TV on another night of the week."

Lower New York TV ratings result from the fact that this is a seven-station market where network programs compete not only with each other but with local programming as well, the survey points out. A similar analysis made of the Los Angeles market, another seven-TV station area, where General Tele Radio owns KHJ-TV, found that 69% of sponsored TV programs telecast in that city did not get ratings above the average for other areas.

**Pacific Nielsen Listed**

PACIFIC Nielsen ratings for April list Lux Radio Theatre as the top evening one-week radio network program, with 5,307,000 homes reached. Top weekday program was Aunt Jenny, with 567,000 homes.

PACIFIC NIELSEN-RATINGS (TOP RADIO PROGRAMS)

- **APRIL 1953 NIELSEN-RATING**
- **Current Rank**
- **Program**
- **Homes Reached (000)**
- **EVENING, ONE-A-WEEK**

1. Lux Radio Theatre (CBS) 959
2. Our Miss Brooks (CBS) 804
3. The Jack Benny Program (CBS) 768
4. The Jack Benny Program (NBC) 732
5. Our Miss Brooks (CBS) 701
6. Charlie McCarthy (CBS) 691
7. The Jack Benny Program (CBS) 672
8. Our Miss Brooks (CBS) 650
9. Aunt Jenny (CBS) 630
10. People Are Funny (CBS) 639

** WEEKEND**

- 1. Aunt Jenny (CBS) 553
2. The Jack Benny Program (CBS) 541
3. The Jack Benny Program (CBS) 531
4. The Jack Benny Program (MBS) 521
5. The Jack Benny Program (Yukon) 521
6. Our Miss Brooks (CBS) 505
7. The Jack Benny Program (CBS) 500
8. Aunt Jenny (CBS) 434
9. Aunt Jenny (CBS) 398
10. Dr. Paul (NBC) 428

For homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.
KSTL's May Sales Best in History

32% Increase Over April Despite TV Expansion

Yes, sales keep booming on KSTL despite the normal summer slump and the television industry's ever-encroaching expansion into our market. For instance, May sales were 32% above those of April . . . the highest in station history. Every day additional national, regional and local advertisers are climbing on the KSTL bandwagon, where results are not promised but assured.

An Entertainment Choice For Every Age and Taste

The reason for the KSTL gains? With 1000 watts on 690 k.c., KSTL sends out the fourth strongest signal in St. Louis . . . at the lowest cost per thousand listeners. Then, too, there's a type of program on schedule to suit every taste . . . religious, hillbilly, popular music, Slavic melodies, news, markets, weather. For any and every type product, you can't afford to overlook St. Louis and KSTL.

Contact Your Nearest FORJOE Office for

KSTL is St. Louis

1000 watts—690 k.c.

William E. Ware, President

On the Air Soon on Channel 36 . . . the KSTL Affiliate

ABC Network

KSTM-TV 275,000 Watts

Missouri's Most Powerful Television Station

Represented Nationally by H-R Television, Inc.
61 TELEVISION STATIONS PLAN OPERATING STARTS BEFORE FALL

Three new video outlets began operations during the week, while 20 of the grantees changed their starting dates. Scoreboard: 75 post-thaw stations on the air; total operating stations, 184.

LAST week 61 television station grantees expected to begin commercial operation before fall.

During the week about 20 of those stations changed their expected starting dates. Three new outlets began operating, however, and several more are putting on test patterns and testing equipment.

WCSCT-TV Charleston, S. C., vhf Ch. 5, WROM-TV Rome (Ga.-Chattanooga (Tenn.), vhf Ch. 3, and WFR-T (TV) Elmina, N. Y., vhf Ch. 24, all began commercial programming.

KFXD-TV Nampa, Idaho, vhf Ch. 6, and WAKR-TV Akron, Ohio, vhf Ch. 49, both have test patterns on the air.

Today WKOW-TV Madison, Wis., vhf Ch. 27, started test programming, and four more stations—two vhf and two uhf—expect to begin programming this week.

Counting just those three stations which went on the air with commercial programming, there now are 75 post-thaw outlets operating in the U. S.

KONA-TV Honolulu began operating again last Wednesday under its new ownership (B.T., June 15), so the total stations in the states and Hawaii stands at 184—19 vhf and 37 uhf—since the freeze was lifted, plus the 108 pre-freeze stations.

Late reports from stations:

- John M. Rivers, president and general manager, reported that test pattern of WCSS-TV Charleston, S. C., vhf Ch. 5, went on the air at 3 p.m., June 17. Commercial operation, he said, was to have begun June 19.
- S. Bernard Berk, president of WAKR-TV Akron, said the uhf Ch. 49 station began airing its test pattern last week. Mr. Berk said "... reception reports ... [indicate] about 99.44/100% of the Akron area will receive us without difficulty, even with our interim operation. People are reporting reception on vhf antennas, indoor antennas and uhf indoor antennas. Our antenna is on top of the Tower Bldg., which is in the geographic center of Akron."

"We are the first station to use a special uhf antenna designed by Dr. Frank Kear and RCA, so that nulls in the close-in area would be eliminated. We are also the first [uhf] station to have our antenna up off the ground, using a short transmission line. Although our antenna is almost 500 feet above the ground, our transmission line is only about 135 feet. Since we are one of the first stations to use a new 65% transmission line, our losses are further reduced," Mr. Berk said.

- KFXD-TV Nampa, Idaho, vhf Ch. 6, went on the air with a test pattern last Thursday. The date commercial programming will start is to be announced later, a spokesman for the outlet said.

The station is telecasting from a transmitter location 6,500 feet above sea level, near Deer Point Peak in the Boise National Forest. Its signal is expected to cover the Boise valley. The station, represented nationally by George P. Hollingbery Co., will be represented regionally by the Rocky Mountain Broadcasting System Television Network, Salt Lake City. KFXD-TV will be an ABC-TV affiliate.

- KOMU (TV) Columbia, owned by U. of Missouri, names H-FR Television Inc. as its national representative. Affiliated with NBC-TV (B.T., June 15), KOMU is assigned vhf Ch. 8 and is expected to go on the air Oct. 1. Interim ERP will be 25 kw., and station has applied to FCC for maximum of 316 kw. General Electric transmitter, antenna and camera chains will be used, with Blaw-Knox Tower.
- Rate card No. 1 for KCCT (TV) Kansas City, Mo., mailed to advertisers last week, closes that the uhf Ch. 25 outlet's one time, one hour rate in Class A time is $400, with the 20-60-second one time Class A announcement rate $80.00. There is a unique "Charter Advertiser's Discount," however. Under the discount plan, advertisers who sign before Aug. 1 will receive a 40% discount; during the month of August, new advertisers will receive a 30% discount; during September, a 20% discount, and during October, 10%. The station began commercial operation last week (B.T., June 15), and is the third Empire Co. station to go on the air.

- William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., said the uhf Ch. 32 outlet's $100,000 studio building is nearly completed and that the station plans to go on the air Aug. 1.
- L. E. Chennault, general manager of KJEO-TV Fresno, Calif., vhf Ch. 47, said he expects the station to go on the air in October. Edgar L. Deatherage is the station's newly-appointed national sales director.

- Alfred Lowe, vice president of WETV (TV) Macon, Ga., vhf Ch. 47, announced the station, planning an Aug. 22 debut, will be affiliated with ABC-TV and NBC-TV.
- Robert L. Epstein, vice president and general manager, WRAY-TV Evansville-Princeton-Vincennes, Ind., said the uhf Ch. 52 station has set Oct. 15 as its target date. Licensee has been changed from M. R. Lankford, owner of Princeton Broadcasting Co., to Southern Indiana Telecasting Inc. The WRAY-TV main office is Outer West Broadway, Princeton, Ind.
- WITP (TV) Decatur, Ill., uhf Ch. 17, reports that its new building is nearly completed, and that the 550-foot tower was equipped with beacon lights last week. This week the 52-foot 24-gauge RCA antenna is due to be shipped, W. L. Shellabarger, president, said. "We hope to have our test pattern on the air early in July," Mr. Shellabarger said, "—perhaps the week of July 6."

- William T. Knight Jr., president of WTOC Savannah, said no target date has been set for WTOC's television station. An initial decision by FCC proposed a TV grant. Mr. Knight said the station would be affiliated with CBS-TV and ABC-TV. The Katz Agency would be the representative, he indicated.

- WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, says its scheduled date for completion is Sept. 30. The station will employ a 700-ft. tower with an ERP of 286 kw visual.

- WFTV (TV) Duluth, Minn., introduced its staff to viewers via a full page picture ad in the Duluth Herald. The station is assigned uhf Ch. 38.

- WDAY-TV Fargo, N. D., announced the vhf Ch. 6 outlet began on schedule, June 1.
- The Sudbury (Ont., Canada) Daily Star carried a page of news and pictures about CKSO-TV and the Daily Star, which plans telecasts in September. The official opening will be Dec. 15.

- WEHT (TV) Henderson, Ky., uhf Ch. 50, expects to air a test pattern about Sept. 1, with programming to start shortly thereafter. Meeker TV will be the national representative. Hecht S. Lackey, president of the station, said a contract for the construction of studio, office and transmitter has been awarded to Anderson & Veatch of Evansville, and that completion has been promised within 60 days.

- KFEQ-TV St. Joseph, Mo., vhf Ch. 2, now has target date, and reports that work is being hurried on the station's construction, including an 810-foot tower. The station will begin operating with an effective radiated power of 52 kw visual.

- WDAY-TV Fargo, N. D., vhf Ch. 6, began its official programming schedule June 1 with a premiere telecast featuring Senators and other dignitaries. The station, an affiliate of all four

THIS IS the architect's sketch of the new $100,000 KTVE (TV) Longview, Tex., studio building. The station, assigned uhf Ch. 32, plans to be on-the-air Aug. 1. A. James Henry is station president and William M. Morrow is commercial manager.

BROADCASTING • TELECASTING
-selling TV is no longer a buggy ride

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avail units were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESmen who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.
TV networks, broadcasts from 5 p.m. to midnight daily.

- WSUN-TV St. Petersburg, Fla., uhf Ch. 38, began regular programming May 31, and now is telecasting on a daily schedule from 5 p.m. to 11:30 p.m. The station is owned by the City of St. Petersburg.

Following is a complete listing of expected starting dates of 61 stations going on the air between now and next fall:

On the Air

WCSJ-TV Charleston, S. C., uhf Ch. 5, represented by Free & Peters, affiliated with all TV networks (started June 19).

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), uhf Ch. 3, represented by Weed Television (started June 16).

WTVE (TV) Elmina, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., affiliated with CBS-TV and DuMont (began on limited basis June 16).

Today (Monday)

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

This Week (June 21-27)

KROC-TV Rochester, Minn., uhf Ch. 16, represented by George Motter TV Inc., affiliated with DuMont.

KSSW-TX Roswell, N. M., uhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV.

WPAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Ranbeam Co.

June 27

WOSH-TV Oskosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

Next Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., uhf Ch. 5, represented by Avery-Kindel Inc.

July 1

KCMC-TV Texarkana, Texas, uhf Ch. 6, represented by O. L. Taylor Co., affiliated with CBS-TV.

KTWH (TV) Hutchinson-Wichita, Kan., uhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WTXI (TV) St. Louis (Mo.)-Belleville (III.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 4

KTXL-TV San Angelo, Texas, 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 CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WIKL-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Kindel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 23, represented by the Bolling Co., affiliated with ABC-TV and NBC-TV.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Kindel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTFA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

COnGRATULATIONS are exchanged as WCSS-TV Charleston, S. C., began programming Monday on Ch. 5. On hand are (1 to r): Herbert E. Taylor Jr., manager of the Transmiter Div. of DuMont Labs which supplied equipment for the station; Dr. Thomas E. Goldsmith Jr., director of research for DuMont and a native of Greenville, S. C.; Mayor William McGee Morrison of Charleston, and Fred Steiner, manager of American Distributing Co., DuMont distributors for the area.

June 13, represented by Joseph Hershey McGillivra Inc.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMTT (TV) Austin, Minn., uhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

WGLV-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., uhf Ch. 11, represented by John E. Pearson TV Inc.

WTVP (TV) Scranton, Pa., uhf Ch. 72, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

WWBU-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

Aug. 22

WDTV (TV) Macao, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRDO-TV Colorado Springs, Colo., uhf Ch.
That WREC reaches the highest type listener, economically and educationally, IS MASS is evident from a casual examination of the programming of WREC, and the latest Standard Audit & Measurement Reports and Hooper Ratings.

A further examination of the names of advertisers on WREC shows both in spot, and of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

With a single schedule on WREC, your message reaches the "better half" of both the rural and metropolitan listeners in this rich $2 billion market and carries prestige from the start. The cost is still another influencing factor, 10% LESS, per thousand listeners, than in 1946.
Radio Raises Money For Disaster Victims

BROADCASTERS around the country last week were receiving their share of applause for work during earlier tornado disasters. And several reported on their fund-raising activities in behalf of disaster victims.

The Flint Journal carried a letter-to-the-editor in which a reader praised WMRF Flint, Mich., for its coverage of a disastrous tornado in that area [B+T, June 15].

WKOX Framingham, Mass., reported it was the subject of "noteworthy commendation" in that city's newspapers for its reporting on the Worcester, Mass., tornado.

WXEL (TV) Cleveland raised $120,000 for local victims after staging a telethon June 13, the station said. Working in conjunction with the Red Cross, the station used talent from local TV and radio stations and interviewed disaster victims.

WJR Detroit aired a 2 1/2-hour program for benefit of the Flint Disaster Relief Fund, the station said. The program featured CBS network personalities, WJR talent and national and local civic leaders, WJR reported.

WBZ-AM-TV Boston appealed to the people of New England for donations to aid tornado victims in the Worcester area, and during the first two days received more than $3,000, the station reported, adding that additional funds were arriving in every mail.

WPCT Putnam, Conn., raised more than $6,000 plus a freight carload of clothing for the Worcester tornado victims. The station, which has been on the air only a few weeks, received thanks and the keys to Worcester from its mayor, Andrew Holstrom.

A special message from President Eisenhower, who flew over the Worcester area to inspect tornado damage, was aired by WTAG Worcester newsmen Chris Condon.

WOI-TV Changes to Ch. 5

WOI-TV Ames, Iowa, last Saturday changed from vhf Ch. 4 to vhf Ch. 5 and its effective radiated power was nearly doubled, Richard B. Hull, director of radio and television at Iowa State College, announced. A six-bay RCA antenna replaces the station's former three-bay antenna, Mr. Hull added.

Dr. Douglas S. Freeman Dies; Early Newscaster

DR. DOUGLAS SOUTHELL FREEMAN, 67, retired editor of the Richmond News-Leader (WRNL-AM-FM), Pulitzer-prize historian and radio news commentator from 1925, died June 13 in Richmond after a heart attack.

Dr. Freeman began making news broadcasts in 1925 and besides making two broadcasts a day, more than 100 speaking engagements a year and editing the News-Leader, he found time to write a four-volume biography of Confederate Gen. Robert E. Lee, for which he won the Pulitzer prize, and a three volume biography of Lee's Lieutenants.

WAGA-TV Now Operating

STORER Broadcasting Co. reported last week its WAGA-TV Atlanta began operating with 100 kw on June 10, making it "the most powerful TV station in the deep South." During recent tests, the company said, calls were received from parts of North Carolina and Tennessee. WAGA-TV is on Ch. 5.

KSWS-TV Roswell, N. M., 7.5 kw transmitter was installed by (l to r): Harold Johnson, J. D. Winters and J. M. Valentine, Federal Telecommunications Lab engineers, and Ray Summersgill, station chief engineer. KSWS-TV is scheduled to go on the air this week with 107 kw effective radiated power, and claims to have the largest antenna ever built, 16 bays with a gain of 16.1 on vhf Ch. 8. It will be an ABC-TV affiliate.

FULTON QUITS WGST, AKERMAN SUCCEEDS

JOHN FULTON, general manager of WGST-AM-FM Atlanta (Georgia Tech station) and recently seated NARTB Dist. 5 director, has resigned from the station and will announce his new connection about July 1. Freeman Strickland, chairman of the Radio Committee of the University System of Georgia Board of Regents, announced last week.

Mr. Strickland said he accepted the resignation "with a great deal of regret." Ben Akerman, assistant manager since 1948, has been appointed to succeed Mr. Fulton, Mr. Strickland said.

Mr. Fulton has been on the WGST staff 17 years, and has served as announcer, program director and associate manager, becoming general manager in 1945. Mr. Akerman has been with WGST since 1930 and was named chief engineer in 1931.

Carl R. Bamford Dies

CARL R. BAMFORD, principal owner of WSKY Asheville, N. C., died June 9 in his home at Asheville. Until 1951, Mr. Bamford had an interest in the United Paramount Theatre Corp. and was head of Asheville's Publicx-Bamford Theatres. He served three terms on the Asheville City Council and was a member of the Asheville Chamber of Commerce. Mr. Bamford and Zeb Lee, general manager of WSKY, established the station in 1946.
All these stores have agreed to hypo sales of KYW-advertised products during the summer of 1953. Special promotions, newspaper support, circulars, shelf tabs, window posters, and many other sales-productive activities come your way on the KYW Bandwagon. There's still time to get aboard! For details, see KYW or Free & Peters.

**KYW**

**PHILADELPHIA**

50,000 WATTS

NBC AFFILIATE

**WESTINGHOUSE**

RADIO STATIONS Inc

WBZ • WBZA • KYW • KOKA

WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for WBZ-TV and WPTZ, for the television stations, NBC Spot Sales
KTBC-TV Goes 100 kw
With New RCA Transmitter

KTBC-TV Austin, Tex., first vhf station in the nation to install the new RCA 10-kw high-band vhf transmitter, June 9 stepped up its effective radiated power to its full authorized 100 kw.

In a brief ceremony Texas Governor Allan Shivers gave the signal for the switch to KTBC-TV Chief Engineer Ben Hearn. Later on, according to General Manager J. C. Kellam, more extensive ceremonies are planned to mark the step up in power as well as the tenth anniversary of the Texas Broadcasting Corp., operators of KTBC-AM-TV.

Station further reported that within minutes of the change-over telephone calls were received from towns 50 to 70 miles from Austin, all commending the reception. According to RCA, the 5,000kw transmitter is the first of its type, with the new RCA 12-section superturnstile antenna to achieve an ERP of 100 kw.

KTBC-TV started last Thanksgiving with an interim RCA 2 kw transmitter. Station is affiliated with all TV networks.

KTBC-TV's new 12-section RCA antenna, nearly 80 feet long, is atop a 500-foot tower and nearly 1,000 feet above average terrain.

Bolling Family Buys
KHMO for $130,000

SALE of KHMO Hannibal, Mo. (1070 kc, 5 kw day, 1 kw night), from Hannibal Courier-Post ownership to James P. Bolling and wife for $130,000 was announced last fortnight. Application for approval was filed with the FCC June 12.

Transfer of ownership of the 12-year-old Hannibal station was made necessary by the pending application to assign KHQA-TV Hannibal (owned by the Courier-Post) to Lee Broadcasting Co., licensee of WTAD in the adjacent city of Quincy, Ill. Assignment of the Ch. 7 construction permit (the station is not yet on the air) includes a provision for 20% ownership in Lee Broadcasting by the Courier-Post Co. Therefore, it was felt necessary to dispose of KHMO to meet the Commission's duopoly regulations which forbids ownership of more than one AM station in the same area. KHMO and WTAD had interlocking ownership through Lee Syndicate newspaper principals.

Mr. Bolling is a livestock dealer in Brown- ing, Mo.

Texas Gov. Allan Shivers (r) and J. C. Kellam, general manager, KTBC-TV Austin, join in smiles during brief ceremonies at which the station stepped up effective radiated power to its full authorized 100 kw.

WDAF-AM-TV STRIKE ENDED AFTER MONTH

WDAF-AM-TV Kansas City resumed operations at 6 a.m. Friday after a four-week shutdown caused by an AFTRA strike over commercial fees.

The shutdown kept about 70 employees out of work for a month and cost the Kansas City Star stations vast advertising revenues.

Settlement was reached shortly after Thursday midnight. The Friday operations were described as almost normal.

The new contract calls for a $6 wage increase above the basic $102 scale for announcers, effective last March 1 when the last contract expired. The new pact runs until Nov. 1, 1954.

Principal contention for the last fortnight, it was understood, centered around the expiration date, with the stations originally wanting a two-year agreement. There was difficulty, too, over the language used in connection with the commercial fee matter.

AFTRA's key demand had been for payment of extra fees to announcers for commercials read during regular shifts. While this was not included in the new contract, the stations are understood to have agreed to conduct a national-wide study to find out what fee systems are used and their possible effect if applied to Kansas City. The negotiations agreed on procedure involving arbitration of the fee issue, based on discussions to be held next autumn, it was reported.

The settlement was reached before a Federal conciliator, Earnest E. Myers, with Don Roberts, AFTRA local negotiator, accepting for the employees. Agreement had been near at times during the last fortnight, only to have the parties stall at unacceptable points. Ed Scheslinger, from the national AFTRA, was on the scene during some of the negotiations.

A Kansas City benefit for the striking union members, arranged for Saturday night in advance of the settlement, was to go ahead, with Hildegard and other name stars slated to participate.

Only office workers have been retained at the WDAF headquarters. The stations are reported to have received sympathetic consideration from many of their sponsors.

The strike started at 6 a.m. May 22. Announcement had been made by the union on radio newscasts the night before that AFTRA personnel would not report for work and would set up picket lines. IBEW technicians refused to cross the picket lines and the stations are reported not to have had adequate engineering personnel in the executive staff to maintain radio and TV operations.

Kansas City has had evening television service from KCTV (TV), operating on uhf Ch. 26. Before KCTV took the air recently the city had only one TV outlet.

Weed TV Adds Lindsay

WEED Television last week announced that George Lindsay of Edward Petry & Co., Chicago, has joined the company in that city, and that the Chicago office has moved to larger quarters at 20 N. Wacker Drive. Changes were said to be in line with Weed Television's policy of completely diverging radio and television operations.

Taylor Moves N. Y. Offices

THE O. L. Taylor Co., radio-TV station representation firm, has moved its New York offices from 448 Madison Ave. into larger quarters at 44 Madison Ave. 

IN first photo since return from Europe, CBS President Frank Stanton (c) welcomes Allegheny Broadcasting Corp.'s president, attorney Earl F. Reed (l), and Irwin D. Wolf, vice president, upon KQV Pittsburgh affiliation with CBS last Monday at KQV-CBS Day.
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously... 54.6% more people... 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area.

WAVE-TV's Far Higher Tower Increases Area Coverage By 85.5%!

"Seeing Is Believing!"

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level.

Tower height is of course far more important than any other factor, in “reaching out” to fringe TV areas. Next most important—WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual viewing results. Ask your distributors, dealers or salesmen about WAVE-TV coverage, and about the great WAVE-TV television market. It's actually far greater than the Louisville Trading Area itself!

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives
A SMALL parade of candidates for the remaining FCC vacancy was on the Washington scene last week and most of them had their innings both at the White House and Republican National Committee.

Activity was stepped up on what a fortnight before seemed the expiration of the term of Paul A. Walker, Oklahoma Democrat, who, however, probably will remain in office until his successor is qualified.

Those who have been interviewed by Presidential Assistant Sherman Adams include:

Robert J. Dean, president of KOTA Rapid City, S. D.

Charles Garland, vice president and general manager of KOOL Phoenix, one of the "original" strong candidates for the FCC vacancy.

Julian N. Cahn, 30-year-old counsel to the Senate Foreign Relations Committee.

In addition, campaigns were still underway for J. Paul Marshall, Maryland-Washington attorney, and a member of the Maryland House of Delegates; Glenn D. Gillett, consulting radio engineer who retires from service July 1, and Edward J. Heffron, former NARTB (then NAB) public relations man, and formerly with Johnson & Johnson.

Although it seemed to be touch and go last Friday, Mr. Dean's supporters appeared to be the ones with the momentum. Mr. Dean was said in his behavior that he is seeking to dispose of his 55.5% interest in the South Dakota properties—essential under the terms of the Communications Act. He had lunch last week with Sen. Francis Case (R.S.D.), who originally submitted his name for the FCC post and is strongly endorsing him.

Mr. Dean was a member of the delegation which played host to President Eisenhower on his visit to the Black Hills and it obviously was felt that the FCC vacancy was discussed at that time.

Meet with Adams

Mr. Garland, strongly backed by Eugene C. Pulliam, owner and publisher of The Arizona Republic and owner of WIRE Indianapolis, called on Presidential Assistant Adams last Tuesday, accompanied by Sen. Barry Goldwater (R-Ariz.).

In the nearly one-hour conversation—his second session with Mr. Adams—the overall FCC regulatory situation was discussed. Mr. Garland, when he left Washington, was not represented as being as optimistic about the appointment as his South Dakota broadcasting colleague.

Mr. Cahn was noncommittal but it was learned that he likewise had conferred with the sphinx-like presidential assistant. Mr. Cahn, although counsel to the Foreign Relations Committee, is not a lawyer, but he has evinced great interest in suppression of crime and has been identified with broadcast activities in the crime sphere. In addition to Chairman Wiley of Wisconsin, of the Senate Foreign Relations Committeee, Mr. Cahn is understood to have strong support from other important figures in public life. As a New Yorker, he has been actively identified with both the Young Republican movement in New York and the Republican Committee.

Mr. Gillett had not been called either to the Republican Committee or the White House, an essential step before serious consideration is given, but he had whipped up considerable support from his Virginia delegation, with Rep. Joel T. Broyhill (R-Va.) leading the campaign.

Mr. Heffron, who was offered other Administration positions, it's understood, but was not interested.

Mr. Heffron parted from NAB in 1947 after a conflict on a fundamental policy issue—he supported FCC control over program balance as exemplified in the so-called "Blue Book." Mr. Heffron, prominently identified with lay Catholic organizations, is understood to have rallied support among church leaders, including some of the top prelates.

Even if a deal is consummated by the White House this week, there is little likelihood of an immediate nomination. FBI clearance is entailed. It is understood that Mr. Garland previously had been cleared, presumably for the vacancy filled two months ago by John C. Doerfer of Wisconsin.

Anything Could Happen

Generally, it was thought that anything could happen and that the Administration had not settled on any one man, but Mr. Dean's supreme optimism and his quest for a buyer of his interest in KOTA and its sister FM outlet, KOZY, led to the view that he had received more than a superficial indication that he would get the appointment. Mr. Dean is both a lawyer and a broadcaster. He also owns Radio Games Service, which controls a series of "service stations" he is syndicating in the premium contact field on radio.

Mr. Dean is 51 and started in radio in 1932, after having practiced law in South Dakota. He has built seven stations. He has not been an active politician, but has been a Republican for 25 years and did support Eisenhower. He is married and has two daughters, 20 and 22.

Mr. Garland, with a 30-year background in radio, was trained in the H. Leslie Adlass School in Chicago. He was active in politics and served as mayor of Des Plaines, Ill., for four years. He has lived in Arizona for a decade, identified with the Gene Autry stations. Mr. Autry conferred with President Eisenhower on Wednesday, but it was doubted whether Mr. Garland's candidacy was mentioned.

Mr. Walker, former chairman of the FCC, is in his 72d year. He will retire on part pay, having served on the FCC since its creation in 1934—its only charter member. His plans have not been disclosed but there has been some thought that he might join one of the educational foundation organizations as consultant or lecturer.

BROADCASTING • TELECASTING
KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

- So you know you're right when you buy the Big-Time Buy... the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER...
MORNING - AFTERNOON - EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines
'LESS CENSORSHIP' TREND SEEN AS PRESIDENT UNVEILS NEW ORDER

The proposed system of classifying government information would eliminate the "restricted" category. Twenty-nine agencies while 16 others would be limited.

THE Eisenhower Administration, showing a trend away from censorship of news, is awaiting the views of media on a proposal to relax the oft-attacked Truman security order, issued Sept. 29, 1951.

Trial balloon was sent up by the President at his Wednesday news conference. He distributed text of a proposed Executive Order which would revoke the Truman order and set up less severe restrictions on release of news by federal agencies.

The proposed order was drafted after a study of the security problem by Attorney General Herbert Brownell Jr. and Secretary of State John Foster Dulles.

Media claims that the Truman order, while designed to safeguard government documents, was broadly drawn and loosely administered were noted by Mr. Brownell in a letter to the President. This had led to charges that government officials could use the order to cover up their own mistakes.

Conferences Held

Mr. Brownell will confer, with J. Russel Wiggins, managing editor of the Washington Post and chairman of the Freedom of Information Committee of the American Society of Newspaper Editors. In addition he has met with officials of most major government agencies. A departmental committee reviewed complaints against operation of the order.

Objections to the Truman order were listed by Mr. Brownell as follows:

- Official can withhold non-security news by using vague and broad descriptions in the order.
- There is a tendency to follow "the dangerous policy heretofore used by dictator nations of authorizing government officials to use the term 'national security' indiscriminately and thereby throw a veil of secrecy over many items which historically have been open to the public."

Authorization of too many kinds of documents as security information has promoted a careless attitude on the part of some government employees handling such matter.

- The order has tended to build up a barrier between government and media, inimical to freedom of the press.

In view of these developments, Mr. Brownell said the proposed new order will protect national security and "honor the basic tenets of freedom of information which are so vitally important to the preservation of our form of government."

The new order, he said, will establish a system differing in the following major respects from the existing system:

a) It withdraws original authority to classify information from 29 agencies of the government.

b) It limits the authority to classify in 16 additional departments and agencies to the head of the agency without power to delegate.

c) Information may be classified only if required in the interest of the defense of the U. S.;

d) One of the categories of classified material-"Restricted"-is eliminated;

e) The three remaining categories of classified material ("Top Secret," "Secret" and "Confidential") are explicitly defined to prevent indiscriminate use of the power to classify;

f) Positive provisions are included for reviewing classified material, for the purpose of removing the classification, or down-grading it, when the interests of national defense no longer require the protection of classification;

g) Procedures have been revised to make them more definite and certain, so that employees handling classified information will be more alert to the dangers of unauthorized disclosure.

In listing government agencies where "original classification authority" is limited to head of agency, the President included the FCC. If an agency head fears the new limitations endanger national defense, he can file a written request to the President for an exception.

Original classification authority is removed from 29 agencies, including Federal Trade Commission, National Labor Relations Board and Securities & Exchange Commission.

Mock Conference Planned To Test Hearing Shortcuts

DEMONSTRATION of techniques for shortening the length of comparative television hearings before FCC [B*T, May 18] will be held next Monday (June 29) in Hearing Room A of Washington's ICC Bldg.

The mock hearing conference, arranged by the Federal Communications Bar Assn. and FCC, will show one way of eliminating all unnecessary material from hearings and will be conducted by "Hearing Examiner" Henry G. Fischer, FCBA member. Counsel for the applicants will include Frederick W. Ford, chief of FCC hearing division; Benito Gagnone, FCC hearing examiner, and Max Paglin, FCC trial attorney. They will represent the Alpha Television Co., the Bravo Broadcasting Co. and the Coca Television Co. seeking v/h Ch. 4 in Metropolis.

Dempsey is Counsel

Counsel for FCC broadcast bureau will be William J. Dempsey of the FCBA.

A question and answer period following the "conference" will be moderated by William C. Koplovitz of the FCC.

Preliminary remarks will be made by FCC Chairman Rosel Hyde and Fred Albertson, FCBA president. J. D. Bond, FCC hearing examiner, will demonstrate the use of pre-trial technique in administrative hearings.

The committee handling arrangements for the mock conference is headed by Mr. Koplovitz, of Dempsey & Koplovitz, Washington law firm.

M'Carthy Wants Industry Reaction to Bill to Require Recordings

Sen. Joseph R. McCarthy tells B*T: No connection between bill and Senate probing of FCC, no need for speedy hearings on measure but wants broadcasters to "kick it around a bit."

SEN. JOSEPH R. McCArTHY (R-Wis.) last Thursday denied to B*T any link between his newly-introduced bill that would require radio and TV stations to make and keep recordings of everything going on the air and various investigations of FCC files being made by members of his staff.

Sen. McCarthy also indicated he was in no hurry to press his legislation but looked at the proposal as more of a trial balloon to test broadcaster reaction.

Kick It About

As he told B*T, he wanted the radio-TV industry "to kick it around a bit" to see how effective the legislation would be [see editorial, page 114].

The bill would amend Sec. 303 (j) of the Communications Act. It would give FCC "authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable" and FCC would "make rules and regulations requiring broadcasting stations to make and keep recordings, or verbatim records, of all communications transmitted."

It was introduced without fanfare by the Senator near the close of Senate business June 11 [At DEADLINE, June 15]. The measure was referred to the Senate Interstate & Foreign Commerce Committee.

Sen. McCarthy said he did not expect an early hearing on the legislation. Measures introduced in this session of Congress carry over until the second session which begins next January.

If Sen. McCarthy told B*T there were several reasons why he introduced the measure. Primarily, he wanted to urge FCC to have available a permanent record of everything said on the air. Such records are not required at the present time.

Sen. McCarthy also said it was impossible now to police shortwave sets sending information overseas. He asserted there were "strong indications" of "uses" of shortwave to send information abroad for espionage purposes.

The Senator also asserted the legislation was designed to act as a check on what night disc jockeys say on stations. As the Senator saw it, the disc jockey "can say anything he cares to" because there is no record of what is broadcast. "He can indulge in libel and slander," Sen. McCarthy charged.

A member of Sen. McCarthy's Permanent Investigations Committee staff has been engaged for some weeks in sifting over FCC files. It was reported at the agency that the investigator has not been "around for the past few days."

Sen. McCarthy said the bill's introduction had no relation to the investigations.

Most unusual effect of the bill would be the establishment of procedure among stations which never has been ordered in full even during the last war. In World War II some spot checking of what went on the air was made. News censorship in the broadcast industry then was voluntary. Recordings of some foreign language programs were required to be kept.

Broadcasting • Telecasting

Page 58 • June 22, 1953
How HIGH is HIGH?
KTYL-TV is HIGH in Antenna Height
...and HIGH in Sales Impact!

TOWERING HIGH IN THE SKY for a soaring distance of 1550 feet above average terrain (and a half mile above sea level) is KTYL-TV's antenna on South Mountains, a few miles from downtown Phoenix. From this lofty peak... four times higher than any other Arizona station... KTYL-TV delivers 63.2% coverage of the most fabulous, flourishing sales potential in the nation!

MEDIA BUYERS will raise an interested eyebrow at these significant comparisons: New York City's majestic Empire State Building is only 1250 feet high... Chicago's famed Wrigley Tower is only 398 feet high... and the familiar landmark—the "Top of the Mark" in San Francisco— is only 563 feet above sea level!

THE GREATER THE HEIGHT, the greater the coverage. The greater the coverage, the greater the sales. And, in free-spending Central Arizona, only KTYL-TV provides both! See your Avery-Knodel man today!

KTYL-TV
CHANNEL 12

NBC and DuMont affiliate for Phoenix and Central Arizona...
Arizona's merchandise-minded "Showmanship" station that's first in everything that spells more sales!
NARTB ATTACKS BASEBALL BILL

As NARTB attacked anew Senate legislation to permit baseball to reinitiate its radio-TV restrictive rule 1 (d), two identical bills were introduced in the House last week.

The companion bills, referred to the House Interstate & Foreign Commerce Committee, were offered by Reps. A. S. Heilong Jr. (D-Fla.) (HR 3721) and Wilbur D. Mills (D-Ark.) (HR 3725).

The Senate bill (S 1396), authored by Sen. Edwin C. Johnson (D-Colo.), was approved unanimously by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B*7T, June 15].

NARTB uncorked a twin assault:

- On Thursday its combined boards of directors in a unanimous resolution condemned the Johnson bill and called upon Congress to defeat it. The action was taken during a three-day board meeting in Washington.
- The preceding Monday the board okayed a special NARTB bulletin issued to every radio and television station in the country. This, too, directed its fire against the proposed law restricting radio-TV coverage of baseball.

The resolution, which summarized the earlier bulletin, was to be sent to every member of Congress.

NARTB Explains Rule

Rule 1 (d), as explained by NARTB, would prevent a team from authorizing the broadcast of its games over a station beyond its home territory (50-mile radius), and in the home territory of another ball club, without the consent of the latter club.

NARTB's bulletin was accompanied by a letter from the group's president, Harold E. Fellows. Mr. Fellows warned that the bill would set a "dangerous precedent—it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate 'a deal' for program material in an open, competitive market." He said it would be "tragic" if the bill passed the Senate "without full recognition of its total implications" and without a strong protest being registered against its bad effects on the listening and viewing public, as well as on the industry."

Bill Called "Sleeper"

The bulletin explained that if any other types of radio and TV program matter regularly aired were substituted for the words, "professional baseball," in the bill, the danger would be "obvious and acute": The bill is a "sleeper" because when stripped of its legislative "decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television."

The bill would exempt rule 1 (d) from antitrust laws, the specific effect which NARTB decried as "a radical and unnecessary" departure from anti-trust principles.

"The action would 'deny broadcasters and the public the right to contest the legality of these restrictive agreements,' NARTB declared. "The public suffers most" when such agreements are in effect, the association said.

For key portions of NARTB's statement, see For The Record.

Asks Early Hearing

SEN. EDWIN C. JOHNSON (D-Colo.) last Thursday asked the Senate leadership to schedule his baseball bill for consideration as early as possible. Sen. Johnson's Administration on the Senate floor after Sen. Everett Dirksen (R-Ill.) had asked that the bill be held up. The Dirksen bill was made during a routine call of the Senate calendar (roll call on bills to be considered).

BASEBALL SUES TRINITY (KLIF, KLBS)

The Brooklyn Dodgers and the New York Yankees, all the major league clubs except the Dodgers, the Chicago White Sox and the Cincinnati Reds, charging restraint and monopoly on baseball broadcasts, is pending in U.S. District Court [B*7T, May 18].

The complaints of the Dodgers and Yankees to FCC allege that the broadcast of the games by KLIF and KLBS are made in such a manner as to convey to the listening public the misleading impression that they are authorized by the major league clubs and are being made directly from the park in which the game is being played. This is said to be done by means of recorded crowd noises and simulated public address announcements.

The complaints ask the Commission to issue an order ceasing and desisting of the alleged unauthorized re-creation of major league games, was formerly associated with Liberty Broadcasting System, the "fifth" radio network, which went bankrupt last year. A $12 million suit by the defunct Liberty Broadcasting System to allow baseball to reinstate its rights for program material regularly in which they are authorized by the major league clubs except the Dodgers, the Chicago White Sox and the Cincinnati Reds, charging restraint and monopoly on baseball broadcasts, is pending in U.S. District Court [B*7T, May 18].

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Asks Fewer Closed Sessions

HELP in fighting the "alarming" increase in the number of "secret" sessions by Congressional committees has been asked by Sen. Spessard L. Holland (D-Fla.), by Sigma Delta Chi, journalism fraternity, and by V. M. Newton Jr., chairman, Committee for Advancement of Freedom of Information, has written the Senator that one of every two committee meetings is held behind closed doors (executive sessions). When this is done, the public and the press (and radio, TV) are barred. He also warned that local and state government bodies were following this pattern set by Congress.

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FCC AGAIN HITS ANTELL AD CLAIMS

July 21 hearing is set in Baltimore on soap and shampoo copy.

The Federal Trade Commission again is nipping at the heels of Charles D. Kasher and Leonard L. Rosen, principals in the FTC complaints and preliminary injunction issued last November in U.S. District Court in Baltimore restraining the two from certain "pitch" advertising claims on television about their Antell Complex vitamin compound [B*7T, Jan. 19].

This time the FTC charges misleading and deceptive advertising on radio, television and newspapers on the merits of Charles Antell Formula #5, Charles Antell Shampoo and Hexachlorophene Soap. Named in the complaint are: Charles Antell Co., Inc., Baltimore, Mr. Kasher, its president, and Mr. Rosen, its vice president, secretary and board chairman, and of which Mr. Rosen's brother, Julius J. Rosen, also named is a respondent, is vice president and treasurer; TAA Inc., of New York and Baltimore, of which Mr. Kasher is a sales officer and Leonard Rosen is president in charge.

The FTC, giving the respondents 20 days to file an answer, has scheduled a hearing July 21 in Baltimore before FTC Hearing Examiner John Lewis.

RTMA Throws Weight Against EPT Extension

RETROACTIVE relief from the excess profits tax for the radio-TV manufacturing industry was asked the House Ways & Means Committee in a statement filed last week by the Radio-Television Manufacturers Assn.

RTMA's position on EPT was similar to that voiced two weeks ago to the committee by the Television Broadcasters' TV Tax Committee's John B. Poole [B*7T, June 15].

The RTMA statement was made at a time when the House Commerce Committee was planning to get a six-month extension of the excess profit tax in the face of opposition from Chairman Daniel Reed (R-N.Y.) of the Ways & Means Committee. The six-month extension was requested by the industry. The tax is due to expire at the end of the month.

RTMA President A. D. Plamondon Jr. outlined the burden imposed on the industry by the tax: "We urge Congress to extend it to be amended to "retractively remedy its deficiencies as it applies to members of our industry."

Network Color Test

NETWORK testing on NBC-TV of the compatible color system of the National Television System Committee was approved by FCC Thursday. The Commission waived its TV rules to allow tests of the "non-standard" color signals during the eight-week broadcast day, but limited to sustaining programs. The authorization is effective immediately and runs until July 31. Besides testing feasibility of networking color TV under NTSC specifications, Altman seeks to obtain the reaction of the non-technical viewing audience reception on regular black-and-white receivers.
A necessary buy in New England —
with more than a million viewers
and a signal so clear and strong . . .

125 newspapers
from Montauk Pt., L. I., to Springfield,
Massachusetts, carry WNHC-TV program listings.
REVAMP 'VOICE,' SENATORS URGE

Gist of special Senate committee report is that the Voice of America program is necessary but that many improvements are needed both in its organization and its operations.

The Radio arm of the U. S.—Voice of America— is necessary— "radio broadcasts are our sole information contact" with Communist-dominated peoples. But Voice is sorely in need of a revamping.

The best advice, Senate Committee on U. S. Overseas Information Programs thinks of VOA. Its report (S Rep 406) was released last week. Sen. Bourke A. Hickenlooper (R-Iowa) is chairman of the group which held hearings on the entire information program earlier in the year. The committee plans to probe further into the information programs.

Recommended by the committee:
- Reappraise the entire structure of VOA.
- The International Information Administrator should decide on the physical structure—New York or Washington. Reorganize the engineering section "from top to bottom . . . so as to avoid confusion from the telecommunications industry."
- The committee said: "The American electronic industry is anxious to further this effort of our Government, but it has never been invited to do so . . . and has been alienated because of the treatment it has received from the people in the Voice in charge of engineering."
- Some foreign broadcasts could be limited but others strengthened.
- TV Networks Urged
  - Consider "feasibility of linking the Atlantic nations and much of the non-Communist world . . . in vast television networks." This could be "a reality in a comparatively short time." IIA hardly has recognized TV's potential uses.
- President Eisenhower is urged to take a personal hand in strengthening the entire information program.
- National commission should be set up drawing people from government, telecommunications industry and other groups to study the present organization and "the potentialities of the international use of all forms of telecommunications."

President Eisenhower already has recommended to Congress that VOA be placed under an independent U. S. Information Agency. Under that program, Voice policy would be "guided" by the Secretary of State but administratively the agency would be on its own, reporting to the President.

The committee warned of "entrenched incompetence" in the information agency with which the Administration "must do battle." It also faulted VOA programs that infamy and waste be eliminated from the broadcasting service, it has no desire to see this operation discontinued and crippled."

Two major tasks upcoming for the committee are to (1) examine the operation and effect of the program in the American Republics and (2) "test-check" action taken on the committee's recommendations, the report noted.

A few days before the committee released its report, the State Dept. said much of local broadcasting time in Latin America previously occupied by VOA shortwave now is being used by IIA for locally-produced shows. Latin American, State Dept. added, still receives a VOA 30-minute, world-wide program broadcast shortwave in English.

Associated Broadcasters Inc. is shortwave Spanish-language service, private basis but with State Dept. and FCC approval (Art Donovan, chairman, subcommittee) taken over last two frequencies left which VOA vacated, wavelengths could be pre-empted by other nations."

Other points discussed by the committee:
- In cost and personnel, the U. S. information program is set to become "totally unrealistic" to Russia which spends an estimated $1.4 billion a year for propaganda."
- Psychological Board, created to coordinate psychological policies of the U. S. "is not effectively discharging its functions."
- Deficiencies exist in the reception of shortwave signals overseas; engineering has been "inexpert and medicyrful . . . often inadequate."
- No overall continuing monitoring service exists in "VOA radio and television.""
- Policy should not be made by the Voice."
- "RIAS (U. S. radio station in Berlin), which broadcasts with 300 kw and relays several VOA programs daily and originates 16 more hours, is "overstaffed" but performs "effectively."

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Senators Film, Tape Red Hearings for Home Folks

SOMETHING new has been added to the Senate scene—a subcommittee is making movies and tape recordings of hearings to be broadcast on a loan basis. The subcommittee is Sen. William E. Jenner's (R-Ind.) group on Internal Security. Subject matter is its investigations of Communism.

Funds for Production

Work is done by the Senate-House Joint Recording Facility which makes radio recordings and television films for Senators and House members to send to their home districts. It was reported last week the facility probably would be paid for the work from subcommittee funds.

Word of unprecedented radio-movie-TV production by an official Senate group came from a subcommittee spokes-

House Unit to Study 'Fair Play' for Witnesses

THREE-man subcommittee—Reps. Hugh Scott (R-Pa.), chairman; J. Edgar Chrenoweth (R-Colo.) and Howard W. Smith (D-Va.)—were named last week by Joint Committee a foot-

No Final Conclusion

Rep. Kenneth B. Keating (R-N.Y.), Jacob J. Javits (R-N.Y.) and George Meader (R-Mich.) appeared on behalf of such a probe. Rep. Keating noted that he had not yet reached a "final conclusion" on radio-TV coverage of hearing proceedings or House sessions. When he saw "wholesome" results of such coverage he said he recognized problems caused by microphones and cameras at committee sessions. He also noted that courts and judicial proceedings are free from radio-TV devices and asserted witnesses should have the right to object to their presence. Rep. Keating noted that the courts have ruled to this effect. Rep. Clarence Brown (R-Ohio) said he objected to televising hearings.

KXEL, WNOE Protest Two New AM Grants

PROTESTS against two new AM stations authorized by FCC within the past month have been filed with the Commission. They objected to grants at Columbus, Miss., and Ville Platte, La., both alleging interference. KXEL Waterloo, Iowa, assigned 50 kw fulltime on 1540 kc, directional, protested FCC's May 7 grant of 10 kw daytime on 1540 kc to J. W. Furr at Columbus. Mr. Furr is in the auto supply business.

WNOE New Orleans, operating on 1060 kc with 30 kw daytime and 5 kw nighttime, complained about FCC's grant of 250 w day-

Petitions in both cases requested hearings on the new station grants.
The STUDIO TELESCRIPTION Library

"...one of our most valuable sales assets..."

says DICK WATTS, Sales Manager, KROD-TV, El Paso, Texas

The STUDIO TELESCRIPTION Library is the only music library that gives you all the top musical stars...all your favorite tunes, both old and new...and complete program and promotion service. And it's priced right! Write for details of this top money-maker and other UTP films today!

NEW YORK
444 Madison Ave. PI 3-4620

CHICAGO
360 N. Michigan Ave. CE 6-0041

HOLLYWOOD
California Studios
650 N. Bronson Ave. HO 5-2195

Today All Of These Alert
TV Stations Use UTP
Studio Telescriptions!

KGNC Amarillo, Texas  KDUB Lubbock, Texas
WFBG Attoona, Pa.  WMCT Memphis, Tenn.
WAGA Atlanta, Ga.  WMII Milwaukee, Wisc.
WLTV Atlanta, Ga.  WALA Mobile, Ala.
WSB Atlanta, Ga.  KFAZ Monroe, La.
WAFM Birmingham, Ala.  WOSH Oskosh, Wisc.
WICC Bridgeport  WEEK Peoria, Ill.
KIDO Boise, Idaho  KTUL Phoenix, Ariz.
WCOS Columbia, S. C.  WNAO Raleigh, N. C.
WOC Davenport, Iowa  WSLA Roanoke, Va.
KROD El Paso, Texas  WRYV Roanoke, Va.
KMI Fresno, Calif.  KTVX San Diego, Calif.
KNNB Hollywood, Calif.  KRON San Francisco
KJY Hollywood, Calif.  KLY Santa Barbara, Calif.
KONA Honolulu, Hawaii  WTGY Scranton, Pa.
KNM Texas  KELO Sioux Falls, S. D.
KPRC Houston, Texas  KTTV Springfield, Mo.
WJTV Jackson, Miss.  KHQ Spokane, Wash.
KSWO Lawton, Okla.*  KSD St. Louis, Mo.
WJIM Lansing, Mich.  WSBU St. Petersburg
KFDR Lincoln, Neb.  KMO Tacoma, Wash.
KOLN Lincoln, Neb.  KCNO Texarkana, Texas
KRTV Little Rock, Ark.  KVOA Tucson, Ariz.
KTVK Longview, Texas  WIRK West Palm Beach, Fla.
KLAC Los Angeles  KFXD Wichita Falls, Texas
KCBD Lubbock, Texas  KWFT Wichita Falls, Texas
The stockholders, at a recent meeting, and in keeping with their policy of a company wholly owned by its own personnel, have elected Charles C. Coleman (Southeastern Manager in Atlanta) and Philip Schloeder, Jr. (Assistant Treasurer in New York) as new stockholders in AVERY-KNODEL INCORPORATED

NEW YORK  CHICAGO  ATLANTA
SAN FRANCISCO  LOS ANGELES  DALLAS

— NET W O R K S —

NBC PONDERS DIVIDING AM-TV

Not all departments would be divorced. Radio affiliates plan fall meeting on their own and with network, as NBC reports it is stabilizing its TV affiliates.

PLANS for divorcing radio and television operations in some departments were under study at NBC last week (CLOSED CIRCUIT, June 15), with the sales department deemed most likely to be thus split.

An “informal” study of the question is being made, officials said, indicating at the same time that although sales and perhaps some other departments may be un-integrated, the separation policy is not expected to be applied throughout the company again.

Disclosure of this study was one of several developments at or affecting NBC during the week. Others included:

- Network officials said they planned a fall meeting with radio affiliates, while radio affiliates planned a late-July session among themselves—and reportedly were preparing to insist that NBC officials hold, headed by Brig. Gen. David Sarnoff, meet with them to go over radio plans and problems.

- Officials jubilantly reported that WHAM-TV Rochester, which they had considered the only affiliate still apt to switch to CBS-TV after the now-famous “crisis” session with TV affiliates a few weeks ago (B•T, June 1), has now said it will remain with NBC and has authorized preparation of renewal contracts.

Signs WVEC-TV Hampton

- NBC plugged the TV hole left by the only affiliate defection it suffered, signing uhf station WVEC-TV Hampton, Va., as its Norfolk-area affiliate in place of WTAR-TV Norfolk, which moves to CBS-TV in September. Successor to WTAR, which moves to CBS Radio after a 19-year association with NBC, remained to be selected.

- Concurrently with the WVEC-TV signing, a high-powered campaign was being devised to get Norfolk area set-owners to convert to uhf, with the goal set at 70,000 to 75,000 conversions within a month after the station’s Sept. 1 target date for the start of full commercial operations.

- NBC President Frank White, who returned from his European vacation Tuesday, was back at his desk on Friday, and was planning, according to associates, to continue in the job—a decision which Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, told the TV affiliates would be entirely up to Mr. White and the state of his health upon his return from the vacation and rest.

On the subject of radio-TV divorcement, observers felt that, especially in sales, a return to the separation plan would do much to mollify radio affiliates who feel that under the present integrated setup, TV is getting emphasis out of proportion to that given radio.

A session with the radio affiliates—a card-on-the-table meeting similar to the “crisis” sessions with TV affiliates—is being planned for the fall, probably in October or November according to present network thinking, though at least some affiliates want it in July. It is known that NBC is blueprinting plans for a buildup of its radio programming (CLOSED CIRCUIT, June 15), and these plans undoubtedly...
Paul Bunyan, it's said, liked flapjacks for breakfast the year round. They made his dough in an oversized cement mixer, and cooked it on a 440-foot griddle.

Today most of the big dough in the Northwest is being made (and no foolin') by advertisers who use giant WCWO Radio, the Northwest's 50,000-watt selling machine. Skillfully mixing sales messages with topnotch local and CBS Radio shows, WCWO Radio creates a marked preference for its advertisers' products throughout 109 counties in four Northwest states. What's more, WCWO's cost-per-thousand circulation is considerably lower than that of any other station the length and breadth of this gigantic area—8¢ per thousand families daytime, 11¢ per thousand nighttime.

If you've been pouring big dough into your Northwest advertising and are still on the griddle for sales results, this vast coverage and low cost should be right to your taste. For details call... WCWO RADIO

Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

*Standard Audit and Measurement Services, 1953
How many pounds are sirloin steak?

☐ 250 lbs.  ☐ 150 lbs.  ☐ 50 lbs.

SIRLOIN on a plate comes as thick as you want it and as big as your appetite.

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this:

From a 1000 pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of "eating meat." But only 8% of this, or around 50 pounds, is sirloin.

That's why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

Did you know

... that about 40 different cuts come from a side of beef... that the more moderately priced meats, such as hamburger, have the same complete, high-quality protein as the fanciest steak... that it takes 4,000 different meat packing companies to supply the 60 million pounds of meat that we eat every day?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

would also be aired at such a meeting, whenever it may be held.

A committee of the AM affiliates is getting ready for a session of their own, now proposed for Chicago about July 25. This is the group formed during the NARTB convention in Los Angeles, headed by Robert D. Swezey of WDSU New Orleans [B&T, May 4]. The Chicago meeting presumably is designed, at least in part, to complete the organization of the AM group along the autonomous lines of the TV affiliates committee headed by Walter Damm of WTMJ-AM-TV Milwaukee [Mr. Damm also is a member of the Swezey committee]. NBC officials emphasized that the Chicago meeting has the network's "complete blessing."

A group of NBC affiliates attending the NARTB board meetings in Washington held an informal session Thursday night, with Mr. Swezey presiding. The affiliates would like to see some fast action at NBC, leading to a full-blown meeting with Gen. Sarnoff next month in Chicago, but it appeared the network could not be ready before autumn.

Radio sales apparently is the affiliates' main concern. They point out that NBC's evening commercial volume has dropped off, that CBS radio is well out in front of NBC radio in gross billings, and they want to know what NBC plans to do. They want to hear more details on NBC's current program-strengthening plans and, as one affiliate put it, they would rather get these details and other information in the summer than in the fall. Hence the strong feeling evidenced by at least some key affiliates that Gen. Sarnoff and other NBC officials should meet with them in a frank dis-

WVEC-TV Hampton becomes a primary affiliate of NBC as Thomas P. Chisman (il), president-general manager of the Peninsula Broadcasting Corp., signs the contract with Harry Bannister, NBC station relations vice president.

(... cussion of AM problems and plans, a la the TV affiliates meeting, in conjunction with the Chicago sessions.

Meanwhile, the signing of WVEC-TV (uhf Ch. 15) as NBC-TV's primary affiliate in the Hampton area was announced jointly by Thomas P. Chisman, president and general manager of the Peninsula Broadcasting Corp., licensee, and Harry Bannister, vice president in charge of NBC station relations. Both network and station officials voiced confidence the station will be on the air with test pattern by Aug. 1 and will go into full commercial operation by
REASONS FOR RELIABILITY
IN THE COLLINS 250 WATT TRANSMITTER

Lost air time is expensive. The most economical transmitter for the long run is a quality transmitter with built-in reliability. Collins broadcast equipment has long been famous for reliability, and the 300J 250-watt transmitter lives up to this well-earned reputation. Best of all, you pay little more for this full size, modern 250-watt transmitter.

1. **NO LOST AIR-TIME BECAUSE OF CRYSTAL-OVEN DIFFICULTIES . . .**
   A new and radically improved crystal, developed especially for Collins modern new transmitter line, has made crystal ovens obsolete! The crystals in the Collins 300J are so stable that constant-temperature operation is unnecessary! Warm-up drift is only 1 or 2 cycles.

2. **IMPROVED TUBE RELIABILITY . . .**
   Long-lived 4-125A tetrodes are used in the modulator and power amplifier, and the entire transmitter contains only 7 tube types. This simplifies spare tube problems, increases transmitter efficiencies, and reduces both operating and replacement tube costs.

3. **MINIMUM LOST AIR TIME . . .**
   After instantaneous carrier interruptions, the thermal time delay relay returns the 300J to the air in a fraction of a second. When longer carrier interruptions occur, the time delay equipment automatically selects the proper delay period, resulting in least possible lost air time.

4. **IT'S COLLINS ENGINEERED . . .**
   Collins advanced engineering concepts have been tested and approved all over the world. The 300J represents this engineering superiority to the fullest. Complete details and descriptive literature on this full size, heavy duty 250-watt transmitter are yours for the asking. Write today.

FOR BROADCASTING EQUIPMENT QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

FOR BROADCASTING EQUIPMENT QUALITY, IT'S . . .

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COLLINS RADIO COMPANY, Cedar Rapids, Iowa

FOR BROADCASTING EQUIPMENT QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
You're going places—everywhere—when WGR carries your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: Record audiences tune in daily...morning, afternoon and night...to WGR's "top three" disc spinners—John Lascelles, Billy Keaton and Bob Glacy.

SEPTEMBER 1, 1953

WGR

Wherever you go there's WGR radio

CBS Radio Network

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Page 68 • June 22, 1953
"We can't afford traffic jams at Packard!"

"An automobile plant is geared around its assembly lines. And they can be stopped for lack of a bolt! We simply cannot afford to let a traffic jam get started at Packard!"

"When we face unforeseen delays on the part of our suppliers, we make extensive use of Air Express. Such shipments may range from 5 lbs. to more than a thousand.

"Recently, for instance, we needed a heavy shipment delivered overnight from the East Coast to meet a production crisis. The vendor was located in a non-airport city. We called Air Express — and the load was rolling into the plant gates at Detroit the next morning! Dependability like that is priceless. Yet in a good many weights and distances you actually save money by specifying the fastest service — Air Express.

"We handle several thousand pounds a month via Air Express, every shipment of which is important and must be on time. We give Air Express credit for valuable assistance in maintaining production of 1953 Packards and Packard Clippers from our assembly lines."

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

---

-C. R. Herrick, Director of Traffic, Packard Motor Car Co.
LAST RITES HELD FOR LEWIS ALLEN WEISS

The broadcast industry pays final tribute to the former MBS board chairman who for a quarter century was one of the top executives in the field.

Final tribute was paid Thursday by broadcasters, advertisers and leaders in the political and governmental world to Lewis Allen Weiss, 60, for a quarter-century one of the top executives in the industry.

Funeral services for the West Coast executive were held at Church of the Recessional in Forest Lawn Memorial Park, Glendale, Calif. Mr. Weiss was found dead early Monday morning, victim of a self-inflicted bullet wound.

Mrs. Sue Weiss, his wife, who found the body, told police he had been suffering from high blood pressure and progressive muscular atrophy. Doctors had given him only six months to live.

Surviving, besides Mrs. Weiss, is a daughter, Patricia, wife of John Austin Armitage, career diplomat now with Voice of America in New York, and a grandchild, Lewis Leighton Armitage.

The career of Lewis Allen Weiss ranged through advertising and media enterprises to chairmanship of the board, MBS, followed by government service in connection with the Korean campaign and national rearmament.

In recent months he had been mentioned prominently for the FCC Chairmanship, which went to Rosel H. Hyde, and for the Commission term starting July 1.

Mr. Weiss held the post of MBS chairman of the board several years, retiring after assumption of MBS control by General Teleradio and the General Tire interests.

After leaving MBS he served 14 months as assistant administrator of National Production Authority and director of the Office of Civilian Requirements. He resigned in March 1952, taking a lengthy tour of European nations.

Born in Chicago May 8, 1893, Mr. Weiss attended grammar and night school before entering the Class of 1914, Chicago-Kent College of Law.

In World War I he joined the U. S. Cavalry, becoming a captain in the 4th Cavalry and eventually commanding the widely known "Black Horse Troop." In 1922 he married the former Sue C. Stepheonton.

His early business career included every phase of advertising, merchandising and marketing, as both buyer and seller. For several years he was with Hearst newspapers on the West Coast. He took an advanced course in economics at U. of Southern California in 1926-29.

While serving in an executive role at the Mayers Co., Los Angeles agency, he caught the attention of Don Lee network and in 1930 joined that organization. He resigned in 1932 to join WJR Detroit as business manager and assistant general manager, returning to Don Lee Jan. 1, 1937, as general manager. About that time Don Lee network became the Pacific Coast affiliate of MBS, switching from CBS, and fed service to five other California stations.

In his tenure at Don Lee, the radio operation became an important and profitable enterprise instead of merely an adjunct of a large automobile business. Among firsts credited to Mr. Weiss were sale and production of the first commercial network program originated on the West Coast for CBS, which at the time had only a single east-west line.

Foxtail, Mr. Weiss played frequently. In 1934 he won the Broadcasting magazine trophy at the Cincinnati NAB golf tournament. His favorite indoor hobby was woodworking.

Among his official connections were: President and director, California Broadcasters Inc.; president, T. S. Lee Enterprises; director, Organic Chemicals; member, Los Angeles Airport Commission; director, vice president, Los Angeles Chamber of Commerce; member, Hollywood Chamber of Commerce, and others.

Radio's GROWING

The average American spends more time with Radio than with newspapers, magazines and television combined.

And in WGN's Nielsen Coverage Area, more than 2,199,000 radio homes tune in WGN one or more times a week—during the daytime—a great audience for your advertising messages.

A Clear Channel Station Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720 On Your Dial
TO the PRESS and RADIO:

Subject: "STINTING ON THE FEED"

"You don't make milk by stinting on the feed."

Thus simply, Secretary of Commerce Weeks stated in a recent address a profound business truth which is frequently overlooked.

"If the regulated industries are to render their full services to the nation," the Secretary said, "it is my judgment that the regulatory bodies must allow earnings adequate to attract and support the equity capital they can use effectively for economies, improvement and growth." And he observed further that "the courage and inventiveness that risks great sums for improvements and economies in the future does not naturally emerge from men who have not the credit to raise the money nor the assurance that they would be allowed a return on it when their dreams come true."

That has been the situation of the railroads. Earning a return on their investment which over the years has averaged less than 4 per cent, the railroads have not found it possible to attract the equity capital they could use effectively for economies, improvement and growth.

Nevertheless, by drawing heavily on their reserves and by sharply increasing their obligations for the purchase of equipment on the installment plan, the railroads have put into service since the end of World War II more than 500,000 freight cars and almost 18,000 new diesel-electric locomotive units. For these and other improvements they have spent more than a billion dollars a year.

Such improvements mean not only better service to the public but also more efficient railroad operation, with costs and rates lower than would otherwise have been necessary. And as research opens up other possibilities, there will be other opportunities for railroads to make improvements which will mean still better service at the lowest possible cost.

To take advantage of these opportunities, the railroads will need not only "the courage and inventiveness that risks great sums for improvements and economies in the future," as Secretary Weeks said, but also the cash and the credit which, in the long run, can come only from "not stinting on the feed."

Sincerely yours,

William T. Faricy
ABC-TV Signs Seven; Affiliates Total 124

SIGNING of seven new stations as affiliates of ABC-TV, bringing the network's total to 124, was announced last week by Alfred R. Beckman, national director of the station relations department. The seven are:

WTVF (TV) Elmira, N. Y. (Ch. 24), owned by Elmira Television with Thompson K. Cassel as general manager, affiliation effective last Monday; KCMC-TV Texarkana, Tex. (Ch. 6), owned by KCMC Inc. with Frank O. Myers as general manager, starting about July 1; KEDD-TV Wichita (Ch. 16), owned by KEDD Inc. with Ben Baylor as general manager, also effective about July 1; KANG-TV Waco (Ch. 54), owned by Central Texas Television Co. with Clyde L. Weatherby as general manager, effective about July 15; KLAS-TV Las Vegas (Ch. 8), owned by Las Vegas Television Inc. with Alex Struthers as manager, also starting about July 15; WYAO-TV Raleigh (Ch. 28), owned by Sir Walter Television Co. with Charles Stone as general manager, effective about Aug. 1; KNOE-TV Monroe, La. (Ch. 8), owned by James A. Nee with Paul H. Goldman as general manager, effective about Aug. 2.

NBC Renews Miss Truman

RENEWAL of Margaret Truman's contract with NBC for a third year, calling for nine guest appearances on both radio and television during the 1953-54 season, was announced last week by Charles C. Barry, vice president in charge of programs.

CENTRAL NEW ENGLAND
is
air conditioned
for you
by
WTAG
WORCESTER
 MASSACHUSETTS
580 KC  5000 W  BASIC CBS
represented by Henry J. Christall Company
New York  Chicago  San Francisco  Detroit

MANUFACTURING

RCA SHIPS VHF HIGH-POWER GEAR

RCA VICTOR Div.'s Engineering Products Dept. said last week that stations operating in vhf channels 2 to 13 are getting deliveries of new high power vhf superturnstile TV antennas which have 50-kw input ratings.

A. R. Hopkins, manager of RCA Victor's Broadcast Marketing Div., said the antennas radiate in all directions providing power gains up to 12 and effective radiated powers up to 600 kw "or well beyond the 316 kw maximum set by FCC." Antennas can be "stacked" for community TV operation or "may be tower or pedestal mounted," RCA said in its release.

The company said the series of superturnstile antennas with technical and design data, mechanical and electrical specifications and features are in its catalog (B 739) and that a brochure provides complete information on vhf superturnstile antenna gains. The data can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

RCA, GE Report TV Equipment Shipped to Uhf, Vhf Outlets

RCA VICTOR last week announced shipment of its first new air-cooled 25 kw vhf transmitters. RCA says they are the most powerful TV transmitters it has manufactured.

The new units were shipped to WAVE-TV Louisville, vhf Ch. 5, and WTMJ-TV Milwaukee, vhf Ch. 3.

Each of the stations, both pre-thaw outlets, will install high-gain antennas to boost the ERP to 100 kw-low-band vhf maximum power allowed by FCC.

The 25 kw transmitter is nearly 30 feet long, seven feet high and about three feet deep. It weighs more than five tons, and uses air-cooled tubes and transformers.

RCA expects to make first delivery of 50 kw vhf and uhf transmitters next year.

RCA shipped a 1 kw uhf transmitter last week to WATR-TV Waterbury, Conn. The station is on Ch. 53 and will have an ERP of about 25 kw visual.

General Electric Co. has shipped a 12 kw uhf transmitter to WEEK-TV Peoria, Ill., operating since February with a GE 100 w transmitter shipped in April. The station, on uhf Ch. 48, plans a June 27 starting date.

Vhf Transmitter Record Claimed by DuMont Labs

TRANSMITTER Div. of Allen B. DuMont Labs claimed last week to have supplied the transmitters (5 kw and up) for most freeze vhf stations than any other manufacturer.

In a giant telegram-like promotion piece, National Sales Manager J. B. Tharpe said "DuMont out-sells and out-delivers all other vhf TV manufacturers," and has "more on-schedule deliveries."

Referring to transmitters of 5 kw and larger, he said 11 DuMont units have started since the freeze, compared to seven for "manufacturer A" and four for "manufacturer B", and that a score of new stations are preparing for "quick starts with DuMont."

Page 72  June 22, 1953
BALANCED PERFORMANCE
gives you highest overall sound recording quality
...at no extra cost

Audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in your recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.

Here are some of Audiotape's extra-value features:

Maximum Uniformity — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±1/4 db or better—and a reel-to-reel variation of less than ±1/8 db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios—played back perfectly on any machine.

Low Noise Level — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level—completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

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Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Audio Devices, Inc.
444 Madison Avenue, New York 22, N.Y.
Export Dept.: 13 East 40th St., New York 16, N.Y. Cables “ARLAB”
MAXIMUM Coverage...
51 Nebraska, Iowa, and Missouri Counties in the heart of the Agricultural-Industrial Midwest.

MAXIMUM Market...
More than a million and a quarter people...396,100 families...with nearly 2 billion dollars ($1,848,622,000) to spend ★

MAXIMUM Value...
Every sales message reaches the largest possible potential audience —

ON OMAHA'S
FIRST MAXIMUM POWER TV STATION
WOW-TV
A Meredith Station represented by Blair TV, Inc.
BASIC NBC- and DUMONT AFFILIATE ★ 1953 Sales Management Survey of Buying Power
NOTE: Additional market information is included in WOW-TV's new "Market Data and Factbook". Write WOW-TV, Omaha, for your FREE Copy.

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MINERVA

Stopwatch

Model 210AFP

Special Professional Price

$18.20 net

5-star special features!

★ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns...and is unconditionally guaranteed for the life of your stopwatch.
★ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 36 mm. and 36 mm. film.
★ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
★ INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
★ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.
Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • Plaza 7-2540

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MANUFACTURING

Award Winner DuMont Outlines 3-D TV Field
CURRENT developments in three-dimensional television and in color TV were outlined by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont TV Network, in a talk pre- pared for delivery June 12 before the annual awards dinner of the New York State Society of Professional Engineers.

Dr. DuMont was presented with the society's annual achievement award in recognition of his "outstanding contributions to the improvement of communications among the peoples of the free world by his achievements as the pioneer of television."

Dr. DuMont said his company has not been "satisfied to leave 3-D. TV merely in the realm of atomic research." He added that his research men have continued to work with the system and plan to demonstrate publicly in the fall a compatible three-dimensional system.

Dr. DuMont again emphasized that it is his opinion that color TV will not be an important factor in broadcasting for several years to come.

Acknowledging that the tests have "brought gratifying results," Dr. DuMont said the work up to now has been experimental.

RCA Plans New Plant
RCA has announced purchase of ground to construct a plant at Findlay, Ohio, for manufacture of electronic component parts for radio and TV home receivers.

Plans are for a modern, one-story structure with approximately 150,000 sq. ft. of floor space, according to Richard T. Orth, vice president in charge of the RCA Tube Dept., which will operate the plant. Ground-breaking is scheduled late this summer.

Vacuum Transistors
CBS-HYTRON, tube-manufacturing subsidiary of CBS, is starting production of junction transistors sealed in vacuum, further improvement on original hermetic sealing process announced less than two months ago, Bruce A. Coffin, president, has announced. The new method, it was claimed, achieves the "final solution" of keeping transistors sealed against moisture, essential for dependable operation of hearing aids in which junction transistors are commonly used.

Cathode Ray Orders
INCREASE of 19% in orders booked for cathode-ray tube instruments by the Instrument Division of Allen B. DuMont Labs, for the first four periods of the company's fiscal year (Dec. 29, 1952-April 19, 1953) over the comparable periods last year has been announced by Emil G. Nichols, technical manager.

New Zenith Line
ZENITH Radio Corp., Chicago, has announced introduction of 1954 line of radio-television-phonograph sets, including 48 new TV models. Automatic, one-knob tuner strips for vhf and uhf tuning are added — uhf provided in each TV receiver.
Years are compressed into minutes in the Cyclic Aging Laboratory of Anaconda's subsidiary, Anaconda Wire & Cable Company, at Hastings-on-Hudson, N. Y. Here, through rigorous 24-hour testing cycles simulating actual conditions but decidedly more severe, high-voltage insulated cable is tested for long life, stability, and other desirable characteristics.

By such tests, Anaconda beats not only the clock, but the calendar. Vital engineering data, essential in the evaluation of cable design, which would ordinarily take from 20 to 50 years of in-use operation to acquire, is now available in a year or two, or less.

This research geared to the future is no isolated "for instance." Rather is it typical of Anaconda's continuing policy of planning for tomorrow ... a policy unmistakably expressed in Anaconda's company-wide program of expansion and improvement now being carried on at mines, mills and fabricating plants. This multi-million-dollar program is based on the premise that as the nation's need for metals and metal products continues to expand, so should Anaconda's ability to produce them.
Ampex Unveils New Tape Recorder

NEW tape recorder featuring sloped operating panels and easy servicing has been announced by Ampex Electric Corp. The machine, Ampex Model 350, has both tape transport and control sections at a 30-degree angle.

All tape motion and record controls are push button operated, which Ampex says allows full remote control of those functions. Operative units all are in the top portion of the console.

Servicing features: The top plate is pivoted at the balance. For routine checks the tape transport can be secured in the vertical position, even while the machine is running. Both top and bottom of the electronic unit can be serviced while in operation by sliding the unit from the cabinet on special runners.

Sheraton, RCA Exhibit Closed Circuit Hotel TV

PREMIERE demonstration of closed circuit television by hotels for business and sales meetings and guest service was conducted Wednesday by the Sheraton Corp. and RCA at the Park Sheraton Hotel in New York.

Ernest Henderson, president of the Sheraton Corp., said next fall the hotel chain is planning to install a closed circuit system that would connect its 30 hotels in 24 cities.

Folsom Recuperating

FRANK FOLSOM, president of RCA, was reported recuperating satisfactorily after what was described as a minor operation in a New York hospital, and was slated to return to his home shortly. The nature of the operation was not disclosed beyond the statement that it was a "minor" one.

Orrin Dunlap Sr. Dies

FUNERAL services for Orrin E. Dunlap, 92, father of Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity, were held last Tuesday at Niagara Falls, N. Y. One of the best known newspapermen in the Niagara Falls area, where he was the New York Times correspondent for 70 years, Mr. Dunlap died June 14.
Bringing Television to America's Communities

...is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.
PETRILLO WARNS
NETWORKS ON AFTRA

AFM-AFTRA jurisdictional fight
over musicians who double as
singers or m.c.s gets going as
AFM's Petrillo warns TV net-
works he will not tolerate
AFTRA infringement.

AFM President James C. Petrillo last Tues-
day notified ABC-TV, CBS-TV and NBC-TV
he would not tolerate AFTRA infringements
on his union's domain.

His action is a further step in the battle between American Federation of Musicians
and American Federation of TV-Radio Artists
over jurisdiction of musicians who double as
singers and m.c.s on TV shows. [B&T, June
15].

With the AFTRA Hollywood local holding
its policy that all singers and m.c.s must
belong to that union, AFM 2nt out word last
week to all musicians who double on TV
shows that they are not under any circum-
stances to join the TV-Radio performers union.

AFM Local 47 also instructed Duke Martin
of Duke Martin Show on KTIV (TV), Cliffie
Stone of Hometown Jamboree on KLAC-TV,
Tex Williams of Tex Williams show on KNBH
(TV) and Jimmy Wakely who recently had his
own KNXT (TV) program, to turn in their
AFTRA memberships. They all double on
their respective TV shows.

Alvin C. H. R. of his own KNBH (TV)
show was cautioned by AFM not to join
AFTRA. Harry Owens and Spade Cooley
previously were instructed to drop their AFTRA
memberships and Lawrence Welk was told by
AFM to bypass that union.

Despite the forced resignations, and others
expected to follow, Claude McCue, Holly-
wood AFTRA executive secretary, said his
union would continue to refuse them. Havin-
g paid their AFTRA dues, they are considered
members in good standing, he stated.

Mr. McCue reiterated that AFTRA is only
following a contractual policy which prohibits
members from working with non-members.
Any violation of that policy, he cautioned, will
result in AFTRA members being pulled from
the TV show involved.

In apprising the networks of the Hollywood
controversy, Mr. Petrillo said it is not now
for musicians also to sing or emcee. He
termed AFTRA's action "an infringement of
our jurisdiction" and charged the TV-radio
performers union with trying to "intimidate
our people" and warned that "this practice
has to stop."

Although Mr. Petrillo did not indicate what
action AFM would take if AFTRA continues
its current campaign to sign musicians who
sing or emcee on radio or TV shows, an
AFM Local 47 executive intimated it would
be "most drastic."

Besides ordering those who have AFTRA
cards to turn them back, Mr. Petrillo has in-
structed other AFM members not to join the
TV-radio performers union.

AFTRA Admits Veep
FORMER Vice President Alben W. Bark-
ley, star of Meet the Veep programs on
NBC radio and television, was presented
an honorary membership—said to be the
second of its kind—in the American
Federation of Television and Radio Arti-
sts. Only other person said to have
received an honorary membership card from
AFTRA was former Treasury Sec.
Henry W. Morgenthau Jr., who was cited
for his wartime work with USO enter-
tainers.

SAG Defines Terms
Of Commercials Pact
SCREEN Actors Guild has bulletin mem-
bers with additional details of its agreement
with producers and advertising agencies on
filmed TV commercials covering dealer and
seasonal spots.

Dealer commercials are now defined as
those made for a manufacturer or distributor
for telecasting as a spot or Class B or C pro-
gram commercial on local non-interconnected
stations, on station time bought by dealers.
For such dealer spots, the following payments
apply: All players except group singers, for
one year period, on camera, $575, off camera,
$525; for six-month period, on camera, $295,
off camera, $150. Group singers, one-year
period, two to four voices, $170 per singer,
over four voices, $135 each; six-month-period,
two to four voices, $90, over four voices, $75
each.

For seasonal commercials, the maximum
overall period of permissible use is extended
to 39 months. SAG also waived all rights to
added compensation for use and repeated
telecasts of film messages produced for the
U. S. armed forces, State Dept. and other gov-
ernment agencies.
SUITCASE ROCK

U. S. Oilmen Drilled 17,714 Dry Holes in 1952—Yet found More Oil Than the Nation Used

Oilmen call it “suitcase rock,” because when they hit it they know there’s no chance of finding oil with this well. They have drilled a dry hole and might as well pack up and move on.

Last year, during the greatest oil search in history, oilmen spent huge sums in drilling 17,714 dry holes. Yet, by expanding known fields and exploring entirely new areas, they found more oil in the U.S. than the nation used.

To find this amount of oil involves risks unparalleled in any other business. Can you imagine a businessman who has to build nine factories before he gets one that produces goods? Of course not. But that’s what the men who drill for oil must do because the odds against bringing in a successful oil well in a promising but unproven area are 8 to 1—eight costly dry holes for every single producer.

Yet, year after year, America’s privately-managed oil businesses find more oil in the U.S. than America uses. As long as the chance to earn a profit exists, the men who compete in the search for oil will invest money, plow back earnings and take risks to assure you of ample oil supplies.

For a free booklet, “Searching for Oil—The Gamble That Pays Off For You,” write to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th Street, New York 20, N.Y.
PERSONNEL RELATIONS

RWG-TWA MERGER IS UNDER STUDY

Initial word on whether Radio Writers Guild will combine with the Television Writers of America may be forthcoming before the end of this month. RWG's executive board in New York will determine future action. TWA already has won bargaining representation for writers of live network TV.

PROPOSED merger of Radio Writers Guild (RWG) with Television Writers of America (TWA) will be determined by the New York RWG executive board before the end of the month, it was apparent last week.

TWA has defeated the Authors League of America and the Screen Writers Guild in an NLRB election to determine the national bargaining representative for writers of live network TV. The RWG councils in Hollywood and New York last Monday discussed a merger with TWA thereby establishing a single writers union for both media. The RWG executive board of national president Hector Chivigny and the vice presidents of the two councils will consider the merger proposal.

Because RWG is a link of ALA and thus lacks autonomy, it cannot vote a merger with TWA, but must abide by the League's ruling, it was explained. However, RWG members can withdraw individually and join TWA. That pattern was established when TWA was formed by RWG members.

TWA also won jurisdiction over TV film writers on NBC-TV's I Married Joan (Joan Davis Enterprises), and the Red Skelton Show (Russel M. Seeds Co.). The Burns & Allen unit (McCadden Corp.) election was not decided because SWG challenged the votes.

The ALA national television committee contract with the networks is now void. TWA, therefore, will begin negotiations for an agreement in "the immediate future," it was said.

Dick Powell, TWA president, said his union's demands would include more money, an increase in TV film writer minimum and additional re-run money.

AFTRA Decision Due On 'Unfriendly Witnesses'

AFTRA Hollywood board of directors will render its decision tonight (Monday) on what penalty to impose upon four members who violated union rules by refusing to cooperate with House Un-American Activities Committee during its Los Angeles hearings.

Facing possible ousting from AFTRA are Libby Burke, Shimen Ruskin and Murry Wagner. Jody Gilbert, fourth "unfriendly witness" who refused to cooperate, is confined to a sanitarium.

An AFTRA by-law adopted some months ago requires all members to cooperate with legislative groups investigating left-wing activities.

NABET Named Bargainer

SEVENTEEN building maintenance department employees of ABC-AM-TV Hollywood, in an NLRB conducted election fortnight ago unanimously voted NABET as their bargaining agency. Choice was between NABET or no union.
LOS ANGELES AMs,
AFTRA REACH TERMS

AFTRA Hollywood Local and 13 Los Angeles area radio stations have worked out a new contract which gives staff announcers wage increases of from 6 to 11 1/2% for a 40 hour, five-day week.

Retroactive to May 1 and for one year, the new contract places announcer salaries at $85 to $115.25 per week and gives sick leave to two weeks each year, cumulative for a period of three years. Demands for severance pay and a clause requiring proper cause for discharge of any staff announcer were withdrawn by AFTRA.

Stations are KMPC KFWB KLAC KBIG KXLA KFVD KRKD KGER KPOL KFOX KWKW KGFI KALI. The union will renew its negotiations with KGIL upon FCC approval of the pending application for transfer of ownership. New contract with KFAC is yet to be completed.

Kinescopes, Films Cleared

BLANKET clearance for the use of all kinescope recordings and TV films for the Florence, S. C., community television system has been secured from American Federation of Musicians, American Federation of Television-Radio Artists and other theatrical unions, Murray Borkon, president of Community TV Systems Inc., has announced. Community TV Systems is constructing a closed circuit TV system in Florence, to be fed programs originated by the community television company [BST, June 1].

SAG Says Television Shows Can't Use Movie Excerpts

SCREEN Actors Guild has reported that live television shows no longer may use scenes from theatrical films unless an agreement is made with film companies providing for extra compensation to actors for TV use.

The action primarily affects Ed Sullivan's Toast of the Town program on CBS-TV, which has made use in the past of scenes from M-G-M and 20th Century-Fox motion pictures. A SAG spokesman told Broadcasting • Telecasting that it was her understanding that the union's specifications will be followed on future Toast of the Town programs.

According to SAG, the manner of use of the films on live shows is such that they go beyond use as trailers and become program material. For such use, SAG contends, the actors are entitled to additional pay.

SWG Lifts Ad Ban

SCREEN Writers Guild has revoked a ruling that prohibits its more than 1,200 members from advertising in tradepapers. Lifting of the ban resulted from a special meeting on April 22 at which a majority of the members indicated that publicity and advertising of credits, awards and accomplishments "are an important factor in developing the career of a professional writer."
WMCT (TV) DONATES TO EDUCATIONAL TV

H. W. (Hank) SLAVICK, general manager of WMCT (TV) Memphis, announced Thursday that the station's licensee, Memphis Publishing Co., will present the newly formed Memphis Community TV Foundation with a new RCA 5-kw transmitter for its proposed educational station on reserved vhf Ch. 10 there. MCTF will file with FCC shortly for the outlet, it was indicated.

The foundation is composed of a cross-section of Memphis educational institutions.

In addition, Mr Slavick said, WMCT (TV) is completing an addition to its transmitter building to accommodate the technical facilities of the educational group and will allow use of its 360-ft. auxiliary tower for mounting the antenna of the proposed noncommercial outlet. Total contribution of WMCT (TV) is nearly $160,000 in value, the Memphis Publishing Co. radio-TV executive stated.

WMCT (TV) earlier this year changed from vhf Ch. 4 to Ch. 5 and now operates with an effective radiated power of 60 kw. This summer, Mr. Slavick reported, the station will boost ERP to full 100 kw and operate from a new 1,050 ft. tower, moving from its present 750 ft. tower. Station also is installing a 5-kw auxiliary transmitter for emergency use.

Columbia U. Announces Gifts for TV Projects

GIFTS totaling $32,500 for the expansion of TV news writing, programming and broadcasting work of the Columbia U. Graduate School of Journalism were announced last week by Dean Carl W. Ackerman.

William Morris Agency has extended to MCTF a $25,000 endowment "based upon the previous cooperation of both organizations in producing the Pulitzer Prize Playhouse program on television," while Samuel A. and Fannie C. Fromer of Miami made a 10-year guarantee of $7,500 to the school, which for the current academic year will award its first television news scholarship.

"These generous gifts will enable the school to expand its study and practical courses in television news," Dean Ackerman said. "During the winter we expect to resume the weekly News-O-Rama program by our students on WPIX (New York). Other television projects are in the planning stage..."

William Morris Agency has exclusive right to produce radio and TV programs and motion picture films based on the Pulitzer Prize awards.

Walker Asks Leadership In Broadcasting Field

RESPONSIBLE leadership in broadcasting was invited by FCC Commissioner Walker in an address last Monday before the fourth annual Radio & Television Public Relations Seminar of the Lutheran Church-Missouri Synod, meeting in Houston.

"Serving the public cannot mean merely responding to the desires of the greatest number of listeners," Mr. Walker said. He said the broadcaster "should offer that which is new, that which is intellectually challenging. He thus can play a large part in molding public taste."

The Lutheran Church-Missouri Synod is licensee of KFUO-AM-FM Clayton, Mo. (a St. Louis suburb), operating since 1924, and is granted for KFUO-TV on vhf Ch. 30 there.

Summer TV Training

TRAINING in use and production of educational TV programs will be given for university credit to thousands of teachers and professional television people at 110 summer sessions and TV workshops at leading universities and colleges, Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, said last week.

Upcoming Events

June 22: NBC-Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.
June 22-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.
June 25-27: Florida Assn. of Bests, annual meeting, Embassy Hotel, Miami Beach.
DON’T STOP SHORT OF YOUR GOAL

GET OVER THE TOP IN ERIE, PA.,
the profitable sales and test market
by using WICU TV
CHANNEL 12

Yes, sir, if sales start to lag in Pennsylvania’s Third City, just try WICU-TV and watch how fast you reach your goal. It’s been done time and time again. There are sales success stories galore. 4 Networks, 4 Years of Telecasting, and 4 great Expansion Programs—and that means more sales for you, too, on this great VHF station.
SUCCESS OF WEEK-TV SETS OPERATING PATTERN FOR OTHER MID-WEST STATIONS

First Illinois UHF TV Outlet Reports Outstanding Reception—Both Signal and Audience!

“Due to high interest in the operating experience of Illinois’ first UHF television station, WEEK-TV at Peoria, Illinois, this report is submitted. Operating less than three months on Channel 48, we have reached distances far beyond the expectations of most engineers and elicited a wide, enthusiastic audience throughout central Illinois. Today, WEEK-TV serves as a pattern for television station owners and engineers in other Mid-west cities.”

Known Fringe Area Adds Pre-Opening Interest

“C. B. Aiters, partner in WEEK-TV, was responsible for supervising construction of the station and succeeded in his efforts to put this new outlet on the air in record time.

“Progress of the station’s erection was carefully followed from the day our local newspaper headlined the TV grant for Peoria. Day-to-day events were pictured almost daily and culminated with a special section, a 28-page edition, on the starting date. WEEK-TV opened officially, Sunday, Feb. 1, 1953 at 7:30 P.M. From the first telecast, in fact from the broadcast of a test pattern several days earlier, we were strictly ‘on the spot.’ The Central Illinois area, particularly the populous Peoria and Pekin metropolitan market, had been a fringe reception area for years. No wonder all eyes in the Peoria area were on the transmitter at 2907 Springfield Road that night!”

800 Calls Received—Reception Reported

More Than 50 Miles From Station

“It was a pleasant experience for the engineering and executive staff of WEEK-TV to say that the state’s first UHF telecast was a distinct success. More than 800 phone calls were cabled through the switchboard of the West Central Broadcasting Co., owners of WEEK and WEEK-TV. Most comments were highly favorable as to clarity of picture, and range of coverage. We learned that WEEK-TV, operating on an interim General Electric 100-watt transmitter, sent out an effective useful picture as far away as 50 miles, despite the fact that our most optimistic hopes had been for a 12-mile radius. That was the initial happy side of the picture! We weren’t prepared, however, for what happened afterward.”

Program Time Has Been Sold Out

“WEEK-TV, through the intercession of Fred C. Mueller, General Manager, a man widely known in radio and TV circles over the country, started operations with a full evening program schedule. Less than three months later, practically all program time on the station has been sold.

“WEEK-TV is situated on one of the highest points of land in Central Illinois, its tower is 1161 feet above sea level. Films are used, mostly, but on August 1, 1953 we expect to be interconnected with our network, NBC.

G-E Equipment Praised

“We are very happy over both our coverage experience and the acceptance of WEEK-TV. In equal measure we appreciate the performance of our General Electric equipment. Eventually, we expect to reach more than a million viewers with WEEK-TV programs.”

Dealer Reports 2400 Converter Sales in One Month

“We were literally swamped by dealers, distributors, and servicemen requesting suggestions as to how TV conversions should be made. Requests from dealers for speeches by our executive staff were numerous. Even our commercial staff was besieged by inquiries from national and local advertising prospects. This is not a ‘padded report’ but rather an objective estimate. One dealer alone reported 2400 converter sales from Jan. 9th through Feb. 28th.”

Much of the credit for WEEK-TV’s outstanding success must be credited to its staff, who worked long hours to get Illinois’ first UHF television station on the air.
A radio success story:

**HOW TO MOVE A HOUSE: USE RADIO**

IT'S 11:35 a.m., any weekday, in Belleville, Ill., a town with a population of some 30,000.

Bill Schmale, president of the Schmale Realty Co., sits at his desk. A few salesmen and local people in the community straggle in and take seats. But it isn't just a sales meeting or a meeting with community leaders.

What transpires 10 minutes later is a familiar routine to citizens of Belleville—a direct-from-office broadcast aired by WIBV Monday through Friday, with Mr. Schmale presiding over one of the most unusual programs in local broadcasting. For the past eight months, Schmale Realty Co. has been regaling listeners with real estate listings, news coverage and interviews with local people—and reports excellent results.

**Pay-Off and Prestige**

"We are well pleased," Mr. Schmale told B•T. "We have been getting enough returns to pay for the cost of the broadcasts. The series also is a great prestige-builder."

Schmale pays between $3,600 and $4,800 on an annual projected basis for the program or between $300 and $400 per month. Last year its overall advertising budget called for $7,500 but that was before the radio show; this year, it has run close to $4,500 thus far, Mr. Schmale said. The realty firm spends 15% of its gross earnings in advertising. In 1952 gross earnings were roughly $75,000, meaning its 1953 ad budget could approximate $12,000 if earnings hold to that level.

Real estate being the commodity it is, one or two sales a month are gratifying to the company—and that's what Schmale has been averaging. Bill Schmale attributes certain sales (like recent ones in St. Clair and St. Louis counties) to listenership of the program.

One listener drove over 100 miles to visit the Schmale offices in Belleville.

While Mr. Schmale does participate in the broadcasts, most of the discussions are led by members of his organization, using an informal format. There is no prepared script. Mr. Schmale and his staff may discuss a recent sale or inject an institutional message.

Interviews with the local Chamber of Commerce president and other community leaders may follow. These civic interviews have aroused favorable comment in Belleville. Schmale budgets its time about one-third to institutional and the remaining two-thirds to direct selling of homes.

"It's a terrific help in getting listings when we tell owners that the homes we list will be broadcast over the air and that we will have other mediums of advertising as well," says Mr. Schmale.

**Five Got Them Eight**

The realty firm has chosen the 11:45 a.m. segment because of its adjacency to previously aired programs on WIBV. At first it used only five minutes; now the program is on eight minutes each day.

Mr. Schmale points out his "radio realtor" show enjoys high local ratings and is, in fact, outpulling programs on larger stations (WIBV operates with 250 w daytime only). He claims it has the second best rating of any show aired at that time.

The "direct-from-office" broadcasts have been extensively promoted by newspaper, direct mail, envelope stuffers and displays. WIBV also has donated free spot plugs, so happy is it with the program's rating, according to Mr. Schmale. This is particularly gratifying because the firm got off to a slow start. Before Schmale launched its program, it bought spots describing its properties.

There was no initial promotion, leaving results greatly to be desired. It backed up the show's debut with a newspaper and direct mail tlein. Now it uses ads and envelope stuffers as supporting aids.

Mr. Schmale's unique series has received publicity from the National Real Estate & Building Journal and other publications, pointing out how a $1 million-a-year organization is stimulating greater sales with fresh, original thinking and "a willingness to try new ideas."

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For the first time in any magazine, Edward W. Barrett, former chief of the Voice of America, tells the inside story of the radio war that has been raging for the past five years. Page 86.

Will there be color by Christmas? A special B•T report traces the background of the color controversy and estimates how soon color TV will be made available to the public. Page 94.

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**Broadcasting • Telecasting**

June 22, 1953 • Page 85
By Edward W. Barrett

As Congress and the Administration currently re-examine U.S. efforts in international propaganda, it is timely to take a long-view look at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America's part in that war than the man who ran the Voice in two of its most critical years. As assistant secretary of state (1950-52), Edward W. Barrett presided over a vast expansion program which, though subject to recent criticism, undeniably caused plenty of Russian headaches. In this article, an adaptation from his new book, "Truth Is Our Weapon" (Funk & Wagnalls), Mr. Barrett relates the little-known story of the electro-magnetic war.

"YOU KNOW, the best brains in the country haven't yet been focused on finding all possible ways of getting the truth through the Iron Curtain."

Justin Miller, then president of the National Assn. of Broadcasters, made that remark at a small dinner he gave just after I became Assistant Secretary of State early in 1950. It wasn't clear whether Miller's remark impressed the few Congressmen present or his fellow members of the U. S. Advisory Commission on International Information. It made a deep impression on me and set me digging, as one of my first official efforts, into the whole maze of international communications. From that research, one fact quickly emerged: Like it or not, the United States was in the midst of a full-scale electro-magnetic war with the Soviet Union.

The first shots in that war were fired in February, 1948. U. S. government monitors then noted raucous noises interfering with Voice of America Russian-language transmissions beamed to Asiatic Russia from West Coast, Honolulu, and Manila transmitters. Engineers readily spotted the noises as systematic jamming. Such technical procedures as triangulation indicated that the jammers were located in the Soviet Union.

The Soviet technique was not new. It amounted just to broadcasting various noises to disrupt any communications on the same wavelength. In World War II all major powers had early used such jamming as a tactical weapon against enemy military communications. Then Germany, Italy, and Japan began jamming in an effort to block Allied broadcasts to the Axis peoples. The Allies never jammed normal broadcasting. With the end of the war, peace returned to the air waves and was interrupted only by some reciprocal jamming by Spain and Russia in 1946.

In early 1947, when the U. S. government found the Kremlin systematically misrepresenting this country to the Russian people, the Voice of America started a short (one-hour) daily broadcast to the Soviet Union in Russian. Even then the Kremlin did not begin jamming the Voice. Within a year, however, the American Embassy in Moscow detected many signs that Russians were listening to the Voice. It was then, in February, 1948, that the Soviet began its first weak attempts to drown out the Voice's trans-Pacific broadcasts. In March and April, jamming began against Voice programs relayed from Munich and Tangier. In August, the Russians started jamming BBC transmitters which relayed the Voice's Russian programs. British and U. S. locating equipment confirmed that the interference was coming from about 25 transmitters in the Soviet Union.

On Aug. 12, 1948, a woman in New York started a chain of events that really set the Russian electronic defense into high gear. A Russian school teacher, Mrs. Anna Kasenkina, escaped from her Soviet captors by jumping from a window of the U.S.S.R. Consulate in New York. The Kremlin suppressed the news entirely within Russia and the satellites. The Voice of America carried it full blast. Within a few hours, embassy employees of the U. S. and other nations found the jump was being talked about in elevators, restaurants, and buses all over Moscow. Twenty-four hours later, Soviet official organs felt forced to admit the episode, but their distorted versions evoked snickers. "It may have been the Kasenkina affair," says General Walter Bedell Smith, then Ambassador to Moscow, "that caused the Kremlin to decide to eliminate this source of truthfulness"—by all-out jamming of the Voice of America.

At that time, according to many indications, the U.S.S.R. started construction work on a far more elaborate new jamming network, even while intensifying its more routine interference. On April 24, 1949, the new jamming set-up went into operation with a vengeance. On every frequency used by the Voice for Russian broadcasts from the United States, the Far East, and Europe, multiple squawks appeared. Russian broadcasts from the BBC and the Vatican radio ran into a din. The air waves were filled with beeps,
magnetic WAR

squelks, and siren-like howls. Meticulous tests by agencies of the United States and other governments indicated the U.S.S.R. was now using at least 100 sky-wave (long distance) jammers and 250 ground-wave (local) jammers. Clearly the Kremlin had embarked on a major campaign to blot out anything in the Russian language from the outside world.

The jammers, which are known to have violated at least two international telecommunications conventions, to which the U.S.S.R. has subscribed, but by that time Soviet violation of agreements had become routine procedure. Brushing aside protests within the U.N. and outside, the Kremlin kept intensifying its campaign. By early 1950 the local ground-wave jammers had increased to 500. The coordinated actions of the jammers made it evident that all were aimed at disrupting a coordinated effort.

In April, 1950, the Soviet went beyond the jamming of Russian-language programs and began trying to jam the Voice in Polish, Czech, Hungarian, Rumanian, Slovene, and Serbian. The blockage of those satellite-language programs was far from complete but research indicated that only about 5% of Voice transmissions in the Russian language were getting through to Moscow. Clearly the Kremlin intended to go much further. Its extraordinary campaign and elaborate mechanism even then made two things clear: (1) The Soviet government deeply fears the truth from the outside world, and (2) the Voice would have to employ extraordinary measures in order to get its programs continually heard in the U.S.S.R.

Jamming and Counter-Jamming

Voice of America engineers, headed by a veteran of international radio named George Herrick, had already done much research into counter-jamming measures. With help from the Bureau of Standards and others, they had devised new techniques that showed promise. However, they talked in a kind of engineering gobbledygook that was about as clear to my non-technical colleagues and me as Urdu slang. To double-check and to be sure no bets were being missed, we decided in mid-1950 to heed Justin Miller’s suggestion: To have a team of outstanding American scientific brains review the whole radio counter-offensive and search for possible new measures.

With the enthusiastic cooperation of Secretary Acheson, Under Secretary James Webb and I asked President Robert Killian of the Massachusetts Institute of Technology to have M.I.T. round up a team of outstanding scientists to tackle the whole problem. M.I.T. did so with astounding thoroughness.

The group that was soon assembled and cleared for security included such scientists as Edward Purcell, the world-renowned expert on radiation who later won a Nobel prize; Merle Tuve, who was widely credited with developing the proximity fuse; Jerome Wiesner, chief of M.I.T.’s Research Laboratory of Electronics; John R. Pierce of the Bell Telephone Laboratories; Lloyd Berkner, brilliant all-around scientist and former executive secretary of the Pentagon’s Research and Development Board, and Dana K. Bailey, radio propaganda expert from the U.S. Bureau of Standards.

To keep the project from becoming too narrowly technical, M.I.T. put it under Dean John E. Burchard, a social science specialist experienced in administering large special projects. A few others like Clyde Kluckhohn, eminent Harvard anthropologist, and John A. Morrison, the U. of Maryland geography specialist on Eastern Europe, were added. In all, the group comprised 30 top-flight American minds. I had meanwhile enlisted Davidson Taylor, former vice president of CBS, to represent the Department of State in coordinating the work. We dubbed the enterprise “Project Troy,” for the wooden horse behind hostile walls.

With nightly sessions and day sessions extending over many months, the team labored away. We emptied the State Department’s “brain-wave files” of extreme ideas submitted by outsiders and staff members and passed them to Project Troy team members to study. They looked into the entire lot: Transmitting messages via migratory birds or seals (impractical), floating messages downstream (most rivers run the wrong way), and bouncing signals off the moon (potentially feasible but long-range). They found possibilities in distributing leaflets by balloon, which had been tried as early as World War I, and which has now been tried with some success by a private organization.

Most important were their verifications and findings in the radio field. Many are still classified, but some can be mentioned.

Project Troy early examined the super-duper of all the schemes devised by Mr. Herrick and his Voice of America crew: The “Ring Plan.” This imaginative—and expensive—program called for stringing a necklace of 14 powerful short-wave, medium-wave and long-wave transmitters around the periphery of the Soviet-dominated land mass. The units were to be linked by multiple relay circuits, so that the most effective link could be selected in times of bad atmospheres. After studying the plan, for which the Congress had already appropriated some funds, the Troy group found it “an ambitious step, boldly conceived and, in our opinion, basically sound.”

The group similarly studied and endorsed “Operation Clipper,” another plan already adopted by Mr. Herrick and his crew. By attaching an electronic device to each Voice transmitter, this system increased about tenfold the strength of the signal at the point of reception, thereby permitting the Voice to override much jamming.

Cuddling Stumps the Russians

Another technique already in force was known by the cozy name of “cuddling.” Under this, Voice engineers simply put a few Voice of America transmitters on frequencies so close to those used by the U.S.S.R. domestically that the Russians couldn’t jam the Voice transmitters without jamming many of their own. For a while, cuddling apparently stumped the Moscow strategists. Ultimately, they decided that even their own programs weren’t worth letting outside voices through. They started jamming the cuddle frequencies—and themselves—with some regularity.

In 1950, the engineers of the Voice of America developed new “brute force” techniques. These involved massing a vast array of transmissions in an effort to swamp Soviet jammers. First, the Voice used all its available transmitters to broadcast Russian-language programs simultaneously. The engineers even threw baby transmitters in Munich into the array, because they found that each, little larger than an upright piano, tied up two or more Soviet jammers. Later, arrangements were made for Western nations—including Britain’s BBC, Italy’s Radio Rome and the Vatican Radio—to join in the same transmissions. Soon a total of more than 70 free-world transmitters were broadcasting to the Soviet in Russian for a half-hour each evening.

By the time the Troy team got deep into the electro-magnetic
war, such ingenuity by the Voice's engineers was beginning to pay dividends. From a low of about 5%, the Voice had come back to where some 20% of its broadcasts were getting through to Moscow, and 60 to 70% to smaller cities and rural areas. Tests showed a large majority of Voice broadcasts to be audible in satellite areas. The showing was all the more remarkable because the Kremlin, in its now-fantastic jamming drive, had again doubled its jamming network. By late 1950, it had some 200 long-range or sky-wave jammers and at least 1,000 local or ground-wave jammers in operation. Rough guesstimates by Troy team members indicated the Soviet probably employed as many as 10,000 scarce technicians in its jamming operations—more than all U. S. information workers around the world.

The Troy group highly commended the work of the Voice's engineers. They reviewed and helped improve new projects just aborning. And they added others that are still highly classified. In collaboration with Voice engineers, they even figured out on paper ways to combine new super-powered transmitters together and to focus their power so sharply that they could light an electric light bulb 50 miles away and deliver an unprecedented signal a thousand or more miles away. They devised and started testing a new relay technique that may yet revolutionize communications and ultimately simplify transoceanic television. For more than a year, initial experiments carried on between the states of Iowa and Virginia have proved largely successful. For the Voice, the new technique should immensely improve the standard of its signals reaching relay bases overseas.

Most important of all, the Troy scientists studied the whole electronic-war war and reached a surprising conclusion: For every expenditure made in increasing the Voice's power, the Soviet must spend at least five times as much in manpower and equipment to combat the increased strength. If certain large-scale electronic measures were adopted, the ratio could go far above five-to-one. Moreover, the true cost to the Soviet would be still greater. Since its electronic industry is more limited than America's, the diversion for jamming Voice broadcasts would impede U.S.S.R. developments of radar, communications and other military electronic gear.

Finally, if as now planned, the Voice's added strength is largely in the field of medium-wave (like standard broadcasting in the United States) instead of short-wave, the Soviet's added jamming power cannot be used against western military communications (other than U. F. S. R. communication of war.

Thus radio warfare, aside from the influence it has on listeners, can become economic warfare of the first magnitude. In no other field, except preemptive buying of a very few scarce materials, can the U. S. deter the U.S.S.R. so effectively for so few dollars.

Overworked and Underpaid

Despite all this, Voice of America technicians have never had smooth sailing. First-rate engineers and electronic experts, scarcer than good cooks, could draw far better pay in industry than in government. So Voice technical ranks have never been filled and the small staff has been perennially overworked. Each overseas relay base had to be located on another nation's land; that required months and sometimes years of negotiation. Most nations didn't even want to negotiate unless the Voice could guarantee that it had the money allotted and was ready to proceed with installation. Congress, on the other hand, never wanted to appropriate for a transmitter until the site was all set. So the poor old Voice always faced a chicken-and-egg problem.

Other complications perennially plagued the Voice. Its technical bosses had sometimes bruised Congressional feelings in picking domestic transmitter sites and in dealing roughly with some semi-competent employee who would then run bleating to his Congressional patrons. More important, Mr. Herrick and his colleagues had the occupational failing of many top radio engineers: incurable optimism. They would give Congressional committees optimistic but "sound" forecasts of when a new super-transmitter could be completed; they would finally win an appropriation on that basis but three months behind schedule; then they would run smack into new metals priorities, unforeseen diplomatic hitches over relay sites, and still tighter shortages of engineers. The next year some Congressional subcommittee chairman, informed that Transmitter A was far behind schedule, would roar like a two-stage rocket. When he landed, he was rarely in a mood to listen impartially to a plea for four more super-transmitters, no matter what it would cost the Soviet in relation to America's costs.

It took me many months to learn that in international radio all "sound engineering estimates" concerning likely construction time should be precisely doubled. International broadcasting, I learned, wasn't normal radio; it involved too many delayed appropriations, intricate diplomatic maneuvers, intragovernmental tangles, and shortages of skilled personnel. Doubling the estimates proved just about right, but that didn't become apparent until one major appropriation request for added transmitters had received a drubbing from a key Congressional committee.

Hazards of Government Employment

George Herrick provided a case history of why it is so hard to keep good professionals in government for long terms. He impressed his colleagues as a splendid, if incurably optimistic, public servant—hard-working, imaginative, and widely respected in the radio industry. Unable to complete college, where he studied engineering, he had acquired much of his knowledge the hard way. After a short term as engineer for a small network of stations, he had given more than 10 years of his life to the Voice of America, working his way up through the ranks. He had built the largest control board in the world and had won widespread plaudits for his speedy erection of the Voice's mammoth transmitter in Munich. Offered more than double his salary to become chief engineer for a national network, he had been patriotic enough to remain with the Voice.

In view of that record, I was shocked to find George Herrick being slam-banged around on more than one occasion. True, some of his transmitters fell well behind his optimistic schedule, because of the Korean war and resulting metals shortages, loss of personnel to private industry, loyalty-clearance delays on new manpower, and related difficulties. But on one occasion members of one subcommittee went far beyond that, questioning his integrity and publicly wondering why "a man with so little experience in the voice industry should be entrusted with so important a job." Part of the subcommittee even publicly charged "mismanagement and maladministration" of the Voice's radio facilities.

With Secretary Acheson's concurrence, I promptly asked Justin Miller, as head of the National Association of Broadcasters and as a member of the U. S. Advisory Commission on International Information, to appoint a special committee from the radio field.

The U.S. Courier, a floating radio station, is now anchored off Salonica, Greece, relaying Voice broadcasts by both short and medium wave. Balloon (upper right of page) supports ship's antenna. The Courier carries high-powered transmitters.
BRAND gives you 2 new recording firsts!

(1) "Scotch" Brand 120A "High-Output" Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.
GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—
INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.
NEW COLOR! dark green color unmistakably identifies.
GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¾ db and is less than ½ db from reel to reel.
NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.
100% SPICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel

EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.
2¾-in. Hub! only large hub reel that takes standard lengths of all magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.
WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.
TAPERED FLANGES eliminate frayed tape edges, give smoother wind.
EASIER LABELING! larger, unobstructed writing and labeling surface.
COSTS NO MORE than ordinary reels!

Get Both from Your Distributor.

Magnetic Tape and "V" Slot Plastic Reel

The acknowledged international standard of the recording industry
Here's how the Voice hits its target areas throughout the world. Medium and short wave coverage patterns to investigate the charges impartially. He named three recognized specialists.* They studied the situation for weeks, examined documents, heard witnesses, and came up with a detailed report. In it they found “no significant evidence of mismanagement,” made a series of helpful recommendations of a detailed nature, and urged “speedy completion of the facilities expansion plan” as “vital to the interests of the United States.”

Shortly thereafter, the Awards Committee of the Department of State singled out George Herrick for special honors. The citation read in part, “George Q. Herrick for superior service, loyalty and devotion to duty—and especially for his outstanding contribution to the development of the clipper amplifier which has made possible a vast increase in the effectiveness of each domestic and overseas transmitter.”

In 1953, long after I had left the government, the cycle started over again. Senator Joseph McCarthy made the same sort of charges against Mr. Herrick, emphasizing he had not have a formal college degree in engineering. Well-known experts had come to differ over the location of two transmitters, which many of them had endorsed in the first place. So, on the basis of a statement from one unhappy ex-employee of the Voice, the Senator publicly implied Mr. Herrick had been guilty of “sabotage.” A first-rate engineer on Mr. Herrick's staff committed suicide, leaving a letter complaining of harassment and insisting that, if there was anything wrong with the location of transmitters, the error was made in good faith and on the advice of well-known experts. In the midst of the tragedy, George Herrick must have wondered why he had passed up fat outside salaries to stay in government.

Happily, all developments were not adverse in Congress. Needed operating funds were regularly voted. In alternate years, roughly speaking, the Congress appropriated large funds for strengthening broadcast facilities. It voted $11,320,000 in facilities funds for the fiscal year 1950, $41,288,000 for 1951, and $9,533,939 for 1952. With those funds, many improvements have been made. The power of the Munich transmitter has been doubled. New relay bases have been constructed at Tangier, North Africa, and for all Voice stations are shown (see legend at lower left). Station sites are named on map.

Salonika, Greece. Construction has started on three unprecedentedly powerful transmitters overseas. Other large-scale improvements are under way. A new-type directional antenna, sharply focusing its signals, should give these focused signals 4,000 times the power of those of any major station in America! The power should not only immensely improve the signal reaching relay points abroad, but should blast powerful broadcasts directly to the Iron Curtain zones.

Two of these new-type transmitters in this country ran into widely misinterpreted snarls when the dispute, mentioned earlier, broke out in 1953 among competent experts regarding their location. They were to have the power of 1,000 kilowatts each—20 times the strength of any transmitter in this country—and were to be located, on the advice of some of the Project Troy experts and others, at points where they would have maximum signal strength at peak hours. Later some experts came to feel the transmitters could better be located further south, where, they said, the signal would be more consistent, though weaker at peak hours. While the world heard from Senator McCarthy only that the transmitters had been flagrantly “mislocated,” Secretary Dulles suspended construction of the two.

Presumably, they will finally be constructed and will effectively replace much weaker and obsolescent transmitters now leased from private companies.

Voice officials have always recognized one potential threat. The Soviet theoretically could make the radio weapon impotent by confiscating all domestic receivers. Those now capable of hearing one or more Voice transmissions appear to total nearly 4 million in Russia, 2 million in Czechoslovakia, and smaller numbers in other satellites. But for such confiscation, the Kremlin would pay a heavy price. It would immensely increase home-front grumbling. It would impair the Soviet system for spreading its own gospel, in which it relies heavily on both short-wave and standard broadcasting. And “wired radio” throughout the vast area would be astronomically expensive.

Nonetheless, the outside possibility has always existed. For that reason, the Voice, with help from scientific organizations and major radio manufacturers, has focused much research on small, long-life receivers that might be infiltrated into key areas in large numbers. It had to abandon an earlier project because the sets

*The three were William A. Fay, manager of WHAM Rochester, New York; Donley F. Pederson, chairman of Northwestern University's Department of Radio and Television, and Theodore C. Streibert, then president of WOR New York, and director of MBS. 

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Station WGLV-TV at Easton, Pennsylvania, will go on the air shortly on channel 57 equipped with a Workshop Model WA-25-57 cosecant television antenna. This new Workshop UHF antenna has a power gain of 25. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Simple mechanical design eliminates all insulators (except for gas seal), de-icing and field repair problems. The plastic weatherizing windows, dyed “international orange,” completely eliminate painting.

For further information on Workshop UHF-TV antennas, write for Bulletin TV-100.
The new 1953 '54

Telecasting

Yearbook and Marketbook

Varies

Advertising deadline July 20 (for proof); final deadline August 1. Minimum space: half-page for station positions; all other directories 1/6th page or more.

Vital Statistics

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

FOR RESERVATIONS CALL ANY B-T OFFICE:

Chicago
360 N. Michigan Ave., Central 6-1115

Hollywood
Toft Bldg., Hollywood 3-8181

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Timed for the 1953-54 season, a brand new member of the B. T. family, the Telecasting Yearbook & Marketbook combines the indispensable analyses of the Marketbook heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook ... two fully-indexed and annotated productions in a single volume.

It's a brand-new approach to buying guides. It evolves from pre-publication field testing of agencies, advertisers, film executives ... tailored to their needs.

It meets the urgent need for up-to-date data on burgeoning TV ... 180 stations on the air in 120 markets, against 109 in 64 a year ago ... 370 stations authorized ... county by county TV homes ... coverage ... rates. Replete with what the decision-maker demands.
proved too expensive, too bulky, and too short-lived in terms of better power. With the help of transistors (minute ersatz tubes requiring only infinitesimal power) and other new developments, the use of such receivers is now nearer reality.

Meanwhile, another radio development of basic significance has taken place. In late 1950, the Voice embarked on one of the most fascinating undertakings of all—Project Vagabond, a floating radio station of great power. This had been a pet brainwave of mine for years, and I was happy to find, upon taking office, that Voice of America engineers had at least toyed with such a plan.

This time, after some difficulty, my colleagues and I persuaded the appropriate Congressional committees to go along with a project for a new sea-going transmitter. Voice engineers could evoke little enthusiasm from the Navy but finally induced the Maritime Commission to ante up a small but fast freighter, then mothballed. The U. S. Coast Guard agreed to staff her, and Project Vagabond was under way. After interminable red tape and countless frantic and construction problems, the Vagabond (officially christened U. S. S. Courier) was commissioned at Hoboken, New Jersey, in March, 1952, and dedicated by the President in Washington in April.

Ship Is Relay Point

As of this writing, the U. S. S. Courier is tied up off the Greek coast, generating her own power (enough to light a small city), picking up broadcasts from New York, and boosting them on their way with two potent short-wave transmitters and one standard transmitter that is three times as powerful as any in the United States. Even with a balloon-supported antenna, soon to be replaced by a highly directional antenna on shore, the Courier is hitting certain Iron Curtain zones with a power unapproached by any other non-Communist transmitter. Should the scene of conflict—cold or hot—shift, the Courier can hoist anchor and move to the contested area at the respectable speed of 17 knots. And, unlike land-based transmitters abroad, she could more readily avoid capture in the event of enemy advances in an all-out war. All old propagandists hope for Congressional approval of more Vagabonds with the greater power now known to be practicable.

In the aggregate, the Vagabonds, the Ring Plan, the Cuddles, the Clippers, and the still-unmentionables prove one thing conclusively: It is possible, at relatively small expense, to put Malenkov and the Kremlin crowd on the defensive on the one front where they and we are in open conflict—the radio front. The Voice of America can hit them increasingly with the one weapon they fear more than any other—the weapon of truth. And if they are to counter that weapon effectively (without the desperate step of wrecking their own radio), they must spend at a rate many times our own and at a sharp cost to the military mechanism that now threatens the world. As David Sarnoff, Board Chairman of RCA, has said, "International broadcasting is a major weapon which can pay for itself many times over."
IT isn't often that an industry leaps from the first "line" of a new product into an advanced model before the market has been half-tapped with the original item. Yet, that's exactly what seems to be in view for the television industry with the almost certain advent of color sometime before the end of this year or—most likely—1954.

There are today some 23.5 million black and white television sets in use and 180 stations on the air. Most competent observers see 1,000 TV stations as the optimum potential in the next five years. Best guess is that there is a 25 million additional set sales potential in that time.

Small wonder then that most TV set makers eye more with sorrow than eagerness the coming of color TV.

Sometime in the next few weeks, RCA or the all-industry National Television System Committee, or both, will petition the FCC to authorize the commercial use of a compatible color video system. From every indication the NTSC standards (which RCA will also ask to be approved) are the answer to the color controversy—which has raged sometimes at low level (1941 and 1945) and sometimes loud and furious (1946-47 and 1949-50).

In the 1941 TV allocations hearings, the industry and the FCC agreed that color TV was premature—the child (TV) wasn't even in the crawling stage yet. Again in 1945, following the end of World War II which had stalled the beginning of commercial television, it was agreed that color must wait.

A large block of the ultra high frequency spectrum (300-3,000 mc) was allocated for TV's future expansion, both as a national service and for color.

Hardly a year elapsed before CBS re-opened the color question by formally requesting that the FCC authorize commercial polychrome. A six-month hearing followed. Competing with CBS was RCA, which showed its conception of what color TV should be.

It was during that hearing that the cry, which has become so meaningful, was first raised.

Although CBS's system showed good color, the standards proposed were different from those in use for monochrome TV. RCA claimed that its "simultaneous" system had the virtue of "compatibility."

Meaning of Compatibility

Most people think of marriage or divorce when they hear the word compatible, but in the rarified atmosphere of electronics, compatibility has an altogether different meaning. A color system is compatible when the black-and-white set owner receives the colorcast (in black-and-white) without having to do a thing to his set.

Therefore, RCA—and most of the industry—objected to the CBS system on the ground that it was incompatible with the existing black-and-white standards and would be unfair to the then 200,000 set owners.

The FCC turned thumbs down on both systems on the ground that they each required too much spectrum space. The official monochrome system uses a 6 mc bandwidth. At that time, CBS's color system required 16 mc and RCA's 18—later reduced to 12 mc.

In 1948, the Commission called a halt to further TV application processing while it studied the spacing of vhf stations (Channels 2-13) and the opening of uhf.

In the midst of these deliberations, the Commission (prodded by former Comr. Robert F. Jones and Comr. Frieda B. Hennock) reopened the color question. Two reasons were at the bottom of this: (1) CBS had proudly announced it had gotten its color system into 6 mc, and (2) since there seemed to be every indication that uhf was going to be opened up, another look at color was necessary or there would be no place left for color TV.

The 1949-50 hearings ran for a year. Long, tedious, technical and acrimonious, they saw CBS put out a good TV color picture, simple, inexpensive—but still incompatible. Opposing CBS, again, was RCA, with the bulk of the manufacturers supporting it. RCA had a complex system that did not show to advantage until late in the proceedings. But RCA's system, again, was compatible. Both were within the 6 mc width demanded by the Commission.

After hearing the pros and cons and deliberating among themselves, the FCC late in 1950 chose the CBS system and denied the RCA proposition. RCA refused to accept the decision, appealed up to the Supreme Court. In 1951, the Supreme Court upheld the FCC's choice.

CBS almost immediately began colorcasts over the network. Its manufacturing subsidiary, CBS-Columbia Inc., commenced the production of color TV sets. A few other manufacturers tentatively produced color receivers.

Late in 1951, a few months after the eruption of what was then called the
Korean "police action", the National Production Authority issued its Order M-90 which in effect prohibited the manufacture of color TV receivers.

So, because of the Korean War, the CBS color system was still-born. For two years, color TV was academic, not an actuality.

When the Commission issued its final decision favoring CBS's field sequential system, it "left the door open" for future developments. It said that if a superior system came along it would certainly take it under consideration.

Radio-TV manufacturers, still convinced that only a compatible color system was worthy, formed the National Television System Committee (NTSC). Its purpose was to pool the knowledge of the industry in order to come up with standards for a compatible color system. In the more than two years of its existence—based on the work of 200 engineers representing 91 companies—it has drawn up specifications, tested, re-tested and is now on record as claiming it has the answer.

Relatively quiescent in the last two years, color TV was splashed to the fore again early in 1953 when Sen. Edwin C. Johnson (D. Colo.) publicly charged that "large interests" were conspiring to retard its introduction until they had saturated the black-and-white set sales market. He called on the Senate Interstate and Foreign Commerce Committee to investigate the situation.

Before Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Commerce Committee, could do more than issue a statement acknowledging Sen. Johnson's request, the House Interstate and Foreign Commerce Committee announced it was going to hold a hearing on that very subject. Chairman of the House committee is Rep. Charles A. Wolverton (R-N.J.).

That hearing ran for a month, earlier this year. It heard an array of industry witnesses and FCC officials. Generally, what was brought out was this: 1. The NTSC standards were acknowledged to be in final form—except for some under normal home conditions without objectionable flicker.

The color receiver must be simple enough to operate in the home, with no critical registration or color controls, and cheap enough to be available to the "great mass of the American purchasing public.

It must be capable of being operated by normal station technicians and the costs of apparatus must not be so high that it would restrict color TV station operation or ownership.

It must not be unduly susceptible to interference.

It must be capable of being transmitted over intercity relay facilities in existence or which may be developed in the "foreseeable" future.

There the matter rested—officially. Within the industry, battle lines seem to be forming. RCA has promised and gives every indication of going to the Commission soon asking for commercialization of the NTSC standards. NTSC is understood to be split—between those who feel more tests are required and those who feel that
the thing should be wrapped up and submitted, pronto, to the FCC.

RCA, in a way, has the upper hand on "Christmas" when it comes to color by Christmas" and has gotten rough treatment from manufacturers. Only in the last few weeks, one of the most outspoken, Philco's James H. Carmine, termed that hope "silly."

Mr. Carmine's boss, Philco President William Balderston, predicted at the Philco convention about two months ago that the FCC would approve color receivers in 1954. When he said that, he was a few weeks behind his own engineers. The FCC engineers insist on and how long color receivers would be off the market. In 30 days, they say.

In very tenuous form is how the Commerce Department has been proceeding on color TV. Within two weeks after a petition is filed, the Commission would issue a formal notice of rule-making and call for comments within 30 days. Following the filing of comments, the Commission could give the opposition (if any) two weeks to file countercomments. Final filings would be rebuttal — also 14 days, about 10 days to prob- ably would have to be a week or 10 days of demonstrations and questioning. Then the record would be closed. A proposed decision might be issued in about 30 days thereafter, and, if all went well, another 30 days could see the new color system cleared for operation.

**Color in November?**

In other words, at the most optimistic, an initial decision could be delivered in 110 days from the date the petition is filed, and a final decision in 140 days. If a petition were actually submitted July 1, color-com- patible all-electronic color—could be officially sanctioned by the FCC by mid-November. So, color TV by Christmas (if by that is meant official approval) could be so.

But, there's one flaw in that estimate. Is there going to be any opposition to the NTSC standards? Off-hand, it doesn't appear likely. After all, NTSC was established by the manufac- turers for the very purpose of hammering out the standards for a compatible color system and all hands agree that it's done. On the other hand, there's a question just how far those who disagree might go. Dr. DuMont has stated publicly he doesn't think NTSC standards are final. Just how ob- derate he will be is unknown. Will he op- pose the NTSC standards? Will he insist on his day in court? No one knows yet.

Then there's CBS. After all it is still the sponsor of the only official color TV system. Even though Frank Stanton, CBS president, said CBS has no intention of trying to re- start its system until after the FCC has acted on the NTSC standards, there is doubt in many people's minds whether CBS will re- main mum.

There are other unknowns. How deeply does the Commission feel about the patent situation? How many demonstrations will Commission engineers insist on and how extensive must they be? Will various fac- tions within NTSC shoot holes in its final report? Are there any other color systems lying fallow, awaiting the Commission's call?

All of these would prolong the hearings until even those 1954 predictions for a color decision might look optimistic in retrospect. But, no matter what the FCC proposes, it is the manufacturers who usually dispose. The Commission's attempt to impose "brack- et" standards during the last color hearing showed that what are their views on the imminence of color TV? The Philco executives' estimates are gen- erally those of the majority of their fellows. General Sarnoff told RCA licensees last month that his company could start produc- tion of color TV sets in nine to 12 months after the FCC's decision. He said he thought mass production ($500,000 sets a year) could be achieved within four or five years. Dr. Baker Engstrom estimated that the first sets would be about 30% higher than comparable black-and-white sets, but that this would fall after mass production started, to about 25% higher. Dr. DuMont unqualifiedly estimated that color TV would always cost 50% more than comparable monochrome sets. Arthur V. Loughran, Hazellite Electrons Corp. director of re- search, figured the first color receivers would be priced at three times their sister black-and-white sets. Dr. Baker recently used the $800 figure as his estimate of the probable price of a 21-inch color receiver.

Only three tri-color tubes are known to be available today. RCA has one, Chromatic Television Labs. Inc. has the Lawrence tube, and GE has the Lafferty tube. The RCA tubes will cost $175-200 each, it has been estimated. The Lawrence tube is said to be about $30-$35 more expensive than its companion black-and-white tube. No fig- ures have been released on the cost of the Lafferty tube. Undoubtedly there are other color tubes in various stages of development, but these are the only three that have been made public.

Heart of any color receiver would be the color tube. One of the objections to the CBS system was that it uses a whirling disc to color to television transmitters that have tagged the CBS system the "mech- anical" system because of this, but a work- able tri-color tube could be used for the CBS method.

What about programming? Only RCA-NBC has made public its plans for that aspect. As related by NBC Vice Chairman Sylvester L. (Pat) Weaver to NBC affiliates a few weeks ago, NBC plans a two-hour evening half-hourly weekly, plus additional time in the daytime to two color studios in New York at the inception of color. Plans call for five color studios, he said. Costs to stations, Mr. Weaver said, would be about $15,000 to add equipment to receive and broadcast network color TV. As NBC shows their faith in NBC, 37 affi- liates have signed up to show network color when it arrives.

With so much smoke, there must be fire somewhere. In this case even if the fire is but an ember, it is struggling to flare up. With members of Congress blowing on it there doesn't seem to be much doubt that its chances of becoming a blaze are good.
The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world’s greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
POP-UP MAP

WAVE-TV Louisville, Ky., in an effort to convince advertisers that tower height is the most important factor in TV coverage, is distributing a "pop-up" map, in which a picture of the station's new 1,600-foot tower (above sea-level) literally pops up. In front of the new tower pop-up, is a pop-up of the old tower, illustrating in three dimensions and in correct proportions the difference between the old and new towers. Also illustrated on the 18" by 11½", seven-color map are two concentric circles, showing old and new station coverage, with comparative market data summarized in the right lower corner. Copy at left explains relative importance of tower height, channel and power. Agency for the station is Doe-Anderson Inc., Louisville.

DECORATED CONTINUITY SHEETS

IT IS the feeling of KDAL Duluth, Minn., that continuity sheets used by radio stations reach more actual prospects and customers than do any other form of printed advertising from stations. In line with this attitude KDAL has developed four-color continuity sheets, which it changes every three months, for greater impact on the advertiser. Each sheet has clever illustrations running around the edge showing various types of radio listening: the farmer milking a cow, housewife, teen-ager, motorist, etc. The overall theme is "Everywhere you go—there's Radio" I. F. I., Duluth, is the agency.

CBS FILM

CBS Radio's new motion picture, "It's Time for Everybody," which highlights the changing character of American market and its effect on advertising media, was premiered June 16. The 16-minute, full-color animated film was shown at Ciro's in Hollywood, and additional showings are scheduled for New York and other major cities. The film is said to suggest that advertisers must consider more even distribution of incomes among Americans today and to note that radio covers 98% of American homes.

TV COVERAGE BOOKLET

WABI-TV Bangor, Me., has released an interesting transparent-acetate-covered booklet explaining its wide coverage despite its low power. According to the station, WABI is the lowest-powered TV station in the country. The most-completely mimeographed brochure contains graphs, tables and colored maps, as well as market data.

AP HISTORY

HISTORY of the AP from its founding in 1848 up to the present time will be portrayed in a weeklong television series over WABD (TV) New York, starting today (Monday), 6:30-6:45 p.m. EDT. The series, which will be produced on the station's Mono-Drama Theatre program, will use one actor, films and still pictures to recount the story of the press association. It is based on the book, AP—The Story of News, by AP assistant general manager Oliver Gramling.

PULSE RATINGS

that make Sponsors' hearts beat faster . .

WBNS Radio has more listeners than any other Central Ohio station . . the 20 top-rated (Pulse) programs heard in this billion-dollar market are heard on sets steadily tuned in to WBNS.

It's no wonder Central Ohioans get the WBNS listening habit . . . CBS headline stars Benny, Arthur Godfrey, Amos 'n' Andy, Lux Radio Theatre, daytime serials, plus popular local talent, attract listeners . . . keep them tuned in hour after hour.

Check John Blair for Pulse ratings of WBNS programs — compare with any other Central Ohio station and learn why more sponsors buy time on the one BIG station with a BIG audience of steady listeners.

CBS for CENTRAL OHIO

WBNS radio
COLUMBUS, OHIO

WEBUS

ASK JOHN BLAIR

PEOPLE

Advertisers


Agencies

Gordon D. Cates, vice president of Biow Co., N. Y., for past two years, rejoins Lennen & Newell, N. Y., as senior vice president.

Fred D. Dwyer, account executive, appointed vice president of Ingalls-Minter Co., Boston.

Crofton Jones and Tyler MacDonald, account executives, Hixson & Jorgensen Inc., L. A., named vice president in charge of industrial marketing and vice president-account supervisor, respectively.

Ben Alcock, head of television commercial production dept., and Roy Winsor, head of creative programming for radio and television, of Biow Co., N. Y., have been appointed vice presidents of agency.

Joe Fulghum, account executive, Biow Co., N. Y., to Young & Rubicam Inc., Hollywood, in similar capacity on Max Factor Co. account.


Ken McAllister, account executive on Procter & Gamble's Camay Toilet Soap, promoted to account supervisor, Benton & Bowles. Mark Becker, member of agency's Tide account group, named account executive on Ivory Snow.

E. M. Bressett, Duane Jones agency, named executive assistant to president, as general supervisor on plans for all accounts.

James R. Johnson, advertising manager, Campbell Soup Co. (tomato juice, catsup and Franco-American products), Camden, N. J., to BBDO, N. Y., as account executive.

William A. Murray, space buyer, Brooke, Smith, French & Derrance, Detroit, to Geyer Adv., N. Y., as media director of its Detroit office.


Edward P. Roden, director at KTTV (TV)

Audrey Weston, promotion department, KTTV (TV) Hollywood, to William Esty Co., same city, as assistant to Arnold Webster, manager.

Edwin Duerr, Young & Rubicam, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in program supervision and production as well as new program development.


Daniel C. Ellis, J. Walter Thompson Co., N. Y., to Kudner Agency Inc., N. Y., as member of copy staff.


Bud Gammon, Benton & Bowles, N. Y., to Blow Co., N. Y., as agency producer of Search For Tomorrow.

Stations

Frank Silva named station manager of WPTS Pittsburgh, Pa.

Everett Wren, senior producer at KBTV (TV) Denver, promoted to production manager.

Mr. Wren

Edgar L. Deatherage, formerly sales service manager of KNYO Fresno, Calif., appointed director of national sales for KJEO-TV Fresno.

Eugene B. Dodson, WKY-TV administrative assistant manager, promoted to newly created position of station manager for night operations. Wackfield Holly, chief announcer, appointed assistant manager for night operations.

Virginia B. Welch, continuity chief, promoted to program director and Tom Leaky promoted to production manager and chief announcer at KWWB Wichita, Kan. Bill Hart, electronic div., of Beech Aircraft Corp., to KWBB engineering staff.


Sam Beeson, senior staff announcer, KLAC Hollywood, elevated to program supervisor, replacing Charles Craig, who has resigned.

Ken Goldblatt, national sales manager of cooperative programming at MBS, to WOY New York, as member of sales staff.

Charles R. Laurel, divisional sales manager for Cam-Pro Corp., Fox du Lac, Wis., to sales staff of KWBU Corpus Christi, Tex. Bayless Corbett, WFIN Findlay, Ohio, named head of publicity and public relations for KWBU.

Duncan Oliphant, producer on WGAN Portland, Me., named education director of Guy Gannett Bestg. Services (WGAN and WGUY-AM-FM Bangor, Me.).

Wayne Hansen has returned to WHBF-TV Rock Island, Ill., on technical staff; Milton Boyd

is new announcer on WHBF-TV. William Rhodes to WHBF-TV technical staff, and Marvin Houtz to sales staff, WHBF-AM.

Jack Mitchell named technical operations engineer of WDTV (TV) Pittsburgh.

James McNamara, following military leave during which he handled press relations for General James Van Fleet in Korea, returns to KLAC-AM-TV Hollywood, as day news editor. Ed Lyon becomes night news editor.

James Narz, staff announcer-disc m.c. at KPOL Los Angeles, resigned to freelance in TV.

George Sanders, continuing to free lance in TV, joins KPOL Los Angeles staff as disc m.c.

Manufacturing

E. Finley Carter, vice president in charge of engineering, appointed vice president and technical director of Sylvania Electric Products Inc., N. Y. Howard L. Richardson, vice president in charge of industrial relations, replaces Mr. Carter as vice president in charge of engineering.

Mr. Carter

Mr. Richardson

Martin Gorn announces acquisition of assets of International Connector Corp., formerly of Paterson, N. J., to be known as Gorn Electronics, div. of Gorn Electric Co., Stamford, Conn.

John L. Lyons, sales manager, Kaye-Halbert Corp., Culver City, Calif., TV set manufacturers, resigned to establish own distributing concern.

A. Cameron Duncan named manager of merchandising operations of home instrument dept., RCA Victor Div., RCA, Camden, N. J. Joseph J. Kearney, manager of East Central renewal sales district for RCA tube dept., advanced to renewal sales manager for RCA radio batteries, replacing Mr. Duncan.

Dr. Willard Geer, associate professor of physics at USC and inventor of one of three recognized color TV tubes, to Hoffman Radio Corp. and Hoffman Laboratories Inc., L. A., as consultant on color in TV and military applications.

Harry Schecter, general sales manager of N. Y. factory branch of Motorola, named general manager of CBS-Columbia Distributors Inc., N. Y.

George E. Dittman, renewal field sales representative for RCA tube dept., RCA Victor Div., N. Y., appointed manager of East Central renewal sales district of tube dept.

Ross Mason, executive vice president in charge of sales and advertising, Coronet Television Corp., Windsor, Canada, to Pacific Mercury Sales Corp., L. A. (TV set distributors), as advertising manager.

Jacob J. Repetto, superintendent of design and drafting, Clarostat Mfg. Co., Dover, N. H., promoted to assistant sales manager.

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to sell more time,
reach the people
in a position to buy

"We know that media men must eventually turn to SRDS when they are considering schedules for this market, and we feel we are reaching the people who are ready and in a position to buy WWL."

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides identifiable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations right then.
8. It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

THE SCOPE OF THIS LIST

B*TV’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 moves on the air it is deleted from the Target Date table and appears in the Telestatus summary.
### Southwest Daytimer

**$43,000.00**

A 1000 watt daytimer in rich manufacturing and resort area. Profitable facility. Modern and new in all respects. Excellent financing for the right party.

#### Appraisals  Negotiations  Financing

**BLACKBURN - HAMILTON COMPANY**

- **WATERFALL**
  - **WASHINGTON, D. C.**
    - James W. Blackburn
  - **CHICAGO**
    - Ray V. Hamilton
  - **SAN FRANCISCO**
    - Lester M. Smith

**RADIO-TV-NEWSPAPER BROKERS**

- **WATERFALL**
  - **BROADCASTING**
    - Stanley A. Blackburn
  - **TELECASTING**
    - Robert J. Smith

**BROADCASTING  TELECASTING**

- **WASHINGTON, D. C.**
  - James W. Blackburn
  - **CHICAGO**
  - Ray V. Hamilton
  - **SAN FRANCISCO**
  - Lester M. Smith

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FOR THE RECORD

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<td>WGNR-TV, Rochester, N. Y. (15)</td>
<td>Unknown</td>
<td>Unknown</td>
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<td>WJON-TV St. Cloud, Minn. (47)</td>
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<td>KSBN (TV) Salt Lake City, Calif. (5)</td>
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<td>Stardom-Norwalk (Conn.) TV Corp. (27)</td>
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<td>WGOV-TV Vailde, Ga. (47)</td>
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<td>9/15/53</td>
<td>9/30/53</td>
<td>ABC</td>
<td>Headley-Rede</td>
</tr>
</tbody>
</table>

Key Excerpts of NARTB Bulletin on Baseball

To appreciate the full significance of the new and far-reaching problem raised by this proposed legislation, remove the word "professional baseball" from the title of S 1396 and insert in their place one of many one of many other types of radio and television program matter regularly broadcast in response to the public interest. The danger is obvious.

The Congress of the United States is being asked . . . to make a specific exemption for professional baseball from the anti-trust laws on the basis of the argument that major league baseball is the principal cause of its economic trouble. . . .

... while permitting the broadcasting of professional baseball is doubly hazardous because it is a "sleepy" sport. On the surface, and in the language of its supporters it appears to be nothing more than a commendable effort to shore up the shaky economics of the minor league baseball clubs of the country. But when you strip it of its lengthy definitions and legislative decay, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television.

It would seem evident from most of the testimony given at the hearing that a major strategy of the proponents of this bill is to make it appear that a "vote for" S 1396 is a "vote for" baseball. On the other hand, anyone who has shown a disposition to oppose the bill has been pictured as being "against" baseball, the great American sports pastime.

On anti-trust aspect:

The supporters of S 1396 say over and over again that they do not think that any agreement between baseball clubs to restrict radio and television broadcasts are in violation of the anti-trust laws. Yet at the same time, this bill has been prepared and its advocates now ardently push for its adoption. The one clear purpose of this bill is to specifically exempt certain baseball club agreements pertaining to broadcasting from anti-trust sanctions—a radical and unnecessary departure from established anti-trust principles which would deny broadcasters and the public the right to contest the legality of these restrictive agreements.

During the Senate hearings, those who were in favor of this bill took frequent occasion to blast the Dept. of Justice for its part in raising the anti-trust question about the professional leagues. Major League Baseball was authorized restrictive broadcast rules by baseball clubs acting in concert. And yet, even as the witnesses and the chairman of the subcommittee berated the Dept. of Justice, in the very next breath baseball officials stated that they did not wish to establish a code to regulate baseball. Such a move would have determined the true legal status of this device which permitted the baseball clubs acting together to restrict radio and television broadcasts of games in specified markets.
treatises for which the broadcasters had secured equitable contracts from the clubs in play. Confronted with the steady pressure from the National Association of baseball clubs, F RULE (d) was adopted as a formal rule of the baseball agreements, thus declining to test its anti-trust status in the courts.

The public suffers most when restrictive agreements such as Rule (d) are in effect. The fact that § 1396 legalizes depriving the public of what it might otherwise be permitted to enjoy through radio and television coverage is another virtue issue in this bill which has been glossed over by its supporters.

On property rights:

The NARTB recognizes the property right of a professional baseball club in the actual performance of its exhibition, and in opposing this bill, does not challenge the individual club's privilege to sell or to withhold its actual performance from the public. We oppose this move which gives legal authority to procedures which would deprive the public of its right to enjoy through radio and television those events which by the natural interaction of competition have won high priority in the scale of public interest.

**FCC Proposes Sec. 1.342 Change**

HERE is text of FCC order revising its proposal with respect to requirements on filing of network affiliation, ownership, bulk time sales, management contract and other reports [B&T, June 15]. Original proposal was issued in February [B&T, Feb. 23]. Deadline on comments is July 13. Revised text follows:

**APPENDIX**

Section 1.342 of the Commission's Rules and Regulations is proposed to be amended by deletion of rule 1.342. Filing of contracts, broadcast licenses and permits. Each licensee or permitted of a station shall file with the Commission within 30 days of execution thereof of the following contracts, agreements, instruments, or documents, together with amendments, supplements and cancellations. The term "contracts" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements, contracts with news agencies or cancellations of transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contrary to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.342 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

1. Articles of partnership, association and incorporation and changes in such instruments.

2. Bylaws and any instruments affecting changes in such bylaws.

3. Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee or permittee's stock, (common or preferred, voting or nonvoting) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the using licensee or permittee corporation. Options to purchase, pledges, trusts, agreements, and other executory agreements are required.

4. Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted.

5. Mortgage or loan agreements containing provisions restricting the licensee or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

6. Any agreement or instrument affecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.342 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to musical functions or operations such as "translating," "translating," "background music," and similar services. This provision does not require the filing of contracts granting functional music licensees and permittees the right to broadcast copyright music.

(e) Time sale contracts with the same sponsor for 4 or more hours per day, unless the length of the event broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in management capacity of any person other than an officer, director, or employee of the licensee or permittee or station, and management contracts with any persons, whether or not officers, directors or employees regular employees which provide for both a percentage of profits and a salary in lieu of profits. In those exceptions, this provision does not require the filing of agreements with persons regularly employed as general managers or station managers or salesmen, contracts with program managers, program personnel, contracts with chief engineers or other engineers, contracts for consulting radio engineers, attorneys, or accountants, contracts with independent contractors, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.
IN THE 7th MARKET, CLEVELAND

—your lowest cost per 1000

1260 KC
5000 FULL TIME WATTS
WELL INDEPENDENT

LONDON BRIDGE IS FALLING DOWN... falling down... falling down.

London bridge is falling down,
MY FAIR LADY!

If your product or service shows a tendency similar to that of the bridge in the nursery game, call KMBK-KFM, Kansas City, or your nearest Free and Peters office, for availability on the KMBK-KFM System.

"My Fair Lady" is a pretty important person in your sales game, and she's buying the things she hears about in the radio station she listens to most!

NEW TV STATIONS

Lawrence, Mass.—General Bestg. Co. granted new TV station on uhf Ch. 36 (541-562 mc); ERP 245 kw visual and 126 kw audio; antenna height above average terrain 940 ft; above ground 435 ft; estimated construction cost $565,230, first year operating cost $299,000, revenue $200,000. Post office address 11 Pemberton St., North. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi. SW of Lawrence city limits. Geographic coordinates 42° 36' 15" N. Lat., 71° 13' 10" W. Long. Transmitter antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Ch. E. and Washington, Bcstg. Corp., Boston. Principals include: President A. Alfred Franks (35%), retail merchant of Lawrence, and Peter Pressman (25%), textile manufacturers. Granted June 10.

Schenechaty, N. Y.—Van Currier Bestg. Corp. granted new TV station on uhf Ch. 35 (530-542 mc); ERP 245 kw visual and 126 kw audio; antenna height above average terrain 640 ft; above ground 543 ft; estimated construction cost $405,000, first year operating cost $230,000, revenue $225,000. Post office address 11 Pemberton, Lawrence. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi. SW of Lawrence city limits. Geographic coordinates 42° 36' 15" N. Lat., 71° 13' 10" W. Long. Transmitter antenna GE. Legal counsel Arnold, Porter & Foster, Washington. Consulting engineer George P. Adair, Washington. Principals include: President Simon H. Fabian (25%), president Fabian Theasrt Inc.; Vice President Eleanor Fabian Rose (25%), Treasurier Samuel Rosen (25%), vice president Royal for Fabian TV Corp. Group buys physical assets of WSKW Albany for $300,000, which was purchased by the Bcstg. Corp. drop bid for Ch. 35 at Schenechaty. WSKW will be operated under the group B-17 city priority lists.

Syracuse, N. Y.—WYSY Broadcasting Co., Inc., granted new TV station on uhf Ch. 34 (524-540 mc); ERP 245 kw visual and 126 kw audio; antenna height above average terrain 1,015 ft; above ground 349 ft; estimated construction cost $445,000, first year operating cost $296,118, revenue $250,000. Post office address 2nd St., Syracuse. Studio location 85 State St. Transmitter location E. Herge Rd. Geographic coordinates 43° 8' 31" N. Lat., 76° 0' 17" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. J. Ferris, Washington. Consulting principals include: President J. Myer Schleier, vice president Roy G. H. David (35%), secretary Howard Antell, treasurer A. A. May, Harold B. Beldgett (30%), Bertha Ryan Flesh (10%) and M. L. Pressotti (2.5%). Schleier noted that Fabian Theasrt Inc., exhibitor, owns 55%. Grant made possible by withdrawal of competitor WTRW-Troy [B-T June 15]. Granted June 11.

Hartford, Conn.—WFSB Broadcasting Co., Inc. (WFSB-TV, WFSB, NBC and WFSB-AM), granted new TV station on uhf Ch. 7 (66-72 mc); ERP 100 kw visual and 56 kw audio; antenna height above average terrain 810 ft; above ground 700 ft; estimated construction cost $1,110,460, first year operating cost $1,030,078, revenue $1,110,460. Post office address 100 4th Ave, N. Studio and transmitter location 100 4th Ave, N. Geographic coordinates 41° 30' 52" N. Lat., 72° 0' 12" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall and Southmay, Washington. Consulting engineer A. D. Rine & Co., Washington. Fisher Flouring Mills Co. is sole owner. Principals include: O. W. Fisher, president; D. B. Fisher and W. W. Warren, vice presidents, and D. D. Fisher, director. Grant was made possible by withdrawal of competitive application of Mt. Royal Radio & TV Bestg. Corp. (KJR), whose chief owner, Theodore R. Gamble, receives option for one-third interest in new firm to be formed to operate new TV station. KOMO will remain under present ownership and separate operation. KJR would be sold by the Gamble interests [B-T. June 15]. Granted June 11.

BROADCASTING • TELECASTING

52 SHOWS READY FOR YOU

The Sportsman's Club
35 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
1022 Forbus Street
Phone Express 1-1355
Pittsburgh, Pa.
Applications

Evans Evanston, Ill.—Northwestern TV Bestf. Corp. has requested the UHF license for this area.

Borden, Mass.—Massachusetts Bay Telecasters request to change the channel of the station.

Broadcasting & Television Yearbook

Existing TV Stations

Actions by FCC

KCBJ-TV Pueblo, Colo.—Star Bestf. Co., granted by FCC, is to operate commercially on VHF Ch. 5 from Oct. 10 to Nov. 6.

WROM-TV Rome, Ga.—WROM-TV, Inc. granted modification of CP to change ERP from 2,900 kW visual and 110 kW audio to 3,090 kW visual and 15.5 kW audio; antenna height above average terrain 500 ft.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted CP to operate commercially on VHF Ch. 4 from Aug. 8 to Aug. 23.

WIBO-TV Dayton, Ohio—Miami Valley Bestf. Corp. granted modification of CP to change antenna above average terrain from 1,145 ft.

WCRE-TV Medford, Ore.—Southern Oregon Bestf. Co. granted modification of CP to change ERP from 19 kW visual and 9.5 kW audio to 25 kW visual and 13.2 kW audio; antenna height above average terrain 400 ft.

WFIL-TV Philadelphia—Triangle Publications Inc. granted CP to increase ERP from 2,7 to 35 kW visual and 13.2 kW audio; antenna height above average terrain from 1,160 ft. to 429 ft.

WPHI-TV Scranton, Pa.—Scranton Bestf. Inc. granted modification of CP to change ERP from 2,500 kW visual and 120 kW audio to 294 kW visual and 93.3 kW audio; make slight change in transmitting location (description same but geographic coordinates change); antenna height above average terrain 550 ft.

KMO-TV Tacoma, Wash.—KMO Inc. granted modification of CP to change ERP from 120 kW visual and 93.3 kW audio to 95.5 kW visual and 77.5 kW audio.

Call Letters Assigned

KOY-TV Phoenix, Ariz.—KOY Bestf. Co. is to change call letters to KOOL-TV.

KOL-TV Phoenix, Ariz.—Maricopa Bestf. Inc., vhf Ch. 10 is to change call letters to KOY-TV.

KRAY-TV San Francisco, Calif.—Lawrence A. Harvey, uhf Ch. 20.

WCBT (TV) Bridgewater, Conn.—Connecticut State Board of Education, educational uhf Ch. 17 is to change call letters to WCBT.

WEDH (TV) Hartford, Conn.—Connecticut State Board of Education, educational uhf Ch. 24 is to change call letters to WEDH.

WCTN (TV) Norwich, Conn.—Connecticut State Board of Education, educational uhf Ch. 63 is to change call letters to WCTN.

WJHP-TV Jacksonville, Fla.—The Jacksonville Journal Co., uhf Ch. 20.

WEAR-TV Pensacola, Fla.—Gulfport Bestf. Co., vhf Ch. 13.

A. D. Ring & Assoc., Washington, Principals.

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1. Top adult programming
2. Strong audience impact
3. Inherently listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO IN TV"  

HARRY GREENFIELD, Managing Director

WEVO 111-115 West 48th St.
New York 19

Broadcasting • Telecasting

THE QUAD-CITIES No. 1 Radio Station

WHBF joins the nation's No.1 Radio Network

CBS

Effective July 1, 1953


Up to

239% More Audience

Families

than other

Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write or ask Headley-Reed

The QUAD-CITIES

WRBLS WEUC 570 KC

NBC Affiliate In Central New York

Lee J. A. Harvey, uhf Ch. 20.

THE QUAD-CITIES No. 1 Radio Station

WHBF joins the nation's No.1 Radio Network

CBS

Effective July 1, 1953


Up to

239% More Audience

Families

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Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write or ask Headley-Reed

The QUAD-CITIES

WRBLS WEUC 570 KC

NBC Affiliate In Central New York
output with **SOUNDCAST\***

**PROFESSIONAL RECORDING TAPE**

it's **micro-polished**!

Perfect reproduction— that's the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean— every low clear, full-bodied. Soundcraft Tape is Micro-Polished; polished, buffed and re-polished to a glossy smoothness, to produce greater output uniformity, lower distortion, improved high frequency response, better head contact and longer head life.

If you want quality second to none, be sure to ask for Soundcraft Professional Tape... the one and only Micro-Polished tape!

---

**FOR THE RECORD**

- **WTNC-TV** Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52.
- **KDIO (TV)** Davenport, Iowa—Mel Foster
  Harold House, uhf Ch. 13.
- **KTVL (TV)** Peoria, Illinois—KTVL, Inc., uhf Ch. 6.
- **KWOW-TV** St. Paul, Minn.—KWOW Telecasting Co., uhf Ch. 17.
- **KCMO-TV Kansas City, Mo.—KCMO Bestg. Co.,
  uhf Ch. 5.
  uhf Ch. 14.
- **WKGB-TV** Burlington, Tex.—The Magic Tri-
  angle Television Inc., uhf Ch. 4.
- **KALA (TV)** San Antonio, Texas—Alamo TV
  Co., uhf Ch. 38.
- **WOKY-TV** Milwaukee, Wis.—Bartell Bros.
  Inc., uhf Ch. 19.

New AM Stations...

- **Applications by FCC**
  - **Alexandria, La.—Dixie Bestg.** Service granted
    new AM station on 1410 kc with 1 kw daytime
  - **Reddoch**
  - **Kiln, Miss.—J. R. Hel-**
  - **Reddoch**
  - **Mr. Evans owns 90%**
  - **Reddoch**
  - **Post office address % Cyril Reddoch**
  - **Box 16, DeRidder, La.**
  - **Granted June 10.

Existing AM Stations...

- **Actions by FCC**
  - **KIMA Yakima, Wash.— Cascade Bestg. Co.**
    granted power increase to 1460 kc within 900 w,
  - **night.**
  - **1 kw day to 5 kw fulltime, directional**
  - **night.**
  - **Granted June 10.

Reduce Operation

- **WSUI Iowa City, Iowa—State U. of Iowa**
  granted authority to reduce hours of operation
  from minimum to minimum of 60 daily during
  regular vacation period. Granted June 8.

Remain Silent

- **KHBS Portland, Ore.— Benson Polytechnic**
  School granted authority to remain silent during

Call Letters Assigned

- **WMRE Monroe, Ga.—Walter Bestg. Co., 1490**
  kc, 250 w unlimited.
- **WJOT Lake City, S. C.—Lake Bestg. Corp., 1290**
  kc, 1 kw daytime.

Existing FM Stations...

- **Actions by FCC**
  - **WBHJ (FM)** Oakland, Md.—Chesapeake Bestg.
    Co., granted modification of CP to change ERP
    from 6,3 kw to 18 kw and antenna height above
    average terrain to 160 ft. Granted June 8; repor-
    ted June 10.
- **Call Letters Assigned**
  - **WGCE (FM)** Gary, Ind.—School City of Gary,
    noncommercial educational, 861 kc, 16 w.
- **FM Station Deleted**
  - **WJPG-FM** Green Bay, Wis.—Green Bay News-
    paper Co. granted request to cancel license and
    delete FM station on Class B Ch. 266 (101.1 mcc).
    Deleted June 8; reported June 16.

Ownership Changes...

- **Decisions**
  - **WAPI, WAPM (FM) and WAPM-TV** Birmingham,
    Ala.—The Television Corp. granted transfer
  - **of control from Ed Norton (75%) and Thad Holt**
    (25%) to The Birmingham News Co. for $2.4
    million. Transfer may not be consummated until
    transfers have divested all of interest
    in WAPM-FM, WAPM-TV there, and to Jemison
    Bestg. Co. for $200,000 subject to FCC consent.
  - **Ownership Changes**
  - **Birmingham, Ala.—The Television Corp.**
    granted license to The Birmingham News Co.
    for $2.4 million. Transfer may not be consum-
    mated until transfers have divested all of interest
    in WAPM-FM, WAPM-TV there, and to Jemison
    Bestg. Co. for $200,000 subject to FCC consent.
  - **J. Walker and Frieda B. Hennessy dissocia-
    ted. Granted June 10.

- **KDRS Paragould, Ark.—Daily Press Inc.**
  granted assignment of license from Progression
  Bestg. Co., partnership of T. M. Self and G. T.
  Raitt. Lessor gave up their interest in Daily
  Press Inc. and cancel debt of $4,000 due to them.
  Daily Press Inc. will pay $3,500 mortgage. Grant-
  ed June 10.

- **WTPV (TV) Decatur, Ill.—Decatur Prairie TV**
  Co. granted modification of CP to change name
  to Prairie TV Co. No change in ownership. Grant-
  ed June 12; reported June 13.

- **WLAW-AM-FM Boston-Lawrence, Mass.—**
  - **Wilder-**
  - **& Rogers Co.**
  - **transferred control from**
  - **Irving B. Rogers, individually and as trustee**
  - **for Irving E. Rogers Jr., Alexander H. Rogers**
    II and Allen B. Rogers, to General Teleradio
  - **Inc. for $750,000. Assignment of license from**
    Hilderbrand & Rogers Co. to General Teleradio
    appropriated. Transfer and assignment may not be
    consummated until General Teleradio gives up interest
    in WNAC Boston and WIOZ-WFM. Latter will be
    deleted. Granted June 10.

- **WNAC Boston-General Teleradio Inc.**
  granted assignment of license to Vic Dishon Assoc.
  Inc. for $120,000. General Teleradio, which acquires
  WNAC-FM and WNAC-TV,狄门 group will
  own all of CP and new call of WNAC and General
  Teleradio will own all of CP and new call of
  owns 24.75% each by Mr. Dishon, Hilda Dal-**
  - **roth, E. H. Whitney and George M. Chiswell.
  - **Kathryn Kahler and Irwin G. and Edward B.
  - **Wright and George H. B.**
  - **General Teleradio is majority owner of MBR, owner
  - **of WIOZ-WFM-TV New York.**
  - **Granted June 10.

  - **(New TV, uhf Ch. 16) Providence, R. I.—New**
    - **England TV Co. of Rhode Island granted modi-
    - **fication of CP Change call name to Ch.
    - **16 of Rhode Island Inc. No change in ownership.
    - **Granted June 11; reported June 12.

Applications

- **WSGN-TV** Birmingham, Ala.—Birmingham
  News Co. requests assignment of CP to Jemison
  Bestg. Co. Letter was bought WBSGN-AF-FM
  from assignor for $300,000 and CP for new TV
  station on uhf Ch. 42 also will be transferred.
  Birmingham News Co. disposes of WBSGN prop-
  erties because of 10 purchase of WAPM, WAPM
  (FM) and WAPM-TV Birmingham for $2.4 mil-
  lion from Ed Norton and Thad Holt (B-F, June
  Jr., investment banker. Filed June 15.

- **WSBI-AM-FM** Cincinnati, Ohio—Buckeye
  Bestg. Corp. requests assignment of license to
  Gordon Bestg. Co. for $200,000. Buckeye is sub-
  sidiary of Gary Bestg. Co., which sells pall of
  purchase of WBSRC-AM-FM-TV Birmingham for
  are President Sherwood R. Gordon (70%) and
  his wife, Edna W. The agreement between the
  signers is for uhf Ch. 74 at Cincinnati, Mr. Gordon
  is assistant to president of Wilbur Sales Corp.
  New York graphic arts firm. Mr. and Mrs. Gor-
  don are principals in TV Corp. of Greater Miami
  applicant for uhf Ch. 33 at Miami, Fla. Filed
  June 5.

- **CHNS**
  - **The Shortest Route**
  - **To Results in This Area Is Via**
  - **HALIFAX**
  - **NOVA SCOTIA**
  - **Maritimes Busiest Station**
  - **Contact**
  - **JOS. WEED & CO.**
  - **350 Madison Ave., New York**
  - **5000 WATTS**

- **Broadcasting**
  - **Teletesting**

---

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 3, D. C.

Lincoln 3-2705

**COMMERCIAL RADIO MONITORING COMPANY**

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

**TOWERS • AM • FM • TV**

Complete installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

P. O. Box 7037

Kansass City, Mo.

**VACANCY**

YOUR FIRM'S NAME in this "vacancy" will be seen by 16,000 radio station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and fac-

simile facilities.

Page 106 • June 22, 1953
### Consulting Radio & Television Engineers

<table>
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<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Telephone</th>
<th>Experience</th>
<th>Notes</th>
</tr>
</thead>
</table>
| **JANSKY & BAILEY, INC.**
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 4-2414
| **JAMES C. McNARY**
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
| **-Established 1926-**
**PAUL GODLEY CO.**
Upper Montclair, N. J.
MO: 3-3000
Laboratories Great Notch, N. J.
| **GEORGE C. DAVIS**
501-514 Munsey Bldg. Sterling 3-0111
Everett L. Billiard, Gen. Mgr.
INTERNATIONAL BLDG. D5 7-1319
WASHINGTON, D. C.
P. O. BOX 7057
JACKSON 5302
KANSAS CITY, MO. | **A. D. RING & ASSOCIATES**
30 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-3347
WASHINGTON 4, D. C. | **There is no substitute for experience**
**GLENN D. GILLETT & ASSOCIATES**
982 NATL. PRESS BLDG. NA-8-3373
WASHINGTON, D. C. | **GEORGE E. GAUTNEY**
CONSULTING RADIO ENGINEERS
102 Warner Bldg. National 8-7757
Washington 4, D. C. | Craven, Lohne & Culver
MUNSEY BUILDING
DISTRICT 7-2115
WASHINGTON 4, D. C. | **FRANK H. McINTOSH**
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
| **RUSSELL P. MAY**
711 14th St., N. W.
Shawmut Bldg.
Washington 5, D. C. Republic 7-3984
| **WELDON & CARR**
Consulting Radio & Television Engineers
Washington 4, D. C.
| **PAGE, CREUTZ, GARRISON & WALSCHMITT**
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C. | **KEAR & KENNEDY**
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
| **A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
| **WILLIAM L. FOSS, Jr.**
Consulting Radio Engineers
EDWARD W. DEETER
EDMUND E. PENDLETON
927 15th St. N. W.
Republic 7-3883
Washington 5, D. C. | **GUY C. HUTCHESON**
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS | **ROBERT M. SILLIMAN**
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C. | **LYNNE C. SMEBY**
“Registered Professional Engineer”
1311 G St., N. W.
EX 2-9073
Washington 5, D. C. | **GEORGE P. ADAIR**
Consulting Radio Engineers
Quarter Century Professional Experience
Radio—Television—Electronics—Communications
1910 1 St. N. W., Wash., D. C.
Executive 5-1240 Executive 5-1855
(Night—holidays, Locked 5-1819)
Member AFCCE |
| **WALTER F. KEAN**
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Blvd—Riverside 7-3153
Riverside, Ill.
(A Chicago suburb) | **WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Emerson 2-4071
Box 2468 Birmingham, Ala.
Phone 8-1074
| **ROBERT L. HAMMETT**
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545
| **JOHN B. HEFFELFINGER**
815 E. 83rd St. Hilland 7010
KANSAS CITY, MISSOURI | **Vandivere, Cohen & Wearn**
Consulting Electronic Engineers
612 Evans Bldg. NA 8-2698
1420 New York Ave., N. W.
Washington 5, D. C. | **QUALIFIED ENGINEERING**
is of paramount importance in getting your station (AM, TV or FM)
on the air and keeping it there**

| **IF YOU DESIRE TO JOIN**
**THESE ENGINEERS**
in Professional card advertising
contact
**BROADCASTING • TELECASTING**
**NATL. PRESS BLDG., WASH. 4, D. C.**

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Broadcasting • Telecasting
Classified Advertisements

Help Wanted

Salesmen

Salesman-announcer. Florida, Moriarty selling but good announcing required. Salary plus commiss. Box 110W, B-T.

Salesman for North Carolina daytimer. If experienced or if interested in radio sales salary plus commiss. Send tape, etc. First phone engineer. Starting salary $80 a month for forty-five hour week. Contact Braun, Jamestown, North Carolina.

Broadcasting * Telecasting, 827 National Press Bidg., Washington 4, D.C.

Applications: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittances with submission). Tape, salesmen, pipers, technicians, etc. All replies strictly confidential. Ability to pay equal opportunity employer.

Help Wanted—(Cont'd)

Progressive independent in Ohio has immediate opening for a good announcer with first class license. Starting salary $25 a month for forty-five hour week. Contact Gene Mills, WORW, Defiance, Ohio.

Experienced announcer. Must be versatile. Box,up. Interview required. WVBC, Somersett, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio and visual equipment. Must be able to work and is looking for future. Box 955W, B-T.

Chief engineer with medium station experience. Dayton, Ohio. Must be able to operate it. Please write including background, experience and salary requirement. Box 909W, B-T.

Regional midwest network wants chief engineer who is an expert radio man. Box 968W, B-T.

AM control room operator. Start at $70 for 5 day, 3 day work week. Transfer to well established midwest VIP TV operation when opening occurs. Salary and background. Prefer first phone. Box 986W, B-T.

Management

General manager—thoroughly experienced. Successful top references. Prefer small or medium market. South or southwest. Box 977W, B-T.


Salesmen


Technical

Chief engineer for prospective TV station. Ability to supervise installation and do maintenance required. Previous TV experience preferred but not required. Prefer 30-40 age bracket unattached, older man wishes to retire to a moderate size New England city. State all details and salary requirement. All replies strictly confidential. Identity of advertiser will be disclosed to applicants and letters returned. Box 956W, B-T.

Television

Technical

Chief engineer for WWWK-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight United States. Applications required giving background, references and minimum salary. Only those holding a first class radiotelephone license need apply. Salary established at base with regular increases. Box 977W, B-T.

Situations Wanted

Manager

Good, deep voice. Radio announcing school and 30 months’ experience. Desire announcing position near Minneapolis. Box 746W, B-T.

Announcer, married, veteran, experienced DJ, news, sports, currently employed. 5 kw, steady, reliable, sober. Box 959W, B-T.

Experience presently employed seeking better opportunity. Over 30 thousand preferred. Box 965W, B-T.

Experience announcer, newcasting disc jockey. Staff, Presently employed. Available immediately. Box 958W, B-T.

Announcer, solid experience at kilowatt independent, news person, show, board. College graduate, wide musical background, sober. Experience tape, resume, best references. Box 932W, B-T.

Versatile announcer, know control board. TV programming, can write copy. Box 946W, B-T.

Accurate news! Resourceful reporting, authoritative voice. Big station. $100 minimum. Box 942W, B-T.

Announcer with 3 years experience seeks position 5 kw or morning man. $70 minimum. Box 944W, B-T.

Spectran, 97. Ten years in radio. Presently employed by regional independent. Married, veteran, BA in English and blues a specialty. Box 958W, B-T.


Situation Wanted—(Cont'd.)

Versatile, all-round staff man. Sports specialty, strong on commercials. Available after July 15. Box 967W, B.T.

Announcer, moderate experience, versatile, production background on 50 kw, College graduate. Experienced, married. Available July 6th. Box 959W, B.T.

Hillbilly DJ—now employed on 5000 watt seeks advancement. Does not drink, can give references. Box 961W, B.T.

Announcer, some experience, news, DJ, control board. Tape available. Box 967W, B.T.

Announcer, draft exempt, thoroughly trained in radio, television. Can operate board. Stage TV, tape available. Box 968W, B.T.

Experienced announcer to maintain your present standards. Minimum $100. Box 972W, B.T.

Experienced announcer, engineer, manager. National radio reputation, 15 years radio. First phone, all phases announcing. Built own station from red to black. Available immediately. Box 979W, B.T.

Announcer and/or engineer. For summer. Experienced, commercial, educational radio. First class radiotelephone, MA English; now teaching. Prefer east, midwest, TV okay. George Birdcheid, 23 Thelma Street, Noyln Heights, N. Y.

Combs, 1st ticket, announcer-DJ, 27, married. Dick Ivan, 1816 Rosalias, Los Angeles.

Experienced announcer, versatile, all-round staff man, needs permanent voice. Marty Ladd, 26-11 Crescent Street, Astoria, L. I. 2, N. Y.

Looking for a good experienced morning man? Contact Bob Peters, 8 Upland Road, Brookline, Mass.


Announcer-operator, now employed, desires relocation. Auditions on request. Leonard Sharp, 812 E. 55th Street, Hopkinsville, Kentucky. Phone 916.


Technical

Engineer—experienced, console, transmitter, recordings. 1st class license. Box 980W, B.T.

First phone, limited broadcast experience, technically trained, no announcing. Single. Box 981W, B.T.

Technician, with TV studio experience, training, desires permanent summer position with progressive organization. Box 985W, B.T.

Second phone (renewal) some radio operating experience, 5 kw portable Brush tape recorder with zipper weather-proof. Box 989W, B.T.

Young man with first class license wishes to break in as radio operator. Some experience in signal corps. Please advise if lodgings available or good family. Box 991W, B.T.

Production-Programming, Others

News director, specializing in thorough "on-the-scene" local news reporting. $500 start. Box 994W, B.T.

News-special events director, 11 years experience, presently employed. Top midway personality. Family seeks permanency. Age 31. Box 992W, B.T.

Radio-TV ideas man, executive, writer-producer, director, engineer. Ten years at NY network. MA in Humanities. Seeks challenging position, west coast or overseas. Box 996W, B.T.

Guarantee highest possible results from programming: originality, not imitation. Experienced writer-directing, announcing. Box 997W, B.T.

Nearly quarter century of writing selling copy. Announce production experience. Specialist in ideas. Box 997W, B.T.

Program director-deejay. 31 years old, 8 years broadcasting. Who can furnish associates plus successful hillbilly decency routine. Experienced in all phases of national or semi-network work. Good references. Available July. Box 994W, B.T.

Just separated from Navy, not subject to recall. Ten years experience theatre, radio, directing, producing, advertising—sure bet for TV if I can just get started. 26, married, two children. Can afford to take nominal salary until I can prove my ideas, energy and experience will be of asset to you. D.W., 1357 Humphrey Road, Birmingham, Michigan.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 789W, B.T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 998W, B.T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 996W, B.T.

News editor-writer-TV and radio experience with CBS and NBC networks. Want trip, new TV station. Box 998W, B.T.

For Sale

Stations


Equipment, etc.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 912W, B.T.

Building TVV 28-28 foot sections Andrew No. 330 transmission line 814-1.5 kw. New storage—never used. Big saving possible. Make offer. Box 948W, B.T.

Five 280 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGKS, Harlingen, Texas.

5 kw AM transmitter RCA type BTA-5F and seven 30 ft. self-supporting Haw-Knox towers BTA-7M, regulated, marked for erection. Write John W. Sherman, WOC, Minneapolis, Minn.

New Gray Topol, I only used few hours. Only $2,200. WOCV-TV, Montgomery, Ala.

UHF antennas—500 mc radar set (ASB-3) for site measurements. WECT-TV, Corning, N. Y.

Model BK 401 broadcast portable Brush tape recorder with zipper weather-proof case all in good condition. Speed 35% and 1 1/2. Input 50-750-1000 ohms output 400 ohms. First $125 takes it. W2LJ, Niagara Falls, New York.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

129 foot section of H-30 Truscon self-supporting tower; Collins 600-watt FM antenna; RCA BFT-3B FM transmitter. Will sell separately or as a package. Write D. W. Scott, 25 Main St., New Bedford, Massachusetts.

Transmission 1000 watts, standard broadcast uses 805. As modulators and final power amplifier, converts 17,000 volt power supply, 14 thousand feet #8 copper wire. All or part of above immediately available. Write John D. Caylor, Box 676, Knoxville, Tennessee.

34 sheets expanded copper mesh ground screen, 1 ft by 1 ft. W. Whiteham, P. O. Box 3004, Belmont Station, Long Beach, Calif. Phone: 3-7451.

Wanted to Buy

Equipment, etc.

Recently calibrated General Radio 916-A RP bridge; also FS meter. Cash waits. Box 996W, B.T.

Used control console with control panel or control panel on network for communications station. Box 992W, B.T.

Wanted to Buy—(Cont'd.)

RCA 29-C vertical lateral turntable. Also RCA BA-50 booster amplifier. NFBO, Longview, Texas.

Used equipment, 10 kw transmitter including almost complete control and accessories except pay cath. Write P.O. Box 63, Guatemala City, Central America.


Miscellaneous


Immediate Opportunities

IN BOTH RADIO AND VHF TV

One of the most progressive properties in the North Central states with a well-established organization now has a need for a station manager. Both are network affiliates. There are excellent job opportunities in the radio and TV stations. We need a top notch sales manager for radio with proven background. Good financial arrangement. We need experienced radio people for AM and TV traffic; we need announcers for special events and straight announcing, who can work in both radio and TV. A film photographer with studio film experience will find a well-paying job. Write in complete detail, first letter, to Evans Nord, KELO (AM and TV), Sioux Falls, South Dakota.

Executive Director-Producer

of proven ability able to produce high quality filmed programs at low budget and capable of succeeding in the management of packaging organization. Our people know this of him, so answer in strict confidence, giving complete details, include recent photo.

Box 943W, B.T

Salesmen

Network affiliated station in one of the south's largest markets has immediate opening for an experienced salesman who wants to make good money. If you are not capable of making $10,000 or more with this opportunity, don't apply. Send full details, past experience, etc., first letter to Box 981W, B.T.

Wanted to Buy—(Cont'd.)

EXPERIENCED DJ

Disc jockey, thoroughly experienced, to handle long established show with strong negro appeal. New York City stations. Excellent opportunity for right man. Replies held in strict confidence. Box 979W, B.T.

Announcers

(Continued on next page)
Opinions and Orders . . .

Actions by FCC

Central City, Ky.—Central City-Greenville Broadcasting Co. filed an application to re-exempt 670 kHz AM station on WIGN in 1964, which was denied June 10. The Commission granted the application to re-exempt 670 kHz AM station on WIGN in 1964, which was denied June 10.

Savannah, Ga.—Savannah Newspapers Inc. (WTOC), FCC Examiner Benito Gallegos issued initial decision on June 23, to grant application for new radio station on 1500 kHz AM frequency. The case was before the Commission on June 10. The Commission granted the application to re-exempt 1500 kHz AM station on WTOC in 1964, which was denied June 10.

New Petitions . . .

May 29

TV Allocations—Akor Public Schools advised FCC it would file progress report to request extension of reservation of unused channel. Lynn Martin, director, submitted petition on behalf of Acor Public Schools.

June 1


June 2

Waverly, Ia.—TV station on WTVI, channel 14, operated by KTVI, Inc., was granted license by the FCC. The station was authorized to operate on 14.5025 MHz frequency.

Kob Albuquerque, N.M.—Extension of SSA on 1700 kHz (Docket 1038). Chief of FCC Broadcast Operations Branch, in response to request for extension of coverage of Kob Albuquerque, N.M., issued order on June 3, asserting it is valid applicant.

Savannah, Ga.—New TV, ch 11. Savannah Newspapers Inc. (WTOC), FCC Examiner Benito Gallegos issued initial decision on June 23, to grant application for new radio station on 1500 kHz AM frequency. The case was before the Commission on June 10. The Commission granted the application to re-exempt 1500 kHz AM station on WTOC in 1964, which was denied June 10.

New Petitions . . .

June 3


June 4


June 5


June 6


June 7


June 8


June 9


June 10


June 11


June 12


June 13


June 14


June 15


June 16


June 17


June 18


June 19


June 20


June 21


June 22


June 23


June 24


June 25


June 26


June 27


June 28


June 29


June 30

June 8

TV Allocations—Inter-City Adv. Co., uhf Ch. 36 grants 160 kHz to Ch. 38 from Harlan, Ky., and substitution of one of several uhf channels. Cities spacing between two uhf channels and between uhf and vhf channels is not proposed in case.

TV Allocations—Lawrence A. Harvey, asks allocation of Ch. 58 to Los Angeles, Spartan Broadcasting Corp., Santa Clara, Calif. June 11, N.: S

TV Allocations—Portland, Ore., uhf Ch. 10 and uhf Ch. 36 grants 160 kHz to Ch. 38 from Harlan, Ky., and substitution of one of several uhf channels. Cities spacing between two uhf channels and between uhf and vhf channels is not proposed in case.

Waterloo, Iowa, uhf Ch. 32 at Adair, Okla., and uhf Ch. 12 at Mexia, Okla.

June 3

Shrevesport, La.—New TV, uhf Ch. 12, South- land TV Co. (KCIM) (Docket 10523), Radio Sta- tion KTVF (KTVF), Port Arthur, Tex., uhf Ch. 10 (Docket 10493), and KTRM TV Co. (Docket 10494), Shreveport TV Co. petitions to enlarge issues to compare extent of present and proposed allocation of uhf channel 3 to be served. Radio Station KRMDB filed opposi- tion to petition on June 12, N.: S

TV Allocations—Owensboro on The Air Inc., uhf Ch. 36, Owensboro, Ky., asks for reconsideration of Ch. 5 and uhf Ch. 3 to be served. June 15, N.: S


Evansville, Ind.—New TV, uhf Ch. 62. Chief Petty Officer, U.S. Navy, asks for reconsideration in order to file exceptions to initial decision to grant application of Premier TV Inc. (Docket 10466).

June 5

TV Allocations—Loganport Bestg. Corp. (WILB) (Docket 10543), uhf Ch. 10, and uhf Ch. 12 Loganport, Ind., and uhf Ch. 10, uhf Ch. 12, uhf Ch. 16 at Sullivan, Ind., substitution of uhf Ch. 10, uhf Ch. 11, uhf Ch. 12, uhf Ch. 16 at Glenville, Pa., substitution of uhf Ch. 10 at Terre Haute, Ind., opposition filed June 12. June 15, N.: S

Port Arthur, Tex., uhf Ch. 36, asks for reconsideration of Ch. 5 and uhf Ch. 3 to be served. June 15, N.: S

Waves, Miss.—New TV, uhf Ch. 5, WKGQ-TV Inc. (Docket 10547), and Mobile TV Corp. (Docket 10548), before opposition deadline for filing of objections to initial decision to grant application of Mobile TV Corp. to amend hearsay objection. June 15, N.: S

Waves, Miss.—New TV, uhf Ch. 5, WKGQ-TV Inc. (Docket 10547) and Mobile TV Corp. (Docket 10548) before opposition deadline for filing of objections to initial decision to grant application of Mobile TV Corp. to amend hearsay objection. June 15, N.: S

June 10

Portland, Ore.—New TV, uhf Ch. 8, West- house Radio Stations Inc. (KEX) (Docket 1019), Portland TV Inc. (Docket 10426), North Pacific TV Inc. (Docket 10319) and Cascade TV Co. (Docket 10426). Cascade petitions for recon- sideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVY (TV) Eugene on uhf Ch. 29, petitions for reconsideration of FCC ruling on June 4 denying cascade's petition for review of examiner's ruling which refused cascade's request for reconsideration of examiner's order in application.

Savannah, Ga.—New TV, uhf Ch. 11, Savannah Bestg. Co. (HTCC) (Docket 10460), Savannah petitions for reconsideration of FCC ruling on June 5 to grant application be made effective immediately. Chief of FCC Broadcast Bureau indicated he would not file exceptions to initial decision. City of Jacksonville, Fla., asks for reconsideration of May 13 decision which denied application for change from first 1 kHz to 10 kHz to uhf Ch. 30. June 12, N.: S

Aiken, S.C.—New TV, uhf Ch. 11, Mattox En- terprises Inc. (Docket 10460). Mattox petitions for dis- missal of its application.

Television station financing is available for reasonably good markets. May we suggest written inquiries giving full details as to requirements, market analysis and other pertinent data.
FOR THE RECORD

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CLYDE MOODY . . . . (Decca)
CHARLIE GORE-LOUISE INNIS

(King)

JOE "FINGERS" CARR (Capitol)
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HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn.

Months: Mar.-Apr. '53

T.R.T.P. 24.6 23.8 18.0 12.2 11.5 0.5 7.3 3.3 (Note: WDIA's share Saturdays: 24.8; Sundays 29.8)

MEMPHIS

WDIA

Tenn.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

Page 112 • June 22, 1953

BROADCAST TELECASTING
Rennekamp and H. ville, Ind.

W. KTAE Inc. (BR-270)

James

Santa Fe, N. M.

BROADCASTING

By B. KIRV

WGYV

Delta- Sierra Educational

rerp.

Central

TFLEVISION

Va.,

statements made

Bryan

for extension

Musselman, et

which authorized new

License

renewal

applications

were

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file

in

Docket

of License

CP (BPCT-706), as mod. which authorized new FM (BLH-901),

WQAN-FM Scranton, Pa. The Scranton Times, Elizabeth

License to cover CP (BR-1063) which authorized

/WEMP-FM Milwaukee, Wis. Milwaukee Bests, Co.

License to cover CP (BR-1939) which authorized

changes in licensed station (BLH-900).

Remote Control

KOZY Rapid City, S.D. -Kolby Hills Besto, Co. of Rapid City-301-A application for remote control operation (BRD-31).

License Renewal

WTDX Toledo, Ohio, Board of Education, City School District Renewal of license (BRD-31).

WUGA Tuscaloosa, Ala. Board of Trustees of U. of Alabama- Renewal of License (BRD-40).

Modification of CP

WWLP (TV) Agawam, Mass. Springfield TV Best Corp. -Mod. CP (BPCT-950) as mod. which authorized new comm., for extension of expiration date from 6/30/53 to 8/30/53 (BPCT-1175).

KANG-TV Waco, Tex. Clyde Weatherby tvs/As Capital South Tex. TV Co. (BR-1657) which authorized new commercial TV, for extension of expiration date 7/12/53 to 1/15/54 (BPCT-1175).

APPLICATIONS RETURNED

Stock Transfer


Rene nuovo of License


James

Santa Fe, N. M.

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APPLICATIONS RETURNED

TV

Delta-Sierra Educational TV Corp, Stockton, Calif.-Application returned with letter 6/10/53 Incomplete.

Renewal of License

WGCV Greensville, Ala., Greenville Bests, Co. Application for renewal of AM license returned (BR-709).

June 17 Applications

ACCEPTED FOR FILING

Renewal of License


License for CP

WAPP-FM, South Alfred, Philip D. Brady, Albert Mack Smith 6/8 as The Southwestern Bests, Co. of License to cover CP (BPH-174) as mod. which authorized new FM (BLH-901), WQAN-FM Scranton, Pa. The Scranton Times, Elizabeth R. Lynch, board member License to cover CP (BR-1063) which authorized changes in licensed station (BLH-818), WEMP-FM Milwaukee, Wis. Milwaukee Bests Co. License to cover CP (BR-1939) which authorized changes in licensed station (BLH-900).

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APPLICATIONS RETURNED

Stock Transfer

K3JO San Jose, Calif., Santa Clara Bests Co. -Returned application for acquisition of 2,471 shares of stock by Patrick H. Petroleum.
editorials

Showdown on Strikes

THE FCC moved with dispatch last Thursday against an alleged "strike applicant." It dismissed the application of Arkansas Television Co. for vhf Ch. 7 in Pine Bluff, and granted the earlier application of Central-South Sales Co.

A fortnight ago, the FCC wrote a "McFarland Letter" to Arkansas TV Co., asking "strike applicant." It had information that the application was designed to block service, this based on an investigation made on the ground by members of the FCC staff. The FCC received no reply within the 10-day period stipulated for a response. So it took the summary action.

This establishes precedent. It is courageous. It is a warning to those who have filed applications with no serious intent of following through. The FCC suspects there are at least two dozen such cases.

The immediate result should be salutary. Even more drastic action may be ahead. That would be by way of referring extreme cases to the Dept. of Justice for possible prosecution.

This is the kind of action responsible broadcasters, eager to get under way, have been awaiting. We congratulate Chairman Hyde and the FCC majority (Comr. Hennoch not participating).

Low & Inside

BASEBALL may be the American game, but American principles of fair play and free enterprise are being ignored by advocates of the special baseball bill that has been reported favorably by the Senate Interstate and Foreign Commerce Committee.

The bill would exempt baseball from antitrust laws and enable big leagues to restore rule 1(d), a once-tight regulation that was rescinded when the leagues decided not to test its legality in court. That rule prevented a team from authorizing radio and/or television broadcast of its games over stations in the territory of another club without the consent of the other club. It is obvious how rule 1(d) restricted teams and broadcasters from freely making broadcast agreements.

The unfortunate implications of an adoption of the new bill were clearly described last week in a special bulletin which the NARTB sent to its members. As the NARTB pointed out: "The public suffers most when restrictive agreements such as rule 1(d) are in effect." If passed, the bill "would establish a dangerous precedent; it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate for broadcast rights for program material in the open market."

However sympathetic Congressional baseball fans may be to the economic problems of organized baseball, they should not let their sympathies overcome their good sense. To date it has not been shown that radio and television have been significant factors in baseball's financial crisis or that the proposed legislation guarantees relief from that crisis.

And even if it could be proved, as it cannot, that the bill is a sure way to improve baseball's balance sheets, there would still be reason to oppose it on the grounds of principle alone. Why the American game should be exempt from laws that apply to other American enterprises is a question no logician could explain.

McCarthy's Newest Machination

IT SEEMS Sen. Joe McCarthy can't keep his nose out of the broadcasting business. He now authors a bill to force all 3,000 stations (AM, FM, TV) to keep recordings of all broadcasts.

This is sheer nonsense. Even during wartime, the Government requirement was merely that foreign language scripts be preserved and that some talk programs be recorded for spot checks. This was done, without serious incident, on a self-regulating basis.

How would one record a full-days TV schedule? What about small stations that would be thrown into deeper red ink in taping a 12-16 hour schedule? This smacks of censorship; even thought control.

Life Is Like That

THE NEW Life magazine study of accumulative audiences of magazines, a weekly supplement, radio and television is worth remembering if only for an introductory note accompanying its announcement by the man who supervised the job.

Edward Miller, Life research director, wrote: "Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task." By that definition, the study which Life is now circulating could not have been done. But it was done and, as Mr. Miller said, it is impossible.

Life compares the accumulative audience of complete magazine issues and of a handful of radio and television shows. Despite Life's elaborate explanation of this trick, its validity must remain in question. As Harper Currane, CBS Radio research director said a fortnight ago [B*S, June 15], the device is "no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

We suspect that in this instance they are glass houses. Gentlemen of broadcasting, the rock pile is this way. Start throwing.

Last Week's Obituaries

LAST WEEK'S obituaries recorded the passing of two notable personages—Lewis Allen Weiss and Dr. Douglas S. Freeman. Each in his own sphere held an important status in radio.

The attainments of Lew Weiss as head of Don Lee and as board chairman of Mutual are amply recorded in radio annals. He was a rugged free enterpriser, who would not capitulate to expediency, whether in government or in business. He looked to the day he could return to the art he helped pioneer, but he knew the malady with which he was afflicted. He didn't wait.

Dr. Freeman's status in radio is not so indelibly recorded. He was revered as an editor and biographer. For 34 years he edited the Richmond News Leader, which owns WRNL. For 28 years—until the day he died—he had been a radio reporter and commentator. In 1949, when Dr. Freeman relinquished his editorship, he elected to continue as a commentator. He could have written an occasional column or editorial.

Why did he choose radio? Morgan Beatty, NBC commentator, knew. Dr. Freeman told him that he would be "proud to be a radio reporter in the atomic age." The first man in the front line in modern warfare, the great editor said, is the "radio reporter." This, he said, is "the gravest responsibility in journalism today"—being at the microphone to tell the people at first hand, to prevent hysteria; to thwart enemy propaganda.

Each man—Weiss and Freeman—was gifted. One pioneered in radio as an art and profession. The other grew into it, in his zeal to serve on the journalistic front lines.

Neither had the opportunity to complete his work.
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Hollywood 28, Calif.
6381 Hollywood Blvd.
Hollywood 3400

The Walker Company
New York 17, N. Y.
347 Madison Avenue
Murrayhill 3-9800

Minneapolis 2, Minn.
1687 N.W. Nat. Bank Bldg.
Geneva 9633

Chicago 1, Illinois
360 North Michigan
Andover 3-5778