IOWA PEOPLE
Work-Play-Live
BY RADIO!

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

Enter almost any Iowa home at almost any time
of the day, and you will find at least one radio set
in action—keeping Mother company while she does
her duties—bringing Dad the farm markets and
news—changing the quiet house into a warm and
friendly home. That's why the average Iowa fam-
ily spends 10.53 hours per day with radio, as com-
pared with 2.64 hours with television, 1.7 hours
with daily newspapers, 0.79 hours with weekly
newspapers.

Iowa people spend more time with WHO than with
any other Iowa station!

All the above figures are from the 1952 Iowa
Radio-Television Audience Survey, by Dr. Forest
L. Whan. This Survey is used regularly by leading
agencies and advertisers. It is worthy of your
deep study. Free copy on request.

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

FREE & PETERS, INC
National Representatives
This is Elgin—only watchmaker in the world who’s made over 50 million watches... who maintains its own observatory... who pioneered in the field of research, out of which developed the guaranteed unbreakable durapower mainspring—"the heart that never breaks." Elgin, 89 years in business—a leader in its field!

This is Havens & Martin, Inc. Stations—only complete broadcasting institution in Richmond! WTVR (TV), WMBG (AM), WCOD (FM) are pioneer NBC outlets. They serve millions of loyal listeners in the rich markets around Richmond. Most likely these First Stations of Virginia are serving you! Good results have brought us many a long-time business friend!

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.
175,610 PHONE CALLS PROVE:

Radio listening is UP in the Intermountain West.

Intermountain Network Dominates radio listening in the Intermountain West.

On this page August 30, 1948 we printed the results of our first coincidental survey—58,163 calls made in 14 cities. Today we report on 175,610 calls in 31 cities (the biggest survey ever made in the Intermountain West)* — Let’s compare yesterday and today! — Here are the results for the first quarter hour of every hour —

They prove that just as IMN has grown — so have ratings and audience. IMN is Mr. BIG in the Intermountain West.

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use THEN (1948)</th>
<th>Rating</th>
<th>Sets In Use NOW (1953)</th>
<th>Rating</th>
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<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>30.6</td>
<td>11.9</td>
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<tr>
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<td>23.2</td>
<td>7.1</td>
<td>28.5</td>
<td>8.5</td>
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<td>23.7</td>
<td>8.1</td>
<td>31.0</td>
<td>11.1</td>
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<tr>
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<td>22.0</td>
<td>8.8</td>
<td>28.9</td>
<td>9.5</td>
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<tr>
<td>12 M.</td>
<td>27.2</td>
<td>12.7</td>
<td>32.1</td>
<td>11.7</td>
</tr>
<tr>
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<td>27.0</td>
<td>11.0</td>
<td>26.3</td>
<td>8.8</td>
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<tr>
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<td>22.6</td>
<td>6.1</td>
<td>25.1</td>
<td>8.6</td>
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<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
<td>23.3</td>
<td>6.8</td>
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<td>7.8</td>
<td>25.1</td>
<td>6.7</td>
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<td>22.9</td>
<td>9.9</td>
<td>29.8</td>
<td>12.6</td>
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<td>35.3</td>
<td>10.4</td>
<td>32.3</td>
<td>13.1</td>
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<td>7.5</td>
<td>32.4</td>
<td>8.4</td>
</tr>
</tbody>
</table>

*J. A. Wood Survey
IMN has one rate day and night

For further proof that IMN is your best buy in the Intermountain West, read page 3 in the October 12 issue of Broadcasting-Telecasting. If you can’t wait, your Avery-Knodel man has all the answers.

Mr. BIG in the Intermountain West

Mr. BIG in merchandising! Mr. BIG in audience! Mr. BIG in concentrated home-town coverage where the people live and buy!

Represented nationally by Avery-Knodel, Inc.
Out of 192 fifteen-minute periods between 8:00 a.m. and 12:00 midnight, Mondays through Friday, Saturdays and Sundays, KRLD leads its nearest competitor 108 periods to 46, the third frequency 108 to 28, and the fourth station 108 to 2. KRLD leads all seven Dallas stations and frequencies combined... 108 to 76.

KRLD 134.8% MORE FIRSTS THAN FREQUENCY B
KRLD 285.7% MORE FIRSTS THAN FREQUENCY C
KRLD 5300.0% MORE FIRSTS THAN FREQUENCY D
FOUR OTHER STATIONS NO FIRSTS.
KRLD 42.1% MORE FIRSTS THAN ALL OTHER DALLAS STATIONS AND FREQUENCIES COMBINED.

(Pulse, April-May, 1953)

DAYTIME — NIGHT TIME — ANY TIME

KRLD

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
NEW TACK in campaign for approval of subscription television is in offing. Zenith, front-runner, has retained W. Theodore Pierson of Pierson & Ball as counsel for Phonovision, and Philip G. Loucks, former managing director of NAB, who heads Loucks, Zias, Young & Jansky, has been retained by Teco Inc., Zenith associated company operating exclusively in Phonovision field. Zenith opposition to commercial TV (or radio) will evaporate, it's predicted.

BRIG. GEN. DAVID SARNOFF, board chairman of RCA and NBC, understood to have made strong pitch to E. H. Little, Colgate-Palmolive-Perot Co. board chairman, to return soap company's two TV shows, Big Payoff and Strike It Rich, to NBC-TV. They are now CBS-TV. C-P-P said to be considering proposal submitted by Gen. Sarnoff.

** KGW PORTLAND is being sold to Jack Keating, West Coast-Hawaii broadcaster (KPOA KONA TV) Honolulu; KILA Hilo, KYA San Francisco, plus WINS New York), for $475,000. Transaction, which amounts to forced sale since Portland Oregonian (S. I. Newhouse interests) has option to acquire 50% of KOIN-AM-TV, authorized for Ch. 6, was negotiated last week in New York by Newhouse and Keating counsel. Other interests may join with Keating in transaction. He plans to dispose of certain of present holdings, with all deals subject to usual FCC approval.

** IS NBC going to follow lead of CBS by acquiring minority interests in several stations? Now licensee of only five AM outlets as against CBS' seven, NBC reportedly made pitch for 49% of KGW Portland (see above). NBC recently renewed KGW affiliation for statutory two-year period.

** NEW FULLY autonomous CBS Radio Affiliates Committee now being elected by mail balloting. Election follows unanimous approval of new by-laws by 161 voting affiliates (about 40 didn't vote). CRAC will replace Business Standards Committee set up two years ago for rate-cut fight, as well as Columbia Affiliates Advisory Board, both of which dissolve automatically Aug. 25. Kenyon Brown, KWFT Wichita Falls, is present chairman, and Hubert Taft, WKRC Cincinnati, treasurer, and is conducting election of nine directors through Cincinnati auditing firm. New directors will elect three at-large, with results likely to be known about Sept. 1.

** NEGOTIATIONS are underway for TV appearances of two living former Presidents, Harry S. Truman and Herbert Hoover, on Ford Foundation's children's program Excursion, which will be launched Sunday, Sept. 13, 3:30-4 on NBC-TV.

** WHILE MUTUAL reports that majority of its affiliates, rate card-wise, are going along with proposed new affiliation option time proposal advanced by its Mutual Affiliates Advisory Committee, it's indicated that some major market affiliates are still holding out. One affiliate — WCBM Baltimore — headed by John Elmer, former NARTB president, states it will go independent rather than accept proposal.

*** NARTB is having troubles again with Hebrew Holyday calendar. Los Angeles meeting (District 16) has been scheduled for Sept. 18-19. Yom Kippur (Highest Holyday) starts at sundown Sept. 18 and runs through Saturday (Jewish Sabbath) Sept. 19. Broadcasters predict very slim attendance at District 16 sessions, normally one of largest. Similar situations developed in 1947 when Atlantic City convention collided with High Holydays and at Seattle District meeting in 1951.

*** MAJOR ATTRACTION of ANA convention next month in Chicago will be demonstration of color TV put on by NBC, with emphasis on color treatment of products and packages. Anticipating overflow attendance, ANA has scheduled two showings at 5 p.m. Monday and Tuesday. Full convention agenda now getting finishing touches, should be ready for distribution to members within week.

*** RALPH STOLKIN, who with three associates recently hud controlling interest in RKO Radio Pictures Inc., and who was once identified with stock holdings in KOIN Portland and KJR Seattle, may return to the motion picture field. He's reportedly negotiating for purchase of Columbia Pictures Inc. Mr. Stolkin said to be interested in tieup with Cinerama or three-dimensional films. Columbia has no radio-TV holdings, although it has Screen Gems as subsidiary.

*** KENYON BROWN, KWFT-AM-TV Wichita Falls, and District 13 director, has accepted appointment as general chairman of NARTB Convention Committee for Chicago annual convention, scheduled for week of May 24, 1954. Last year's chairman (Los Angeles convention) was Clair R. McCollough, Steinman Stations' head.

*** ONE OF first to advocate separation of Voice of America from State Dept., as recommended by President Eisenhower, was Charles H. Crutchfield, exec. VP of WBT-WBTW (TV) Charlotte. He made pitch after completion of special European assignment in 1951. Since 1952 he has been member of Radio Advisory Committee and last January was named to three-man committee studying world-wide facilities of Voice.

*** ONE OF immediate effects of RCA's quest for approval of compatible color standards expected to be new sales activity in old black and white films. With literally hundreds of millions of feet (and dollars) of black and white in Hollywood vaults, it's expected that producers will be disposed to unload them now, before color gets its foothold and diminishes value of old products.

LEAD STORY

ADVERTISERS & AGENCIES
Ten spot advertisers are setting fall campaigns. Page 40.
Grant Advertising's annual international conference points up importance of radio abroad. Page 40.
The CIO's a sponsor; union buys $1 million radio-TV series. Page 41.
Advertisers set for football schedules. Page 41.

PROGRAM SERVICES
AP plans expanded news services to radio members. Page 44.

FACTS & FIGURES
Telestatus weekly summary of TV sets. Page 51.

GOVERNMENT
FCC tightens policy on granting extensions of building time to TV C.P. holders. Page 58.
American Television Inc. reportedly will oppose adoption of NTSC color. Page 58.
FCC grants nine TV permits in week. Page 62.
Commission will move slowly on subscription television. Page 66.

STATIONS
WGLV (TV) Easton, Pa., throws uhf signal 70 miles, using new DuMont 5-kw transmitter. Page 76.
Four new stations go on air. Page 80.

NETWORKS
NBC will overhaul radio network programming, introducing shows that will be, in the words of Ted Cott, "new and wonderful." Page 88.

FEATURES
How TV boosted a sports store's sales 66%. Page 93.
Five keys to better TV news shows. Page 94.
Television goes shopping: How merchandising pays off. Page 100.
Ziv bets $24,000 on its belief that big-budget radio isn't dead. Page 100.

FOR THE RECORD
New TV grantees' commencement target dates. Page 122.
WDEL-TV
Wilmington, Delaware

year after year...

leading brand names
appear on this screen

The reason: WDEL-TV sells profitably. That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, buy WDEL-TV.

Channel 12
THE SOUL-SCORCHING FIRE of the top brass’s ire
Descended on Dunwhittie’s head...

"If you think you can climb with
the way you buy time—
Kindly, my good man...

The inviolate law... when you buy O-MA-HA
Is ‘Take your budget to KOWH and spend it!'

If you think it’s not Super, consult
Mr. Hooper...
It's America's TOP independent!"

Moral
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

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

- Largest share of audience, of
  any independent station in
  America! (June, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"
Nine New FCC Staff Appointments

NINE new FCC staff appointments announced Friday. Appointed hearing examiners were Millard F. French and John B. Poindexter, former regional hearing examiners at CAB. Their appointments raise total number of FCC hearing examiners to 14. They are first to be appointed under fiscal-1954 appropriations calling for 24 hearing examiners to clear TV hearing backlog.

FCC appointed following to be attorney advisors in Office of Opinions & Review: Paul R. Conway, former attorney-advisor at OPS; Julius S. Egre, former attorney advisor at CA; Gerald F. Hadlock, former trial attorney at OPS; Richard M. Hartsock, in legal service at Pentagon, and Edith M. Klein, former Idaho state representative and Boise municipal court judge.

Sol Schildhause, new chief of Broadcast Bureau Renewal Branch, was appointed acting chief of Office of Opinions & Review. Vernon B. Romney was appointed law clerk-trainee.

WTVP (TV) Set to Start

WTVP (TV) Decatur, Ill., set to start commercial operation yesterday (Sunday) on uhf Ch. 17 with 13,000 uhf-equipped receivers in area, according to preliminary dealer-distributor survey. Licensed to Prairie Television Co., station is affiliated with ABC, CBS and DuMont. Dealers have been "swamped with calls about set conversion" in past fortnight, according to Manager Harold G. Cowgill. Station started tests Aug. 7 with interim power of 17.1 kw. George W. Clark Inc. is national sales representative.

FCC Post Still Vacant

VACANCY on FCC created by June 30 retirement of Comr. Paul A. Walker had not been filled as of Friday night by President Eisenhower. Official indication that announcement was possible some time Friday was not borne out as President released several minor appointments and announced signing of group of bills. Robert J. Dean, KOTA Rapid City, S. D., had reportedly cleared all barriers at White House but unexplained delays have held up final action.

P & G Report

PROCTOR & GAMBLE Co., for fiscal year ended June 30, had net earnings of $42,031,863 after all charges including taxes, equal to $4.35 per share compared with $41,715,757 or $4.32 per share earned in previous year, according to annual P & G report. Net sales for latest year totaled $850,263,313, up from $818,084,833 year before.

$18 MILLION FOR RADIO

EIGHTEEN million dollars in new and renewed business has been signed by NBC Radio network in last 60 days, $2 million of it in past two weeks, or since NBC Radio was separated from TV, William H. Finshirher Jr., vice president in charge of NBC Radio network, reported Friday. "This $18 million worth of business," he said, "is strong evidence of the advertisers' confidence in the radio network as an advertising medium."

Trendex Reports On Top Eleven Shows

TRENDEX Inc. reported Thursday that top eleven Trendex ratings for week of Aug. 1-7, based on one live broadcast of network evening sponsored program for period, are as follows:

1. Talent Scout (CBS) 35.2
2. Godfrey's Friends (CBS) 34.4
3. Rocket Squad (CBS) 33.3
4. Strike It Rich (CBS) 27.4
5. Dragnet (NBC) 27.0
6. What's My Line (CBS) 26.8
7. The Web (CBS) 26.5
9. Toast of the Town (CBS) 23.5
10. Burns & Allen (CBS) 22.8
11. I've Got a Secret (CBS) 22.8

Chapin, Former GF Executive, Dies

HOWARD M. CHAPIN, 48, formerly general manager of the Birds-Eye Div., General Foods Corp., died Thursday night in his home in New York after long illness. He was on medical leave of absence since early this year.

Mr. Chapin joined General Foods in 1929 as assistant export advertising manager and advanced through several advertising and marketing positions until 1948 when he was named advertising director of company. In 1950 he was appointed marketing manager of Birds-Eye Div., and early this year general manager of unit.

Surviving are his wife, former Barbara Vaughn, and his mother and three brothers. Funeral services will be private.

WOWO Names Longsworth

HOWARD D. LONGSWORTH, regional sales manager of WOWO Fort Wayne, Ind., promoted to manager of sales, according to Carl Vandagriff, station manager. He takes post vacated by Paul E. Mills, transferred by Westminster Radio Stations Inc. to WBJZ-AM-FM Boston as manager [B*P, Aug. 10]. He has been at WOWO since 1937, starting as staff musician and moving to sales in 1943.

• BUSINESS BRIEFLY

GENERAL FOODS IN 20 MARKETS • General Foods Corp., N. Y. (Wheatmeal) planning radio campaign using women's participation shows in 20 markets starting Oct. 1. Contract will probably run for 26 weeks through Young & Rubicam, N. Y.

CONOCO PLANNING • Continental Oil Co. (Conoco) planning to increase frequency of announcements on its present television station list and preparing an eight-week radio schedule to start Sept. 11 in about 50 radio markets. Benton & Bowles, N. Y., is agency.

MANISCHEWITZ TO PLACE • Donahue & Coe, N. Y., meeting early this week with client, Manischewitz Co. (Monarch wines), to prepare fall radio and TV schedules. Company used national radio spots and George Raft on TV last year.

COTT BEVERAGE CONSIDERS • Cott Beverage Corp., New Haven, through John C. Dowd, Boston, considering fall TV spot announcement campaign for its sugarless soft drinks.

BIOW NAMED • Armstrong Rubber Co., West Haven, Conn., named Biow Co., N. Y., to handle advertising, which will include TV and radio.

ADD EIGHT MARKETS • Bristol-Myers, N. Y. (Sal Hepatica), through Young & Rubicam, N. Y., expected to add eight markets, starting end of August to run through end of year, to markets carrying its half hour hillbilly radio programs.


SYRUP PLACEMENTS • General Foods Corp., N. Y. (Wigwam syrup), through Benton & Bowles, N. Y., will use same radio station list as last year, starting Sept. 1 for 13 weeks.

STANDARD BRANDS SPOTS • Standard Brands Inc. (Fleischmann’s yeast), N. Y., through J. Walter Thompson Co., N. Y., will be using radio spot schedule on same stations as last year.

CIGAR ACCOUNT FIRST • S. Regensburg & Co. (Admiration cigars) for first time in its history, will sponsor radio program, Eleventh Hour with Kenneth Banghart, on WNBC New York, starting Aug. 31, 11-11:05 p.m. Agency: Rose-Martin Adv., N. Y.

August 17, 1953 • Page 9
More Than Ever
It's True
CHANNEL 2 IS THE SPOT FOR YOU

WJBK-TV
Detroit

TOP CBS and DUMONT TELEVISION PROGRAMS

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

Page 10 • August 17, 1953
New TV Grantees
Summarize Plans

CONSTRUCTION will begin immediately and
hope is to get newly-granted Cedar Rapids
TV Co., Ch. 9 station on air by Feb. 1, Acting
General Manager Frank Rubel said today.
He said negotiations already started on equip-
ment, but none yet held regarding network
affiliation or national representation. Grant
was made after Cedar Rapids TV Co. bought
KCGR there for $100,000, and then sold 30%
of stock to Gazette Co., licensee of KCGR, for
$90,000. Both transactions are subject to FCC
approval. Other vhf TV in Cedar Rapids is
WMT-TV on Ch. 2, which is basic CBS-TV
affiliate. It is due to begin operating in Septem-
ber.

Plans for new uhf Ch. 32 station in Evans-
ton, Ill., have not materialized yet, according to
Andy L. Pfaff, vice president and general
manager of WNMP there and principal in new-
ly-formed Northwestern Television Broadcast-
ing Co., with manufacturer Howard S. Martin.
No starting date has been set, but, Mr. Pfaff
said, station will specialize in news, panel and
dramatic shows and concentrate on getting
"exclusive events" for that area, cooperating
with Northwesterns U, and other schools as
WNMP has done. Other two uhf Chicago
grantees—WIND-TV on Ch. 20 and WHFC-
TV on Ch. 26—have not announced starting
dates.

John J. Laux, executive vice president of
WSTV Stubbenville which received vhf Ch. 9
there, said no target yet set for station which
will serve Steubenville-Wheeling area from
800-ft. antenna with 115 kw. CBS is likely net-
work, he said. No decision yet as to national
representative, he said.

Owner Jose Ramon Quinones of newly
granted vhf Ch. 4 in San Juan, P.R.—where
he also owns WAPA there—said he was leaving
early this week for Washington and also to
arrange acquisition of equipment. He said it
was his desire and purpose to go on air as
soon as possible. San Juan grant came as
result of final decision in hearing, where com-
peting applicant withdrew.

WDMG Withdraws Uhf Bid

WDMG Douglas, Ga., dismissed its application
for uhf Ch. 32 late Friday on economic grounds.
Letter requesting dismissal stated:
Since the application was filed, a careful sur-
vey has been made of Douglas and it appears
that there will be difficulty in deriving suf-
cient revenue to meet operating expenses. It is
also doubtful whether network service could
be obtained in Douglas.

KFEL-TV Transmitter

ALLEN B. DuMONT Labs. Inc. Friday re-
ported shipment of 25 kw vhf Ch. 2 transmit-
er to KFEL-TV Denver, Colo. Eugene P.
F'Ollallion, station licensee, has been operating
with a 5 kw DuMont unit. Switch to higher
power will be made without interrupting pro-
gram schedule, DuMont engineers said.

BOXING BEATS GODFREY

PAHST boxing bouts topped national tele-
vision programs for two weeks ending
July 25 in number and percentage of
homes reached, according to second July
report by A. C. Nielsen Co. Fight tele-
casts were seen in 9,237,000 or 40.3%
of homes, edging out Arthur Godfrey &
Friends, seen in 8,645,000 or 38.8% of
homes in program station areas.

Drug Promotion Campaign
Planned by WBAL

WBAL Baltimore will conduct prestige and
merchandising campaign uniting Maryland's
625 independently owned drugstores in pro-
motion of approved drug products advertised
on station. Advisory committee of Druggists
Assoc. will approve drug products. Manufacturer
advertising on WBAL will be given assurance
his product will get point-of-sale support from
druggists. This will include posters, displays and
other devices devoted to product for one week
of 13-week segment. In turn WBAL will start
weekly broadcast Your Best Neighbor dedicated
to neighborhood druggists and carry daily an-
nouncements paying tribute to druggists on
both WBAL and WBUF-TV.

WBUF-TV Tests Today

FIRST station with 1 kw DuMont uhf trans-
mitter due on air today (Monday). It's WBUF-
TV Buffalo, N.Y., Ch. 17. Outlet is affiliated
with ABC-TV and DuMont. Transmitter was
shipped Friday and crews were to have worked
nearly around clock to get station going on air
today.

PEOPLE

ROBERT E. KINTNER, ABC president, left
Friday for three-week stay in Europe. He
will join Mrs. Kintner, now at Cap d'Antibes,
South France, and returns Sept. 8.

THOMAS C. BUTCHER, senior vice president,
Lennen & Newell, N. Y., appointed director
of account planning. He has been with agency
since Sept. 1952.

JAMES P. WALKER, manager of KFPW
Ft. Smith, Ark., appointed manager of KATV
(TV) Pine Bluff, Ark., vhf Ch. 7 permittee.

JACOB H. RUITER Jr., in charge of technical
advertising for Allen B. DuMont Labs Inc.,
headed name of company's newly-reorganized
public relations division.

TED AYERS has joined CBS-TV as executive
producer for public affairs in Washington, net-
work announced Friday.

L. A. (Bad) BLUST Jr., assistant general man-
ger, named vice president and general man-
ger of KTUL Tulsa and Tulsa Broadcasting
Co., also operating KFPW Fort Smith, Ark.
He succeeds John Esau, who has resigned to
devote time to personal enterprises (see story
page 78). Mr. Blust joined KTUL in 1940, was
named sales manager in 1943 and assistant
general manager in 1952. He has been in radio
17 years.

RICHARD DINSMORE, free-lance producer
on West Coast and formerly with Sound Re-
corders, San Francisco transcription firm, named
West Coast sales manager for Screen Gems Inc.

G. A. BRADFORD, advertising manager of
tube department of General Electric Co.,
Schenectady, appointed advertising and sales
promotion manager for GE's radio and TV
department in Syracuse.

DAVID A. HARRIS, who has been with firm
since its inception, appointed manager of N. Y.
office of George W. Clark Inc., station repre-
sentatives.

S. H. MCGOVERN, general manager of KSO
Des Moines, Iowa, appointed manager of KGTV
(TV) Des Moines, uhf Ch. 17 permittee.

RICHARD L. BARE, producer-director for-
merly with Warner Brothers and Columbia
Pictures, has been signed to produce Joe
Palooka half-hour TV film series, Reub Kauf-
man, president, Guild Films Co., said Friday.
Series will go into production next week at
Republic studios in Hollywood, with cost esti-
ated at about $20,000 per episode. Mr. Kauf-
man said.

NARTB AM, FM Meetings

TWO NARTB committees, AM and FM, to
hold meetings in Washington next week. AM
Committee will meet Aug. 25-26. FM Com-
mittee will meet Aug. 27-28.

August 17, 1953 • Page 11
STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!
1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

"I LED 3 LIVES"

TENSE because it's FACTUAL! GRIPPING because it's REAL! FRIGHTENING because it's TRUE!

EACH HALF-HOUR A TRUE-LIFE ADVENTURE!

YOUR OPPORTUNITY TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!
OF A COUNTERSPY FOR THE F.B.I.!

TREASON ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI: Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a supposed Communist who reported daily to the FBI!

Never before has such a dramatic document appeared on TV!

ZIV- TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
Some Facts Interest Time Buyers

More Than Others

We figure a time buyer is more interested in salary than in the size of Big Aggie Land (WNAX's countrypolitan market spread over Minnesota, the Dakotas, Nebraska, and Iowa). Nevertheless, the 653,500* families of Big Aggie Land have an effective buying income of $2,918,419,000.* In 80% of their homes, WNAX-570 is heard 3 to 7 times a week. These data are actually pertinent to the salary question—WNAX-570 promotions have a way of leading to promotions.

*Sales Management data.

WNAX-570
Yankton-Sioux City
A Cowles Station
Represented by The Katz Agency
CBS Radio
Any Advertiser
CAN
and most advertisers
SHOULD
use

SPOT
RADIO

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT
ST. LOUIS SAN FRANCISCO DALLAS
Directory of Vacation Spots

Ever think of following America's migrant army—vacationers—on their summertime holidays? There they go, to beaches, mountains, lakes . . . car radio tuned in, portable radios always at hand! Millions of them!

They're a mighty audience, a spending audience, ready to listen to you, ready to purchase what you have to sell.

Only Spot radio can reach them consistently at the times and places they're easiest to find.

So follow them, talk to them, sell them over these great stations.

**SPOT RADIO LIST**

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*Also represented as key stations of the TEXAS QUALITY NETWORK
IN REVIEW

THE 83D CONGRESS
— AN APPRAISAL

Networks: ABC-TV, DuMont.
Times: Monday, 3-9:30 p.m. (ABC-TV);
Tuesday, 10-12:30 p.m. (DuMont).
Stations: 13 on ABC-TV; offered to 15 on
DuMont; also reprints offered by Repub-
lican National Committee to all TV sta-
tions.
Principal Narrator: Speaker of the House
Joseph W. Martin (R-Mass.); film inserts
including President Eisenhower; voices
of two announcers.
Producers: Republican Congressional Cam-
paign Committee and the Republican
National Committee.
Sponsor: Public Service.

A FAVORITE pastime among U. S. law-
makers is to "appraise" the "record" which
they have helped compile in Washington. The
Congressional Record is packed with such pro-
oration. And for the first time, the "appraisal"
has been wrapped up in a half-hour film tele-
cast as a public service.

The program, on ABC-TV and the DuMont
network last week, was titled, The 83d Con-
gress—An Appraiser. Who is taking the re-
sponsibility for this appraisal is clear. An-
nouncement of the show came from the Repub-
lican National Committee. The appraisal offi-
cially was presented by House Speaker Joseph W. Martin (R-Mass.).

What made the program fall short of its
mark was the obvious injection of justification
by the party in control of the actions, or pos-
sibly inaction, of the 83d Congress.

The "message" it conveyed is sure to be
picked up in next year's congressional cam-
paign. Speaker Martin, an old hand on the
stump, told the audience that the Congress was
up against it, setting about to rectify a "legacy
pounded out of the ravages of war" and the
spending policy of the previous administration.

The taxpayer was assured, however, that
Congress was able to take things in hand, slash-
ing expenditures and commitments of the
Federal Government so as to make it easier
next year to put tax cuts into effect.

Mr. Martin thought it important to point
out (with film clips) that government workers
now are at their desks 21 minutes earlier each
morning and they drink 12,000 pounds less
coffee during office hours. Again a saving for
the taxpayer.

As the GOP had announced before the pro-
gram, "the voice and face" of President Eisen-
hower was very much in evidence during the
show. Except for Mr. Martin, the President was
the most photographed personage.

From the Republican point of view, the pro-
gram was an excellent summary, or appraisal,
of President Eisenhower's seven months in
the White House. Along with this the people ought
to get a notion that Congress was busy, too.

Certainly the studio clock clicked off some
minutes of time during which the film took
note of passage of tidelvers, oil rights to the
states, reduced appropriations, an immigration
bill, a series of Federal agency reorganiza-
tions (approval of Presidential requests), wheat
to Pakistan, food for Germany, and a study of
local-state-federal functions.

As Speaker Martin said, Congress cannot
solve all the problems before it in a day or a
year. That part of the "appraisal" was the frankest of all.

21ST PRECINCT

Time: Tues., 8:30-10 p.m. EDT.
Producer: John Ives.
Writer-Director: Stanley Niss.
Star: Everett Sloane.

A LOOK at a policeman's work in the largest
city in the world is what CBS Radio purports
to give its listeners each Tuesday on a recently
introduced series called 21st Precinct. Thought-
ful citizens would refuse to pay taxes if police
departments were really run the way CBS seems
to fancy they are. The show is a far cry from
the attempted realism of a typical evening in
a precinct.

It is a poor radio show, badly acted, badly
written and badly produced. On the Aug. 11
broadcast, each actor had a tendency to pick
up the pitch and vocal inflection of the person
whose line preceded his. That's a stunt you can
get away with on television but it's a most
irritating flaw on radio when listeners must
depend on the actor's voice for characterization
differences. All lines were delivered at the
same microphone level, too, another disturbing
element in the Aug. 11 show. The director
made no attempt to create an illusion of depth
by placing his actors at given distances from
the mike. No bridge music was used on the
broadcast. The montage technique could have
handled the transition assignments well, but
changes of locale and time were overlooked
produced-wise and actors simply plunged
into the next line.

On this same broadcast, sound effects, un-
imaginatively used throughout, were misused
in at least one instance. After the narrator had
clearly stated that he had sent for Pvt. So-and-
So a moment later "he stuck his head in the
open door," a loud knock was heard on
radio.

In structure, the script was a studied imita-
tion of Jack Webb's Dragnet. Since Mr. Webb
has pretty well cornered that market, writers
who insist on taking the same turn are asking
for trouble.

While the sort of material used in the Aug. 11
script was as trite and oft-repeated as any that
has filled the air in a long time. When inspira-
tion runs out, script writers inevitably tell us
that all sorts of people are roaming around
New York, big people and little people, kind
and not-so-kind, good and bad, rich and poor,
that "people, not buildings, make a city thrive,
and that life is a 'flash and blood merry-go-
round—anyone can catch the brass ring or
the brass ring can catch anyone." There's no
danger of infringement in publishing these
quotations from 21st Precinct of Aug. 11.
They're in the public domain.

BROADCASTING • TELECASTING
WETV coverage area includes over 30 counties with a total population of approximately 455,000 or 136,700 homes with over 42,000 TV sets in operation.

Middle Georgia’s rich market with over $171,836,000 retail sales.

Channel 47 WETV
Middle Georgia’s First Television Station

DIXON HARP
Gen. Manager

BARNEY KOBRES
Sales Manager

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY
- Takes 7½ sq. ft. of operating floor space—less than half that of most "1-kw's".
- The only "1-kw" with sliding doors—saves over 12½ sq. ft. of operating floor area.
- Uses only 4 different tube types—less than half the number used by most "1-kw's".
- Easiest to tune—only one tuning control in entire transmitter.
- Low power consumption (3500 watts input at average program level).

Note new sliding door construction.
AGAIN, RCA Broadcast Engineering sets the pace—with a superior "1-kw" that takes less floor space than any 1-kw AM model now available. Operation is reduced virtually to "switching on" and "switching off." Running expense is next to nothing.

Unlike "warmed over" versions of conventional broadcast transmitters, Type BTA-1M is totally new—from input to output. For example: New type horizontal sliding doors that never extend beyond the cabinet, front or rear—save more than 12½ square feet of operating floor space • One tuning control for the entire transmitter • One power output control • Only 15 tubes used throughout (just 4 types to stock) • The one and only 1-kw AM with an all-aluminum cabinet (transmitter weighs less than half as much as other modern 1-kw's).

Type BTA-1M is ready for immediate shipment. Ask your RCA Sales Representative for complete details!
Note in Parting

EDITOR:

This being my last day here at NBC, I just want to tell you before I leave the shop officially how much I appreciate the many nice things which [Broadcasting • Telecasting] has done for me over a long period of years . . .

As you know, the doctor says there is nothing wrong which a good rest will not take care of completely. So I am starting off with a couple of weeks fishing in Canada, after which we will go out to the Coast and then plan to spend a few weeks in Florida. This will get me back into circulation along about November . . .

Frank White
President, NBC
New York

Monday Must

EDITOR:

... Broadcasting • Telecasting has long been our Monday required reading.

Dan Seymour
V. P. in Charge of Radio-TV Programming
Young & Rubican
New York

Misplaced Halo

EDITOR:

A number of your subscribers will claim that the attached represents an error but you and I know better. There couldn’t be a more descriptive term than "Halo permittees" because most of them have their heads in the clouds, feet off the ground and are looking for angels.

Nathan Lord
Manager
WAVE-AM-TV Louisville

[EDITOR'S NOTE: Mr. Lord refers to a transposed line in the lead Closed Circuit of July 10: "Colgate-Palmolive-Peet's halo permittees for extension of completion deadlines are being held up by FCC pending better explanation for the delays . . . . The item should have begun: "Requests of more than 3 dozen new TV permittees for extension of completion deadlines . . . . For further developments on that same subject see story in this week's Government department."

Politics Runs in Family

EDITOR:

Thought you would be interested in knowing that Hecht [brother of the writer] was elected mayor of Henderson, and with his election that makes four Lackeys who have been mayor of Kentucky cities—father and three sons.

Our father was mayor of Paducah, as was Pierce. Then I was elected to that office in Hopkinsville, and now Hecht is the third Lackey son to become mayor. And all three sons are in the broadcasting business.

F. E. Lackey
President
WHOP-AM-FM Hopkinsville, Ky.

Who's on First?

EDITOR:

We quite forgive you for the incorrect statement made in the July 27 issue of Broadcasting • Telecasting page 106. In that issue you state:

"First to offer West Coast college credit courses via television is KNXT (TV) Hollywood . . . ."

In order that you may be fully apprised of the real pioneers in the area of West Coast
A New Era in Pittsburgh Television

Channel 16

ABC-CBS

200,000 watts

Represented by

Edward Petry & Co., Inc.

New York Chicago Los Angeles Detroit St. Louis San Francisco Dallas

Broadcasting • Telecasting

August 17, 1953 • Page 23
educational telecasting over commercial stations, please let me reiterate just a few of the salient features KPIX (TV) has carried... 

Beginning March 6, 1951, and for 15 weeks following, KPIX and San Francisco City College cooperatively presented Come to Order. This telecourse dealt with Robert's Rules of Order and was slanted to the PTA member or club-going housewife who faces such procedural problems regularly. City College offered free college credit to those who enrolled, followed the telecasts and passed the examinations......

William C. Dempsey
Education Director
KPIX (TV) San Francisco

Applause
EDITOR:
...In my opinion you are doing an excellent job. Just keep it up.

James J. McCaffrey
Hewitt, Ogilvy, Benson & Mather
New York

Monkey Business
EDITOR:
We have a show produced and emceed by Jack Laurence. It's called Party Line, broadcast from 1:30 to 2 p.m. every weekday afternoon. On it, Jack features telephone taped interviews with people who are news-worthy. On Aug. 5 he "interviewed" Bamboo, the oldest, strongest and largest gorilla in captivity, who celebrated his 27th birthday that day. The curator of mammals at the Philadelphia Zoo, Mr. Fred Ulman Jr., actually held the phone up to the gorilla's ear as Jack sang "Happy Birthday" to Bamboo. Ulman says that Bamboo scratched his head......

Paul Martin
General Manager
WPWA Chester, Pa.

Score An Error
EDITOR:
...Last Sunday morning the two local newspapers featured a full page ad each, paid for by the Milwaukee Braves management, thanking Milwaukeeans and Wisconsinites for enabling them to hit over a million in attendance. Yet not once did I hear a spot announcement over any of the seven local radio outlets......

Isn't there some way to quit this free-loading? If one can afford to depend upon radio to promote his activities, he should also devote some of his financial support in that direction.

Michael Ruppe Jr.
Milwaukee

Roanoke Revisited
EDITOR:
Glad to read your stand on the Roanoke uhf story......

"Impossible local economic conditions" answers beautifully the question J. Frank Beatty posed: "What happened in Roanoke?" [B*T*, July 13]

WROV-TV overlooked in their haste to get on the air the poignant economic fact that Roanoke county has an advertising potential of about $620,000. That to be shared by four AM stations and another TV outlet.

With coverage limited to Roanoke county only, who could survive? What to do? Close up shop and wait until a good high-powered uhf transmitter comes along and then re-enter the battle with a new approach, hyp the program schedule with ingenuity......

Ed Glacken
Salisbury, Md.

Paper Work
EDITOR:
That's a fine editorial you ran under the title "Paper Plague Abatement" Aug. 10.

Thanks for the mention you gave the Advisory Council on Federal Reports and our Committee on Radio and Television Broadcasting. The pat on the back that you gave Dave Cohn of the Budget Bureau is indeed well deserved. Dave has been for years the key between our committee and the industry when it comes to forms, and he has done a job far beyond the call of duty.

Ben Stroise
Vice President
WWDC Washington

In Favor of Film
EDITOR:
...We would like to add to the plaudits already received on your film section by stating that we are definitely impressed......

This addition should fill an important industry need.

Fred Niles, Vice President
Motion Picture-TV Div.
Kling Studios Inc.
Chicago

EDITOR:
...Your latest issue of the TV film section was most interesting and enlightening.

Seymour H. Malamed
Charles Wick Co.
New York

The Only One
EDITOR:
Thank you very much for the wonderful service that you are doing for the entire industry. I speak for the entire Hurricane Broadcasting System when I say that your publication is the only one for us.

Will Shawver
Program Director
Hurricane Broadcasting System
WARN Fort Pierce, Fla.

Church Blessing
EDITOR:
...I find in reading your magazine from week to week many, many things that help me in my work. You are rendering a great service not only to the broadcasting industry but to those of us who have program responsibility of a public service character, like carrying articles that delve more deeply into the problems and opportunity of radio and television programming......

Stanley F. Knock Jr.
Supervisor of Radio and Television Evangelism
Radio & Film Commission
The Methodist Church
Nashville

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Bigger than predicted!

And in Texas, that's big! KGUL-TV, with the most powerful signal in the Southwest—

...wings not only to Houston, but 25 miles beyond!
...brings into range a greater metropolitan area than ever—Galveston and Houston combined, now 14th in the nation!
...one of the top dozen richest areas in the U.S. in family income, with an average of $6,342 a year!
...spans more people than ever, now 1,218,400, and more total income, now $2,179,947,000! Shown on the map.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.
Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on... KGUL-TV
AN inveterate follower of baseball who is a top radio-TV agency executive in the Twin Cities is extremely gratified with the success of midwest baseball telecasts sponsored by a newly-successful brewery firm. And, as an ex-professional musician, he is doubly delighted with the reception of singing commercials and jingles in which he has taken an active hand.

The executive: Arthur Harold Lund, vice president and radio-TV director of Campbell-Mithun Inc.

After leaving Knox Reeves Advertising in 1944, Art Lund capitalized on his experience in baseball when he moved to Campbell-Mithun. Today he puts that experience to work on behalf of Hamm's beer (Theodore Hamm Brewing Co.), which sponsors half of the Chicago White Sox and Cubs home day-time baseball telecasts and many other radio-TV baseball programs in the Midwest.

And, as supervisor of radio and television production, Mr. Lund now works on the account of Pillsbury Mills (Ballard & Feed & Soy divisions). Among others for which he handles broadcast details are Lund O'Lakes Creameries, Zinnmaster Baking Co., Malt-O-Meal Co., Great Northern Railway, Gold Seal Co., Griggs, Cooper & Co., Northern States Power Co., Hoberg Paper Co. and American Dairy Assn.

Mr. Lund is thoroughly sold on television. He says:

"Certain parts of radio will continue to have their place in the media picture and, while it will be a long time before radio bites the dust, its been our experience that television—properly handled and with commercials properly prepared—is the most dramatic medium in terms of sales results."

Campbell-Mithun's billings, he acknowledges, have been "heavier in TV and lighter in radio," but the agency is not forgetting for an instant its clients which depend largely on farm audiences to sell their feeds, seeds and implements.

A native of Minneapolis, where he was born Dec. 17, 1914, Art Lund received his early schooling at Marshall High School and graduated from the U. of Minnesota in 1935 after an educational grounding in liberal arts study.

While at the university, young Lund worked on its humor publication (Ski-U-Mah) handling both advertising and editorial chores. In his spare time he had his own dance band. Mr. Lund feels that his musical background has been "invaluable from a professional view-point in the advertising business." He cites his avid interest in the singing commercial and jingle, which he has helped prepare for a number of the agency's clients, including Hamm's beer and Malt-O-Meal.

After leaving school (where he met his wife-to-be, the former Betty Rohan), Mr. Lund joined WCCO Minneapolis as a publicity and sales promotion staffer, duties which he handled for over three years.

In 1939 Mr. Lund came to Knox Reeves for what proved to be a five-year tenure dealing in sports. He went on the road for General Mills' Wheaties, and claims to have covered over 100,000 miles during those years, handling details on baseball and professional football for the cereal product. His duties consisted of getting signed testimonials from players, checking local broadcasters on sports coverage and working on merchandising aspects with stores.

In 1944 Mr. Lund came to Campbell-Mithun as a timebuyer and also handled production details. Two years later he was appointed radio director of the agency. When TV emerged on the broadcast horizon, his duties were expanded to cover that medium and in 1950 he was elected a vice president.

In riding herd on C-M's Minneapolis and Chicago offices Mr. Lund performs a variety of duties for his clients: Production of commercials, media plans, merchandising, publicity and budget matters. He supervises overall radio and television plans for the agency.

Mr. Lund also delivers speeches from time to time, before NARTB district meetings and advertiser groups. His favorite topics: Production of recorded radio jingles and spots and TV film commercials.

One of Mr. Lund's favorite subjects these days is, however, the success of Hamm's beer throughout the midwest—thanks largely to television and baseball. He describes it as "One of the outstanding advertising successes I have ever seen and been associated with and a real tribute to the medium. Seldom have I seen a product established so quickly, particularly in a market of that size (Chicago)."

The Lunds have five children—Peter, 13; Pat, 10; Susan, 7; Tony, 5; and Betsy, 2½—and live in the southern part of Minneapolis.

Mr. Lund belongs to the Chicago Radio Management Club and the Minneapolis Advertising Club. His hobbies are music and the water sports (swimming, boating) in which all citizens of the Twin Cities take a residential pride. And, of course, he feels close to baseball.
In Fort Worth, EVENING IS EVEN BETTER especially over KFJZ, leader in locally-produced programs

It may make you blink twice, but it's a fact! Evening radio time is even better than early morning which you know is a wonderful buy any way you look at it...listeners per set, audience turnover, family-type audience.

We know this to be true in many markets. In Fort Worth, for example, an analysis of radio listening during the three-hour period 6:00-9:00 P.M. versus 6:00-9:00 A.M. Monday through Friday has unearthed this startling comparison:

- 5.4% higher average ratings on KFJZ in the evening.
- 39% more sets in use in the evening.
- 15.7% more listeners per set in the evening.

And all this is happening, mind you, in a mature television market!

Yes, evening is even better, not just in Fort Worth, but in many other markets across the country...every one with complete television penetration. And higher nighttime radio listening means lower cost per thousand for every advertiser.

Right now nighttime radio is an advertising value no advertiser or agency can afford to overlook. For the figures coast to coast, call your John Blair man today!

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets...all in major markets.
In Which Algy writes to...

Mr. Herb Stott
Carl S. Brown, Co.
New York City

Dere Herb:
Somethin' big is happenin' down here.
We're gettin ready to start up our
Old Farm Hour once again. We got a hell
now that'll hold 5,000 people, one fer
each of our watts. As you know, we had
th' show fer years and years before
and are openin' th' new series with
Cowboy Copas as guest star along with
our own old timer, Uncle Si, who gave
Copas his start here many years ago.
Effen you see Dr. Caldwell again soon.
Coppa you see that WCHS with
5,000 on 560 is sure perkin' along.
Yrs...

Algy

Robert L. Benveniste

on all accounts

ROBERT L. BENVENISTE likes to be on the "firing line" of advertising, which is what he calls retail advertising. That is where he is as director of advertising and sales promotion for Owl Drug Co., Owl-REXALL's western chain, which has its headquarters in Los Angeles.
The young (35 years old) Benveniste joined Rexall as assistant media director in 1946, shortly after his discharge from the Army Air Force. Two years later he was Rexall media director. He was appointed to his present position in 1953.
Owl Drug Co. is a heavy user of local radio station time. It's TV program is the five-times weekly half-hour "Gene Norman Show on KHPJ-TV Hollywood.
"Television is getting to be expensive," Mr. Benveniste says. "It's no secret that in drug store operation, the margin of gross profit is very small. As a consequence, we buy daytime TV, because on a cumulative basis, we can get the desired audience and merchandise turnover."

Thoughtful Mr. Benveniste spots his program to catch definite audiences. For example, Owl's TV program goes on at 4 p.m. because he feels the housewife has a few minutes then to relax before preparing the evening meal. Some morning commercials on items like house aprons are aimed at the housewife. Over weekends, picnic items may be promoted, while Saturdays, fountain specials are plugged.

Owl regularly sponsors an average of 20 spot commercials daily on 12 five-minute news segments on KMPC Hollywood, six weekly one-hour "Coffee Cup Concert" on KFAC Los Angeles in the mornings, and Dean Maddox' six weekly half-hour "Sidewalk Reporter" on KFRC San Francisco.

A firm believer in non-stop promotional campaigns, Mr. Benveniste mounts a five day all-out promotion each month, for which extra time may be purchased on local radio and, to a lesser degree because of cost, TV. Occasionally, Owl Drug ties in with other stores, circuses, ice shows and other entertainment attractions, to boost the promotion.

In 1941 Robert Benveniste was graduated from the U. of Southern California with B.S. and B.A. degrees in merchandising. Uncle Sam claimed his services in 1942.

Mr. Benveniste relaxes with tennis, skiing and swimming. Alpha Delta Sigma, national advertising fraternity, recently made him an honorary vice president.
JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

now operating at television's top power

...the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.
WBRC and WBRC-TV

BIRMINGHAM, ALABAMA

are now

STORER STATIONS
joining WAGA-AM and TV, Atlanta, WGBS, Miami and KEYL-TV, San Antonio in serving the great industrial South.
SILVER ANNIVERSARY SET FOR NBC's 'NATIONAL FARM & HOME HOUR'

PLANS last week were underway for the silver anniversary broadcast Sept. 12 of NBC's National Farm & Home Hour. A number of radio's prominent old-timers are scheduled to take part.

The guest list will include Frank Mullen, president of Vitapix Corp. and former NBC executive vice president; William E. Drips, who followed Mullen as NBC director of agriculture; Secretary of Agriculture Ezra Taft Benson, and W. A. Roberts, president of Allis-Chalmers Mfg. Co., which has sponsored the program since 1945. Everett Mitchell is the m.c.

The 25th milestone will be marked with a special full-hour program on NBC, 12 noon-1 p.m. CDT.

The program has been on the air since 1928. It is carried by about 200 NBC radio affiliates. The emphasis is on service and information [BPT, Feb. 27, 1950]. Among distinctions claimed by the program: First NBC network program from Chicago; first farm program aired on a national network; first program to use extensive remote pickup, and first commercial program produced in cooperation with a government agency.

THE STORY here is in the Texas-styled hat. The hat, a gift from Phil McCHugh (I), radio-TV director of Tracy-Locke Adv., Dallas, represents a 20-year association between the agency's clients, Comet Rice and Grady Cole (r), personality on WBT Charlotte, N. C. In addition to congratulations to Mr. Cole, a copy of a wire was tucked in the band which renewed the Comet Rice segment on the early morning Grady Cole Time for another 52 weeks.

ON Oct. 14, the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert smoking tobacco), will mark the beginning of its fifteenth year of sponsorship of Grand Ole Opry on NBC radio, Saturday, 9:30-10 p.m. EST. The agency is William Esty Co., New York.

RADIO'S oldest children's program, Let's Pretend, completes its 23rd year on CBS Radio Aug. 22. Two veterans of the show's first broadcast in August 1930, Gwen Davies, then a child of six and now co-m.c., and Maurice Brown, then cellist in the orchestra and now composer and conductor of the program's original music, will be on their usual jobs for the anniversary broadcast.

Combine CBS Television and Standout Local Programming (for which KLZ has won national recognition) and you get big audience pull...KLZ-TV...Denver's only TV operation with authorized power of 316,000 watts.

KLZ-TV CHANNEL 7 DENVER

Represented by the KATZ Agency

ALADDIN RADIO AND TELEVISION, INC.
Airfan Radio Corp., Ltd.
announces the appointment of

THE KATZ AGENCY, INC.

as national advertising representative for . . .

KFSD-TV  KFSD-AM

CHANNEL 10  5000 W  (effective with
(effective with starting date, starting date,
Sept. 1, 1953) Oct. 1, 1953)

SAN DIEGO, CALIFORNIA
The NBC stations in
America's fastest-growing major market
RESPONSIBILITY has been placed in our hands

Before you can sell a market of people . . . you must have their trust and confidence.

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

WMC
MEMPHIS
NBC—5,000 WATTS—790 K.C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

NBC-TV News Special

As part of the celebration of the eighth anniversary of NBC-TV's news-on-film coverage, the network will present a special program next Sunday (Aug. 23), 7-8 p.m., EDT, of the 10 biggest stories of that period as selected by NBC-TV newsmen-cameramen throughout the world. The stories: A-bomb on Hiroshima, founding of United Nations, the Red coup in Czechoslovakia, the Marshall Plan and NATO, Communist victory in China, the Korean conflict, the Truman victory in 1948, the Eisenhower election in 1952, the Texas City disaster and the death of Stalin.

TED SONDAG (c), publicity director of Van-dervoort's, Lansing, Mich., hardware and sporting goods stores, signs for a WJIM Lansing Santa Claus show for the 15th straight year. The program, Santa Says Hello, was conceived for the store in 1938. This year it also will be on WJIM-TV. At left is Bill Martin, vice president and assistant general manager of the store. Pointing out a detail to Mr. Sondag is Howard Finch, vice president of WJIM-AM-TV.

PARTY cake marks the 14th year of advertising by the Standard Oil Co. on WNAX Yankton-Sioux City. Jerry Hobart (i), advertising manager, and R. H. Patterson, district manager with Standard Oil, were presented the cake by the station. The firm sponsors Noonday News three days weekly on WNAX.
**TV STATION WTVI Channel 54**

**St. Louis' Major League Baseball Station Televises Home Games of the St. Louis Browns**

**PRE-GAME “Dugout Shows” POST-GAME “Base Ball Roundup”**

Sponsored By **FALSTAFF BREWINING CORPORATION**

**SPORTS Galore on 54**

- Major League Baseball
- Pro Golf
- Pro Football
- (Nat'l Pro League Games)
- Network Boxing
- Pro Basketball
- Network Wrestling
- Local Sports

**WTVI** is the **DU MONT** basic affiliate in St. Louis

**Signal Hill Telecasting Corp.**

**Call **WEED TELEVISION**

**August 17, 1953 • Page 35**
KNXT is the No. 1 station

KNXT is the No. 1
KNXT is the No. 1 station in the No. 2 TV market.

NOW MORE THAN EVER! For now, KNXT delivers a nighttime audience 25% bigger than its nearest competitor...a daytime audience 48% bigger...half again as much audience per dollar as the second station. That's the picture latest research paints (ARB, July 1953). For the No. 1 buy in the $11,000,000,000 Los Angeles television market...the biggest audience at the lowest cost...all signs point to...KNXT.

Channel 2
CBS Television's key station in Hollywood...
Represented by CBS Television Spot Sales
KRNT DES MOINES

YOUR ALL-TIME BIG-TIME BUY!

Morning Hoopers - KRNT is First . . . 51.1%
AUDIENCE SHARE

Afternoon Hoopers - KRNT is First . . 49.8%
AUDIENCE SHARE

Evening Hoopers - KRNT is First . . . 36.9%
AUDIENCE SHARE

Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

• SURE ... you’re right when you buy KRNT for your product or for your client’s product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You’ll go places with the “Know-How, Go-Now” station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.

SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX
U. S. POST-WAR RADIO SETS NOW EXCEED 110 MILLION

In the 7½ years since World War II U. S. radio production passed 110 million sets, more than the number made in the preceding 21 years, RETMA compilations show. For each of the past nine months radio production has topped that of the same month the year before—and has doubled TV set output.

MORE than 110 million radio sets have been produced by U. S. manufacturers in the seven and a half years since World War II. This total (as of Aug. 1, 1953) equals the popularly accepted radio circulation figure of 110 million sets-in-use.

It surpasses the total number of radio sets produced in the 21 years before World War II. Analysis of production figures compiled by Radio-Electronics-TV Mfrs. Assn., based on actual factory reports, shows downward trend in AM set output has been reversed. For nine consecutive months July set production has run well ahead of the same month of the previous year. This production is twice the TV set output. Total postwar radio set output is four times the television total of 27.2 million postwar receivers.

The downward trend in radio production was due to the four-year interruption of factory production during the war, with the ensuing public demand when factory lines started moving again. It was due, also, to the advent of television.

May Go Higher

Should the trend continue upward, radio set production in 1953 might reach 15 million, although this figure is considered too high by some manufacturers.

With factories having turned out 110 million radios since the war, the 110-million sets-in-use circulation figure is believed in some areas to be much too low. For example, if one-fourth of the 40 million home radios turned out in the five years just preceding the war are still in working order, the sets-in-use figure might approach 120 million.

Two factors account for a lot of the upswing in 1953 radio production. They are a growing demand for clock radios and the automotive industry's practice of selling an extremely high percentage of cars with radio receivers. Over 1,120,000 clock radios were produced in the first half of 1953 compared to 1,929,000 in all of 1952 and 777,155 in 1951 [B&T, Aug. 10]. In practically all cases clock radios become home radio sets in active use.

Over three million auto sets were turned out in the first half of 1953. This nearly equals the total auto receivers produced in 1952.

Latest RETMA figures show 664,201 radios came off the factory lines in July (factory vacation month), an increase of 35% over July 1952 when the total was 494,866 sets. This is the best July radio figure since 1950 and almost equaled the 666,000 figure that month. During the first seven months of 1953, industry radio production totaled 7,930,743 sets compared to 5,950,901 for the same period a year ago. This represents an increase of 34%, maintaining the May rate of increase and surpassing the rate of previous 1953 months.

Here is the way the figure of 110 million postwar radio sets, attained last month, was compiled:

Total radio production in 1946 (includes last few weeks of 1945), 15,521,000 sets. (Figures actually are factory sales and are not broken down into types of sets.)

Total radio production 1947 to July 1, 1953:

49,952,809 home receivers
3,829,715 clock receivers
12,662,828 battery portables
26,900,324 auto receivers

Total for 1947-1953 period, 93,318,676

RETMA figures show 3% of TV sets have radio (AM and/or FM) tuning facilities in this current production. This rate has varied since TV output has started, with an average of possibly 2% of TV sets having aural radio tuners. An informal RETMA estimate places the number of TV sets with aural radio tuners at 700,000.

That brings total postwar production of radio sets to 109,539,676 as of June 30, 1953.

Adding the 664,201 radios turned out in the month of July, with its curtailing production due to vacations, the total is found to have passed 110 million in July, reaching a grand total for the postwar period of 110,203,877 radio sets.

In compiling the estimate of 700,000 TV sets with radio tuners, RETMA noted that 111,693 of the 3,834,236 TV sets (3%) made in the first six months of 1953 were equipped with broadcast band reception facilities. In 1952, 147,434 of the 6,096,279 TV sets had broadcast tuners, a ratio of 2.4%.

Boosting Normal Output

The forecast by some manufacturers of 15 million radio sets for 1953 is not accepted in all industry circles. Doubling the 7,266,542 sets turned out in the first half of this year gives a total of 14½ million, with the heavy autumn production months ahead. However, it is pointed out that some factories have been increasing normal radio output to be ready for an expected greater demand for TV sets in the fall as more TV stations go on the air.

The current inventory of radio sets is up a barely perceptible amount over last year, running around 600,000, a normal inventory. RETMA last week compiled six-month figures showing shipments to dealers. In the first 26 weeks, 3,214,024 radio sets (not including auto sets) were shipped to dealers (retailers). This compares with 2,879,706 sets shipped during the first half of 1952.

The difference between the total sets produced and the sets shipped to dealers involves the time element, inventories, auto set production and foreign sales. The foreign business accounts for less than 1% of total radio set production.

HALF-YEAR RADIO SET SHIPPMENTS TO RETAILERS

(First six months of 1952 and 1953)

<table>
<thead>
<tr>
<th>State</th>
<th>1952</th>
<th>1953</th>
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</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>98,918</td>
<td>45,888</td>
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<td>Arizona</td>
<td>20,881</td>
<td>18,242</td>
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<tr>
<td>Nebraska</td>
<td>26,162</td>
<td>21,637</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,876,181</td>
<td>3,214,024</td>
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</table>

BROADCASTING • TELECASTING

August 17, 1953 • Page 39
10 FIRMS PLAN FALL RADIO-TV SPOTS, INCLUDE 'BIG THREE' SOAP MAKERS

P&G, Lever Bros., and C-P-P are soap makers planning fall spots. Others with fall spot schedules in negotiation are Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals and Howard Clothes.

THE BIG THREE of the soap industry led a list of 10 spot advertisers who last week were negotiating fall schedules in both radio and TV.

The seven other firms responding autumn campaigns are Shulton Toiletries, Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals and Howard Clothes.

Procter & Gamble Co., Cincinnati (Duz), is preparing a spot campaign to start Sept. 14 in 50 radio markets and 20 TV markets. Compton Advertising, New York, is the agency.

P&G also is asking availabilities for its new Gleem toothpaste which will launch its radio-TV spot campaign starting Sept. 12. Compton also is handling the campaign in addition to the one for P&G's Drene (8*10, Aug. 10).

Lever Brothers Co., New York (new product Lux Liquid), through B. Walter Thompson Co., New York, is planning an early September starting schedule in the West Coast area.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), through Cunningham & Walsh, New York, effective Aug. 24 starts a heavy spot radio campaign 10 times weekly for 52 weeks.

Colgate's Florient, a room deodorant, is using a few eastern test radio markets starting Oct. 2 through Street & Finney, New York.

Reynolds Metals Co., Louisville, through Buchanan & Co., New York, is going into about 80 radio markets with sponsorship of quarter-hour local programs starting the end of August.

Shulton Toiletries, New York, through Wesley Associ, New York, has extended its present schedule in 60 markets to run through the end of the year instead of culminating in September. It also is planning a television spot campaign in 30 markets to start the end of September and run through Dec. 23.

Bristol-Myers Co., New York (Ipana toothpaste), is planning a 53-second spot campaign starting Sept. 14 for 13 weeks, through Doherty, Clifford, Steers and Shenfield, New York.

General Motors (Buick), Detroit, through Kudner Agency, New York, is adding ten-second announcements to the 20-second spots it already has bought preceding the NCAA games, on 83 NBC-TV stations only.

Groveton Paper Co., New York, makers of Vanity Fair facial tissues, is buying participations on the Ruth Lyons show on WLW-TV Cincinnati, has renewed Food for Thought on WABD (TV) New York and is adding another program on WGN (TV) Chicago. Paris & Perl, New York, is the agency.

West Disinfectant, New York ('Plus'), is testing a radio spot campaign for four weeks in Lancaster, Albany, Toledo and Dayton. In addition the product will use a 13-week test in television on WHO-TV and WVLD (TV). Paris & Perl, New York, is handling the campaign.

Howard Clothes, New York, through Peck Advertising, New York, is buying day and night radio spots in a campaign starting Aug. 24 to run to Christmas.

RADIO STILL BIG ABROAD—GRANT ADV.

THERE is nothing dead about radio in the larger advertising agency offices throughout the world and, in fact, radio is a major advertising medium in many countries.

This is a composite opinion held by key executives of Grant Advertising Inc., which has 23 offices overseas and eight in the U.S. They were attending the agency's annual international conference in Chicago for the week of Aug. 3.

Grant foreign executives visited Detroit Tuesday and Wednesday to acquaint themselves with personnel working on the Dodge Division of Chrysler Motors account, and wound up in New York Saturday, when they talked with Grant personnel on the International General Electric account and inspected radio-TV studio and technical facilities. Both Dodge and International GE advertise in foreign countries through Grant branches.

The Chicago sessions were keynoted by Will C. Grant, president, and various agency branch executives. They reported that with the sole exception of London every office is a large user of radio.

Overall ad budgets are up in South America, according to Raimundo F. Scarampi, Grant vice president and office manager in Buenos Aires.

Grant executives compared their problems in Latin America to those of the early days of U.S. radio before coverage standards and rating services were established.

Grant set up its own radio-TV measurement services for clients, using techniques based on the characteristics of the markets to be studied. Specially-trained interviewers traveling on foot were substituted for telephone coincheck, because of the scarcity of telephones.

Radio still is the most important communication medium in many countries, representatives reported. One Grant office prepares its radio campaigns in 14 of the most common languages. Grant executives indicated there is no known way a program or commercial prepared for one country can be assured of success in another.

Take Lima, Peru, for example. According to Eugene Tarley, branch chief there, the people will respond much more quickly and "take to" a commercial borrowing on their own tastes in music than to one of foreign style.

Singing commercials, however, appear to be popular around the world.

Several offices reported on progress in their countries, one being Mexico, which telecasts its first bullfight. The program was pioneered by Grant for its client, Goodrich Euskadi, and has proved to be a "roaring" success. Other favorable reports were given.

But, while people the world over seem to enjoy commercials and jingles in any language, they are not acclimated yet to television—at least in countries like Brazil or Argentina.

Some natives stand in front of TV cameras on the streets, posing and otherwise cavorting, and then hurry to receivers in adjoining shops, not quite knowing what to make of it when they don't see the expected pictures.

Sterling Drug Profits Up

STERLING DRUG INC., New York, reported last week that net profit for the six months ended June 30 amounted to $6,265,050 as compared with $5,351,031 for the corresponding 1952 period. Sales for the first half of 1953 were listed at an all-time high of $83,881,436 as against $79,973,095 for the same period of 1952.
CIO BUYS $600,000 
RADIO NEWS SERIES

CIO will place heavy emphasis on radio during the coming 12 months in a campaign to tell the public about its role in community affairs.

Last Thursday Walter P. Reuther, CIO president, announced that the organization had contracted for a 52-week, daily newscast on ABC radio network. Within a fortnight he expects to announce details of a CIO television series.

The two series will comprise a million-dollar campaign voted last June by the CIO executive board (B&T, June 15, 8).

Uses 150 Stations

Using 150 ABC stations, CIO's budget for the radio campaign (time and talent) is estimated around $600,000 plus promotion. Cost of the upcoming TV program, also a 52-week package, is expected to approach $400,000. Commentator on the radio series, scheduled 7-7:15 p.m. in the East and 6-6:15 local time in other zones, will be John W. Vandercook, author and commentator. Broadcasts will originate in New York and Washington. The series starts Labor Day, Sept. 7.

Mr. Reuther said CIO "is sincerely pleased at the opportunity of bringing the nightly news commentary to the American public over ABC radio facilities." He added:

"We in the CIO look upon this program as an opportunity to serve the public by keeping it acquainted with the fast-breaking news of the day and how it affects the daily lives of each and every one of us. We hope, through the commercial announcements on the broadcast, to better acquaint the public with the CIO and its role in the community. We have often pointed out that CIO members make progress only as the community progresses, and not at the community's expense; and this program will demonstrate that fact."

'Latest Step'

"The radio series, the latest step in the CIO's continuing program of public relations, will shortly be followed by a regular television program. It is our hope that we will be able to announce details on this TV series in the near future."

Agency for the account is Henry J. Kaufman & Assoc., Washington, D. C., Wyatt & Schuebel, New York, which participated in time clearance.

A CIO public relations committee headed by Henry C. Fleisher, CIO publicity director, conducted initial studies leading to the radio-TV projects. Members of the committee were Vin Sweeney, United Steelworkers; Frank Winn, United Auto Workers; Richard Rohman, Amalgamated Clothing Workers; Arthur Riordan, IUE-CIO; Al Harrington, Communications Workers; Kenneth Fiester, Textile Workers; Joseph Walsh, Rubber Workers; Ray Davidson, Oil Workers; Henry Zon, CIO-PAC; Al Zacker, CIO assistant publicity director, and Arthur J. Goldberg, CIO general counsel.

Serutan Moves to CBS-TV

SERUTAN CO. (Geritol) Newark, currently sponsoring Juvenile Jury, Mondays, 9-9:30 p.m. on NBC-TV, effective Oct. 11 moves show to CBS-TV, Sundays, 4-4:30 p.m. Thus the NBC-TV Monday period opposite the highly rated I Love Lucy show is open again. Ed Kletter Agency is handling Geritol.

GRID COVERAGE PLANS IN FULL SWING

As the fall season approaches, radio-TV networks and stations round out latest details of what promises to be a period of extensive football coverage. Both college and professional football are included.

RADIO and television networks and stations last week were rounding out preparations for extensive coverage of college and professional football games for the fall season.

As a preliminary to the kick-off of regular games in September, the DuMont TV and the Mutual radio networks carried the All-Star football game from Chicago last Friday. Sponsor was the Admiral Corp. through Erwin Wasey & Co.

The most widespread coverage of football contests this fall is believed to be that of DuMont. KRNT Des Moines sells Home Federal Savings & Loan Assn. on extensive football-basketball broadcast schedule including U. of Iowa games. Signing (11 to r) are Mike McKMichenal, account executive, and (standing) Paul Elliott, commercial manager, both KRNT; Jonathan M. Fletcher, executive vice president, and Don Ault, advertising manager and public relations director, both Home Federal.

Mont, which will telecast 49 games of the National Professional Football League, starting Sept. 27 and ending in late December. Twenty of the games will be sponsored by the Westinghouse Electric Corp. through Kelchum, McLeod & Grove, Pittsburgh (B&T, July 20). The others will be under the sponsorship of Miller Brewing Co. (Mathison & Assoc., Inc., Milwaukee), Atlantic Refining Co. (N. W. Ayer & Son Inc.) and Brewing Corp. of America (Lang, Fisher & Stashower Inc., Cleveland), with others to be announced at a later date.

The number of cities to carry the games is expected to vary from game to game. These details will be announced later as will the names of commentators for DuMont's coverage.

NBC-TV will carry a schedule of 19 college football games under its TV Game of the Week under sponsorship of General Motors through the Kindred Agency Inc. (B&T, July 22). The schedule was arranged in cooperation with the National Collegiate Athletic Assn. in line with that group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, "TV Game of the Week" will be a panoramic telecast of portions of four games being played in different parts of the country. Mel Allen is expected to be the announcer.

On NBC radio, the College Football Game of the Week will broadcast contests each Saturday, starting Sept. 19 and ending Dec. 5. The games will be made available for local co-op sponsorship and, a network spokesman said last week, already have been sold in eight markets. Games selected for broadcast will be chosen on the Monday before Saturday game time in order to select teams winning audience appeal.

ABC-TV will telecast home games of the Chicago Bears and the Cardinals, National Football League teams, with sponsorship of half of each game by Standard Oil Co. of Indiana through McCann-Erickson Inc., Chicago, and the other half local sponsorship (B&T, Aug. 2). Games will be carried on Sunday, starting Sept. 27, for 12 weeks. The Chicago area will be blacked out for the telecasts. Harold (Red) Grange will handle play-by-play.

Coverage of the Notre Dame U. football games also will be provided by ABC-TV, starting Sept. 7 through a filmed program of the contests to be carried the next day (Sunday) from 7:45-9 p.m. EST. This coverage and a 15 minute segment preceding the filmed programming (7:30-7:45 p.m.) in which Notre Dame football coach Frank Leahy will be featured will be sold on a co-op basis.

It is reported that ABC radio will broadcast a series of college football games starting Sept. 26 and ending Nov. 28.

Mutual's Game of the Week, broadcasting college football games for 13 weeks, starts Sept. 26. First two games in the series will be held after major league and World Series baseball contests are completed. A Mutual spokesman said last week that Game of the Week is being offered to several national advertisers for sponsorship. Commentary will be by Al Helt and Art Gleeson.

CBS Radio's Football Roundup will be carried

WCAU Philadelphia will carry U. of Pennsylvania football games under sponsorship of Major-Cab Co., Phileo Distributors, Inc. and Mort Forel, Phileo retailer. At signing are (1 to r): Seated, Mort Forel; John Gilligan, Phileo Corp. advertising manager; Donald W. Thornburgh, WCAU president-engineering, radio, who will do play-by-play, and Milton Eisenberg, Yellow Cab; standing, James Shaillow, Phileo Distributors general sales manager, and Bill Campbell, WCAU sports director who will do color and interviews.
joined by the Brewing Corp. of America (Carling's Black Label Beer and Red Cap Ale) and the Atlantic Refining Co., will be fed to the East and Middle West for DuMont although not to be seen in Cleveland.

Radio rights to the seven home games of the U. of Miami during the coming football season have been awarded exclusively to WIOD Miami, according to Dr. Sydney W. Head, director of radio and TV at Miami.

KVNO Tulsa will carry U. of Oklahoma Sooners' nine-game 1953 football schedule, sponsored by the Texas Co., with John Henry, KVSO sports director, doing play-by-play, beginning Sept. 26. WKY Oklahoma City also will carry the broadcasts, with Tom Paxton doing color.

Princepton U. football contests for the 1953 season will be carried by KYW Philadelphia. Herb Canal, KYW sports director, will handle play-by-play for the 10-game schedule.

Henry M. Stevens, JWT, Dies; Was Board Chairman of 4-A's

HENRY M. STEVENS, 55, a director and vice president of earlier Thompson Co., New York, died Aug. 11, while vacationing at Ingonish Beach, N. S. He was chairman of the board of the American Assn. of Advertising Agencies.

Mr. Stevens was born in Portland, Ore. He received the degree of Master of Business Administration from the Harvard Business School before starting at JWT's Chicago office 30 years ago. He was one of the original members of the company's San Francisco office. While heading the St. Louis office in 1936 he was named a vice president and transferred to New York.

During World War II Mr. Stevens served on the War Advertising Council, participated in a special study for the Treasury Dept. and acted as general chairman of the Advertising section of the New York Committee of the National War Fund.

Surviving are his wife, Mrs. Stella Rigg Stevens, two daughters, a son, and his twin brother.

Agency Changes Name

NAME of Wilson, Haight & Welsh Inc., Hartford and New York agency, has been changed to Wilson, Haight, Welsh & Grover Inc., after the addition of Melvin G. Grover as vice president and director. He recently resigned as Fawcett Publications advertising director.

NEW BUSINESS

General Mills, Minneapolis, has bought daily 15-minute segment of NBC-TV's Today starting Aug. 31. Company will advertise Betty Crocker cake mixes (two days), home appliances (two days) and O-Cel-O cellulose sponges (one day).

Agency: BBDO, Minneapolis (cake mixes, appliances); Calkins Commercial Advertising, Buffalo (O-Cel-O).  

General Motors Corp., Detroit, will sponsor Fisher Body Awards featuring 40 young auto-mobile designers who have won prizes in annual Fisher Body model car competition, on NBC-AM-TV Aug. 18, 9:30-10 p.m. EDT. Agency: Kudner Agency, N. Y.

Borden Food Products Co., N. Y., began sponsorship of Cecil Brown newscasts, Monday through Friday, 8-8:15 p.m. on 45 Don Lee network stations. Agency: Doherty, Clifford, Sterns & Shenkfield, N. Y.

Provenzal Life Insurance Co. of America releases Jack Bernstein Show on full ABC radio network for 52 weeks, Mon.-Fri., 12:25-12:30 p.m. EDT, effective Sept. 21. Agency: Calkins & Holden, Carlock, McClintock & Smith, N. Y.

Commercial Solvents Corp., N. Y., will sponsor Peak of the Sports News featuring Red Barber, on CBS-TV, Saturday, 6:45-7 p.m. EDT, starting Sept. 12. Agency: Fuller & Smith & Ross, N. Y.

Cream of Wheat Co. to drop Grand Central Station on CBS Radio, Saturdays, 11:05-30 a.m., but will pick up the 12-12:30 p.m. period on the same network with Theatre of Today starting Sept. 12. Armstrong Cork Co., which sponsors Circle Theatre, will drop the show effective that day but will continue sponsoring its television Circle Theatre on NBC-TV. BBDO, New York, is the agency for both Cream of Wheat and Armstrong.


 Spool Cotton Co. (Crown zippers), through its agency, Kenyon & Eckhardt, N. Y., signs for participations on all Housewives Protective League programs on 13 CBS Radio stations, starting Aug. 31.

Toni Co., Chicago (div. of Gillette Co.), for Prom Home Permanent and White Rain Shampoo, will sponsor Place the Face on CBS-TV, alternate Thursdays, 10:30-11 p.m. starting Aug. 27. Ages: Leo Burnett Co., Chicago, for Prom; Tahm-Laird, Chicago, for White Rain.

Brown Shoe Co., St. Louis, will sponsor Smillin' Ed McConnell on ABC-TV, Saturday, 10:30-11 a.m. EDT, starting this Saturday (Aug. 22). Agency: Leo Burnett Co., Chicago.

P. Lorillard Co. (Old Gold cigarettes) switches Chance of a Lifetime show from ABC-TV, Thursday, 8:30 p.m. EDT, to DuMont Television Network, starting first week in October on day and hour to be designated shortly. Agency: Lennen & Newell, N. Y.

AGENCY APPOINTMENTS

Greater Pittsburgh Milk Dealers Assn. appoints Caunaugh Morris Agency, Pittsburgh, to handle advertising and public relations. Louis J. Saudel is account executive.

Olympic Stained Products Co., Seattle, appoints West-Marquis Inc., same city, to handle advertising for company's products including Olympic Perfect-Fit shales, Texterior paneling, Timberline siding and Olympic Stain. Welles Wiley, vice president in charge of Seattle office, is account executive.

While Rock Bottlers Co., L. A. (Dietonic Beverages, new low calorie soft drink line), ap-
points Roy S. Durstine Inc., that city. Spot announcement and participation schedule has started on KIEV Glendale, KBIG Avalon, KHJ KNX KNXT (TV) KNBH (TV) and KLAC-TV Hollywood.

Universal Major Electric Appliance Co., Lima, Ohio, names Harry B. Cohen Adv., N. Y., for its refrigeration, heating, laundry and air conditioning products. Plans not yet formulated.

American Corn Mills Federation appoints Arthur Meyerhoff & Co.

First Federal Savings & Loan Assn., Hollywood, appoints Hutchinson-Haddock Co., that city. Radio-TV are being used.


Grist Mfg. Co., New Haven, names Cunningham & Walsh, N. Y., to handle expanded campaign in home sewing field in behalf of sewing machine attachments. Selection of media, including radio and TV, currently under consideration.

Charles Antell Inc., Baltimore, and National Health Ads, name Ruthrauff & Ryan, N. Y., to handle all advertising for Fastabs, weight reducing tablets.

Gipps Brewing Corp., Peoria, Ill., is placing its TV account with Mace Adv. Agency Inc., that city.

Rosita Products Co., Phoenix (canned Mexican foods), appoints Rockett-Lauritzen, L. A. Monte J. Curry is account executive. Radio-TV will be used.

Carlsbad Hotel, Carlsbad, Calif., appoints Stanley & Assoc., Oceanside. Radio will be used.


Greene-Haldeman, Los Angeles Chrysler-Plymouth dealers, appoints The Caples Co., that city. Radio and TV will be used. Phil Lansdale is account executive.

FILM

Guild Films Marks Growth; Ups Gross, Appoints Shainmark

AS PART of Guild Films Co. expansion program, Reub Kaufman, president, announced last week that Arthur Gross has been appointed assistant to the president in charge of company operations and Lou Shainmark, vice president in charge of advertising and publicity.

Mr. Gross has served Guild as director of advertising and publicity for the past year. He was formerly an account executive with the Smallen Advertising Agency and with Skouras Theatres as promotion manager.

Before joining Guild, Mr. Shainmark was assistant to the Federal Security Administrator. Until 1950, he was managing editor of the Chicago Herald-American.

In other personnel changes, Mr. Kaufman announced that Ed Grossman, Guild auditor, has been named controller of the company; Jane Kaye, office coordinator, Guild's office manager; Joel Lee, law secretary to Federal Judge Samuel Kaufman, a member of the firm's legal department and Curtis Kaufman, an assistant in the advertising and publicity department.

Sale of Footage to Hopalong Is Set Aside by L. A. Court

SALE of 200,000 feet of old Western film from the estate of Harry (Pop) Sherman, independent movie producer, for $5,000 to Hopalong Cassidy Inc., was set aside Monday in Los Angeles Superior Court on petition of his two daughters, Mrs. Armitage Wood and Theodore Sh., Ark.

A new sale, under competitive bidding, was ordered for Aug. 24, with all interested parties to appear "with cash in hand."

Contending that the film library might be worth as much as $1 million, the sisters claimed Jacob H. Karp, estate executor, who is also an attorney for Paramount Pictures Corp., had not notified them properly of the pending sale.

Mr. Karp had contended that Paramount Pictures has an interest in the film library and anyone buying it was subject to those claims.

Conne Named V. P. on Sales With Prockter TV Enterprises

EDWARD R. CONNE has been appointed vice president in charge of national sales of Prockter Television Enterprises Inc., according to Bernard J. Prockter, the firm's president.

Mr. Conne, at one time associated with World Broadcasting Studios and who has been surveying the TV field the past three years, will head a new sales division.

The division will concentrate on national network sales as differentiated from syndication sales. The latter, also a division, is supervised by Andrew P. Jaeger, vice president in charge.

Filmarte vs. Filmcraft

ACTION of unlawful detainee has been filed in Los Angeles Superior Court by West Coast Hollywood Theatres Corp., owners of Filmarte Theatre, Hollywood, against Filmcraft Productions.

Besides asking for $7,500 bail, the suit is allegedly due under a two-year leasing arrangement, the plaintiffs seek to oust Filmcraft from the theatre, used as a shooting stage for various TV film productions.

NBC Film Division Sales

NBC Film Div. reported last week that total markets on its Douglas Fairbanks Presents filmed series has reached 89, with latest sales to WVEC-TV Hampton, Va.; KANG-TV Waco, and to the Walter Klein Agency, Charlotte, N. C., for Columbia, Charleston and Greenville, S. C., Asheville and Greenville, N. C., and WJAY-TV Princeton, Ind. Other Sales have raised markets on Victory at Sea to 51 and The Visitor to 35.

Film Sales

Guild Films Inc. reported last week its half-hour Liberase filmed program has been sold in three new markets, raising total number to 78. Latest sales were to U. S. National Bank over KBES-TV Medford, Ontario Biscuit Co. over WSYR-TV Syracuse, and St. Louis National Bank over KIMA-TV Yakima, Wash.

DuMont TV Film Sales, New York, reported last week that its weekly filmed sports program, Madison Square Garden, had been sold to the Tampa Florida Brewery (Tropical beer and ale). Production for the 1953-54 series will start Nov. 3 by Wink Films Corp.

Screen Gems Inc. reports that The Big Playback, weekly filmed program featuring Bill Stern, has been bought for local sponsorship in six new markets, raising total number of outlets on show to 51. New sales were in Duluth, Memphis, Montreal, Pittsburgh, Milwaukee and Wichita.

Production

Stage 5 Productions, Hollywood, organized by Ozzie Nelson to film ABC-TV Adventures of Ozzie and Harriet, is shooting 40-hour half-hour programs at General Service Studios. Program returns to network Sept. 18, sponsored alternately by Hotpoint Inc. and Lambert Pharmacal Co. (Listerine). Mr. Nelson is producer-director, as well as co-star; William C. Mellor, camera-man, and Leo Pepin, associate producer.


Soevereign has signed the theatrical picture production team of Clarence Greene and Russell Rouse to share similar duties with the team of Gil Railton and Arthur Ripley on 13 films in new CBS-TV GE Theatre series. The first film will be telecast Sept. 27.

Frank Ferrim Productions, Hollywood, is filming two deep-sea fishing episodes in the Hawaiian Islands for inclusion in ABC-TV's Smilin' Ed's Gang. Necessary marine equipment is being supplied by Capt. N. R. Dawley, operator of the "Miss Honolulu" and former motion picture actor.

Phildan TV Productions Inc., Hollywood, has started filming 52 weekly half-hour wrestling
APRMA SEEKS BETTER RADIO NEWS IN NEW YORK MEETING WITH AP

AP radio members developed plans to improve news presentation which, they believe, will pay off in more sponsored programs and added community service. Importance of sharing local and regional news also was stressed.

AGREEMENT that news has become a major factor in radio, and plans to improve the quality of news programming were the major developments to come out of meetings of the News Report and Programming committees of the Associated Press Radio Member Assn., held Tuesday and Wednesday at the AP general offices in New York. Formed Last Fall

The association was formed last fall to permit station members of AP to have an organized voice in the style and content of the AP radio wire.

Les Mawhinney, news director of KHJ Los Angeles and head of APRMA, said that while the news program will be carried on by AP stations its findings would be of value to the entire radio industry.

“AP stations,” he said, “are taking this initiative because we see that more frequent and better developed news programming is more important to broadcasting now than ever before. That’s why we are taking the bull by the horns within our own AP membership and making definite, concrete plans to improve our news presentation. We believe it will pay off more in station interest and more sponsored programs, not to mention the additional community service.”

A study of listener interest in news, according to the time of the broadcast, is being planned by the programming committee, to use as a basis for suggesting new and perhaps more attractive news formats for stations. The committee also plans a clearinghouse for the exchange of ideas on tested methods of selling prospective sponsors on the value of news broadcasts, both spot and features. Tentative decision was to ask stations to send in their saleable ideas to AP’s New York radio headquarters, where it can be circulated to all member stations. Contributions of ideas would be made on a purely voluntary basis, but committee members expressed confidence that stations would cooperate in wholesale fashion.

Study Radio News

The news report committee members, under the chairmanship of Jack Krueger, WTMJ Milwaukee, devoted themselves chiefly to considering ways to interest station news staffs in contributing to the AP radio news report, giving it more detailed local and regional news coverage. The group adopted a resolution commending the monthly awards for stations making outstanding contributions to the radio news report and established by a half-dozen state groups and urged others to adopt similar plans. The committee also asked AP to prepare an instruction sheet on what news is

GATHERED around the AP conference table, discussing ways of improving news programming, are these members of the AP programming committee: (top row, l to r) Howard Piff, WSFA Montgomery, Ala.; Buel Ely, administrative assistant, AP New York; Lester Lindow, WFDF Flint; Oliver Gramling, assistant general manager, AP New York; Charles Crabtree, KYIK Pocatello, Idaho, and Donald D. Davis, WHB Kansas City. Seated (l to r): Les Mawhinney, KHJ Los Angeles; Dan Kops, WAVZ New Haven, Conn.; Jack Krueger, WTMJ Milwaukee, and John A. Aspinwall, AP general radio news editor, New York. The meeting was held last week in New York.

Page 44 • August 17, 1953
The world's largest butter center and second ranking U. S. processing region... that's the area served by Big Mike... with Omaha as the center. Omaha's largest industry is food processing which accounts for 70% of the value of the city's manufactured products and employs 50% of the people engaged in manufacturing. In the Nebraska food processing field, the meat packing industry is the largest operation in dollar volume... with poultry, milk products, frozen foods, cereals and flour coming in for their share.

Food processing is BIG BUSINESS in the Nebraska area and helps to make it one of the richest areas in the land. Big Mike holds the key to this top market and will be glad to assist in your sales efforts. Call Free & Peters for details... or check with General Manager, Harry Burke.

Big Mike is the physical trademark of KFAB—Nebraska's most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)
REPRESENTING LEADING TELEVISION STATIONS:

- WCSC-TV Channel 5 CHARLESTON, S. C.
- WIS-TV Channel 10 COLUMBIA, S. C.
- WOC-TV Channel 5 DAVENPORT
- KBTV Channel 9 DENVER
- WDAY-TV Channel 6 FARGO
- WBAP-TV Channel 5 FORT WORTH--DALLAS
- KGMB-TV Channel 9 HONOLULU
- KMBC-TV Channel 9 KANSAS CITY
- WAVE-TV Channel 3 LOUISVILLE
- WTVJ Channel 4 MIAMI
- WCCO-TV Channel 4 MINNEAPOLIS—ST. PAUL
- WPIX Channel 11 NEW YORK
- KSD-TV Channel 5 ST. LOUIS
- KRON-TV Channel 4 SAN FRANCISCO
A PIONEER WHO KEEPS ON HUNTING FOR BUSINESS!

During all the many years we've been in this business, we've been aware that there are two kinds of media salesmen. First, those who work hard only while they're hungry. Second, those who keep on working and succeeding because they have a built-in yearning for the action, the achievement that creative salesmanship brings, even after a square meal.

Here at Free & Peters, we pride ourselves that we're in the latter group. We have built our organization completely around that kind of people. We drive ourselves as hard today as we did in 1932, because that sort of effort, to us, represents the truly "good life".

"When you want a thing well done, go to a busy man." For one thing, he above anybody else will know that the way to keep busy is to give you the kind of service that brings you back for more — and more — and more.

& PETERS, INC.

\textit{\textcopyright\textregistered\texttrademark\textregistered\textregistered\textregistered\textregistered\textregistered\textregistered\textregistered\textregistered Representatives Since 1932}

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
Jadassohn Quits SESAC; No Successor Announced

Mr. Jadassohn leaves the post of vice president and general manager. His future plans are not yet set. At SESAC, he handled negotiations with national networks.

KURT A. JADASSOHN has resigned as vice president and general manager of SESAC, effective today (Monday), ending an association of more than 20 years dating to the organization's founding. He will spend several months on his model farm in Montmouth County, N.J., before deciding his future business plans. No successor has been announced.

Member of a musical family, Mr. Jadassohn began his career in Vienna with the music firm of L. Doblinger, publishers of the "Merry Widow" and other famous Viennese waltzes. After serving as assistant manager of a light opera company touring South America, he joined Shapiro Bernstein Co., New York music publishers, in 1925. Three years later he was named manager of the orchestra department of Associated Music Publishers, which since has merged with BMI. Subsequently he worked in the music departments of NBC and WOR New York.

At SESAC, Mr. Jadassohn for many years has handled all negotiations with the national networks and signed major stations to SESAC contracts. He personally supervised production of the SESAC transcribed library. He also traveled throughout this country and abroad, putting under contract the 257 music publishers' catalogs comprising the SESAC repertory.

WWDC-FM, PEOPLES BEGIN 'DRUGCASTS'

POINT-OF-SALE FM radio will be applied to the drug store field in an agreement signed last week between WWDC-FM Washington and Peoples Drug Stores, a 75-store chain in the Greater Washington area.

"Drugcasting," as described by Ben Strouse, vice-president-general manager of WWDC Inc., and Clayton H. Sanders, advertising director of Peoples, will feature instrumental music aired over FM receivers in the 75 drug stores and to WWDC-FM's home audience. The plan, which began Aug. 1, is tailored specifically for drug and allied accounts which wish to increase sales through home FM radio and point-of-sale broadcasts in the 75 drugstores.

Messrs. Strouse and Sanders believe "drugcasting" is the first instance in which point-of-sale broadcasting will be applied to the drug field. Commercials will be aired on a rotating basis during store hours, they said.

Along with commercials, drug advertisers will receive prominent window displays of their products, the pharmacies the drug store windows for two weeks of each month except for December, the announcement said.

The WWDC- Peoples "drugcasting" offers either of two advertising schedules. Plan No. 1 is an all-inclusive schedule of spot announcements on WWDC-FM and the 75 Peoples Drug Stores. Plan No. 2 covers commercials on WWDC-FM and the 75 stores only. Messrs. Strouse and Sanders said.

"Drugcasting" is represented nationally by John Blair & Co. in Washington is represented by WWDC Inc.
now... 10 out of every 100 televiewers are in areas reached by Westinghouse TV Stations!

With only two of the nation's 200 TV stations, you can do a tremendously effective selling job! Check NBC Spot Sales for availabilities that will bring results in these two key markets.
at WCAN-TV, the EYES have it!

EXPERIENCED EYES,

of course.

Eyes that can LOOK at the Milwaukee market (America's 13th largest) and SEE how to sell it for you.

Eyes WIDE-OPEN and AWAKE to program and production know-how. Eyes that can RECOGNIZE the best way to give your product eye-appeal and buy-appeal and do it for less.

At WCAN-TV all the eyes are experienced. And the men behind them would like to show you what they can do. So look at these eyes and see the TV experience they offer.

Then you'll know why WCAN-TV is catching the $ in Milwaukee.

LOU POLLES
General Manager
WCAN-TV

A veteran radio station owner and manager for 30 years with successful operations in WPWA Chester, Pa., WABR Arlington, Va., WCAN-TV, Milwaukee.

ALEX ROSENMAN
New York Business Mgr.
WCAN-TV

Vice President in charge of sales at WCAU, Philadelphia with 25 years sales experience. Also helped to organize Official Films. General Manager of WCAN before going to New York.

ELMER F. JASPAN
Assistant General Mgr.
WCAN-TV

As top producer-director for WPTZ, Philadelphia for 5 years, he produced and directed many network shows.

RUDDE MARINO
Producer-Director
WCAN-TV

Formerly assistant director on NBC-TV and stage manager for Martin Kane, All Star Review and Kate Smith Hour.

DEAN McCARTHY
Producer-Director
WCAN-TV

A sports specialist with extensive radio, TV and Newspaper experience. Also director of TV for National Council of Catholic Men.

WCAN-TV is catching the $ in Milwaukee

channel 25 Milwaukee

represented nationally by O. L. Taylor and Co.
### TELESTATUS

**Weekly TV Set Summary— Aug. 17, 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 there. Coverage areas may embrace cities 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. If set estimates differ among stations in same city, separate figures are shown for each. Total U.S. sets in use, however, is unduplicated estimate.

#### City | Outlets on Air | Sets in Station Area | vhf | uhf
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**ALABAMA**
Birmingham | WSBM-TV, WSBK-TV | 161,000 | | 
Mobile | WDLA-TV | 32,360 | | 
Montgomery | WGBS-TV | 20,560 | | 
**ARIZONA**
Mesa | KTVL-TV | 71,500 | | 
Phoenix | KPHO-TV | 71,500 | | 
Tucson | KOPL-TV | 17,400 | | 
**ARKANSAS**
Fort Smith | KSFA-TV | 30,000 | | 
Little Rock | KATV | 31,232 | | 
**CALIFORNIA**
Bakersfield | KAVY-TV | 32,390 | | 
Fresno | KFBV-TV, KCVB-TV | 32,390 | | 
Los Angeles | KTLA | 1,413,549 | | 
San Diego | KFMB | 184,700 | | 
San Francisco | KRON-TV, KPIX | 688,840 | | 
Salinas | KVRC-TV | 42,500 | | 
Santa Barbara | KEYT | 371,322 | | 
**COLORADO**
Denver | KTVF, KREL-TV | 22,123 | | 
Wetmore | KCEB-TV | 370,000 | | 
**CONNECTICUT**
Bridgeport | WICC-TV | 89,041 | | 
New Britain | WNBC | 72,021 | | 
New Haven | WNHC-TV | 370,000 | | 
**DELWARE**
Wilmington | WDEL-TV | 141,642 | | 
**DISTRICT OF COLUMBIA**
Washington | WMAL-TV, WINSW, WTOP-TV, WTTG | 467,000 | | 
**FLORIDA**
St. Louis | WFTV-TV | 131,500 | | 
Jacksonville | WEAW-TV | 181,000 | | 
Miami | WSNF-TV | 181,000 | | 
St. Petersburg | WSTU-TV | 181,000 | | 
Tampa | WFSU-TV | 181,000 | | 
**GEORGIA**
Atlanta | WAGA-TV, WSB-TV, WLAB | 330,000 | | 
Baton Rouge | WAFB | 75,500 | | 
Valdosta | KGMB-TV, KONA | 23,500 | | 
**IDAHO**
Boise | KIDU-TV, KFXD-TV | 23,500 | | 
**ILLINOIS**
Chicago | WTVI | 100,000 | | 
Springfield | WSMW-TV, WENR-TV, WRBI-TV, WSNQ | 1,375,000 | | 
Decatur | WTPB | 81,760 | | 
Elmwood Park | WESK | 81,760 | | 
Rock Island | WHSF-TV | 213,000 | | 
**INDIANA**
Bloomington | WTVT | 237,915 | | 
Indianapolis | WFSM-TV | 361,000 | | 
Lake | WAFM-TV | 15,500 | | 
Muncie | WIBC-TV | 28,120 | | 
South Bend | WSB-TV | 66,023 | | 
**IOWA**
Ames | WOI-TV | 139,307 | | 
Davenport | KWHO-TV | 215,950 | | 
Sioux City | KELO | 53,114 | | 
**KANSAS**
Hutchinson | KTVH | 33,738 | | 
Wichita | KEDO | 62,146 | | 
**KENTUCKY**
Louisville | WAVE-TV | 286,618 | | 
Whas | 205,544 | | 
**LOUISIANA**
Baton Rouge | WAFB-TV | 18,000 | | 
New Orleans | WDSU-TV | 192,697 | | 
**MAINE**
Bangor | WABI-TV | 31,500 | | 
**MARYLAND**
Baltimore | WWAAM, WHSL-TV | 486,913 | | 
**MASSACHUSETTS**
Boston | WGBS-TV, WNNN-TV | 1,049,414 | | 
**MEXICO**
Manus | XEFD-TV | 31,200 | | 
**MICHIGAN**
Ann Arbor | WPAG-TV, WQRS- TV | 9,250 | | 
Battle Creek | WSBK-TV | 55,924 | | 
Detroit | WYTV, WIFL-TV | 1,001,000 | | 
Grand Rapids | WOOD-TV | 165,000 | | 
Kalamazoo | WKRD-TV | 324,466 | | 
Lansing | WJIM-TV | 37,000 | | 
Saginaw | WNNX-TV | 35,720 | | 
**MINNESOTA**
Duluth | WFTV | 20,500 | | 
Minneapolis | WNNN | 382,500 | | 
St. Paul | KSTP-TV | 371,000 | | 
**MISSISSIPPI**
Jackson | WJTV | 20,500 | | 
**MISSOURI**
Kansas City | WDAF-TV, WKMZ-TV, WIBS-TV | 300,656 | | 
St. Louis | KCTV | 45,145 | | 
**NEBRASKA**
Lincoln | KFXN-TV, KMOM-TV | 60,000 | | 
Omaha | KMTV, WOW-TV | 192,825 | | 
**NEVADA**
Las Vegas | KLAS-TV | 37,000 | | 
**NEW JERSEY**
Atlantic City | WPTV | 12,948 | | 
Newark | WATT | 2,550,000 | | 
**NEW MEXICO**
Albuquerque | KOBE-TV | 27,124 | | 
Roswell | KWSB-TV | 7,000 | | 
**NEW YORK**
Binghamton | WBNF-TV | 149,900 | | 
Buffalo | WBEN-TV, WNDE, WYTV | 539,306 | | 
Elmira, | WNTV | 6,386 | | 
New York | WABC-TV, WADD, WBKB-TV, WBBF, WKBW, WPIX | 3,500,000 | | 
Rochester | WHAM-TV, WABN | 150,000 | | 
Schenectady | WRGB | 274,000 | | 
Utica | WSKY | 120,000 | | 
**NORTH CAROLINA**
Asheville | WRAL-TV, WRAL-DT | 332,530 | | 
Charlotte | WBTV | 174,000 | | 
Greensboro | WEnV-TV | 146,000 | | 
Raleigh | WNOC-TV | 5,000 | | 
**NORTH DAKOTA**
Fargo | WKDY, WMAT | 7,000 | | 
Minot | KGBS-TV | 3,000 | | 
**OHIO**
Akron | WAKR-TV | 44,235 | | 
Cincinnati | WCPO-TV, WCNC-TV, WWCN | 403,000 | | 
Cleveland | WEWS, WNKR, WXEJ | 777,751 | | 
Columbus | WTVN | 396,950 | | 
Dayton | WWHO-TV, WLTD | 370,000 | | 
Lima | WLOK-TV | 17,000 | | 
Toledo | WEPE-TV | 228,000 | | 
Youngstown | WVMB-TV, WKBW-TV | 51,500 | | 
Zanesville | WHIZ-TV | 8,000 | | 
**OKLAHOMA**
Lawton | KSWO-TV | 30,587 | | 
Oklahoma City | WKFY-TV | 217,723 | | 
Tulsa | KOTV | 145,300 | | 
**TEXAS**
**UTAH**
**VERMONT**
**WASHINGTON**
**WISCONSIN**
**WV**
**WYOMING**

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**Facts and Figures**

**NEW RESIDENTS MOVED TO GREATER MIAMI LAST YEAR.**

You can reach this expanding market of 825,000 permanent year-round residents best through WTVJ.

Get more facts and figures from your local WTVJ Newsman.

**WTJV Channel 4 Miami**

Now under construction — 1000 ft. antenna — 100,000 watts

Broadcasting • Telecasting

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**FACTS & FIGURES**

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<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
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**Daytime Serials Popular**

DAYTIME SERIALS continue to attract listeners in large numbers and at low cost, A. C. Nielsen Co. reports. Average serial drama first week of May had a Nielsen Rating of 4.7 (2,104,000 homes), same as the average for evening dramatic shows and slightly above the 4.5 rating of mysteries. Cost-per-thousand homes reached for serials ranged from $1.53 to $3.13, averaging $2.13, lowest for any program type, according to Nielsen figures. Researchers Study Censuses

RESEARCH Co. of America has invited leading market research men to a treat lunch in New York on Sept. 10 "to determine the next and best steps to encourage congressional appropriations in the early weeks of 1954 for proper operation of the censuses of business, manufacture and agriculture and to plan a permanent program of dramatizations of census values and indoctrination of congressmen and others with regard to those factors."

**Direct Mail Ads Gain Some 7%**

ESTIMATED DOLLAR volume of direct mail advertising used by American business during the first six months of 1953 was $616,341,554, the Direct Mail Advertising Assn. disclosed last fortnight. This was said to represent a gain of nearly 7% over the first six months of 1952.

**Nielsen Subscribers Increase**

NEW NIelsen radio-TV service subscribers, company reports, include N. W. Ayer & Son, BBDO and Quaker Oats Co. for complete NTI; Grant Advertising for NTI ratings; Ward Wheelock, Dan B. Miner and more than 40 AM and TV stations for NCS.

**ARB to Cover 35 Cities**

AMERICAN Research Bureau Inc., Washington marketing research firm, will begin immediately to cover 35 "leading metropolitan areas" regularly with its television audience surveys, James W. Seiler, ARB director, said last week. Of the reports 15 will be monthly, he said, adding that ARB expects to be covering 60 cities by March 1954. The current 35-report package is available for $275 monthly, he said.

**Nielsen Opens S. F. Office**

A. C. Nielsen Co., market research organization, has opened a new radio-TV sales service office in San Francisco. Joseph R. Matthews was appointed western manager of NRI-NTI Sales & Service. The office is located at 100 Bush St.
At long last, St. Louis televiwers can make their OWN choice of television programs. With the advent of television's "Big Mo", KSTM-TV, the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.

To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV ... now ... or

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

275,000 watts

ST. LOUIS

William E. Ware, President
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

Broadcasting • Telecasting

August 17, 1953 • Page 53
- NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000

7. HOURLY RATING S
NBC programs rate highest
in 71% of evening time periods

NBC programs reach the largest audiences in television...
And in the evening when all four networks are
most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods
(7:30-10:30 P.M.)* NBC rates highest in 60 periods,
or 71% of the time; and the No. 2 network in 20
periods, or only 24% of the time.

Here's how the networks rank by time periods:

<table>
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<th>NUMBER OF EVENING QUARTER-HOUR LEADS</th>
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<td>NETWORK #2</td>
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<td>60</td>
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In ratings by time periods, as in every other measure of audience size,
the results are the same... **NBC is America's No. 1 Network.**

Next week... further proof.

**NBC's Audience Advantage is to Your Advantage... Use It.**

---

**SOURCES:** Nielsen Television Index, January-April, 1958

**NOTE:** The accuracy of the above data has been verified by the A. C. Nielsen Company

*All evening option time periods on NBC
Baker Again to Head RETMA TV Committee

DR. W. R. G. BAKER, vice president of General Electric Co., has been reappointed chairman of the Television Committee of Radio-Electronics-TV Mfrs. Assn. The committee operates as the top policy group on RETMA TV matters and forms recommendations for the board of directors.


A. M. Freeman, RCA Victor Division, has been reappointed head of the RETMA Tax Committee.

RETMA Tube Unit Meets

TRANSMITTER Tube Section of Radio-Electronics-TV Mfrs. Assn. will meet Aug. 20 in San Francisco, following the Aug. 18-19 session of the Joint Electronic Tube Engineering Council and coinciding with the Western Electronic Show and Convention in the city. Chairman of the tube section is Harold C. Vine, RCA Victor Div. Lt. Col. William F. Starr, of the Electronics Production Resources Agency, will speak to the section on general demand and availability of transmitting-type tubes.

CFAC Workshop To Begin

A SERIES of radio, TV and other workshop sessions, under the auspices of the Chicago Federated Adv. Club, will begin Sept. 28. Each clinic will meet once a week for eight weeks. Students will tour stations and studios. Instruction will be on advertising, building TV shows, direction, the role of film, script-writing, programming, commercials and management. Herbert S. Laufman, Herbert S. Laufman Co., is TV clinic chairman. Howard B. Meyers, O. L. Taylor Co., station representative, will head up the radio workshop.

Two NARTB Meets This Week

TWO NARTB committees will hold meetings in New York this week. The Public Events Committee will meet Tuesday-Wednesday at the Waldorf-Astoria. It is looking into freedom of access to radio-TV coverage of legislative, civic and other events. The Radio Standards of Practice Committee, revising the broadcast code, meets Thursday-Friday at the same hotel. The meeting dates were erroneously printed as Sept. 18-19 and 20-21 in the Aug. 10 issue.

NATESA Sets Convention

THE fourth annual convention of National Alliance of Television & Electronic Service Assns., will be held in Chicago Oct. 9-11, Frank J. Moch, president, has announced. Plans call for product displays and an open forum on TV maintenance and repair. Manufacturers will exhibit products at the Morrison Hotel.

Emporium Seminar Aug. 21-22

FOURTENTH annual summer seminar of the Emporium (Pa.) section of the Institute of Radio Engineers will be held Aug. 21-22, with “Electronic Computers” as the theme.

FOOTE, CONE & BELLING account executives were guests at a spot radio clinic sponsored by Station Representatives Assn. at New York’s Biltmore Hotel. L to r, standing, Reg Rollinson, SRA advertising relations director; F. Mitche, G. Milliken, both FC&B; Tom Craigwell, Bentrom Co.; J. mossica, W. Ensign, P. Gerhold, all FC&B; John Francis (rear), Free & Peters; Ed Fillion, Robert Meeker Assn.; Bill Morrison, F&P; Bill Reed, John Blair & Co., and G. Blake, FC&B. Seated, all FC&B, are I. P. Pardoll, W. Bambrick, A. Lowitz, A. Weil, H. Frier, H. Holt and D. Kaplan.

RETMA Training Course Begun in New York

RECRUITING of students in New York area for first pilot training course to train TV technicians was started last week by Radio-Electronics-Television Mfrs. Assn. Course is sponsored by RETMA at New York Trade School. It is designed to improve skill and methods of TV servicemen. RETMA members have donated $80,000 in money and gear for the course, which starts in mid-September. Development of an upgrading course for TV servicemen for nationwide use is planned. Of first 250 qualified applicants, 60 will be picked for initial class. Paul B. Zbar is chief instructor.

Johnson To Be TAB Speaker

SEN. LYNDON B. JOHNSON (D-Tex.), Senate minority leader, will be speaker at the Texas Assn. of Broadcasters meeting to be held Oct. 9 at the Baker Hotel, Mineral Wells, according to TAB President Boyd Kelley, KTRN Wichita Falls. TAB has set up an associate membership for those allied with the industry. Dues are half the full membership, or $30 per year. Four TV stations which recently joined TAB are KGUL-TV Galveston; KETX-TV Tyler; KDUB-TV Lubbock, and WBAF-FV Fort Worth.

Symposium Book Available

COPIES of "Proceedings of the 1953 Electronic Components Symposium," held early this year in Pasadena, Calif., are available at $4.50 per copy from the 1953 Electronics Components Symposium, Suite 1011, 621 South Hope St., Los Angeles 17, Calif., RETMA has announced. Book contains the full text of all the papers presented at the symposium, which was held under the auspices of RETMA, AIIEEE, IRE and the West Coast Electronic Mfrs. Assn.

WSAB Sets Sales Clinic

SALES CLINIC will be held Aug. 22 in Seattle by Washington State Assn. of Broadcasters. The day-long program will include leading retailers who will tell how they plan their advertising. Bill Simpson, commercial manager of KLAN Renton, is chairman of the WSAB Sales Committee.

LOS ANGELES’ new mayor, Norris Paulson (2nd from l) met the Southern California Broadcast Assn. at its July meeting. Greeting him are (l to r) Norman Ostby, vice president, Don Lee Broadcasting System and SCBA vice president; Paulson; Emek Burke Jr., manager of KFVQ Los Angeles and SCBA president, and Thelma Kirchner, manager of KGFJ Los Angeles and SCBA secretary-treasurer.
Harrington, Righter and Parsons, Inc.

National Representatives for

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

ask any one of them why...
EXTENSIONS MAY BE HARD, FCC WARNS TV GRANTEE

The Commission will not be inclined to approve extension of the eight-month construction period originally granted to permittees unless they can prove true 'diligence,' say FCC spokesmen.

TELEVISION permittees who have shown little progress during the construction period allowed in their original grants will not find FCC inclined to approve their extension bids unless they can prove true "diligence," Commission spokesmen have advised.

In the coming weeks, more and more of the post-haw grants must make their accounting to FCC. And the Commission is expecting them.

Some 50 new permittees have won extensions since March of this year. But eight others have not been so fortunate.

Extension applications for six of these eight stations still pend before the Commission and all eight received McFarland letters in which FCC "advised" that their request "cannot be granted on the basis of present information" [CLOSED CIRCUIT, Aug. 10].

The other two subsequently have surrendered their permits rather than fight for extension. These are: KTVW (TV) Whitchita Falls, Tex. (uhf Ch. 22), and WKMI-TV Kalamazoo, Mich. (uhf Ch. 36).

Under the McFarland procedure, FCC has given these stations 30 days in which to reply and submit more detailed reasons for their desire to build new TV facilities. Several such replies already are being studied by the Commission's staff and recommendations soon should be made to the Commission as to action, it was learned last week.

Chief Alternatives

FCC has two principal alternatives in these cases. It could find the additional explanation from such permittee sufficient and grant the extension of construction deadline with such other procedure. Or, it could find the explanation of delay insufficient, in which case the permittee's extension application would be designated for formal hearing before an FCC hearing examiner.

The first McFarland letter to a permittee concerning its extension application, according to FCC records, was sent in June to KIRV (TV) Denver, uhf Ch. 20 outlet authorized Sept. 18, 1952, to locally-owned Mountain States TV Co. KIRV's commencement target date is listed as "unknown" in the B*T target date list (see page 122).

Also in June, FCC sent a similar notice to KITU-TV San Bernardino, Calif. Ch. 18 station authorized last Nov. 6 to KITO Inc. The station has reported its target date for this month.

The Commission withheld action on five extension requests in July and sent the respective stations McFarland letters for further explanation. These included: KTVW (TV) Whitchita Falls, Tex., White TV Co., uhf Ch. 22 granted Nov. 6 (subsequently surrendered); WKMI-TV Kalamazoo, Mich., Howard J., Steere (WCPG, uhf Ch. 36 granted Nov. 26 (also surrendered); KTVK (TV) Galveston, Tex., Rudman TV Co., uhf Ch. 41 granted Nov. 20; WRAK-TV Williamsport, Pa., WRAK Inc., uhf Ch. 36; and WEOH-TV Poughkeepsie, N. Y., Mid-Hudson Broadcasters Inc., uhf Ch. 21 granted Nov. 26.

KTVK lists late summer or early fall for its commencement date estimate while WEOH-TV specifies December. WRAK-TV lists "unknown."

Last week, FCC notified KCNA-TV Tucson, Ariz., uhf Ch. 9 outlet authorized Dec. 18 to Catalina Broadcasting Co., that additional information is necessary concerning its extension bid. KCNA-AM-TV is now controlled by fiction writer Erskine Caldwell following FCC approval of a transfer several weeks ago [B*F, July 6]. KCNA-TV lists this fall as expected starting date.

FCC expects an increasing number of the post-haw grants to file extension applications. The reason for this is that the TV construction permit allows eight months—two months to get started and six to build—in which the station must be completed, and, it was just about eight months ago when FCC was beginning to turn out grants in large numbers.

"From about here on, for a couple of months, we should be getting more and more extension bids," one Commission staff member observed. He noted that on the basis of the present totals, about one out of six will require further investigation and possible hearing.

As asked for general FCC policy on handling of extension bids, he recalled the precedent of the recent O'Hare case of WIAH-TV Jacksonville, Fla., whose initial extension request was set for hearing. City-owned WIAH-TV, permitting for uhf Ch. 2, failed to commence construction or order equipment because of municipal problems over the TV financing. Although the hearing examiner recommended a grant of extension, the Commission majority (two dissenting) favored denial, an action later upheld by the U. S. Court of Appeals for the District of Columbia.

The majority found that "these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant."

WIAH presently is one of several applicants for Jacksonville's uhf Ch. 12, the others being WPDQ there and Florida-Georgia TV Co. The Commission spokesman, on the basis

ATI READY TO OPPOSE NTSC COLOR BID

Report is that American Television Inc. would ask FCC for a public hearing before NTSC specifications can be adopted. ATI wants colorcasting limited to New York and other "populous areas" until the rest of the industry . . . can catch up with RCA and CBS.

FIRST hint of objections to the color TV standards proposed by the National Television System Committee has come from Chicago where it was learned last week that U. A. Sana- bri's American Television Inc. was preparing to file in opposition.

It was understood that ATI would ask for a public hearing before the Commission adopts the specifications recommended by NTSC and seconded by the following major companies: RCA-NBC, GE, Gencillo, Motorola, Sylvania, CBS and Hazeline.

The opposing position—only one known thus far—is being drawn by Harvey Levinson, Chicago attorney representing ATI. Mr. Levinson told B*T that "eight other TV manufacturers" would join in the objections, but declined to identify them.

The FCC two weeks ago issued a Notice of Proposed Rule-Making which proposed to es- tablish the NTSC compatible color signal spec- ifications as standards (for full text, see Fox The Record, page 124). It called for com- ments by Sept. 8 and counter comments by Sept. 23. No pleadings were filed last week.

First to New York

American Television wants the Commission to limit colorcasting at first to New York and other "populous" areas "until the rest of the industry can obtain the know-how and technological information necessary to catch up with RCA and CBS."

ATI's position is that both RCA and CBS are too far ahead of other manufacturers on color TV development and thus competition on production of color sets will be stifled. The company, which originally opposed the CBS field sequential system, also looks with disfavor on the NTSC standards on the ground that it would promote "monopoly."

Another consideration raised by ATI is its belief that color television should be held up until such time as three-dimensional techniques can be adapted to television. ATI has been working on such a system in recent months.

Mr. Sanabria claimed that there is too much confusion now in TV set manufacturing ranks, without adding color before 3-D.

If the FCC were to hold back approval of color standards now, he stated, it "would clear the air and allow TV manufacturers to introduce a set that would last for years. As it now stands, we may start producing color TV sets only to have 3-D come along and make the new sets obsolete."

American Television Inc. is a TV receiver assembler, which also sells receivers under its own name in a factory-owned retail store in Chicago. The same interests also manufacture cathode ray tubes under the name of American Television Corp., and operate a radio-TV-electronics trade school.

Meanwhile, permission may be requested from the FCC by the management of the International Sight and Sound Exposition to hold the first public demonstration of compatible color TV during the combined exhibition-audio fair at Chicago's Palmer House Sept. 1-3.

Kenneth Prince, general manager of the exposition and legal counsel for electronic firms, reportedly will seek an appointment with the Commission if the necessary equipment can be procured. Mr. Prince was in New York Thursd- ay trying to arrange for the equipment.

Prediction that the several thousands of receivers will be sold commercially by the fall of 1954 was made last week by Dr. Edward U. Condon, research director of Corning Glass Works. The former National Bureau of Standards' director said "several thousand" color tubes will be available this fall, but only to the eastern luxury market.
A New Boston Bean Has Been Added... to this Traditionally American Market!

VIC DIEHM and ASSOCIATES
and
American Broadcasting Company

New Station

WVDA

Not since the Tea Party has Boston had such a history-making event. Now that trusty Minute Man Diehm and his associates have combined with the great American Broadcasting Company in a history-making radio alliance. You can just bet the Hub City and adjacent communities will be blasted with the best in Radio shows, both local and national. You'll do well to join WVDA... 1260kc... the frequency Bostonians have listened to since 1922.

WAZL WIDE
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates)

BIDDEFORD-SACO, ME. MBS-YANKEE
(Promotion Rep. Robert S. Keller)

WHOL WHLM
BOSTON, MASS. ABC
(Represented by Paul H. Raymer Company)

ALLENTOWN, PA. CBS
(Represented by Robert Meeker Associates)

BLOOMSBURG, PA.
(Owned and Operated by Harry L. Magee)
of the WJAX-TV case, agreed it is "pretty safe to assume" the FCC will stick to its pre-premise policy of "one construction period opportunity to a customer."

"Of course," he said, "if a permittee is really digging but just struck rock in his efforts to get on the air, he won't have to worry much about an extension. It's the fellow who leans too long too often on the shovel who will have trouble."

Even if a delinquent permittee exercises his right to appeal his extension request, "he will have to prove a pretty good case to win a grant," it was explained on the basis of the WJAX case.

Noting some feel their attitude is "too tough," the Commission spokesman explained, "There are a lot of people who want to get into TV and the public wants television. If one fellow won't build, then someone else will and he should be given the chance."

Not Insurance Policy

"A TV permit is not an insurance policy," he said.

As an example, the FCC staff member pointed to the history of vhf Ch. 2 at Midland, Tex. Perman Basin TV Co. returned its permit for Ch. 2 there in early May and a couple of weeks later, for the facility was filed by Midessa TV Co. Midsesa, under common ownership with KSWO Lawton and KRHD Duncan, Okla., received the Midland Ch. 2 grant on early July.

In returning its vhf Ch. 36 permit at Kalamazoo, WKMI-TV wrote FCC as follows:

"Upon further consideration in the light of the position taken by the Commission in its letter of July 25, 1953, and in view of the present economic uncertainties of vhf in markets such as Kalamazoo, where vhf service is well established, Mr. Steere has concluded the Licensor would not be served by his going ahead with the WKMI-TV Channel 36 construction at this time. Accordingly, construction permit BPTC-13182 is being returned herewith for cancellation."

KSOX Sale to Hofheinz

Approved by Commission

WTCH's dismissal by FCC of an interference complaint by WCKY Cincinnati (see adjacent story), the Commission last week approved the sale of KSOX Harlingen, Tex., by Houston Mayor Roy Hofheinz for $225,000 to Harbenito Broadcasting Co., licensee of KGBS there. The approval is conditioned upon Harbenito divesting itself of KGBS.

Harbenito is owned by McHenry Tichenor, James Cullen Looney and Troy R. McDaniel. FCC also approved Mr. Looney's sale of KURV Edinburg, Tex., for $75,000 to Rogers Kelley and associates, a condition of the KSOX purchase.

Hofheinz, who holds permit for KGBS-TV on vhf Ch. 4, is expected to surrender the license for KGBS on 1240 kc with 250 w, but the KGBS call is to be switched to KSOX on 1530 kc, 1530 kw, day 10 kw on 1530 kc, directional.

House Committee Named To Investigate Foundations

FORMATION of a House Select Committee to Investigate Tax-Exempt Foundations was announced last week. The House voted the group $50,000 to carry on its year's work just before congressional adjournment [B&T, Aug. 10].

Members are Reps. Carroll Reece (R-Tenn.), chairman; Jesse P. Wolcott (R-Mich.); Angier L. Goodwin (R-Mass.); Wayne L. Hays (D-Ohio); Gracie B. Pfoest (D-Idaho).

WILL FCC RESTRICT SECONDARY OUTLETS ON I-A, I-B CHANNELS?

Commission pushes for daytime skywave decision by separating case from clear channel proceeding, broadening application freeze on Class I-A and I-B channels, and denying WCKY protest on KSOX modification. Recognizing daytime skywave problem, however, FCC puts KSOX back on daytime directional operation.

SPECULATION was evidenced in Washington radio circles last week that FCC is considering further restrictions upon secondary AM stations operating with more than 1 kw on Class I-A and I-B clear channels because of daytime skywave interference to the dominant outlets on those channels.

Such restrictions would involve limitations upon the power or directivity of the secondary stations for the first 1½ hours after sunrise and the last 1½ hours before sunset, it was indicated, since daytime skywave interference is most in evidence during these periods.

Such a policy, if proposed, might result in modification of the assignments of some existing stations as well as affect the proposals of a number of pending applicants, scores of which (for daytime outlets) are "temporarily frozen" because of the clear channel proceeding.

The "professional guesses" were heard after FCC on Tuesday announced orders to:

* Sever the six-year-old daytime skywave case from its eight-year-old clear channel case so that the Commission can reach a conclusion as soon as possible on the daytime skywave question.

* Extend the freeze on applications for daytime-only stations subject to "temporarily preclude action on applications for full time stations proposed to operate with different power daytime from that at night on Class I channels.

* Dismiss the protest of WCKY Cincinnati against the modification of the permit of KSOX Harlingen, Tex., which specifies non-directional operation, but revived the program test authorization of KSOX so as to return the station to directional operation after the pending conclusion of the daytime skywave proceeding.

FCC acknowledged that the KSOX case precipitated its decision to solve the daytime skywave problem out of the clear channel proceeding for prompt action.

Precipitates FCC Action

KSOX on Nov. 14, 1951, was granted modification of permit without hearing. The effect was to change the construction permit for KSOX, which then specified unlimited hours on 1530 kc using 50 kw until local sunset at Cincinnati and 10 kw thereafter, with different directional antenna patterns day and night, and so as to provide for non-directional operation with 5 kw from local sunset at Harlingen until local daybreak.

Seven days after the modification grant, KSOX filed for license and indicated the construction was completed. On Nov. 28, FCC authorized the station to commence program tests pending return of action.

WCKY protested the action in a pleading filed Dec. 3 of that year, charging that its license as a Class 1-B station had been illegally modified because of daytime skywave interference as indicated by FCC evidence in the daytime skywave case. On Dec. 4 a similar complaint was filed by another Class 1-B outlet on 1530 kc, KFKB Sacramento, Calif. KFKB alleged daytime skywave interference not only to its normally protected secondary service area but also, during certain periods of the year, to its 0.5 mw/m ground-wave contour. FCC last week ruled the KFKB complaint will be heard when it considered the KSOX license application.

The fact that FCC separated the daytime skywave case from the clear channel proceeding is seen by some to indicate that the Commission will stick by repeated testimony before Congressional committees that the clear channel decision cannot be made until after the Senate ratifies the 1950 North American Regional Broadcasting Agreement. Daytime skywave interference has been calculated with clear channel for the convenience of one commentator in January 1948 and joint decision since the cases are related.

Delays Are Compounded

Final decision on the closed record in these cases subsequently was forstalled by Congressional intervention, chiefly from the Senate Interstate and Foreign Commerce committee's Edward C. Johnson, as well as by the 1950 NARBA negotiations. There is a chicken-and-egg debate as to which came first or was chiefly responsible. Just weeks after the 1946 oral argument, Sen. Johnson proposed his own bill to limit power on clear channels and hearings were held.

The daytime skywave case itself was ordered by FCC in mid-1947 after WCKY won its court suit against a non-hearing grant to Patrick Joseph Stanton for 10 kw daytime at Philadelph-iola on WCKY's 1530 kc. The court stayed the grant upon WCKY's complaint of daytime skywave interference, but the ruling hinged on WCKY's right to hearing before FCC on its protest rather than on the interference question. Mr. Stanton later was granted 1 kw daytime on 1540 kc, now WJMJ Philadelphia.

The initial court suit was followed by other clear channel status cases needing the daytime only authorization which FCC had begun to issue following World War II.

Since FCC'S present rules and standards do not recognize daytime skywave interference per se, and because the WCKY-Stanton and other court suits cast a cloud upon this omission, the Commission instituted the proceeding to investigate the problem and construct a policy.

Considerable testimony in the clear channel and daytime skywave cases, according to those who recall the proceedings, claimed that daytime skywave interference was greatest the first 30 minutes after sunrise and last 30 minutes before sunset, with a gradation of effect ranging through two hours at these periods.

They also recalled that testimony showed that the daytime skywave interference increased at greater proportion rather than direct ratio as power is increased, the interference being much more than 50 times greater at 50 kw than at 1 kw, for example.

Another matter gives support to the belief that daytime skywave interference might increase restrictions on secondary stations operating on clear channels. It is the proposed agreement with Canada announced by FCC in April dealing with the assignment of Class II stations to clear channels of the other country. The agreement proposes to limit
the radiation of the secondary station on the Class I-A channel of the other country so as to reduce or eliminate daytime skywave interference for 1½ hours after sunrise and 1½ hours before sunset.

Nearly two dozen comments have been filed with FCC on the U.S.-Canadian proposal, some opposing the agreement on the ground that it will set precedent for domestic policy on daytime skywave. Clear Channel Broadcasting Service, however, felt the proposed agreement is "far more permissive than analysis of the data developed in FCC Docket No. 8333 [daytime skywave case] would indicate an allocation rule should be."

On the other hand, the Assn. of Federal Communication Consulting Engineers charged that "bilateral agreement on matters affecting allocations of frequencies upon which long distance skywave interference occurs should not precede the establishment of domestic standards."

Should the Commission choose to incorporate daytime skywave limitations in its rules, FCC spokesmen last week indicated several means to effect the restriction upon secondary stations during the periods at sunrise and sunset. The drastic policy would be to order no operation during the periods, they said, but since this would so severely cut back the hours of daytime-only outlets it would not be practical.

Gradations of Power

Another method would be to permit commencement and cessation of operation by means of graduated power. A 10-kw daytimer would start with 1 kw for a half-hour, for example, then boost to 5 kw and later to 10 kw. Or, a fulltime secondary station assigned 50 kw day, 10 kw night, might use the night power during the interim periods. Still another alternative would be directional operation.

One FCC representative acknowledged that the restrictions, if found necessary, probably would be applicable only to stations of power greater than 1 kw. It was not known if such a new policy would affect operating stations as well as new applicants, but it was indicated that in serious cases an existing station here or there might be affected.

In extending its application freeze pending outcome of the case, FCC amended, effective immediately, footnote 10(b) to Sec. 1.371:

Pending conclusion of the proceeding in Docket No. 8313 action will be withheld on all of the following types of applications:

(a) Applications either by existing stations or applicants for new stations proposing new daytime or limited-time assignments on any of the frequencies specified in §3.25 (a) and (b).

(b) Applications from existing daytime or limited-time stations presently assigned to a frequency specified in §3.25 (a) and (b) proposing an increase in the power of that assignment or a change of antenna pattern resulting in an increase in radiation towards any Class I station.

(c) Applications either by existing stations or applicants for new stations proposing unlimited time Class II assignments on any of the frequencies specified in §3.25 (a) and (b) which would operate differently in the daytime from the operation proposed to be used nighttime.

The order explained that "further authorization of such stations may render difficult the proper formulation and effectuation of any new rules which might be adopted as a result of this proceeding, because such stations may incur financial and contractual commitments in reliance on their extended daytime coverage which would be a serious obstacle to their reverting to an operation with a smaller daytime service area, and may develop a listening audience in the extended area which they serve.

Flint, Michigan, the world's largest General Motors plant city is a BIG market (287,000 population) and a RICH market ($325,184,000 retail sales in 1952).* Because GM is still expanding operations in Flint, it's a GROWING market, tool . . . and that means MORE jobs--MORE workers--MORE retail sales and MORE prospects for your sales message over busy WFDF, FLINT'S FIRST STATION. To make your sales grow, BUY WFDF, FIRST IN FLINT, the GROWING market.

*Sales Management
"Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF NBC AFFILIATE

"OUR 31ST YEAR IN FLINT"
Represented by the KATZ AGENCY
Associated with: WOOD and WOOD-TV Grand Rapids
WFBA and WFBM-TV Indianapolis -- WEOA Evansville

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which might be discommoded by any future withdrawal of that service in the event that Docket No. 8333 results in the adoption of rules and regulations and standards of good engineering practice which would require such stations to restrict their daytime coverage.

The extension of the freeze now precludes action on all new applications for Class I-A or I-B channels. FCC has not made any fulltime grants on I-A or I-B channels since before World War II. No daytime station grants have been made on I-A or I-B channels since mid-1947.

In its opinion in the KSOX case, FCC explained "it would be entirely inappropriate for the Commission in the context of a single licensing proceeding such as the present one to render a decision adopting standards of protection concerning daytime skywave propagation. Such a decision would necessarily affect the basic allocations policy of the Commission, and thereby a great number of existing and potential broadcast licensees."

Without a ruling in Docket 8333, FCC said it cannot be assumed that the exhibits in that proceeding, FCC's conclusion that WCKY cannot consider "are sufficiently reliable or inclusive to warrant their use as a basis for allocation policy. Certainly, the existence of this evidence does not supply any guide to the extent or type of protection against daytime skywave interference, if any, which the Commission should ultimately afford by amendment of its rules and standards."

FCC explained that although the pleadings by WCKY "are not sufficient to show that it presents the requisite standing to challenge the grant of the modification of construction permit, nevertheless these pleadings have brought to our attention for the first time the possible magnitude of the impact on existing stations of the decisions which could be made on a fulltime station, such as KSOX as authorized by the modification of construction permit."

It was "in the light of this information" that FCC extended its application freeze to cover applications for such fulltime stations. The Commission here noted that it "will proceed to decide the daytime skywave proceeding with as much dispatch as is practicable."

In its opinions on the U.S.-Canadian agreement recall that when FCC instituted the daytime skywave study in 1947, the industry was promised "prompt action on the part of the Commission in order that it may facilitate the processing of applications in which questions of daytime skywave interference were in issue."

Observing that this promise has yet to be fulfilled, AFCC said FCC "now almost six years later proposes to compound its omission through a bilateral proposal which was not in issue in 1947 and upon which evidence was not adduced. In fairness to the public and the industry, the Commission is under obligation to promulgate standards for domestic allocations prior to the establishment of international standards."

Cedar Rapids Receives Second VHF; FCC Grants 2 Other VHF's, 6 UHFs

Cedar Rapids TV Co. granted Ch. 9 as KCRG withdraws and its licensee sells the AM station to the new grantee and acquires 30% interest in the TV permittee. Other vhf grants are made at Steubenville, Ohio, and San Juan, P. R., while uhf CPs are granted at Fresno, Calif.; Jacksonville, Fla.; Evanston, Ill.; Boston; Worcester, Mass., and Allentown, Pa.

SECOND vhf station for Cedar Rapids, Iowa, was authorized by FCC last week to Cedar Rapids TV Co. for Ch. 9 as the competitive bid of KCRG there was withdrawn. Cedar Rapids TV Co. purchased KCRG for $100,000, subject to FCC approval, and the KCRG licensee, the Gazette Co., acquired 30% interest in the TV firm for $90,000, according to a merger agreement submitted to the Commission.

WMT-TV plans Ch. 2 commencement at Cedar Rapids Sept. 27.

At Steubenville, Ohio, FCC approved vhf Ch. 9 to WSTV there following withdrawal of the mutually exclusive application of theatre owner John R. Osborne. Mr. Osborne and his associates acquire option for 9% interest in the TV venture for about $40,000.

In other new station grants, FCC authorized uhf Chs. 32 and 38 to John Pox. Stribling Broadcasting Co. (The McMahan Co. withdrew); uhf Ch. 30 at Jacksonville, Fl., to WOB (Dubal TV Co. withdrew); uhf Ch. 32 at Evanston, Ill., to Northwestern TV Broadcasting Corp., which is headed by Angus D. Paff, one-third owner of WNMP Evanston; and uhf Ch. 44 at Boston to J. D. Wreather Jr., part owner of KFMB-TV San Diego and KOTV (TV) Tulsa (Massachusetts Teleradio Best., Medford, Mass., withdrew).

Final decisions were announced in three hearing cases, resulting in grants for vhf Ch. 4 at San Juan, P. R., to WAPA owner Jose Ramon Quinones; uhf Ch. 20 at Worcester, Mass., to WAAB there, and uhf Ch. 39 at Allentown, Pa., to Queen City TV Co. All three were survivor applicants in comparative hearings from which competitive applicants withdrew.

Details of New TV Grants

Details of the new station grants:

- Fresno, Calif.—John Poole Best, Co. granted uhf Ch. 53; effective radiated power of 282 kw visual and 91 kw audio; antenna height above terrain 540 ft.

- Jacksonville, Fla.—Southern Radio & Equipment Co. (WOB) granted uhf Ch. 30; ERP 18.6 kw visual and 5.2 kw audio; antenna height above average terrain 400 ft.

- Cedar Rapids, Iowa—Cedar Rapids TV Co. granted vhf Ch. 9; ERP 33.1 kw visual and 16.6 kw audio; antenna height above average terrain 540 ft.

- Boston, Mass.—J. D. Wreather Jr. granted vhf Ch. 44; ERP 282 kw visual and 145 kw audio; antenna height above average terrain 580 ft.

- Worcester, Mass.—Wilson Enterprises Inc. (WAAD) in its final decision granted uhf Ch. 29; ERP 181.5 kw visual and 98.8 kw audio; antenna height above average terrain 825 ft.

- Steubenville, Ohio—WTVT Inc. (WSTV) granted vhf Ch. 9; ERP 229 kw visual and 115 kw audio; antenna height above average terrain 950 ft.

- Allentown, Pa.—Queen City TV Co. in final decision granted uhf Ch. 35; ERP 167 kw visual and 84 kw audio; antenna height above average terrain 535 ft.

San Juan, P. R.—Jose Ramon Quinones (WAPA) granted vhf Ch. 4; ERP 56.5 kw visual and 33.9 kw audio; antenna height above average terrain 321 ft.

The Commission approved modification of the permit for Polan Industries' WUTV (TV) Youngstown, Ohio, on uhf Ch. 21 to increase ERP to 219 kw visual and 15 kw audio. FCC denied a protest by Valley TV Co. and dismissed Valley's tendered application for Ch. 21.

New Hearings Ordered

Two new comparative hearings were scheduled for Washington on Sept. 11. They are the Madison, Wis., vhf Ch. 3 case and the Montpelier, Vt., vhf Ch. 3 proceeding. Madison contestees are WISC and Badger TV Co. At Montpelier, contestees are WCAX and Colonial TV Inc.

Hearing on the transfer of WGBI-TV Scran- ton, Pa., uhf Ch. 22 permittee, was scheduled for Sept. 21 in Washington. Scranton Broad- casters Inc., licensee of WGBI, seeks to assign the Ch. 22 permit to MCL Telecasting Corp., one-third owned by Scranton Broadcasters; one-third by Meco Realty Co., controlled by the Comerford theatre interests; and one-third by Edward and Elizabeth Lynett. The Lynetts, co-partners, do business as the Scranton Times, licensee of WQAN (B&T, July 13, June 29).

Oral argument before the Commission, en- banc was scheduled Aug. 31 on initial decisions in two comparative TV proceedings, the Flint vhf Ch. 12 case and the Portland-Vancouver uhf Ch. 21 case.

In the Flint proceeding, the initial ruling favored the application of WDFD Flint and pro- visions for the competitive applications of W. S. Butterfield Flint and WAPA (B&T, Aug. 31).

The initial decision in the Portland-Vancouver case recommended a grant to KVAN Portland and rejected the competitive applications of KGN (B&T, Aug. 31). The Com- mission, however, after receiving a memorandum opinion and order, FCC last week denied a petition by WECB Duluth, Minn., for amendment of its Superior, Wis., vhf Ch. 3 application to specify Ch. 6 and for inclusion in the Ch. 3 case for Duluth-Superior.

WECB, because of the high population alloca- tion, long has sought for the incorporation of both the Chs. 3 and 6 cases into a single com- parative proceeding. Other Ch. 3 applicant is KDAL Duluth.

The Commission granted the petition of WDSM for completion of the Ch. 6 proceeding in which it would become the surviving applicant. Its Ch. 6 competitor, Lakehead Tele- casters, seeks dismissal of its bid. Lakehead is part owned by the owners of former WREX, which has been merged with WDSM, WREX being deleted.

Solution to the Sec. 309 (c) protest suit by WGRD Grand Rapids against the uhf Ch. 35 grant to Versluis Radio and TV Inc. at Muske- gon appeared last week as the Commission ap- proved Versluis' petition to directionallize its antenna for greater radiation in the direction of Muskegon. At the protest hearing in April, WGRD charged that Versluis' WTVM (TV) actually would not cover all of Muskegon with the required signal (B&T, April 27). WGRD's unextended WTVM actually would be a Grand Rapids outlet.

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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!"

In television, Tower Height is of course far more important than any other factor in "reaching out" to fringe TV areas. Low Channel is next most important, and Power is third.

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. In addition, 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 coverage results. Ask your local distributors 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

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In Chicago... WBBM is

GETTING BIGGER
ALL THE TIME!

WBBM cops all the laurels for listening, year after year. And our laurels—like our audiences—are getting bigger as we go. Look at these:

SHARE OF AUDIENCE: WBBM’s share of the Chicago radio audience is more than 50% bigger than our nearest competitor’s...month after month!

QUARTER-HOUR WINS: WBBM is first in nearly six times as many quarter-hours as our nearest competitor...month after month!

LOCALLY-PRODUCED DAILY SHOWS: WBBM has 9 out of the top 10, 13 out of the top 15... month after month!

More significant, current ratings for WBBM-produced programs are 53% higher than in 1947* (before TV). They’re also 15% higher than they were two years ago*—and this during TV’s heyday!

Showmanship does it. On WBBM you'll find Chicago’s top personalities, backed by Chicago's largest production staff. This combination produces the biggest shows, which draw the biggest audiences. That’s why you’ll get the biggest results on WBBM. For more information just get in touch with CBS Radio Spot Sales or...

WBBM 50,000 watts
Chicago's SHOWMANSHIP Station

*Same period
Source: Pulse of Chicago
Although pay-as-you-see TV's prime advocate, Zenith, had 'no comment' on the petition of four uhf stations which asked FCC to hold hearings on subscription TV, Telemeter and Skiatron executives lauded the proposal. FCC sources, however, believe little haste is likely on Commission's part in holding hearings.

PETITION for early action on subscription TV, filed last week with FCC by four uhf TV grantees [B*T, Aug. 10], called forth comments by two proponents of the fee system of telecasting.

In statements to B*T last week, Paul Rai- bourn, chairman of the board of International Telemeter Corp. and chairman of the NARTB committee on subscription TV, and Arthur Levey, president of Skiatron Electronics & Telecasting Corp., lauded the move made by the four permittees.

Zenith Radio Corp., Chicago radio-TV manufacturer which has been in the forefront of the campaign for subscription TV, had no comment to make on the action of the prospective TV broadcasters. Paul V. Galvin, president of Motorola Inc. and chairman of the RETMA committee on subscription TV, could not be reached for comment.

No Hurried Activity

Meanwhile, the petition had not sparked any hurried activity at FCC. Understanding is that with various other activities confronting the Commission (like color TV), not much haste could be expected in the near future. Because of far-reaching legal and policy considerations, it was pointed out by one FCC source, the subject of subscription-TV would require a "careful" study before the Commission would move to the point of holding hearings.

Same considerations seem to prevail on Capitol Hill regarding the bill [HR 6431] introduced last month by Rep. Carl Hinshaw (R-Calif.) to make subscription TV and theatre TV channels available to the public [B*T, July 27 et seq.]. The bill was referred to the House Interstate & Foreign Commerce Committee.

No plans have been made to hold hearings on the bill at the present time.

The petition was filed by uhf TV grantees WDHN New Brunswick, N.J. (New Bruns-wick Home News), WIP-TV Philadelphia (Gimbels'), WELT-TV New Haven, Conn., and Stamford-Norwalk Television Corp., Stamford, Conn. It alluded to the potentially unprofitable telecast operations for uhf stations in or near major cities already served with uhf sig- nals, expressed the view that subscription tele- vision might make the difference between black and red ink and asked the Commission to move quickly in holding a hearing on the Zenith petition for the establishment of pay-as-you-see TV. Zenith asked FCC to approve fee-TV early in 1952.

Mr. Raibourn, who also is a Paramount Pictures Inc. vice president, described the latest petition as an "eloquent statement that left little that could be added." He declared the move pointed up the problems facing many TV station operators and said that in certain situations subscription television would be a "great help." Paramount Pictures owns 50% of Telemeter.

More enthusiastic in his support of the petition was Mr. Levey.

"Approval of this application," he said, "would "unify" and development of the television and related industries. Communities throughout the country would benefit from this opening of new sources of income for TV stations, the entertainment industries and educational institutions. Better programs would result. New stations would open, with many of them being in areas where TV broadcasting is not now available, or where it is held to a minimum by economic factors.

"Public demands for subscription TV already is high. At the recent public demonstrations of Skiatron's Subscriber-Vision in New York City, 93.6% of those filling in questionnaires stated they would be willing to pay nominal fees for TV programs that would bring Broadway hits, grand operas, first run motion pictures, leading sports events, educational courses and other outstanding programs into their homes. Other surveys in various parts of the country have shown similar demand for better programs through subscription television.

"Skiatron is happy to know that broadcasters now are recognizing not only the technical ability of subscription TV, but also the economic consequences of promoting and developing the range of telecasting through use of this system that would offer new and better choices to TV set owners."

Contract-Filing Revisions Made Final by Commission

FCC made final last week its revision of reports dealing with the filing of contracts by broadcasters which relaxes many of the provisions which have been in effect for many years [B*T, June 15].

In the final report and order, the Commission clarified provisions of Sec. 1.342 specifying docu- ments, instruments and contracts relating to ownership, management, operation and control of stations required to be filed with the Commission. Among other changes were the fol- lowing: Report of bulk sales to the same spon- sor will be required only where four hours are involved; provisions for many years previously; only management contracts with persons other than regular employees are required to be filed, except where a share of profits or losses is involved; all bylaws and amendments to a company's charter must be filed. Clarified were provisions regarding the filing of stock options and proxies, network affiliation contracts and correspondence and mortgage and loan agree- ments.

KOB Argument Set

ORAL argument was scheduled for Sept. 17 by FCC last week upon the initial decision to grant KOB Albuquerque, N. M., an extension of its special service authorization for 50 kw day, 25 kw night on Tv channel 7 in its first application in March [B*T, March 30]. WABC New York long has protested the KOB operation. FCC said participants will be allowed to "address the Commission on not only to the initial decision and the exceptions filed thereto; also to issues raised by pleadings filed subsequent to issuance of the initial decision relating to reopening of the record."

RESNICK, CBS FILE ‘30-DAY’ OBJECTION

OBJECTIONS were filed last week by Washington attorney Leo Resnick and by CBS to FCC's proposal to require publication of notices of filing for TV channels, with a 30-day cut-off for additional applications following publication date. [B*T, July 27, Aug. 3] New regulations would call for the FCC to refuse to consider any applications that were not filed, now that the Commission is "fairly" current in processing applications. It reflected to publicity given applications filed in "good faith," he said and said he did not think notice of filing was required. If the Commission felt it was necessary to apprise local interests that a bid has been made for a local TV channel, Mr. Resnick suggested that the notice, without a cutoff date, would be sufficient.

Tokes Issue

He also took issue with the Commission pro-posal if were made to prevent strike applica- tions. ... A strike application can be filed within 30 days just as readily as an application filed in 'good faith'; in fact ... strike applications can be prepared and filed in less time than applica- tions filed in 'good faith,' he said.

Objecting to the cutoff provision, which would bar any further applications after 30 days from the date of publication of the notice, Mr. Res- nick said that such a provision would bar qual- ified applicants, since many hearings might not be held for years and during that time "worthy applicants may come of age."

If the Commission wanted to establish a cut-off date, Mr. Resnick suggested that the present regulation—which forbids new filings after 30 days before the hearing date—be revised to forbid additional applications less than 60 days before hearing date.

CBS said that the Commission proposal would "unduly cut off the right of persons to file competing applications and the opportunity of the Commission to select the best qualified applicants and yet not achieve its primary pur- pose.

In an applicant could "stake out a claim for a channel" far in advance of the grant, this ex- cludes others including more qualified appli- cants, CBS said regarding the 30-day cutoff proposal.

A revision of the proposal was suggested by CBS in this wise: In the event no competing ap- plications are filed during the 30-day period following publication, the Commission may grant, within two months following that 30-day period, the original application without regard to applications filed within the 30-day period, or if the Commission cannot grant the original application within 90 days of the pub- lication date, then all competing applications shall be considered with the original application.

KTXC, KFST Decisions

FINAL decision was issued last week granting renewal of license of KTXC Big Spring, Tex., and setting aside Commission's order revoking construction permit of KFST Ft. Stockton, Tex.

The final decision supports the initial decision rendered on July 30, 1952.

Consolidated hearing on KTXC renewal and KFST revocation was originally called on the alleged illegal transfer of KTXC.
Einstein's theory says
Jack McElroy has
4½ Trillion Tons
of TV impact!

\[ (e = mc^2) \text{ or } \frac{300 \text{ lbs}}{G} \times 186,000 \text{ mps}^2 = \]
\[ 4,521,005,280,000 \text{ ft. tons of energy} \]

This 300 pound one man
sales force covers Southern
California with the speed of light.
Stars helping him are song stylist
Ginny Jackson, western warbler Carrot-top
Anderson, and music master Eddie Baxter.
Jack McElroy sells to 53,000 TV homes each
day...and how he sells! Says TAPPAN STOVE
COMPANY: “Direct sales results were so definitely
felt that we extended our campaign from
13 weeks to 39.” SUNKIST extended a
2 week introductory campaign for their bottled
lemon juice to 13 weeks. Both of these extensions
were across the board! Other sponsors
have shown similar enthusiasm over sales!
Jack McElroy has the formula
to convert theory into solid
sales results for you, too!

**NBC HOLLYWOOD**

**KNBH**

**Channel 4**
BROADCAST BUREAU HITS TAMPA BID

CC's Broadcast Bureau and the two unsuccessful applicants for vhf Ch. 8 in Tampa-St. Petersburg say the hearing examiner's reasons for selecting WFLA as the best applicant for the channel were unsound.

STIFF exceptions to the examiner's initial decision favoring WFLA-Tampa Tribune for Tampa-St. Petersburg's vhf Ch. 8 [B*T, July 20] were filed last week by competing applicants WTSP-St. Petersburg Times (Nelson Poynter) and Tampa Bay Area Telecasting Corp. and the Broadcast Bureau of FCC.

At issue by all three of the objecting parties were the reasons given by FCC Hearing Examiner P. Cooper for proposing to grant the WFLA application and to deny the other two applications. All ask for oral argument.

WTSP termed the examiner's conclusions as having been determined by "undue weight and importance...to minor factors [while] accepting and overlooking precedents of the Commission [were ignored]."

Tampa Bay declared that "the facts were found by the Examiner (or not found) in such a manner as to justify a denial of the application to Tampa Bay through a preference for the Tribune Co., and not on an impartial, objective basis..."

The Broadcast Bureau objected to the initial decision "because the grounds of preference therein are based on insubstantial, immaterial and unsupported differences among the applicants."

WTSP's exception also chided the examiner for not finding that WFLA is controlled by an "absentee" owners, and has no strong "integration" of local ownership with management.

Tampa Bay stressed that one of the points the examiner should have found in its favor was that the other two applicants were owned by newspapers and owned radio stations, while it has no connection with any newspaper.

Broadcast Bureau called attention to the alleged failure of the examiner to consider the question of absentee ownership versus local ownership and integration, and also to diversification

WFLA is 52% owned by David Tennant Bryan, John Stewart Bryan Jr. and other members of the Bryan family, 31% owned by James A. Griffin, Jr. and family, and 10% by Tampa residents and 7% by non-Tampa residents. The Bryans live in Richmond, Va., where they own WRNL-Richmond Times-Dispatch and News Leader, and in New York. The Griffins live in Chicago.

Nelson Poynter and his wife own WTSP. Mr. Poynter has given his employees an option to purchase stock in the corporation which would reduce his control to 60%, with E. Joseph Kelly having 10%, and other employees up to 2% stock ownership.

Tampa Bay stockholders include a group of New York advertising and radio-TV men and a group of Tampa-St. Petersburg residents. Among them are Robert A. James, Tampa businessman; Hal James, vice president in charge of radio-TV of the Ellington Co., New York; Poynter's son John; Trevor Adams Jr., former manager of WIZ-TV (now WABC-TV) New York; Harry W. Bennett Jr., Sherman & Marquette vice president; John S. Houseknecht, William Esty & Co., TV executive, and Robert W. Tennant, law associate of Robert A. James in Tampa.

ZENITH SAYS FCC IN 'SHELL GAME'

Brief filed with U.S. Court of Appeals in Washington by Zenith Radio Corp. claims FCC erred in ruling Zenith waived its rights to a comparative hearing on Chicago Ch. 2.

FCC is practicing a "shell game" regarding Zenith Radio Corp.'s application for TV Ch. 2 in Chicago, the Chicago radio-TV manufacturer said last week in a brief filed with the U. S. Court of Appeals in Washington.

Like the old carnival pitchman, the Commission has switched the pea under the shells and claimed that Zenith has lost the game, the Zenith brief averred.

Failed to Take Part

The brief was filed in connection with Zenith's appeal from an FCC ruling that Zenith had waived its right to a comparative hearing on Ch. 2 in Chicago because it failed to participate in the allocations proceedings and in the WBKB (TV) Chicago renewal hearings (part of the Paramount proceedings).

Zenith filed an application for Ch. 2 in 1948. Because the final allocation order deleted Ch. 4 from Chicago, the Commission ordered WBKB (now WBBM-TV) to move from that frequency to Ch. 2. At the same time the Commission by a 4 to 3 vote dismissed Zenith's application[B*T, April 14, et seq.].

Premise of Zenith's argument is that the Commission erred in finding that Zenith waived its rights to a comparative hearing. The brief relates the various moves Zenith made to protect its position. It also refers to the Lancaster (Pa.) case, in which the Commission granted WLAN Lancaster a comparative hearing with Wgal-TV, an existing station which was also forced to move from Ch. 4 to 8.

WLAN's Claims

WLAN claimed its pending application for Ch. 8 required the Commission to give it a comparative hearing. Pending the hearing, the FCC gave Wgal-TV temporary authority to operate on Ch. 8. This was fought by WLAN, as prejudicial to its hearing status, but two weeks ago the Court of Appeals upheld the Commission's action as the only "practical solution" to the problem of maintaining existing service[B*T, Aug. 10].

Zenith also fought the FCC's grant for WBBM-TV to move from Ch. 4 to 2 temporarily pending the outcome of the court appeal on the Zenith application dismissal. The court ruled that the Commission had acted in the best interests of all concerned[B*T, July 13].

Briefs by the FCC and CBS (which owns WBBM-TV) are due Sept. 11.

HEARING SET ON WENDY "ASTOUNDING" REPUBLICAN SPOKESMAN

A REPUBLICAN National Committee spokesman last week said he was "astounded" by the publicity afforded to charges leveled by Rep. Samuel W. Yorty (D-Calif.) a fortnight ago. Rep. Yorty produced a TV script he said he was offered to stations which he characterized as "selling a bill of goods" to the American public on administration-favored Air Force cuts[B*T, Aug. 10].

The GOP spokesman said there was no secret about the making of TV films for congressmen to dub in their own comments. He said the Republicans "have been making them right along."

Rep. Yorty said the Democrats ought to demand equal time from TV stations using the films. The Republican committee spokesman, however, said he doubted the seriousness of this demand because, he asked, "What is political?" Rather, he said, such films are carried as public service.

WEOK-TV Extension

WEOK-TV Poughkeepsie, N. Y., uhf Ch. 27 grantees; authorized last November, has been advised by FCC that application for renewal of license and for extension of complete date "cannot be granted at this time on the basis of current information." Mid-Hudson Broadcasters Inc., permittee, has estimated that the station will begin operation in December of this year.

GOVERNMENT
George M. Jolly, head of the Millium Division of Deering-Milliken & Co., tells how...

"We helped sew up $500,000!"

"A Kansas City coat manufacturer had $500,000 in sales sewed up—except for the linings! Buyers had flooded him with re-orders for 12,000 Millium-lined Fall coats. But the uncompleted coats were hanging in the loft.

"12,000 Millium linings had to catch up with 12,000 coats—and fast, too. We called in Air Express!"

"As fast as the cloth was dyed and finished in New England, it was rushed to South Carolina and processed as Millium insulated linings, then speeded to Kansas City. Every deadline was met—and the deal was sewed up.

"Our customer’s 12,000 coats were turned into a fast $500,000—thanks to the speed and reliability of Air Express!"

"We face frequent customer deadlines. We can’t afford any air service but the fastest — there’s too much at stake. Yet in most of the weights and distances we ship, Air Express rates turn out to be lowest in the field!"

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

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines
ADA Calls for Hearing On License Extension Bid

CALL for a public hearing on the FCC's proposal to extend TV licenses to three years—same as for radio—July 27—came last week from the liberal Americans for Democratic Action. It urged that the public be heard from before the license periods of TV stations are changed. Fact that there will be no program review during a three-year period was cited by ADA as a reason for looking into the change of license terms. Only other comment so far—Sept. 1 is the deadline—was from WJAM Baltimore General Manager Kenneth Carter who said that he was in favor of the proposal.

Commission's proposal last month drew a strong dissent from Comr. Frieda B. Hennock who said that before the license period should be extended the Commission should review the program content of TV stations. In 1951 the FCC announced that it was considering looking into program standards of TV stations, but it has never done anything along these lines.

Otterman, World Radio Expert, Retires From State Dept.

HARVEY B. OTTERMAN, assistant chief of the Telecommunications Policy Staff, State Dept., and international expert in communications and broadcasting, has retired from the department. He is living at Stony Brook, East Orange Road, West Topsham, Vt.

Mr. Otterman was born at Allegheny, Pa., Sept. 17, 1889. He attended Allegheny High School and Carnegie Tech, and holds masters degree in law and patent law from National U. Law School. He is a member of the D. C. Bar.

After joining the department in 1902, as a clerk at a year salary of $900, he rose to the high telecommunications post as a career diplomat. He has attended more than a dozen international broadcast and communications conferences in official capacities and frequently was chairman of the U. S. delegation. He is known throughout the world for his role in resolving difficult problems at these conferences.

Belknap Granted Extension

FCC last week granted a 60-day extension to J. E. Belknap & Assoc., giving the community TV organization until Sept. 24 to reply to questions the Commission raised regarding its proposed operation [B&T, June 29]. The Belknap firm, which planned to establish a microwave relay to bring TV programs from Memphis and St. Louis TV stations to Osceola, Ark., and Kennett, Mo., where it intends to feed them to individual subscribers, asked for the 60-day extension. The Commission asked the firm to discuss such questions as (1) whether the proposed relay system should be common carrier, (2) how rates should be handled, and (3) nature of the property rights in program material on the part of the originating TV stations and community distributors.

CARNIVAL APPEALS COURT DECISION

The radio-TV writer contests action of N. Y. Supreme Court justice in setting aside a jury verdict of $10,000 against Campbell Soup for "appropriating his idea for 'Double or Nothing.'"

A NOTICE of appeal has been filed in the Supreme Court of the State of New York from its court decision holding that an idea for a radio or television program cannot be protected "without contractual protection or its equivalent."

The notice of appeal was entered by Lawrence E. Brinn, New York attorney, on behalf of radio-TV writer Charles Carneval against a decision handed down by New York Supreme Court Justice James M. McNally on June 30. The decision set aside a jury verdict of $10,000 against the Campbell Soup Co. in a suit initiated by Mr. Carneval.

Mr. Brinn told B&T last week that the appeal itself will be filed within the next two weeks. He expressed the hope that the appeal would be considered during the September term of the court.

The original action by Mr. Carneval, started on Oct. 24, 1949, was for $457,000 and named as defendants the William Morris Agency, Ward Wheelock Co., and NBC, as well as Campbell Soup. It charged that the defendants "... appropriated to their own use, benefit and profit the combination of radio program ideas and format known as 'American Sweepstakes' and incorporated the same into a radio and television show known as 'Double or Nothing' which is sponsored by Campbell Soup."

Action against all the defendants except Campbell Soup was dismissed at the time the case went to the jury. The jury verdict was handed down on June 19. Justice McNally declared:

"In order for plaintiff to succeed as a matter of law... he must prove independent creation of a new, novel, unique idea or combination of ideas reduced to concrete form, disclosed to the alleged user in the course of a confidential relationship; that is, he must have contractual protection against disclosure, or its equivalent as a matter of law on the unsolicited submission of an idea or combination of ideas, disclosed without a mutually acceptable confidential relationship existing at the moment of disclosure to prevent a public dedication...."

Border TV Plea

ALVIN GEORGE FLANAGAN, San Diego, Calif., radio-TV executive, has petitioned FCC for prompt consideration and immediate grant of his application to operate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico.

Arguing that his application proposes a definite service for the San Diego population and affords "an excellent opportunity to exchange entertainment and information which has a beneficial effect on the culture of each of the nations involved," Mr. Flanagan requests FCC to accord him the same streamlined hearing procedure accorded TV applications in other communities.

TRINITY BROADCASTS CASE BEFORE FCC

Legal ramifications must first be taken in hand, it is indicated. Complaints charge Trinity with unauthorized broadcasts of games played in clubs' home parks.

FCC's staff is considering both sides of the dispute raging between the major league baseball clubs and Trinity Broadcasting Corp. (KLIF Dallas, KLBs Houston), but it probably will be some time before all the legal ramifications can be worked out and Commission action taken, it was indicated by FCC sources last week.

The Brooklyn Dodgers and the New York Yankees in June filed complaints with the Commission which requested a show cause order for termination by Trinity stations of their "re-creation" of ball games played by the clubs [B&T, June 22]. The complaints charged the stations with unauthorized broadcasting of "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

Trinity Replies

Several weeks ago, Trinity replied to the complaints and asked their dismissal or denial, contending they represented an attempt to abuse the Commission's processes. Trinity alleged the complaints are the big league clubs' attempts "to involve the Commission in a private controversy," coupled with their desire for the Commission "to become their co-counsel in the $12 million anti-trust suit now pending against them."

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-creation of major league games, formerly was associated with the defunct Liberty Broadcasting System, which has a $12 million damage suit pending in U. S. District Court charging restitutions and damages for baseball broadcasts [B&T, May 18]. The Dodgers club is one of three big league clubs not named in the LBS suit.

"No Court Would Grant"

Trinity charges that the clubs are carrying their complaints to the FCC because they "are only too well aware" that "no court would grant them an injunction or damages and, in fact, they have no legal or equitable rights.

"The reason they have singled out Trinity... is because Trinity and Gordon McLendon have led the fight in making available to the public more—and not less—baseball broadcasts," the motion said in conclusion.

The clubs in their complaint to FCC had charged that the Trinity stations, "without authorization or consent," had broadcast "purported" play-by-play descriptions of games played in the home parks of various major league clubs, giving the listening public the impression they are authorized by the clubs and are being made directly from the park where the games are being played.

In its motion, Trinity said listeners are aware that the broadcasts are re-created from information transmitted by wire, and that listeners are so informed by the announcer before and after each broadcast.

Broadcasting • Telecasting
On the Air with
TELEVISION STATION
WGLV
Easton, Pa.

HEADLEY-REED TV...
TELEVISION STATION REPRESENTATIVES

WGLV
Easton Publishing Co.
CHANNEL 57 Serving
Easton–Allentown–Bethlehem, Pa.
appoints
HEADLEY-REED TV
as its
National Television
Sales Representatives
Effective Immediately

Offices in
NEW YORK
CHICAGO
ATLANTA
NEW ORLEANS
PHILADELPHIA
LOS ANGELES
SAN FRANCISCO
Another duMont Station
COMPLETE TELECASTING EQUIPMENT

High Power...

UHF DELIVERED TO

WGLV-TV
EASTON EXPRESS
• 100 KW E.R.P.

duMont TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
Clifton, N. J.
late propagation tests reveal...

a new UHF milestone

Throughout the entire market area, preliminary field tests prove conclusively—that Du Mont has brought UHF to maturity!

EASTON, PA.
Serving the Market Areas of Easton, Allentown and Bethlehem

100% Coverage
of the area being served including portions of Western New Jersey and communities deep in the valley region.

Noise-Free Pictures
in UHF's severest testing ground serving many communities previously out of television's reach.

High-Power Custom-Built Antenna
one of the most powerful UHF transmitters ever built, coupled with an antenna tailored to this service area, provides a high-level constant signal over the entire metropolitan area without sacrifice of fringe area coverage.

An extract from the survey conducted by propagation experts reveals the amazing performance of the Du Mont 5 KW UHF transmitter in Easton . . .
During the week of June 29, 1953, a preliminary survey was made to determine the approximate coverage of the new Du Mont 5 KW UHF transmitter installed at Easton, Pennsylvania. A large part of the anticipated service area of WGLV-TV has not yet been explored, but the following facts have been determined based on our investigation covering 90% of the population to be served.

1. WGLV-TV will provide 100% noise-free coverage of the four principle cities — Easton, Pa., Bethlehem, Pa., Allentown, Pa., and Phillipsburg, New Jersey.

2. In addition, the following smaller cities will be 100% covered: Nazareth, Pa., Bangor, Pa., Pen Argyl, Pa., Wind Gap, Pa., Bath, Pa., Slatington, Pa., and Washington, N. J.

3. North and west from the station coverage will be virtually 100% as far as Blue Mountain.

4. Beyond Blue Mountain reception depends largely on local terrain conditions.

The accompanying map illustrates coverage conditions determined to date.

ROBERT P. WAKEMAN, Head
Propagation Department
Research Division
Allen B. Du Mont Laboratories, Inc.
WGLV-TV is now on the air — with the latest and most advanced UHF equipment. Transmitting on Channel 57, WGLV-TV enjoys the finest dependability and performance.

The Du Mont UHF transmitter incorporates the 5 KW klystron as final amplifier. Through the use of this tube it will be possible for WGLV-TV to increase power to meet future coverage requirements. At the same time, the station will benefit by superior operating economies inherent in Du Mont design.

Here is proof of Du Mont's leadership in design, development and production of television transmitting equipment.

**EASTON, PA.**

Serving the Market Areas of
Easton, Allentown and Bethlehem

- Combined visual and aural exciter keep center frequency stabilization constant.
- Single crystal controls both aural and visual transmitters.
- High gain of klystron amplifier requires only very low driving power.
- Fixed cavities need not be replaced in the event of tube replacement.
- Driver in Du Mont UHF transmitter is simple, low maintenance unit using few tubes with ensuing operating economies.
- Clean, simple circuitry throughout transmitter design ensures quick, efficient maintenance and trouble-shooting.
- Klystron delivers longer, more dependable, full-power life than other final amplifier tube designs.

Du Mont engineers William Cothron and William Sayer check out the WGLV-TV UHF transmitter with Charles Thon, chief engineer of the Easton Station. Accessibility of the 5 KW klystron on a roll-out dolly is typical of the operating and maintenance ease of the transmitter.

**DU MONT DELIVERS THE FINEST...IN TELEVISION TRANSMITTING EQUIPMENT**
DU MONT
5 KW UHF-TV
TRANSMITTERS FEATURE
EIMAC KLYSTRONS

Only Eimac Klystrons provide all these qualities for high power UHF-TV

- **ECONOMY**—low cost made possible through mass production and operating dependability.

- **LIGHT WEIGHT**—weighing only 37 pounds Eimac klystrons can be handled easily for installation and maintenance.

- **VERSATILITY**—three Eimac klystrons span the entire spectrum, 470-890 mc.

- **EXTERNAL CIRCUITRY**—superior electrical and mechanical properties of ceramic cavities allow convenient tuning without physical distortion of tube.

- **RESERVE POWER**—conservatively-rated Eimac klystrons are designed to give long life in television service.

EIMAC KLYSTRONS
EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA
KYA Libel Case Set For Calif. Court Appeal

ARGUMENT will be heard Sept. 15 by Superior Court in San Francisco on request of defendants in the KYA San Francisco libel case for a "judgment notwithstanding" verdict. Judgment of $55,725 was awarded Fern Bruner on Aug. 6 by a jury that found the school teacher had been libeled during a broadcast on KYA. The jury awarded $25,000 punitive damages against James Tarantino, KYA commentator; $5,000 against H. G. Fernhead, KYA general manager; and $25,000 against the station [B&T, Aug. 10].

Fight Financial

Miss Bruner's fight was financed by the California Teachers Assn., after its ethics commission had cleared her of "Communist" charges allegedly made by Mr. Tarantino, publisher of a magazine which deals with Hollywood film personalities. Mr. Tarantino faces trial next month on a series of criminal indictments charging extortion. These are not related to the KYA libel case.

Testimony failed to convince the jury that the station and commentator had made an effort to comply with request of Miss Bruner and the teachers' group for a retraction. California law absolves a broadcast station from liability if it can prove exercise of due care in editing and censoring of scripts, with responsibility for the commentator.

Gardiner Johnson, attorney retained by the association, voiced belief the verdict was the first in which substantial damages were fixed for radio slander involving false imputations of communism.

Legion Attacks 'Air Smears'

CHARGING that "vicious vocal propaganda" attacks on radio and television are being made on veterans and other groups fighting communism and fellow-travelers, California State American Legion convention at Long Beach on Aug. 1 unanimously adopted a resolution recommending a full-fledged legislative investigation of the "smear tactics." The resolution declared that the national welfare is threatened by "this warfare being waged by ... Sixth Column of the Air" propagandists in our midst."

Writer Sues on Show Idea

A PLAGIARISM suit for $505,000 has been filed in Santa Monica (Calif.) Superior Court against CBS, N. W. Ayer & Son and Electric Light & Power Companies by Hollywood writer John W. Greene. He charges CBS-TV's You Are There, sponsored until recently on alternating weeks by the utilities companies, is based on a radio program idea he co-created and submitted to the network in 1947.

Mrs. Marie Duffy Dies

MRS. MARIE DUFFY, 54, widow of Capt. Charles G. Duffy, USN, who was chief of the NATO southern headquarters public information division before his death last December, died July 30 in Bethesda Naval Hospital. She lived in Washington, D. C. She is survived by two sons.

KYA 'Lighting' Plan Denied

PROPOSAL of New York City to turn its street lighting system on and off by means of special signals from the city's WNYC has been turned down by FCC. The Commission held that the plan "would seriously hamper" the Connelrad civil defense system and make the street lighting system vulnerable to control or jamming by saboteurs. New York hoped to save substantial sums in annual operating expense by using WNYC to air special signals which would activate electronic control devices on the street lights.

KWBR Power Boost Bid Denied by Commission

APPLICATION of KWBR Oakland, Calif., to boost its daytime operating power from 1 kw to 5 kw, last week was denied by FCC on engineering grounds. KWBR presently operates on 1310 kc., with 1 kw unlimited.

KWBR requested FCC to waive its blanket interference rules because a search of the area indicated it was "impossible or impractical" to locate the station in accordance with normal Commission standards. KWBR therefore asked that it be permitted to maintain its present transmitter site near the center of the northern half of Oakland.

FCC Comments

In denying the application, FCC pointed out there was no convincing testimony that the search for a suitable site was "exhaustive and diligently pursued" or the "other suitable sites are not available."

In reference to KWBR's offer to correct cross modulation interference, FCC concluded it did not believe it would be feasible "for the applicant to make satisfactory adjustments of complaints."

KWBR engineering witnesses, however, testified that the station could correct cross modulation and blanket interference complaints from listeners in the area.

FM Ch. 290 Change Proposed By FCC for New York

PROPOSAL to delete Class B FM Ch. 290 from New York City and assign it to Bay Shore, N. Y., has been made by FCC. Comments are due Aug. 31. The channel switch was requested by Great South Bay Broadcasting Co., Ch. 290 applicant at Bay Shore, 38 miles from New York City.

New AM Conductivity Map

NEW ground conductivity map for AM radio, prepared by FCC engineers with the assistance of the National Bureau of Standards, is to be included in Part 3 (standard broadcast) of the rules of the Commission, according to a proposed rules change announced recently. The new map would replace Figure 3 of the AM standards. New Sec. 3.36 also would be added to the rules to govern the issuance of field test authorizations. Comments are due Sept. 10.

FTC, ANA Hold Parley; More Compliance Is Purpose

MORE and greater compliance with the law rather than a relaxing of the Federal Trade Commission's position on unlawful advertising claims was described as its purpose by FTC Chairman Edward F. Howrey at a July 30 meeting of FTC staff officials with representatives of American Assn. of Advertising Agencies and Assn. of National Advertisers. The FTC, ANA and ANA representatives, meeting for the third time, agreed on the practicality of forming a committee of advertising men from the two associations to offer help to the FTC where problems arise in the advertising industry as a whole, but not in specific cases involving individual companies. The FTC said it would study the suggested committee project.

Chairman Howrey said he believed the FTC should seek voluntary settlement of unlawful advertising claims where possible in "fringe" offenses, so it may "concentrate on bringing to justice the willful and flagrant violators."

The FTC said the group recognized a need "for a better dissemination throughout the industry of FTC decisions on advertising matters."

Frederick R. Gamble, ANA president, and Paul B. West, ANA president, headed delegations from the two advertising associations at the meeting.

Parrish, Akerman to FTC

CHAIRMAN Edward F. Howrey of the Federal Trade Commission Friday announced FTC appointment of Robert M. Parrish, St. Paul, Minn., formerly of the National Production Authority counsel staff, as executive director of FTC, and Alex Akerman Jr., former Orlando, Fla., municipal judge and member of the Florida Legislature, as secretary and director of FTC's Bureau of Administration. They will fill the dual vacancy created effective next Friday by the resignation of Robert M. Parrish, Daniel as FTC secretary and executive director.

Washburn to Aid Streibert

PRESIDENT EISENHOWER last week appointed Abbott Washburn as a special assistant to Theodore C. Streibert, director of the U. S. Information Agency and former MSE board chairman. Mr. Washburn, of Minneapolis, who is a deputy to C. D. Jackson, acting head of the Psychological Strategy Board, will be liaison man between USA and the White House.

WWEZ Action Protested

REQUEST of WWEZ New Orleans for removal of the educational reservation on vhf Ch. 8 there has met with local, state and national opposition. WWEZ seeks Ch. 8 for commercial use. The Joint Committee on Educational Television, the Greater New Orleans Educational Television Foundation and the Louisiana Special Legislative Television Committee have filed petitions with FCC protesting the WWEZ move. They pointed out there is extensive local effort to make use of the educational facility.

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WGLV (TV) TEST OFFERS PROOF OF UHF QUALITY

Clear pictures transmitted 70 miles from Easton, Pa., to New York, in demonstration of WGLV's DuMont Labs-made, 5-kw, Klystron-powered uhf transmitter, leads DuMont Labs' Dr. Thomas Goldsmith Jr. to declare uhf signals now are as strong, reliable and free from interference as vhf.

DRAMATIC PROOF that uhf TV signals need not be inferior to those in the vhf range was offered Tuesday, when clear pictures of top quality were received at the Empire State Bldg. in New York from WGLV (TV) Easton, Pa., telecast some 70 miles on uhf Ch. 57.

"Today, uhf reached maturity," declared Herbert E. Taylor Jr., manager of the television transmitter division of Allen B. DuMont Labs, which had arranged for the long-distance telecast to demonstrate the virtues of WGLV's DuMont 5-kw Klystron-powered uhf transmitter, first installation of its kind, which was to begin regular commercial operation Friday, when WGLV formally inaugurated its regular program service.

Speaking from Easton, where he conducted a televised tour of WGLV's transmission facilities, Thomas T. Goldsmith Jr., DuMont director of research, stated: "This new DuMont transmitter definitely puts uhf broadcasting and reception on a competitive par with the longer established vhf stations. This transmitter is more than a new piece of electronic equipment. It is the actuality of what the FCC envisioned when it made allocations for 1,436 new TV stations and their higher frequencies." Declaring that "for the first time a uhf TV station is broadcasting a signal which is as strong, as reliable and as free from interference as are vhf signals," Dr. Goldsmith stated that from now on uhf will be of importance to advertisers, manufacturers of receivers and converters, TV networks and the viewing public.

"Advertisers," he said, "will know that their dollars spent for commercials and time are resulting in sharp reproductions of their programs and messages. Manufacturers will find a strong demand for uhf receivers and converters. Television networks will know that uhf affiliates are strong and worthy affiliates. And most important, the American public in almost every village and hamlet will eventually know good television reception and from not one, but three and four different stations."

Describing the new DuMont 5-kw uhf transmitter, Dr. Goldsmith noted that the output power is developed in the 5-kw Eimac Klystron, a "radical" new development in power tubes. The WGLV transmitter contains two of these tubes, metal and glass and ceramic cylinders about five feet long. One amplifies the picture signal, the other the sound signal, coming from the program location, and the tubes amplify these signals to 5 kw. The 20-gain antenna steps up this signal again to give an effective radiated power of 100 kw.

An additional advantage of this transmitter, to advertisers, manufacturers of receivers and converters, TV networks and the viewing public.

Bouncing Baby TV Station


"Name—WGLV-TV.

"Weight—It's a darn'd long one.

"Size—17 kw.

"Address—Ch. 23.

"Condition—Excellent. Look in any time.

"Godparents—ABC, NBC and DuMont."

Robert E. Wakeman, research engineer in the DuMont wave propagation department, reported that through the painstaking selection of WGLV's antenna site, atop Gaffney Hill with the antenna 1,460 feet above sea level, and the use of a 10-secant antenna which spreads the signal evenly, the station has good coverage throughout the whole Lehigh Valley, with 100% coverage in the Easton-Bethlehem-Allentown area.

This statement was backed up by Paul Godley, consulting radio engineer, who said that a survey of the area made by his organization showed the ability of "a well engineered uhf station to saturate the region with sharp, ghost-free pictures," and that initial findings made since WGLV began test transmissions indicate that this station greatly exceeds the 1,000 microvolts-per-meter signal strength required to deliver a noise-free signal. Comparisons of the WGLV signals with those of four vhf stations in the New York City-Philadelphia area and two other uhf stations in Pennsylvania showed WGLV laying down superior signals at all of 36 locations throughout the area, he said.

Mr. Godley said he believed an effective radiated power of 100 kw would be enough to provide thorough coverage of most markets and if a station wanted more than the coverage that power would provide the desire would be based on economic reasons rather than engineering ones. That is, he said, if a station wants more coverage it will be because its management believes it can sell this additional coverage to national advertisers and for that reason only.

Perfect Marriage

Edward Berman, manager of new market development, DuMont TV receiver division, called the demonstration the "perfect marriage" of transmitter transmission and receiver reception and said: "This scuttles the theory that uhf won't work." All manufacturers, he said, have been holding distributor dealers and service men meetings in and around Easton "because what happens in Easton may well determine the fate of uhf in the whole country."

There are 126,000 homes in the Greater Lehigh Valley, Mr. Berman reported, with 97,000 of them, or 77%, now having TV. Some 15,000 of these sets are already converted to receive Ch. 57, meaning WGLV. Network programs from New York and Philadelphia will be relayed to the station via a microwave link at Pattenburg, N. J., about 17 miles from Easton. WGLV will be affiliated with the DuMont and ABC-TV networks.

The demonstration was concluded with a program telecast by WABD (TV) New York, key station of the DuMont Network, and received at the Empire State Bldg. on Pattenburg transmitters via three routes. One set received the WABD telecast off the air from that station; the second set

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America's leading phonograph record manufacturers use Audiotape for the original sound and Audiodiscs for the master recording.

No one listens to recorded sound with a more critical ear than the professional recordists who make America's finest phonograph records. Here there can be no compromise with quality.

That's why it's significant that so many of them repeatedly specify Audiotape and Audiodiscs to meet their most exacting requirements. For example, it was found that 29 of the 30 best selling records of 1952 were made from Audiodisc masters. And over 43% were first recorded on Audiotape before being transferred to the master discs.

Remember — you get this same superlative sound by using Audiotape and Audiodiscs in your recording work.

â Trade Mark. Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.
got its image off the line; the third received the program from WGLV, which was picking up and rebroadcasting the WABD signal. To at least one observer, there was no apparent difference in the three images.

Mr. Taylor concluded the session by stating that it hadn't been easy for DuMont to hold back in the uhf field until the company had what it felt was the right equipment. "Of course, we lost some sales as a result," he said, "but we believe this equipment is right and that waiting was worthwhile. I'm sure we're going to do many millions of dollars worth of business in the high power uhf transmitters in the next few months, with much of it coming from uhf stations now on the air with low power."

WSAZ-TV Rejects Ad For 'War of the Worlds' Film

WSAZ-TV Huntington, W. Va., has rejected advertising of the Paramount Pictures film, "War of the Worlds," as "unsuitable for home entertainment." The station acted on its own initiative and explained it is a subscriber to the NARTB Television Code.

"We feel that a horror picture is one which perhaps is best suited to theatre entertainment where the viewer has a wide latitude of choice as to whether he attends or not," Lawrence H. Rogers, WSAZ-TV vice president and general manager, wrote Terry Turner, of General Teleradio Inc., replying to a request for schedules on the advertising.

"I hasten to assure in advance that this is not a categorical action with regard to the motion picture industry," Mr. Rogers wrote. "It has only to do with the promotion material itself and the general subject matter of the movie in question. . . . There is no question that under our standards of operation, the 'War of the Worlds' is a motion picture which would be unacceptable for telecast on WSAZ-TV. We feel that a horror picture of this calibre is one which perhaps is best suited to theatre entertainment where the viewer has a wide latitude of choice as to whether he attends or not.

"To perform this show in the living rooms of our coverage area we believe would be a distinct disservice to the community and the area; thus we feel the same thing applies to lurid advertisements of the picture itself. I cannot impress upon you too strongly the distinction between the rejection of the advertising of this movie and our wholehearted acceptance of advertising of any other motion pictures of the same calibre as our normal home entertainment.

"We believe that it is our duty under our license to protect our viewers from spectacles such as the 'War of the Worlds.' We agree wholeheartedly with the thought that they should pay admission to see this in our neighborhood movie theatres if they are of a mind for this type of diversion."

Murphy to KSTM-TV Post

PROGRAM director for KSTM-TV St. Louis which expects to begin telecasting Sept. 27 on uhf Ch. 36 as that city's first post-freeze TV outlet, will be Edward F. Murphy, William E. Ware, president, said last week. Mr. Ware said Mr. Murphy has had more than 19 years' experience in radio and TV, including appearances on the four major radio networks and program and production positions with WGN-TV Chicago and WSYR Syracuse.

John R. Speer of WKZO Dies

JOHN R. SPEER, 43, died Aug. 10 in Kalamazoo, Mich. A pioneer radio-TV showman, Mr. Speer was head of programming of WKZO-AM-TV that city. He also had held the position of continuity chief at WGRD Grand Rapids, Mich.

Broadcasting - Telecasting
WSYR-TV
Now 100 kw
on Channel 3

...The Only Low-Band VHF Station
in Rich Central New York

WSYR-TV channel 3

Write, Wire, Phone or Ask Headley-Reed
NBC Affiliate in Central New York.
THREE NEW TV MARKETS OPEN; WTVI FIRST UHF IN ST. LOUIS AREA

Four stations due to be in operation today (Monday) comprise operations in Easton, Wichita, Austin, and Belleville. They bring the total number of television outlets to 212.

THREE former non-television markets and one former single-station TV market were to be available to television advertisers today (Monday).

A single-station market, now opened to a second TV outlet in the area, is St. Louis, ranked as the U. S.'s ninth largest market by J. Walter Thompson Co.

WTVI (TV) Belleville, Ill., across the river from St. Louis, went on the air Aug. 10. Assigned uhf Ch. 54, it is the area's first uhf station to begin operating, according to John Hyatt, WTVI's vice president.

The other new stations, which were to have gone on the air over the past weekend and today, are WGLV (TV) Easton, Pa., uhf Ch. 57; KEDD (TV) Wichita, Kan., uhf Ch. 16, and KMKT (TV) Austin, Minn., uhf Ch. 6. Only KMKT has an AM affiliate (KAUS Austin); the other three stations are TV-only operations.

The population of the newly opened markets, plus St. Louis where KSD-TV has operated since 1947, is nearly two million. Retail sales in the four markets, figured on a trading area basis, amount to more than $950 million.

KEDD Wichita serves the largest city in Kansas—a population of 168,279, according to the 1950 census. Sedgwick County, which KEDD is expected to cover, had a 1950 population of 222,290.

Retail sales in this previously non-television market amounted to $301.4 million for Wichita and $337 million for Sedgwick County, according to Sales Management's 1953 estimates.

WGLV is the first TV outlet in Easton and the second in Northampton County (WLEV-TV Bethlehem started on uhf Ch. 51 last April). WGLV officials say the station will reach well beyond the boundaries of Northampton County (see story page 76), where the population totals 185,243 (Easton's 1950 population was 35,632).

Easton's retail sales exceed $75.6 million annually, says Sales Management, while those in Northampton County are over $214.5 million annually.

KMKT, which is to go commercial today, is the first TV station in Minnesota's seventh largest market; the 1950 census gave Austin a population of 23,100 and Mower County, in which it is located, 42,277. Retail sales in Austin, Sales Management figures indicate, are over $36 million annually; in Mower County they're more than $50 million.

Retail sales in the three new areas open to

-----

WRAL-TV Comes to Denver for a piano concert and was honored guest of KBTV (TV) there at a luncheon held in the station's new $300,000 TV studios. Sharing the head table are (I to r) George Liberace, brother and fellow-performer of the piano artist; Jerry Leo, KBTV commercial manager; Liberace; Joe Herold, KBTV station manager; Clint Bowman, president, Bowman Biscuit Co. (which sponsors Liberace in Texas), and W. D. Pyle, KBTV president. In foreground is Bill Prescott, account executive, Ball & Davidson, Advertising.

WGEM-TV Completes Tower

WGEM-TV Quincy, III., has completed its 600-foot tower and WGEM General Manager Joe Bonansinga states its 75-foot antenna will be hoisted into place to make the structure a total 675 feet. The station's announced target date is Sept. 1.

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Off Watch, Wins Watch

HARRY GUNThER, conductor of the Insomnia Club on KOMA Oklahoma City, told listeners he would give a Longine-Wittnauer watch to the writer of the most interesting letter during that particular week. Ship fireman Edward J. Lewis listened and decided to write. He won the watch when his letter explained that Mr. Lewis heard the program during off-duty hours on a tiny five-tube set aboard the Matson freighter Hawaiian Forester, just out of Kahului, Hawaii, 3,500 miles from Oklahoma City.

YODER IS SHIFTED TO CLEVELAND POST

APPOINTMENT of Lloyd E. Yoder, general manager of KNBC San Francisco, as general manager of WTAM-AM-FM and WNBK (TV) Cleveland was announced last week by Charles R. Denny, vice president in charge of NBC's o & o division.

Replacing Mr. Yoder at KNBC, Mr. Denny added, will be George Greaves, who has been serving as assistant general manager of the station since August 1945. Both appointments take effect immediately.

Succeeds Shea

In his new post, Mr. Yoder succeeds Hamilton Shea, who recently was promoted to general managership of WNBC-AM-FM and WNBT (TV) New York. Mr. Yoder's responsibility will be enlarged to include managing an NBC television station as well as a radio station.

Mr. Yoder joined NBC in 1927 as manager of the Western Division press department. He was appointed general manager of KNBC (then KPO and KGO) in 1937 and was transferred to Denver in 1939 as general manager of KOA, then an NBC o & o station. He returned to KNBC as general manager in 1951.

Mr. Greaves has been with KNBC more than 25 years, having joined the station in 1928 as a member of the engineering staff. He was designated chief engineer in 1942 and assistant general manager in 1945.

Poole Gets 50-Yr. USFS Lease For Mt. Wilson Transmission

FIRST 50-year lease ever granted any station by the U.S. Servicce was awarded John Poole Broadcasting System for its transmission center on Mt. Wilson. The center houses three stations: KPKK-TV Los Angeles, KEHT (TV) and KFWB-FM Hollywood.

The Forest Service previously granted only one year permits to stations for lands under its control, but Congress last year authorized long-term leases.

WKLO-TV Names Taylor

WKLO-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.
FULL-FEATHERING Propellers Put Greater Surety "Out Front"

American took a big step forward in passenger safety in 1937, when, on its DC-3 Flagships, it began to use full-feathering propellers that had been designed and built by the Hamilton Standard Propeller Company in conjunction with American Airlines.

Until then, propellers had just two pitches—one to use for take-off, the other for cruising. The new propeller could be "feathered"—its blades turned so that only the edges faced the airstream—in case of engine failure.

With these full-feathering propellers, the drag of a dead engine could be minimized. And the fact that the propeller remained stationary instead of turning, further reduced the risk of motor vibration and increased passenger safety. Thus it is not surprising that full-feathering propellers with automatic controls are now standard equipment the world over for commercial aircraft.

The introduction of the full-feathering propeller is only one of many milestones in the history of air transportation that have been inaugurated by American Airlines.
Retail sales in the three new areas open to video timebuyers for the first time are over $601 million annually, for a population of nearly a half-million people.

With KMMT on the air, the total number of commercially operating TV stations in the U.S. and territories is 212. KUHT (TV) Houston, the nation's only noncommercial educational outlet that is programming, raises the total to 213.

Vhf outlets now total 160; post-thaw vhf, 53; uhf (all post-thaw), 51; commercial post-thaw (total), 104.

WGLV is operating with an effective radiated power of 20.7 kw. Its studio-transmitter location, 6½ miles from downtown St. Louis, is atop Illinois Bluffs, said to be the highest point in the area.

More than a half million dollars in business was signed by the WTVI sales staff before the outlet began telecasting, according to a station spokesman. He also said it is estimated that 100,000 sets in the St. Louis area are equipped to receive uhf Ch. 54.

Technicians from the Philco Corp., who have been measuring the signal strength of will start commercial programming Aug. 30.

Mr. Barrett said a "comprehensive survey of distributors and dealers plus the RETMA figures through May 29 shows there is a total of 6,154 sets in the KRBC-TV area."

Dr. Adolph A. Suppan, director, extension program, Wisconsin State College, Milwaukee, reported last week that 16% of all those called in the current set survey say they will be able to receive WCAN-TV on uhf Ch. 23. There are 46% who intend to convert within 90 days, Dr. Suppan said. He said these figures indicate that there are about 70,000 uhf-equipped sets in the area and 192,000 additional sets ready for uhf within three months.

H. Moody McElveen Jr., manager of WNOK-TV Columbia, S. C., assigned uhf Ch. 67, said the first Andrew Corp. copper clad wave guide was installed last week. He asserted transmission line loss with the new Andrew wave guide is 7½%, "which is far less than the line loss resulting from the usual coaxial cable system."

The station's DuMont antenna also was installed last week. Mr. McElveen said component parts of a 5 kw DuMont Klystron transmitter are being shipped now and that testing

HAWAIIAN Broadcasting System executives breaking ground for the new $100,000 WTVI (TV) Honolulu Radio-TV Center, to be located on over 2 acres of land which and which will house a 5,400 sq.-ft. TV studio, are (1 to r) Don Hunter, chief engineer; J. Howard Werrell, president; Wayne Kearl, assistant general manager, and AK Yoshida, head of KGMB'S Japanese Dept.

WGLV with a mobile laboratory, report that the uhf Ch. 57 station is covering the Easton area with a signal varying from 3,800 microvolts to 45,000 microvolts. Uhf signals of 550 microvolts and over are completely snow-free, they said. The technicians found "no dead spots" in the Easton-Phillipsburg, Allentown and Bethlehem areas. According to them, the WGLV signal in downtown Easton was 1,000 times stronger than the nearest uhf station and 100 times stronger than the best uhf signal from Philadelphia stations.

Harold G. Cowgill, general manager of WTVQ (TV) Decatur, Ill., began testing on uhf Ch. 17 Aug. 10. By late last week, the date for commercial operation had not been established definitely, but it was believed by station officials that regular programming would begin early this week—perhaps today or tomorrow. The ERP is 17.1 kw.

Arden Braddock, for KFAZ-TV Monroe, La., said testing began Aug. 11 over uhf Ch. 43. An Aug. 24 commencement for commercial programming is contemplated.

Pittsburgh's second uhf station, WENS (TV) on uhf Ch. 16, plans its commercial debut Aug. 23. WKJF-TV, uhf Ch. 53, started a fortnight ago [BRT, Aug. 12].

Howard Barrett, general manager of KRBC-TV Abilene, Tex., uhf Ch. 9, expects the station will go on test pattern early this week and

should begin late this month. Commercial operation is slated for Sept. 1, he said.

William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., advises that studios are nearly completed and installation of equipment has begun. He said KTVE will go on the air with full power Sept. 20.

Hecht S. Lackey, president-general manager of WEHT (TV) Henderson, Ky., uhf Ch. 30, says the outlet, which plans an Oct. 1 debut, will be a CBS-BSV affiliate. He claims the station will cover a population of 362,000 with retail sales of more than $338 million.

Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA
KIVA-TV Yuma, uhf Ch. 11, August.

CALIFORNIA
KHSI-TV Chico, uhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.
KIEM-TV Eureka, uhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.
KETH (TV) Los Angeles, uhf Ch. 28, non-commercial educational, August (now on test pattern).
KMBY-TV Monterey, uhf Ch. 8 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBM-TV Salinas).
KSBW-TV Salinas, uhf Ch. 8 (CBS-TV and NBC-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBM-TV Monterey).
KICU (TV) Salinas, uhf Ch. 26, Sept. 1.
KPSD-TV San Diego, uhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO
KRGB-TV Colorado Springs, uhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillivra Inc., late August.

CONNECTICUT
WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Ramboue Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA
WJDM (TV) Panama City, uhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.
WEAR-TV Pensacola, uhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.
WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.
WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA
WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22 (test pattern started July 25).

ILLINOIS
WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV, Aug. 10.
WCIA (TV) Champaign, uhf Ch. 2, represented by George P. Hollingbery Co., Sept. 1.
WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 18.
WVTI (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.
WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September.
WICS (TV) Springfield, uhf Ch. 28, represented by Adam Young TV Inc., Oct. 1.

IOWA
KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KANSAS
KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY
WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA
KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 30, Sept. 15.
KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 24 (test pattern started Aug. 11).
KNOE-TV Monroe, uhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Televisio, Sept. 15.

MAINE
WPMT (TV) Portland, uhf Ch. 58 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN
WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

MINNESOTA
KMMT (TV) Austin, uhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI
WOC-TX Meridian, uhf Ch. 30, Sept. 1.
WTKO-TV Meridian, uhf Ch. 11 (ABC-TV, Broadcasting • Telecasting
George Sevelle, at 26, had been a waiter, window dresser, candymaker and race driver's mechanic. In spare moments, he dabbled in home chemistry. Through this hobby he developed a paint cleaner and preserver. In 1939, he brought his product to Union Oil.

Sevelle demonstrated how it could be used to "launder" our service stations with better results and for less money than we had been spending. Naturally we were interested in improving station appearance at less cost. So Sevelle took on the job of cleaning several Union Oil stations on a regular schedule. He was in business for himself.

The sole drawback was that Sevelle had no truck to haul his equipment from station to station. His capital consisted of a single dollar. So Union Oil agreed to lease him one truck. He did such a good job that his contract was soon expanded to cover 150 stations.

Today Sevelle is almost an institution. He contracts for the cleaning of all Union Oil stations in 7 western states. He operates a fleet of trucks and several house trailers where his crews live in comfort. On top of running a $100,000-a-year business, he's a Southern California community leader, an active member of five local organizations.

This story is important, we think, for several reasons. First, it's a real rebuttal to the defeatists who say there's no opportunity left in the U. S. A. for a go-getter who'd like to be his own boss. We say (and Sevelle seconds us) that there's ample room for the ambitious to spread their wings.

Sevelle's success also points up something many people don't realize—the relationship between big and small business in every field of industry is healthy and helpful. Each is dependent on the other. So as Union Oil grows, it helps other enterprises grow, too. After all, any company keeps on growing only as long as it pleases people.
STATIONS

CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KQFQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

ECMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollinger Co., August (granted STA).

XXL-FV Butte, vhf Ch. 6, represented by the Walker Representation Co., Oct. 15.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by R-R Television, August 20.

NORTHERN CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolting Co., Sept. 1.

WOCO-TV Greensboro, uhf Ch. 87 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

OHIO

WICA-TV Ashatabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

KWFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall '58.

WUTY (TV) Youngstown, uhf Ch. 21, August.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 87 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 14 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), Aug. 23.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knobel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 87 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WMBQ-TV Memphis, uhf Ch. 15, represented by Blair TV, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 30.

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20.

KOMC-TV Texarkana, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by O. L. Taylor Co., Sept. 1.

KETX (TV) Tyler, Tex., uhf Ch. 19, represented by Headley-Reed TV, Aug. 30 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 16 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern day, Aug. 15).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Deveney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

Stations Make Plans For Corn-picking Event

NEXT meeting of the National Mechanical Corn-Picking Contest Assn., with membership comprising representative radio stations and other groups, will be held in Bloomington, III., Oct. 23.

First official meeting of the association was conducted in Chicago Aug. 4, with Chuck Worcester, WMT Cedar Rapids, and Norm Kraeft, WGN Chicago, presiding as president and vice president, respectively. State and national competition will be held in Bloomington that week, with WGN and the Bloomington Normal Junior Chamber of Commerce serving as national hosts. Both sponsor the event.

Attending the first meeting were:

Jim Chapman, WKFD Worthington, Ohio; Grant Ritter, WKEZ Monroe, Wis.; Bill Ma- son, WIBC Indianapolis; Chuck Worcester, WMT, Cedar Rapids, Iowa; C. L. Hamilton, National Safety Council, Chicago; Wendell Bowers, U. of Illinois, Champaign; John C. Steele, U. of Nebraska, Lincoln; E. E. Huddles- ton, Farm Equipment Inst., Chicago; R. M. Oakley, John Deere, Des Moines, Iowa; Jack Medley, Massey-Harris, Racine, Wis.; R. R. Poynor, International Harvester, Chicago; Elmer G. Carlson, Carlson Farm Inc., Audo- bon, Iowa; George D. Pedigo, and Joe Morgan, Oliver Corp., Chicago; and D. H. Daubert, J. J. Case Co., Racine, Wis.

Bruce Dennis, Jim Haanl and Norm Kraeft represented WGN at the meeting.

Molony Takes WEHT (TV) Post

DONALD P. MOLONY, former director of TV productions and an account executive at WJIM-TV Lansing, Mich., has been named assistant general manager and manager of TV operations for WEHT (TV) Henderson, Ky., which expects to begin operations on Ch. 50 in the Henderson - Evansville, Ind., area. Oct. 1. He will be responsible for programming, production, casting, directing, producing and sales supervision.

Mr. Molony

Mr. Molony also was a former producer-director for the ABC-TV director on the Dodge Div. of Chrysler Motors account with Grant Advertising Inc.

WIBG Moves AM, FM Studios

WIBG Philadelphia began broadcasting from its new $150,000 studios last Wednesday, a station spokesman has reported. The AM studios and transmitter are now on the same site on Ridge Pike in Lafayette Hill, Pa. New studios also have been added to the WIBG-FM transmitter at Cheltenham, Pa., where most of the FM programming will now originate, the spokesman said. Business and sales offices will be maintained in the former WIBG studio building at 1425 Walnut St. in downtown Philadelphia and station wagon service will be operated from the offices to both the AM and FM locations.

MARRIED in Detroit Aug. 10 were Edwin J. Wheeler, general manager of WJW-AM-FM-TV that city, and Mary Jo Peterson, the stations' public service editor and formerly of NBC, New York.

Elliott, Truscott, Gennaro Appointed to WREX-TV Staff

APPOINTMENTS of Howard Elliott, formerly with WOW-TV Omaha, as chief engineer of WREX-TV, now under construction at Rock- ford, Ill., of Robert Truscott, from WBAY-TV Green Bay, as assistant chief engineer, and Jack R. Gennaro, formerly with Sheldon-Cole Inc., as sales representative, were announced last week by Soren Munkhof, general manager of WREX-TV, who formerly was program director of WOW-TV Omaha.

Affiliation Noted

WREX-TV will be an affiliate of CBS-TV, Mr. Munkhof said. Alpha Erection Co. of Peoria was to start erection of the 12-day RCA antenna today (Monday), foundations for tower and anchors having been previously completed. The station, which will broadcast on vhf Ch. 13, anticipates getting on the air in the fall.

WFMY-TV Greensboro, N. C., adds two new account executives. With William S. Bas- kerville Jr. (r), commercial manager, are Edward D. Brandt (l), formerly of WLOS Asheville, and Arthur C. Stringer Jr., former WFMY-TV promotion manager who has switched to sales.

Broadcasting • Telecasting
Whatever factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you more for your money. Does the job call for a self-supporting structure atop a mid-town building or a skyscraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.
GE TV EQUIPMENT SHIPPED TO SEVEN

SEVEN television stations were shipped GE equipment during the past week, a company spokesman reported Thursday. He said GE shipped two transmitters, a high-power amplifier and five antennas.

KOIN-TV Portland, Ore., vhf Ch. 6 permittee, was shipped a 5 kw transmitter and six-bay antenna. WLOC-TV Meridian, Miss., was sent a 100 w uhf transmitter for its Ch. 30 operation. A 20 kw amplifier was shipped to WCPO-TV Cincinnati, vhf Ch. 9, a pre-freeze station.

Six-bay antennas went to KRB-TV Abilene, Tex., vhf Ch. 9 permittee, and KLAS-TV Las Vegas, Nev., vhf Ch. 8. A five-bay helical antenna was shipped to WAGK-TV Fort Wayne, Ind., vhf Ch. 33, and a one-bay helical antenna went to KPIK (TV) Los Angeles for uhf Ch. 22.

To Air Chicago Event

WFMT (FM) Chicago and WNMP Evanston, Ill., will set up studios at the first International Sight and Sound Exposition and Audio Fair at that city Sept. 1-3. It was announced by the stations fortnight ago.

Cure for Blues

DURING a blue mood, WITH Baltimore morning man Buddy Deane bet program director Ellen Stuttenberg he didn't have more than five listeners. He promised to undress and give away money to prove it. In the stunt that followed, he literally got sheared and local police had an early morning traffic jam.

WITH told listeners to come to the show outside the studio building where WITH offered to exchange $1,000 in 1 bill, some of which bore serial numbers appearing on the station's regular "Wheel of Fortune" promotion. It was promised that with each exchange, another disk jockey would shear away part of Deane's apparel. Unbelievable station mascot, a "GoGo," also was on display.

In spite of rain, the stunt drew large crowds, jamming traffic. The $1,000 was exchanged in three hours and many were turned away.

WNYC Operations Described

COMBINED operations of New York City's WNYC-AM-FM resulted in more than 13,404 hours of broadcasting service during 1952, the Municipal Broadcasting System disclosed last week in its annual report of operations to the mayor.

The report stressed the many educational and cultural programs carried by the station during the year. WNYC was described in the report as the "key station" for bringing news of civil defense to New York residents.

City-owned WNYC has been in operation since 1924. The station is assigned 1 kw on 830 kc directional.

WNYC-FM, Class B outlet, was established in 1943.

KNBC's New Rate Card

KNBC, NBC's o & o radio station in San Francisco, has a new interim rate card (No. 3), effective Aug. 15, which offers discounts of up to 35% for announcements and 22 1/2% for programs based on time dollar volume per week, with additional discounts for 26, 39 or 52 weeks of consecutive broadcasting applicable to the program dollar volume discount schedule. The card makes minor changes in time classifications (Class A time is now 7-10:15 p.m., with 6-7 p.m. and 10:15-10:30 p.m. becoming Class B time). Class A base rate remains at $480 per hour; Class B rate is $360 per hour.

KNBC is assigned 50 kw on clear channel 680 kc.

WQAN Sales Up 20%

WQAN Scranton's sales for the first seven months of 1953 increased 20% over the 1952 period, according to Cecil Woodland, general manager of the 500-w daytime independent on 630 kc.

BROADCASTING • TELECASTING
JIVE-TALK JINGLE JUMPS TIRE SALES 25% IN MILWAUKEE

Discs Produced by WEMP Transcription Production Service

ONE OF MILWAUKEE’S biggest advertisers reports a 25% sales increase resulting from his first radio venture, and listeners are bombarding WEMP with requests to hear his singing jingles.

The happy advertiser is Charles Lubotsky, owner of Milwaukee’s seven Charles Lubotsky Tire Stores, who credits his radio advertising success to WEMP’s Transcription Production Service.

This service has been highly instrumental in skyrocketing the station into one of the nation’s leading fulltime independents. In making these transcriptions, WEMP employs its own announcers, free-lance acting personnel, music, sound effects, and special novelty.

The Lubotsky jingles use the Tommy Sheridan Trio, local night club and TV favorites, on open and close identification. The selling copy in the middle insert is changed periodically.

In one of the scripts, WEMP’s “Coffeehead Larsen” does a commercial take-off on the currently popular Jive-talk disc, “Little Red Riding Hood” and the Three Little Pigs.” Others include a Phil Harris style commercial by Sheridan; straight material by Lubotsky and special live copy for short term promotions.

Sheridan gets frequent requests to do the jingles during his night club shows, and WEMP is flooded with calls from people who ask when the Lubotsky jingles are scheduled.

Products advertised are Goodyear Tires, outboard motors, fishing gear, seat covers and auto accessories.

Sales reaction to the first three months of WEMP advertising prompted Lubotsky to sign a year’s contract with the station, increasing his already heavy schedule to include Green Bay Packers football advertisements.

WEMP’s Transcription Production Service has been particularly effective in introducing new advertisers to radio and revitalizing campaigns of veteran users.

Other advertisers using the service are the Milwaukee Sentinel; Smartwear Women’s Clothes (Handmacher suits); Tavern Pale Beer; Hermax Furniture and Appliances; Droegkamp Furnace Company; Thiele meats; Benefield ice cream; Keller’s beer: depots; Wisco 99 gas; and American Calculating.

HI-FI PROGRAM ON WEMP-FM HAS BIG MAIL PULL

Milwaukee’s only FM service uses Hi-Fidelity records

A TERRIFIC MAIL RESPONSE attests to the popularity of WEMP-FM’s High Fidelity recorded music programs aired Sundays at 8:00 p.m.

The two-hour programs, called “Sunday Fine Music Concert,” are conducted by Leonard Helmingsh, Florentine Opera Company manager.

Local guest commentators and visiting musical celebrities also appear on the show each week. John Anello, Milwaukee conductor and director of the Music Under The Stars concerts, produces the program.

A variety of works and composers are featured and interpreted on each program, and classical musical events in Milwaukee are discussed.

Full tonal range provided a new listening experience and unavailable in any other type of recording results from the program’s exclusive use of High Fidelity recordings.

WEMP-FM, now the only FM outlet serving the Milwaukee area, is also the only Milwaukee station using High Fidelity recordings exclusively in its concert programs.

PACKER FOOTBALL

IT WAS ERRONEOUSLY reported in WEMP’s July 27 broadcasting advertisement that WEMP will originate all Green Bay Packer football games this season. The story should have stated that WEMP’s sports director, Earl Gillespie, will broadcast all games and that WEMP will originate all games except those played in Green Bay. Station WJPG, the Green Bay Press-Gazette station, will originate all games played in Green Bay.

SELECTING classical High Fidelity recordings requested by WEMP-FM listeners are John Anello (seated), producer of the “Sunday Fine Music Concert,” and Elmer Ihrke, WEMP musical director.
**STATIONS**

**REPRESENTATIVES APPOINTMENTS**

KSO Des Moines, Iowa, appoints Avery-Knodel Inc. as its national sales representative effective Aug. 10.

WWON Woosneck, R. I., appoints Robert S. Keller as representative in N. Y. area.

WKTY La Crosse, Wis., appoints Everitt McKinney as national representative.

WOKY-TV Milwaukee appoints H-R Television Inc. as national representative.

WBEL Rockford, Ill., appoints Don Rich as national sales representative.

KPOL Los Angeles opens new sales offices at 167 South Vermont Ave. Telephone is Dunkirk 7-6561.

WMTV (TV) Madison, Wis., appoints Meeker TV national representative.

WTAL Tallahassee, Fla., appoints Robert Meeker Assoes. as national representative.

WTCN-AM-TV Minneapolis appoints John Blair Co. and Blair TV.

WTNJ Trenton, N. J., appoints Grant Webb Inc., N. Y., as national representative.

The Lobster Network, consisting of WPOR Portland, WCOU Lewiston, WPAU Augusta, WTVL Waterville, WRKD Rockland and WRUM Rumford, all in Maine, appoints Richard O'Connell, N. Y., radio station representative firm, as national representative.

**REPRESENTATIVES SHORTS**

Donald B. Cooke Inc., national advertising representatives, announces move to larger quarters at 331 Madison Ave., N. Y. Telephone remains MGray Hill 2-7270.

Kenneth E. Palmer & Co., regional representatives for Intermountain Network and other radio and TV stations, moves to 1554 California St., Denver, Colo.

H-R Representatives Inc. and H-R Television Inc., S. F., relocate at 155 Montgomery St. effective Aug. 10. Telephone is Yukon 2-5701.

Lionel Colton, radio-TV representative, moves from 551 Fifth Ave., N. Y., to Shelton Hotel, 49th St. and Lexington Ave., N. Y.

Louis R. LaFonte Inc. & Assoc., S. F., named representative in that city for Gene Grant & Co., L. A., radio station representatives.

Brumham Co.'s Charlotte, N. C., office moves to 2001 Liberty Life Bldg. Telephone is 2-8839.

**NETWORKS**

NBC RADIO’S COTT SAYS OVERHAUL TO BRING ‘NEW, WONDERFUL’ SHOWS

‘If TV killed off conversation, NBC radio is going to revive it,’ promises Operating Vice President Ted Cott in preparing programs with which NBC is going to ‘overwhelm the public.’ In the works: A program on variations of the NBC chimes, a new giveaway, quizzes, a hit parade, midnight column, a radio version of the Sunday newspaper at its best titled ‘Weekend,’ and news and feature news shows.

ADOPTING the motto, ‘What’s new in radio is good for radio,’ NBC is going to overhaul its present radio programming from stem to stern, retaining its strong features as a base and revitalizing the remainder with strong new material, Ted Cott, operating vice president of the NBC radio network, said last week.

‘We’re going to overwhelm the public with such a collection of new programs that they won’t dare tune anywhere else for fear of missing something new and wonderful,’ Mr. Cott declared. ‘We’re not going to dabble out our new programs one at a time. We’re going to start them all in as short a time as possible. And we’re going to give them heavy promotion, both on the air and in print.

‘Radio’s trouble has been that it’s had nothing to talk about. Well, we’re giving it something to talk about. If, as they say, TV killed off conversation, NBC radio is going to revive it.”

Just when NBC is going to launch its new programming has not yet been determined, but the opening program which will kick off the new fall-winter season has been decided, Mr. Cott said. It will be a one-hour show based on improvisations of the NBC chimes, aural symbol of the NBC network. Demonstrating the flexibility of radio (beyond that of anything else, he noted), this chime show will include a jazz improvisation coming from New Orleans, improvisations by such modern musicians as Skitch Henderson and Meredith Wilson, classical improvisations showing how Beethoven, Mozart and Wagner might have handled this theme, a foreign treatment from the French Broadcasting System in Paris, and many more.

That opening show will be symbolic of NBC in more ways than the chimes, if Mr. Cott has his way. Getting places to get program material at the source, instead of straining it all through the same New York and Hollywood studio milks, is exactly what he intends to do with many new NBC programs now in the works.

Some of these shows will be a giveaway program, where you can telephone him to get a new contest, and then send in your story. He’ll send in your story. He’ll send in the story, and after the contest, there’ll be a question, winning a radio columnist from a different city each night.

On Sundays, Mr. Cott and his colleagues are planning a program that will be the radio equivalent to a Sunday newspaper, with all of its different varieties of news and with its Sunday supplement of features and serialized stories.

All Over the Map

This program will open and close in New York, with a permanent m.c., but its contents will come from all over the map. Correspondents around the world will report on the programs of the week. Elmo Roper will discuss trends in radio, and Richard Harkness will give a Washington summary. A roving reporter, probably W. Chapelton, will be heard from wherever the feature news story of the week has occurred. There will be a musical review of the most popular records of the week, a critical column by Leon Pearson, a woman’s page, Hollywood column, sports review, new ideas in living, the top jokes of the week, and a music column. Each type of operation, with a nationwide staff of reporters, the best men the NBC affiliates can contribute, handling the top stories of national interest occurring in their communities and reporting them from the spot.

Reporting a fine response to his wire asking NBC affiliates to suggest local programs they consider worthy of network broadcasts [Box, Aug. 10], Mr. Cott said many of the network’s strongest and most successful stations had written enthusiastic replies and submitted a wealth of program ideas.

“I honestly feel that what we’re doing is real public service,” Mr. Cott said. “It will be good for NBC, of course. But it will be good for all radio, because we will have to get into the act; they won’t be able to sit back and let us carry the ball alone; radio is too competitive for that. And it will be good for the listening public, who must at times have begun to think that all of radio’s creative program people had deserted to television. Before long they’ll find out that it’s not true, not at NBC anyway.”

KSD-TV Adds Listener

KSD-TV St. Louis reports a new record has been set for long-distance reception of the station’s signal. A letter to the station from E. J. Antoine of Davidson, Sask., Canada, 1,400 airline miles from St. Louis, says Mr. Antoine picked up KSD-TV programs for two hours June 15 with a “very high gain” antenna array. Previous record, in 1949, was reception in Phoenix, Ariz., 1,300 miles away. KSD-TV recently increased effective radiated power to 100 kw.

NBC-TV affiliates hear on NBC radio closed circuit the format of NBC-TV’s new Fred Allen show, Judge for Yourself, which begins tomorrow (Tuesday) at 10 p.m. EDT. Dismissing the plans are (l to r) Mr. Cott, and Elmo Roper, president in charge of press, and James Nelson, advertising manager. P. Lorillard Co. will be sponsor.
```plaintext
McTigue to Radio Press
In Further NBC Split

IN LINE with plans designed to "revitalize" the NBC radio network, John D. McTigue of NBC's press department has been designated an account executive solely for radio network press activities.

Mr. McTigue, who rejoined NBC recently after a tour of duty as a psychological warfare officer in Germany, was a member of the NBC press staff from 1931-41. He later served as director of publicity for WIZ New York (now WABC) and as ABC manager of special events, among other assignments.

Mr. McTigue was described by an NBC spokesman as the "fourth radio veteran" to have been shifted to radio duties in the past few weeks. Previously the network had announced the appointments of Fred Horton as director of radio network sales; John P. Cleary as director of radio network programs and Merrill Mueller as radio news and feature executive [B*T, Aug. 3].

CBS Radio Spot Sales Ups
Allison to Eastern Sales Mgr.

PROMOTION of Milton F. Allison to the post of eastern sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.

An account executive in the New York office since 1949, Mr. Allison joined CBS Radio Spot Sales from WLWT (TV) Cincinnati where he had been sales manager. He started in radio in 1932 as radio manager for the Skelly Oil Co., Kansas City, and later served as promotion manager of KMBC Kansas City.

N. C. Mutual Affiliates
'Favorable' to New Plan

MAJORITY of 18 North Carolina Mutual stations which met in Raleigh recently, reportedly thought the MBS plan to pay basic affiliates in programs rather than cash worth a try.

Most of the metropolitan stations at the session indicated they would sign the new plan for the upcoming year, it was said.

The meeting, held with Pete Johnson, vice president of Mutual's station relations division, was called by Jack Younts. WEEB Southern Pines, and Fred Fletcher, WRAL Raleigh.
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**Gifts for Editors**

ANNOUNCING the move of Herb Shriner's Two for the Money program to CBS-TV starting last Saturday, the network sent boxes of Old Golds, advertised on the show, to radio editors. Same day, the same group—in New York—also received boxes of Ferrara's Honey Nougat, new sponsor of The Continental on WMGM New York.

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**"Old Reliable" of the 1-KW's**

WIDELY USED in 1-Kw AM transmitters, the RCA-833-A has become famous over the 14 years of its existence for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

It's hard to beat the dependability of operation, long service life, and operating economy of the 833-A; and it's harder still to beat the price. RCA-833-A's now cost you less than 60% of what they did originally.

**For fast tube service, call your local RCA Tube Distributor.**

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**RCA CORPORATION of AMERICA**

**ELECTRON TUBES**

**HARRISON, N.J.**

**August 17, 1953**
CBS-TV Adds to West Coast Programming Creative Staff

MORE creative executives have been added to the program staff of CBS-TV's West Coast operation because of increased activity in production, according to Harry Ackerman, vice president in charge of network programs in Hollywood.

James Fonda, producer of CBS-TV's Amos 'n Andy and former CBS Radio network program supervisor, becomes director of network programs. Cecil Barker, formerly program-production director with ABC-TV's Western Div., was appointed executive producer. Hal Hudson, Mr. Ackerman's executive assistant, is general manager, a newly-created post. Ben Feiner, who as executive producer supervised many new shows for the network, will add to his duties the supervision of the new Bob Crosby five-times weekly show.

Full schedule of CBS-TV programs, emanating from Hollywood, "represents approximately 33% increase in production over last year," Mr. Ackerman declared. This schedule includes Jack Benny Show, George Burns and Gracie Allen Show, I Love Lucy, Our Miss Brooks, Bob Crosby Show, Art Linkletter's House Party, Red Skelton Show, My Friend Irma, My Favorite Husband and Life With Father and Mother.

Programs in various stages of development include Family and Mrs. Fair, Professional Father, That's My Boy, December Bride, Young Love and Jimmy Boyd Show.

Hicks Returns to ABC

GEORGE HICKS, NBC newscaster and one-time ABC war correspondent, will return to ABC on Aug. 31 as a member of the radio news staff, it was announced last week. Mr. Hicks will be heard in a program of news comment, beginning Sept. 7, over ABC radio, Monday to Friday, 6:45-7 p.m. EDT.

Ford's 'Excursion' to Debut

HALF-HOUR PROGRAM prepared for children from 8 to 16 by Ford Foundation's TV-Radio Workshop has been given working title of Excursion. Slated to premiere over NBC-TV, Sunday, Sept. 13, from 3:30-4 p.m. EDT, the program will be made available to two advertisers.

Steel Theatre' Director

ALEX SEGAL, who joined ABC-TV as an assistant director in 1948 and subsequently directed some of the major dramatic productions for the network, has been designated director for the U.S. Steel Theatre, which will premiere over ABC-TV on Oct. 9 (Tuesday, 9:30-10:30 p.m. EDT).

ON THEIR way to a three-week holiday in Europe, J. Glenn Taylor, vice president of General Teledx Radio Inc. and member of the MBS board of directors, and Mrs. Taylor, take time out to wave goodbye before boarding their plane. Mr. and Mrs. Taylor left the U. S. Aug. 7 for Norway and Sweden. They plan to visit nine other countries.

Theodore Zaer Appointed NBC Radio Div. Controller

REFLECTING NBC's radio reinforcement program, the network announced last week the appointment of Theodore Zaer, controller for WNBC and WNBT (TV) New York, as divisional controller of the radio network division.

The announcement from Joseph V. Hefner, NBC's financial vice president, also disclosed that Marian Stephenson, chief assistant in the NBC controller's department, has been named assistant to the divisional controller for the radio network division.

Mr. Zaer's shift of responsibilities from station radio and television to exclusively network radio duties is interpreted as one of a series of moves planned by Ted Cott, formerly vice president in charge of WNBC and WNBT (TV) who was named operating vice president for the radio network several weeks ago (B&T, July 20).

WKJF-TV Signs With NBC

SIGNING of a working agreement between NBC and WKJF-TV Pittsburgh has been announced by Harry Bannister, NBC vice president in charge of station relations. He said WKJF-TV will be a secondary NBC affiliate offering NBC-TV programs not on WDVT (TV) Pittsburgh, NBC primary affiliate.

Rapp Suit Against NBC, Others, Asks $1.25 Million

A SUIT for $1.25 million charging unfair competition and plagiarism was filed last Thursday in Los Angeles Superior Court against NBC (for its NBC-TV Saturday Night Revue), Hoagy Carmichael, Eddie Foy Jr., Sydney Miller and others by Phil Rapp, creator-owner of The Bickersons, radio-TV characters.

Mr. Rapp claims a sketch in the NBC-TV show imitates and burlesques The Bickersons, of which Mr. Rapp, in conjunction with Jack Denove, has completed four half-hour video films. He also asks a permanent injunction against further use of the sketch by NBC-TV. The suit asks $750,000 property and $500,000 punitive damages.

On July 22 Mr. Rapp had warned NBC against use of the sketch along with Revue's sponsors, Lever Bros., Bendix Home Appliances, S.O.S. Co., Benrus Watch Co. and Griffin Mfg. Co. Since then NBC-TV has used its weekly sketch twice and announced it would be a regular feature.

A second suit was expected against CBS-TV and its Jackie Gleason Show, which was said to use a similar sketch.

SIGNING a basic affiliation contract for CBS-TV and WVHE-TV and WVET-TV Rochester, which will share VHF Ch. 10, are (1 to r): Ervin F. Lyke, WVET-TV president-general manager; Fritz Snyder, CBS-TV director of station relations; Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Glover Dalaney, vice president-general manager, WHEC-TV (At Deadline, Aug. 10).
Powerful for the Long Run...

"MOVING THE GOODS" IN THE Memphis Market

Nine railroad systems are on the move supplying the growing Memphis Market with one-line direct service from 54% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule... Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS RADIO. 600 KC — 5000 WATTS
Editor's Note: Dr. W. R. G. Baker is Vice President and General Manager, General Electric Co., Electronics Park, Syracuse, N. Y. He is also Chairman, National Television System Committee, and Chairman, RTMA Television Committee. In this article Dr. Baker expounds on Color TV and its implications. This report was written during the last week of June, 1953, General Electric Company, Electronics Park, Syracuse, New York.

When Will Color TV Reach the Market?

Any timetable depends, of course, on one fundamental — official FCC approval of the NTSC Color system and when this might come. The NTSC has concluded its technical work and has petitioned the FCC to adopt the technical transmission standards for commercial color television broadcasting. Even if lengthy FCC hearings hold it would be possible for the NTSC system to be approved by March 1, 1954.

If this should happen, we think we can predict that some Color programs would be available in key city markets shortly thereafter and that Color programs, on networks, might be available in many local markets certainly by the middle of 1954.

Color tube output by Mar. 1, 1954 would attain a monthly rate of 2,000 to 4,000 tubes. If this is accomplished, one or more Color TV models will be included in the Fall line of many manufacturers. Available quantities will be limited but there should be enough receivers for the public to compare Color TV with Black and White. Total Color television receivers in 1954 will probably be less than 1% of the industry's set production for the entire year. It can be expected that these receivers will cost $800 or more each.

How Does the NTSC Color System Work?

The great asset that the NTSC system contributes is this — every Black and White receiver ever sold ... every set sold this year, next year or five years from now, will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

First — the NTSC system fulfills its primary function: the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to monochrome telecasts. In chromaticity, the color television images match or excel color movies.

Second — it fulfills the capability requirements. It reproduces the program on B&W receivers, producing images that are virtually indistinguishable from those provided by standard monochrome telecasts. No receiver modification is required; in fact — no adjustments are needed except as required for present-day operation.

Reception has been checked by transmissions over channel 4 in N. Y., channel 5 in Philadelphia, and channel 2 in Syracuse. Reports from viewers are overwhelmingly favorable. Many say that Color broadcasts, viewed in Black and White on today's TV receivers, are superior in pictorial quality to regular broadcasts. This is not imagined; since the broadcast "equipment" is what is supposed to color the programs, actually can do a better job of rendering the shades of gray.

A standard B & W transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the camera which views the scene in full color and transforms it into shades of gray. Thus, the camera removes the "color" aspect.

In transmitting a full-color image, it is necessary to consider the masking elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, fitted into the channel between the picture and sound signals.

This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal. Color receivers are designed to accept and use both signals.

No basic changes are required in the existing FCC regulations governing standard broadcasting beyond tightening of tolerances which, in effect, improves the performance of present receivers and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary signals, which set up the color signal, specify its frequency, and outline the techniques by which hue and saturation values are transmitted.

On April 14, 1953, the NTSC system was formally demonstrated to the Wronker Committee and to the Industry on April 14, 1953. It was acclaimed as a high success.

A television transmission broadcasting a monochrome signal will accommodate the Color signal without basic change. Precautions need to be taken to insure satisfactory use of the color transmission. The only precautions necessary to insure proper Color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

A transmitter which will take Color signals from the network will already be required by existing regulations to transmit an additional piece of equipment known as a stabilizing amplifier to insure the adequacy of the received synchronizing pulse. This, fortunately, is a simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with Black and White.

What Will Color Mean to TV Programs?

Limited Color programs will be on the air generally, on a national basis, in the last half of 1954. During 1955 that number will gradually increase.

Color alone cannot make a good program out of a poor one. This has been proved in the motion picture industry. It has been 31 years since full color movies have been available, yet today monochrome movies are still the backbone of the business. Many B&W pictures continue to be the box office hits, while many "color" films are among the "flops".

The cost of programming represents a real economic problem. Color will add to these costs — of this, there can be little doubt. How many advertisers will consider that Color will add enough "sell" to their programs to justify these extra costs?

Color will add a little to the basic entertainment value of most of the highly popular shows on television today — the situation comedies, the prize fights, and wrestling matches; the newscasts and most of the popular plays. However, some programs, like the variety shows, will be greatly enhanced.

Are the Broadcasters Ready for Color?

Signals have been satisfactorily transmitted over the Telephone Company's networks. Their engineers have taken part in the affairs of the NTSC, and are thoroughly familiar with the NTSC proposal.

The two factors that mean that a Color program originated at a network key station and put on the network, could, for a minor capital investment and at practically no extra operating expense, be taken off the network and re-broadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved. It is not in the Color television studio. In this way, most extended changes will be required. A three-tube camera initially will be used, although development now intensively underway, may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the Color camera.

The signal from the camera is directed to a system of rack mounted equipment, where the signal is dissected and each of the signal components is then optimized and dealt with individually. At this point, also, the special synchronizing pulse is generated. From this equipment, then, there is delivered a complete signal which is ready to modulate a standard Type transmitter or to be fed to the network.

Enough studio gear, much of it now in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of Color programs through the networks in parallel with the standard Black and White programs. Although we cannot see this situation, that is exactly what we may expect.
A television success story:

**SALES JUMP 66% FROM TV CAMPAIGN**

NEW York's Yankee Stadium recently rocked to the organized cheers of 200 hotly partisan Chicago White Sox fans, visiting Manhattan on the annual "Go, Go Sox Tour" sponsored by Mages sports stores in Chicago.

This yearly event is put on by an organization which earnestly believes every member of the family should be a "good sport" and that television is one of the surest ways of encouraging sports participation, not to mention sales of goods.

Oddly enough, Mages Stores for Sport concentrates more on late evening films than actual sports events to put across its message. It has, however, sponsored such events in the past. Mages has used TV for the past two years, with phenomenal results, and currently sets aside perhaps 80% of an estimated $300,000 advertising budget for mostly TV and some radio—over $200,000 for television.

Not only have its gross sales jumped from $3 million to $5 million in that span, but the organization has opened three new stores in various parts of Chicago to accommodate new customers. Mages now has seven stores in the city—and apparently hasn't stopped expanding yet.

Mages had a change of heart some months ago on the type of audience it wanted to reach. As Morrie Mages, advertising and promotion manager, explains it: "We have spent a lot of money on institutional advertising to get consumer acceptance. We used a sports program on radio for a while and found that we were reaching sports fans. Then we decided to reach out for the whole family in an attempt to interest each one in active sports participation. We started using television."

That's when Mages turned to film presentations. It now sponsors the Mages Playhouse each Monday and Thursday on WGN-TV, a station with which it has done business almost exclusively the past two years. The commercials are handled by Jack Brickhouse, WGN-TV's sportscaster, and Morrie Mages, himself.

What makes Mages a go-getter in the sportsware field is probably the fact that it is owned by four brothers—Irving, Morrie, Sam and Ben—who think pretty much alike. Without teamwork and each handling certain functions, the firm probably would not be a going concern, they acknowledge freely. Irving is president and Sam is merchandise manager of the firm. It takes the full efforts of each brother, Irving admits, to keep the firm "on the alert" in the face of competition. He adds:

"Television is costly but has played a large effect from the standpoint of diminishing costs. It is a good but expensive medium of advertising. It places a terrific burden on advertisers." Irving looks to the day when television will expand, with more stations on the air, and perhaps stores like his will share the costs of TV. He noted that even large advertisers are hard-pressed to remain in TV.

Nor is radio forgotten by the Mages brothers. The firm orders periodic spot schedules to herald the opening of new stores. Says Irving Mages: "Radio definitely has its place." Television announcements also have been purchased.

The annual baseball trip to New York is only one of the promotion highlights offered by Mages. The organization has promoted sports in general through "Miss Bowling" contests, another contest in which a Cubs and White Sox fan received a free trip to watch their heroes in spring training and other gimmicks. It also makes frequent use of the services of golf, bowling and other sports experts to familiarize customers with goods.

Additionally, Mages has sponsored, from time to time, roller derby exhibitions and soccer matches, as well as other sporting events. Last year the "Go Go Sox Tour" to New York accommodated 100 people with all expenses paid. Mages also has been active in numerous civic and community enterprises in the public interest.

Working closely with the Mages brothers is Art Holland, account executive of Malcolm-Howard advertising agency. In fact, it was Mr. Holland who conceived the "moment of madness" as a permanent feature of the Monday evening Playhouse. Sport items and accessories are offered to viewers at fantastically low prices. "The giveaway" gimmick has been amazingly successful.

When the feature was first announced, Mages ordered 3,700 dozen golf balls and reported them all sold by noon the next day. They estimated that they could have disposed of 10,000 dozen if they had ordered them.

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**Features**

- Five keys to better TV news shows. Page 94.
- A TV merchandising plan that pays off 10 to 1. Page 100.
- Big budget days aren't over in radio. Page 100.
A TV station has in its news programs one of its finest opportunities to build prestige and good will and to be of genuine public service.

To those who would like to see their stations have the best possible news programs, it should be of value to analyze the factors that enabled WTVJ (TV) Miami to win the "Distinguished Achievement Award for Television News in 1952" presented by the Radio-Television News Directors Assn. in cooperation with the Medill School of Journalism at Northwestern U.

What are the factors that brought this national recognition to WTVJ? More important, what are the factors that can enable any other television station to develop an outstanding news operation?

For what they are worth, the writer of this article offers five points which seem to represent the most important factors in the success of the WTVJ newsroom. This analysis is based on first-hand work and observation in the WTVJ newsroom this summer, while the author was on vacation from his professorial duties at the U. of Illinois.

At the outset, it is taken for granted there is no "magic formula"; likewise, it is taken for granted that WTVJ has no monopoly on successful newsroom practices. The WTVJ management and staff would be the first to concede that they have not climbed some Utopian peak of perfection.

Nevertheless, in the belief that an analysis of the WTVJ success story may be useful to others, these five points are offered for consideration:

Major Emphasis on Spot News

The news director's personal philosophy of the role of television as a medium of news dissemination is of primary importance. Ralph Renick, WTVJ news director, belongs to that group of television newsmen who believe that their first obligation is to cover the spot news of the day. Mr. Renick thinks first in terms of news. Like a good editor of a newspaper or of a radio newsroom, he is constantly weighing the news values of the day's happenings. Unlike those newsmen who permit themselves to be bedazzled when they enter the never-never land of television, Mr. Renick has not allowed himself to be so overcome by the visual gadgetry of the new medium that he has gone on an unending binge of superficial feature stories. Nor has he forgotten the value of immediacy, just because day-old pictures are conveniently available. Nor does he organize his newscast solely on the basis of: "What pictures do we have?"

As Richard Oberlin of WHAS-TV Louisville once told a group of fellow newsmen, "The spot news comes first!" It's as simple as that.

Although the basic concept may be simple, it's not so easy to put it into effect. One way to cover the day's happenings with an up-to-the-minute report of the timely developments would be to duplicate the newspaper-radio approach; that is, by direct contact or by telephone the reporter would get in touch with principal news sources, gather information, and prepare the most informative summary that time permits. On this basis, however, television is simply duplicating radio coverage of the event, and a viewer might argue that the uninterrupted camera-on-announcer presentation of the news not only fails to capitalize on television's unique advantages but it actually serves to distract the viewer's attention from the informational content of the newscast.

To capitalize on the special advantages of television and to record the chief events of the day with a newsreel camera is a much more challenging series of problems. But, in spite of the problems, WTVJ has an average of eight locally-filmed news stories on the principal newscast at 6:45 each evening.

This 6:45 p.m. newscast, Renick Reports, is the station's showpiece. The 15-minute period is devoted entirely to local and state news, with by far the greater bulk of it concerning events in the Greater Miami area. The newscast immediately follows the Doug Edwards show (CBS-TV); so, in the belief that listeners have already received adequate coverage of national and international affairs, Mr. Renick concentrates his efforts on intensive coverage of the local scene.

If it is at all possible to cover these local events with film, a cameraman is assigned. Two full-time news cameramen who seem to know every street, alley, and canal of the Greater Miami area about as well as the average person knows his own house cover stories until late afternoon.

The normal deadline for getting film back to the laboratory for the 6:45 program is 4:30, but cameramen frequently and without undue turmoil cover assignments considerably later than that. Although it's too late for comfort, film in the processor at 6:15 can get on the 6:45 show. If the news story breaks very late and motion pictures are not available, occasional use is made of the polaroid camera. Stills will be used on the first broadcast and films obtained for use on the next program at 11 p.m.

Finally, if there is time for neither film nor stills, the very late-breaking news story is handled just as it would be on radio. The announcer simply reports verbally, as in the following: "A Miami businessman was fatally injured in a traffic accident shortly before broadcast time this evening. . . ."

Film No Fetish

Although there is strong effort to cover as much of the news on film as possible, there is no fetish in this respect. If a given news story falls chiefly into the realm of ideas (as many of them do), a straight oral report will supplement or entirely supplant film coverage.

In building up this pattern of speedy coverage of the day's chief developments, the WTVJ news department has been aided by a unique cooperative arrangement. The Miami plan has proved so successful for all parties concerned in the three-way arrangement that it might well be adapted to the needs of other communities.

The WTVJ news staff has the exclusive use of two station wagons, which furnish rapid transportation for men and equipment to any part of the Miami area. The station wagons are furnished free of charge by an automobile dealer. The dealer's name is prominently displayed in a large safety emblem on the doors, and this same emblem is briefly pictured in safety programs aired four times a week. These safety programs, in turn, are handled by a traffic safety police officer. In his broadcasts the officer uses films of accident scenes shot by WTVJ cameramen to illustrate his points on safe driving and prevention of accidents; the most newsworthy of these accident films are
used first on news programs and are later utilized for traffic safety educational purposes.

This tie-in with the Miami police department has other important advantages. There are police radios in both station wagons, as well as in the WTVJ newsroom. In addition to these FM units, a speaker in the newsroom is connected to the Miami fire department by telephone line. Staff members in this way are able to monitor all police and fire calls.

Going Into Action
When a “3-17” or emergency call is received, the news staff goes into fast action. A cameraman and a writer will make a beeline for one of the station wagons, a blinking red light flashes a warning to motorists and pedestrians, and the WTVJ crew is soon in action on the scene. Sometimes the newsmen are there in time to get a picture of the police emergency rescue vehicle just arriving. Even late at night or in the early hours of the morning, Mr. Renick or one of his men may get a call that will send him scurrying out on an assignment.

What kind of stories does WTVJ handle with this timely coverage? One answer would be—largely the same major news stories that are reported by the local newspapers. Another way to answer the question is to cite briefly some of the news events covered on a recent day (chosen at random).

The best film stories on that particular day included a fire in a bridge tower that caused the electric controls to quit functioning, and later shots showing river traffic blocked and workmen cranking up a section of the drawbridge by hand; a bad traffic accident in which a woman lost control of her car and struck two small boys on a bicycle; both sound and silent film on a Georgia Day celebration at the Miami Kiwanis club with excerpts of a talk given by Gov. Herman Talmadge; reports on two local controversies involving the moving of city hall offices and the Dade County blood bank. There were several stories of lesser importance, plus a human interest feature on the Miami fire department’s observance of its 55th anniversary. During the entire program, there were only two feature stories, both of which were timely and merited inclusion. There were no out-dated stories dragged into the program because of their pictorial qualities and their availability; basic content was judged strictly on its news value, but the pictorial possibilities were carefully weighed in determining how the stories would be handled.

One more recent incident might be cited to show the emphasis that is given to significant news. Early on a hot July day when news was breaking slowly, a cameraman was assigned the task of working up a hot weather feature on silent film. The assignment was carried out with some originality and the finished product was reasonably interesting. As the day wore on, there were several developments with real news significance; consequently, the hot weather feature (Miami bathing beauties and all) was left on the shelf for a hotter and drier day... and two weeks later it was still shelved.

Cooperative Management

One of the major reasons why WTVJ was able to develop a prize-winning local news operation was the enlightened attitude of its management. Lee Ruwitch, general manager, recalls that in 1950 he made a tour of TV stations and he returned home feeling that the thing most lacking in the operation of most of them was a good presentation of the news. He made up his mind there was a void to be filled. He said, “We wanted the best news operation in the country.”

In this aim, he had the support of Mitchell Wolfson, president of WTVJ, who urged that every effort be made to use television's news potential to the fullest.

When Ralph Renick, youthful newsman, returned from a national convention of news directors, he was filled with enthusiasm. He asked Mr. Ruwitch for “just 30 uninterrupted minutes” in his office. The plan that Mr. Renick outlined sounded expensive, but it fell on receptive ears, for management already had the desire to build an A-1 news department. Details of the planning fell largely on Mr. Renick, a graduate of the U. of Miami, who had just completed a national survey of television news practices while holding an H. V. Kaltenborn Research Fellowship.

In one sense, it is correct to say the WTVJ news department started from scratch, but in another sense that isn’t quite true. Somewhat like many others, they started with a single Keystone camera, about $300 worth of equipment, and limited pro-

Photographer Jack Emley is about to take off on an assignment in one of the two station wagons furnished WTVJ (TV) by a local auto dealer in exchange for on-the-air advertising in safety program telecast four times a week.
Programming. But that fails to take into account a unique advantage that WTVJ has enjoyed. Affiliated with a chain of theatres and Reela Films, WTVJ had easy access to technicians and equipment that most other stations do not have. Because of this affiliation, management and employees were newsreel-minded.

Management has provided adequate equipment and manpower to do the job. Making a financial profit on the newscasts has not been a major consideration. With the overall operation of the station showing a substantial profit, management has not insisted that the news department operate in the black. Realizing the expense of the kind of news operation they were maintaining, executives have not gone overboard in endorsing wasteful expenditures. They simply believe that the advantages in prestige, audience good will, and public service are more important to the long term general welfare of the station than a dollars-and-cents profit on this one phase of programming.

Mr. Ruwitch expresses his viewpoint this way: "Our news department cannot be classified as a money maker for the station. I don't refer here to the sale of news programs to advertisers, for we have no difficulty in keeping sponsors happy with our news programs. But it is always and will be a costly operation from the standpoint of both equipment and manpower."

He adds, "I cannot put too much emphasis on the importance of news coverage to a radio or television station, regardless of the size of the community served. It is one of the forces which will contribute to your success or failure in public acceptance—depending on the kind of job you do."

Full Utilization of Visual Tools

As indicated in the discussion of spot news coverage, the WTVJ staff is very much aware of the advantages that television enjoys as a medium of communication. The various visual tools are utilized in such a way that there is a change of pace throughout each broadcast.

Heaviest reliance is placed on silent film. The news department has two Bell and Howell 70DL's, a Bell and Howell Model 70H, and a 1200 Keystone (all 16 mm). A proper lens is available to meet the needs of any news situation. For portable light, three Frezzo-lite battery packs and a suitcase.

One or two assignments are covered with sound-on-film almost every day. This coverage with an Auricon Pro sound camera takes more manpower and effort than silent film, but it can be most effective for the audience to hear the central figure in a local controversy summarize his viewpoint in his own words.

Still films are not widely used. However, there are occasions when there are late-breaking news stories or other situations when motion picture film is not available but still pictures can be obtained. If stills are available and if they really add something to the coverage of the story, they are used; stock photos are not used just for the sake of having some kind of picture on the screen.

Newsworthy personages are frequently brought into the studio for live appearances. These interviews are kept very brief, for they can easily consume time that is needed to give adequate coverage to other events of the day.

If there is any gimmick that has visual appeal and that will contribute to the viewer's understanding of the news, it is utilized. The most recent example of this was a scale model of a proposed dam and series of locks to be built on the Miami river. Army engineers were holding a hearing and the issues were complicated. To give the audience a better idea of what was proposed, the detailed model of the project was brought into the studio and an engineer explained how it would operate and answered questions from the news announcer.

Because of the extensive newscast coverage, the station's specially-equipped remote truck sees relatively little use. When the right situation does arise, six or seven men are sent out to give two-camera coverage for instantaneous transmission to viewers' homes.

In line with the fallibility of human beings in general, WTVJ staff members don't score 100% in this respect, but their batting average is usually good.

Preliminary assignment sheets are set up the night before and additions are made as changing events dictate during the day. Unless there is reason to handle the situation otherwise, telephone calls are made and appointments are arranged in advance. Wise planning of routine assignments saves money, time, effort, and tempers; and it leads to better coverage.

One of the most impressive examples of intelligent planning, on a broader scale, is the way the WTVJ news staff covered the Florida state legislature this year. As the state capital is in Tallahassee, 475 miles from Miami, it is apparent that on-the-spot daily coverage would not be feasible. To give the best possible coverage under the circumstances, the staff shot about 9,000 feet of film—6,000 of this during the opening week of the legislative session.

Some of this film was sent back to Miami for immediate airing, but the bulk of it was carefully planned footage to be held in reserve. Through careful planning, all the major issues that were almost certain to face the legislature had been outlined and committee chairmen, spokesmen for certain proposed bills, or other logical persons were asked to answer questions or give brief statements on the measures in question. As it worked out, many of these statements were quite pertinent when aired later in connection with legislative developments.

Stock footage of silent film was also made of the legislature in session, the governor's mansion, the secretary of state, attorney general, and other persons and scenes that would be almost certain to crop up in the news. This kind of advance planning could add luster to any news operation.

Elaborate Network of Contacts

This point has a bit in common with the old riddle about which came first—the chicken or the egg.

To do a first-rate job of covering the news, a television news department needs to develop many intimate contacts; at the same time, an alert news operation will create much prestige and viewer interest which means the station personnel will find a veritable army of friendly news sources.

Politicians are nearly always happy "to say a few words" in front of a TV camera; they know this gives them an opportunity to get their ideas, their names, and their faces before the voting public. Representatives of airlines, hotels, construction companies, department stores, chambers of commerce, and a host of others may be moved by similar motives. Funeral homes will call at any hour of the day or night if the importance of their news tips justifies it.

WTVJ cameramen and reporters seem to have a first-name speaking acquaintance with just about every policeman and fireman in the city. The same thing goes for city officials from the mayor on down. Any news reporter or photographer needs to build good will with a wide range of sources. The TV cameraman needs this help even more; he can't be a hit-and-run operator. A cheerful smile and a friendly word will work wonders; they work even better when they are backed by a reputation of fair play and the prestige of television.

In addition to reporting the news, WTVJ sometimes makes news in its own right. Perhaps the most widely publicized example of this occurred during the last Presidential campaign. Through some adroit planning, news director Ralph Renick succeeded in getting the two prominent Democratic candidates from the South to appear together for the first time. They appeared on Mr. Renick's special weekly program, What's the Story? After some polite and guarded comments in the early stages of the half-hour program, Senators Richard Russell and Estes Kefauver got down to fundamentals and tore into each other's campaign in a way that drew national attention.

WTVJ is one of the stations that has developed some understanding of television's distinct advantages and limitations as a news medium. It has gone a long way in meeting the challenge of the new medium, in providing a news operation that is serving in the public interest and building up audience good will—a station's most valuable asset.

Spot news comes first! If this philosophy were more widespread, there would be less ground for criticism from such veteran newsmen as Elmer Davis and Paul White, who have been outspoken on occasion with their comments about the limitations of television as a news medium.
More Advertisers buy WIP...

19% more than network station A
35% more than network station C
39% more than network station B

More National Advertisers buy WIP...

6% more than network station A
26% more than network station B
29% more than network station C

More Local Advertisers buy WIP...

42% more than network station A
42% more than network station C
54% more than network station B

More Advertisers buy WIP Exclusively...

30% more than network station A
53% more than network station B
108% more than network station C

More National Advertisers buy WIP Exclusively...

50% more than network station A
91% more than network station B
110% more than network station C

More Local Advertisers buy WIP Exclusively...

19% more than network station A
35% more than network station B
107% more than network station C

Nationally represented by
EDWARD PETRY CO., INC.

35 SOUTH 9th STREET • PHILADELPHIA, PENNA.

SOURCE: BROADCAST ADVERTISERS' REPORT—PHILADELPHIA WEEK OF JULY 5, 1953, 6 A.M.-12 MIDNIGHT—SUNDAY THROUGH SATURDAY
THE Nielsen Report shows the NBC Network Circulation and the NBC Station Circulation to be identical to the percentage placed in markets where there is no overlap of NBC signals. First impression is that the network recruits its stations' circulations. If that's the case, how much or how little does a station itself generate with its own programming?

Radio programming can be divided between "monopoly" and "non-monopoly" programming.

There is ample evidence that the two categories do not generate the same "circulation," and that the difference between their circulations is a significant factor to spot advertisers. A station can have two circulations.

There are three types of monopoly programming:

1. **NETWORK, SYNDICATED PROGRAMS.** If you want to hear Bob Hope in an area where there are no overlapping NBC signals, you must turn to the only NBC signal in your area.

2. **LOCAL PERSONALITY, PATENTED FORMAT PROGRAMS.** If you want to hear Grady Cole every morning, you must tune WBT; you must dial WNOE for Happiness Exchange.

3. **PLAY-BY-PLAY SPORTSCASTS.** If you want the Yankees, you want WINS. Non-monopoly programming, on the other hand, is represented by the disc shows and news-weather reports, the bulk of station programming of staff-presented material equally available to all.

In circulation discussions, the term monopoly programming is most generally applied to the first category, Network, because of the great body of network programming comprising the big variety and dramatic show, the "soaps," and the great comedy personalities. The other two categories are substantial, however; Mr. Godfrey belonged to Type #2 as a local station monopoly in Washington before he developed into a network monopoly, while the annual investments made in baseball play-by-plays bear ample witness to the stature of Type #3.

"Desirability" is as essential as exclusivity in a definition of monopoly. There must be an envied attraction to create a sense of "exclusion of others to the advantage of the monopoly-owner." There is no such thing as a monopoly that nobody wants.

The increase in the number of stations from less than 1,000 before the war to more than 2,000 since then has knocked out the old contour figures we once bought on.

The increase in the number of listening surveys of secondary markets within large contour areas made it even clearer that the new stations were tearing big holes in the audience fabric of the established big power stations.

It became obvious that the contour was useless and a national simultaneous study was necessary.

The first BMB came into being. In its essence it was a measure of network popularity. It was invaluable to network buyers, and almost equally useful to spot buyers, for almost all spot sales at that time were breaks adjacent to network shows. A measure of a network's popularity, then, was a pretty sound basis for a measure of a spot schedule's "popularity."

**Changes In Spot**

By 1949, however, radio spot buying had largely changed due to TV and to a general swing from breaks to minutes. TV knocked out most night-time buying and some afternoon activity. One national advertiser established a 9 a.m. curfew for radio in TV markets.

The swing to minutes knocked out most network adjacencies, reduced them to a handful soon sequestered by the 52-week advertisers.

The hour from 7-8 a.m. became the most sought-after hour in radio. Thus the typical spot campaign came to be two or three hours removed from the nearest network show, but spot advertisers couldn't afford to discard BMB. There was nothing else.

BMB's second study of network popularity continued, therefore, with one interpretation or another, to supply a station "coverage" figure upon which phone zone or metropolitan ratings of non-monopoly programs were projected across neighboring counties, even across neighboring states, at any hour of the day or night.

Now again important money has been invested in a brace of national surveys, inspired and backed by two networks. All the energy and money expended still does not answer the spot advertisers' major problem. Network stations draw on high budget network shows in addition to their power (coverage), which they lump into one overall "circulation" story, even when only a "local" program is in consideration.

What is a station's non-monopoly, self-earned circulation?

How great is the circulation differential between monopoly and non-monopoly programming?

Does carry-over, loyalty, or apathy retain any of this monopoly-recruited differential for a station's non-monopoly programming?

If the differential is substantial, the investment to get this information in future studies would pay off in better buying.

Here are four examples, typical of many others, which appear to indicate that the differential is a great deal larger than generally presumed.

First is the hour from 7-8 a.m. Every station can spin the same discs. In fact, the recording companies throw heavy promotions behind their new releases to influence disc jockeys to do just that.

Very few d.j.'s ever build a following outside of their own bailiwick, and all too frequently we've seen leading ones switch stations and not bring over enough of their "following" within their rated area to influence the ratings or switch national spot accounts. Aping each other makes them as undistinguished as the music they play.

News and weather are important from 7-8 a.m. The national news from the wire services is the same for great and small. The local news is a plus for the hometown station over the power station. The hometown can afford to particularize the immediate for his compact audience; the power station must keep it general, because his audience is dispersed.

Weather is the hometown's second plus. This important feature of get-up time is extremely local. The weather where you are dressing is the weather that counts.

The "musical clock" may eliminate the differential of one station, exemplify the disparity in others. It seems amply indicated that most "musical clocks" will not recruit
Mr. Dunn, a salesman for H-R Representatives Inc., has pointed out what appears to be a big gap in station circulation studies. His thesis: There are two types of programming, monopoly and non-monopoly, and different circulations can be generated by each. Agency research experts agree with him. After reading this article in manuscript form, E. L. Deckinger, vice president and director of research of the Biow Co., wrote Mr. Dunn: "What you've pointed out is of extreme importance for consideration in the next coverage studies and an area in which they should attempt to provide information. I think it is a very difficult area—not as easily handled as your suggested question might imply—but nonetheless of extreme importance."

**Mr. Dunn's Thesis**

Circulation with the magnetism of monopoly programming.

A second example, typical of a situation duplicated all over the country in more or less degree, is the case of NBC-Sacramento vs. NBC-San Francisco.

Sacramento is in KNBC's front yard by any measure, yet when NBC-Sacramento also carries NBC shows as it does in the morning (a "shared" monopoly resulting from NBC signal overlap), KNBC's share of audience in Sacramento is only 2.5% (Hooper Nov. '51).

In the afternoon, however, when NBC-Sacramento does not carry the "soap" block—when in other words these programs become an absolute monopoly of NBC-San Francisco—San Francisco's share leaps to 15.4%. If a spot buyer can get his minute buy next to these soaps, or any other equally desirable monopoly of NBC-San Francisco, he can count on Sacramento "coverage." Otherwise how can he count on anything?—that is, anything beyond San Francisco, or the actual "rated area," for that matter?

Grady Cole is today the very arch-example of local station monopoly programming. This unique personality enjoys a greater monopoly in the Carolinas than CBS itself.

Twelve CBS stations, 11 in the Carolinas and one in West Virginia, with a total of 36,750 watts duplicate WBT's CBS programming within its signal area, but nobody duplicates WBT's Grady Cole in the morning. It can be said that WBT has three circulations: WBT-Grady Cole, WBT-CBS, and WBT-non-monopoly.

Boston made baseball history this year, and in the making furnished a fourth and very graphic example for this discussion.

The Red Sox were a shared monopoly in New England last year among 27 stations. This year, however, the Red Sox are a shared monopoly among 30 stations—only five of these the same stations as last year when the Nielsen interviewers were working New England.

Baseball play-by-play is a major monopoly attraction—unduplicable like Grady Cole or Mr. Godfrey—and its broadcast schedule is heavy enough to give maximum impact to station circulation during the season. It should build circulation to whatever degree any network monopoly programming can. Conversely, loss of the monopoly this year should slash circulation as much as losing a major network affiliation. Yet, for lack of information, spot advertisers must use the 1952 baseball circulation of 22 stations that are without baseball this year because NCS did not establish the non-baseball self-generated circulation for them.

There is only one conclusion. A station has different circulations at different hours of the day. There is a significant differential between the circulations generated by monopoly and non-monopoly programming.

The differential is not immeasurable; it has simply never been measured. Spot advertisers and their agencies should insist that future studies provide for its measurement. Enough spot money is at stake to justify it.

It would be ideal, but it would be impossible to get the average circulation generated by all of a station's non-monopoly programming in order to compare it to its network-generated NCS figures. The hours of network programming vary too much after 8 a.m. among signals heard in any area.

The hours from 6-6 a.m., on the other hand, are universally programmed by all stations. These are the hours that will give the nearest accurate indication of a station's ability to generate circulation on its own.

Perhaps, only one more question is needed—something like:

"Do you happen to remember what station (program, number on the dial) you tuned to this morning? (this week? generally?) . . . say, for example, from the time you got up until you got the kids off to school? . . . or your husband off to work? Did the entire family listen to the same station, or, if not, who was listening to what on another radio?"

This period expressed in terms of living has been distinguished by respondent from other periods of the day, but this case is undoubtedly more complex than can be solved by such a simple question.

The author is a general practitioner, however, and there comes a time when every good general practitioner will send his patient to the specialist the case cries for—and this case belongs to the research specialist, who must prescribe the procedure for measuring the circulation that has never been measured for spot buyers.

By Walt Dunn
Going shopping by TV is a hit with sponsors

THROUGH its Star Shoppers program, which in itself is not for sale, KTTV (TV) Hollywood has built a long-range merchandising plan which offers advertisers "Supermarket Merchandising Added to Selling in the Home."

Known as the SMASH Plan and geared to station advertisers—active and prospective—who merchandise through food markets, the half-hour audience-participation program originates from various supermarkets in the greater Los Angeles area five times weekly, utilizing five different remote units.

One week in advance of each day's telecast, the selected store is equipped with shelf-strips identifying all KTTV Star Shopper Values, drawn from the product list of station clients. The day and date of the approaching telecast are listed along with naming the program each item sponsors or in which it participates. In cooperation with store management, a stack containing 18 KTTV advertised items is arranged. The station often suggests inclusion of items not normally stocked by the particular market.

Additionally, store employees wear badges featuring an invitation from host-m.c. Bill Welsh to attend the telecast, and the parking lot is flanked by life-size pictures of Mr. Welsh and the KTTV camera. The station provides the store with pictures, mats and other promotion material with which to build an advertising campaign. Retailer enthusiasm often results in full page and double truck ads in the local newspapers, featuring as many as 28 KTTV-advertised items.

Entertainment-wise, the program, which premiered March 23, features a continuous display and mention of these products through contests. One such contest has three women, after hearing a list of items read or seeing them only once, attempt to bring back as many of the remembered items as possible from the store shelves. Another features a series of questions, the answers to which contain key words in product names. Prizes are again KTTV items, packed in special-station-identified sacks which each winner holds within camera range, while Mr. Welsh names the contents.

Promotion-wise, there are many facets to Star Shoppers. By displaying selected store products adjacent to KTTV items, new advertisers are attracted when they see the promotion afforded their product, according to John Vrbs, station general sales manager. The markets themselves have benefited by the stimulated interest and sales. As many as 800 people have congregated for an individual telecast, he pointed out, adding that it is a homogeneous group that almost turns the program into a neighborhood party. This happens to the store at 2 p.m., an hour normally considered a dead time.

Advertisers and agencies in the Los Angeles area have become so conscious of the merchandising aspects that their representatives are often found at each telecast, noting the immediate results. Canada Dry Ginger- ale Inc.'s Los Angeles office, which sponsors the Terry and the Pirates film series on KTTV, credits a 50-case order from a hitherto unsold market to the fact that the sparkling beverage was brought into that particular market by the station in conjunction with Star Shoppers, reports Roy Mack, the firm's assistant division manager.

Sponsors added to the station's roster, wholly or partly because of the SMASH Plan, according to Jack O'Mara, station promotion and merchandising director, include: O'Cedar Corp. (polishes, waxes); Bosch Co. (disk amplifier); Gordon Bread Co.; Barbara Ann Bread Co.; Detergents Inc. (All); American Maize Products Co. (Amazo instant dessert); Arden Farma Co. (dairy products); Best Foods Inc. (mayonnaise); Hawaii Pinolife Co. (Dole quick frozen pineapple juice); Oscar Mayer & Co. (meat products); Pepsi-Cola Co. (soft drink); Ralston Purina Co. (cereals); Kellogg Co. (Rice Krispies and other cereals); Nehe Beverage Co. (Royal Crown Cola, Nehi and Party Pak beverages), and Arrowhead & Puritas Waters Inc.

At a program cost of $3,000 weekly, the SMASH Plan, the station believes, will pay off from between ten and fifteen to one. The main problem, according to the local offices of station representative Blair-TV, will be how to accommodate fall business. Summer time schedules had been pretty well filled by the time the promotion folder reached the agencies.

In discussing the long-range SMASH Plan, Mr. O'Mara advises against other stations attempting it unless they have the necessary equipment. He feels the importance of KTTV's five remote trucks cannot be stressed enough as contributing to the success of the plan.

A firm not given to gambling bets $24,000 weekly on radio

THINK the big budget days are over in radio? If so, the Frederic W. Ziv Co. is making a bad bet. Its new Hour of Stars, an hour-a-day, five-days-a-week series, is costing $24,000 a week, and in at least one market it has been put in an evening time slot for the express purpose of competing with evening TV.

William B. McGrath, managing director of WHDH Boston, has scheduled Hour of Stars in the 7-8 p.m. period with this explanation:

"Located in a heavily saturated TV market, we felt early the impact of TV on our evening hours. Advertisers were quick to desert the period between 7 and 10:30 p.m. on the mere assumption that the audience had taken a powder. Our experience in the last two years has proved this not to be the case, and advertisers are gradually returning to nighttime radio."

"With this in mind, we are constantly attempting to strengthen our evening program structure and have decided to schedule the Hour of Stars between 7 and 8 p.m."

Alvin E. Unger, Ziv radio sales vice president, has reported the show has been sold to more than 150 stations. The program stars Ginger Rogers, Peggy Lee, Tony Martin and Dick Powell, each playing his favorite records in individual 15-minute segments. Ziv has arranged with music publishers and record companies to make advance predictions of what tunes will become hits, giving the Ziv company a good chance of coming up with popular records even though the program is transmitted long before broadcasts.
PEARLS FROM KUDL

ALL PROSPECTIVE clients and agency heads in Kansas City received a string of simulated pearls from KUDL this week. David M. Segal, General Manager of KUDL, announced that the station would begin to market its talent-

GADGETS on a DOLLAR.

CLEAN UP

"CLEAN UP with KITE! More results per dollar, more good music per minute, more listeners per hour!" is the slogan written in red on a dust cloth sent out by the San Antonio station. On the envelope is: "Here's your KITE gadget of the month from San Antonio's leading independent station . . . ."

'THIS IS WTPV'

WTPV (TV) Decatur, Ill., is mailing to prospective clients a series of four cleverly illustrated booklets titled "This is WTPV." The series is to serve as an introduction to the new uhf station. First of the booklets gives information about the staff and coverage. The second pamphlet gives information about commercials—slide, film and live—and a picture of the station's floor plan. Pictured on the cover is a little man who holds a mike on the first booklet and a stack of coins on the second.

NBC 'FIRE'

A FOUR-PART, radio documentary series titled Fire is being presented weekly by NBC in cooperation with the U. S. Forestry Service and local and national fire-fighting agencies. The series, which started last Saturday, 6:30-7 p.m. EDT, is produced and directed by Harry Ruben.

GIANT DOODLE PAD

HANDY king-size desk pad with plenty of room for "doodling" has been prepared by the Simpson Electronic Co. of Chicago, makers of radio-TV equipment. Each sheet on the 17 x 22-inch pad is flanked with illustrations of Simpson testing equipment. Printed in two colors selected for the elimination of eye strain, the pads are being shipped to the company's representatives for further distribution to customers. Copy reminds "doodlers" that "You can't sell from empty shelves—call Estabrook's 2-1121" accompanied by a list of Simpson representatives. The bottom of each sheet contains a 21-inch rule captioned: "A good business rule: Always specify Simpson."

THE MAN WHO SELLS

HANDSOME promotion piece issued by MBS bears the title "This is the man who" and many pictures of the man who "sells more goods for more sponsors than anyone else in radio," according to Mutual. The "man" is identified as Fulton Lewis Jr.

9 MILLION COOKBOOKS

WNBC WNBT (TV) New York reported last week that 9 million cookbooks have been sold through the tie-in promotion between the key NBC stations in New York and the more than 7,000 WNBC WNBT (TV) quality stores in the metropolitan area that participated in the promotion. The stations estimated an additional $1,700,000 in business accrued to retailers who sold the books for 19 cents a copy.

FOOTBALL TIPS PROMOTION

HEAVY exploitation is planned by RCA Victor Recorded Program Service for the 12th season of Football Tips, whose star, Elroy (Crazy Legs) Hirsch, is being featured in a motion picture of his own life story, "Crazy Legs—All American." Brochures, audition discs and other promotion pieces are now being mailed to sta-

CHECK for $1,500 is awarded Jack Frazier, Crosley merchandising director, for directing the merchandising and promotion project on behalf of Colgate-Palmolive-Peet products on Crosley Broadcasting Corp.'s Ohio TV stations. The C-P-P shows were on Crosley stations WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. At the presentation are (l to r) John T. Murphy, vice president, Crosley TV; Mr. Frazier; Ted Budach, Cincinnati manager, Colgate drug products; Robert E. Dunville, Crosley's president, and Don Madden, Cincinnati manager for C-P-P grocery products.
Miss Washington Contest

PROMINENT Washingtonians have accepted invitations to be judges at the "Miss Washington" beauty contest, conducted for the 11th consecutive year by WWDC Washington. The winner will receive a jackpot of local awards and will represent the District of Columbia in the "Miss America" contest. Among the judges at the local contest are Mrs. Ivy Baker Priest, Treasurer of the United States Soil Conservation Service, and publisher of Broadcasting • Telecasting; Constance Bennett, screen star; William E. Coyle, president of the Advertising Club of Washington; Bernie Harrison, radio-TV editor of the Washington Times-Herald, and Harry Merrick, president of the Washington Board of Trade.

GE SALES TRAINING

GENERAL ELECTRIC Co.'s radio and television department has announced a new program for its distributors designed to stimulate sales training for retailers and increase the retailer's knowledge of company products. Called "Payoff," the program makes use of four records which pose various sales problems. GE suggests that retail salesmen listen to records as part of sales meetings and discuss the problems with a view toward offering solutions.

PROMOTION BOOKLET

CFPL London, Ont., has distributed a promotion booklet to advertising agencies describing the composition and size of the southern Ontario market and stressing that "at its heart is CFPL." The station is represented in the U. S. by Weed & Co.
Order KFAC in Los Angeles for radio

1. Lowest cost per thousand - network or local
2. Big "good music" audience
3. Good company - top flight clients
4. Ratings up, despite TV
5. Call Boltingman - now

KFAC
Prudential Square
Los Angeles
Advertisers

Howard R. Bloomquist, general manager of promotion division, Lever Brothers, named director of marketing for Post Cereals Division, General Foods Corp., N. Y.

Kraenh Pearson, brand advertising manager for Schenley Distributors Inc., N. Y., appointed national merchandising manager and coordinator.

Harry D. Almone, formerly promotion-advertising manager of Wincharger Corp., to Howard Industries as general sales manager.

Harry T. Leithead, president of Chutt, Peabody & Co., N. Y., elected president of Father's Day Council Inc., advisory group that will help plan for Father's Day (June 20, 1954).

Agencies


Everett V. Wile, sales manager, merchandising div., and Murray Naiditch, art director, Gregory & House Inc., L. A., and Lawrence Bole Hicks, of N. Y. agency bearing his name, have formed Hicks, Naiditch & Wile Inc., 8584 Sunset Blvd., Hollywood, Mr. Wile is president of the firm, with Mr. Hicks vice president and Mr. Naiditch secretary and art director.

Parker Ekren, creative director, and Douglas Huntington, copy chief, elected vice presidents of Doremus & Co., Chicago advertising and public relations firm.

Alex T. Franz, president of advertising agency bearing his name, announces its incorporation, to be known as Alex T. Franz Inc.

Carol Paulker, copy chief, appointed radio-TV director of Brooke, Smith, French & Dorrance Inc., S. F.

Jack Daly, partner, Daly & Richardson, S. F., to Caples Co., that city, as account supervisor.

George B. Beaumont, Benton & Bowles, N. Y., promoted to associate account executive at Procter & Gamble (Canada) account.


Robert H. Higgins, advertising and sales promotion manager, American Paper Goods Co., Kenningen, Conn., to Hicks & Greist Inc., N. Y., as assistant account executive.

Mary Thompson, copy chief, W. H. Male Ltd., Honolulu, to BBDO, L. A., as copywriter.

Charles A. Poole, senior vice president in charge of merchandising at Benton & Bowles, N. Y., appointed chairman of projects development committee of Advertising Research Foundation, and Fred B. Manches, executive vice president and treasurer of BBDO, N. Y., named projects progress advisor of ARF.


Tom Slater, vice president in charge of radio-television, Ruthrauff & Ryan, N. Y., is father of boy, William Roy, Aug. 6.

Thad Horton, D'Arcy Adv. agency, Atlanta, and formerly sports director at WSB-AM-TV there, signed by Georgia Tech in Atlanta to broadcast school's football games this fall.

 Stations

Harold E. Graves, program and promotion director at WENE Endicott, N. Y., appointed station manager of WDOS Oneonta, N. Y.

Wallace E. Stone appointed national sales manager at WITV (TV) Miami.

J. Pascal (Pat) Swift of WGR Buffalo and previously assistant advertising manager at Bell Aircraft Corp., Buffalo, to WBUF-TV Buffalo as commercial manager.

Leonard H. Levitt, account executive on national accounts, WOW New York, appointed general manager of WTNJ Trenton, N. J.

Allen Handley Jr., program director, KDSX Denison, Tex., appointed station manager. William Duke appointed chief announcer and production supervisor.

C. M. Conner, account executive KEEN Anchorage, Alaska, to KTVA (TV) that city as retail and national advertising manager. Alexander M. Tanger, account executive at

**Results?**

That's us

CHNS

Halifax Nova Scotia

Maritimes Busiest Station

5000 Watts—Now!

Interested? Ask

Jos. Weed & Co.

350 Madison Ave., New York
with the NEW GATES BCA-250 AUXILIARY TRANSMITTER!

- ELIMINATES COSTLY OFF-AIR TIME
- FULFILLS CONELRAD DEMANDS
- SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that’s ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston 3, Texas  Warner Bldg., Washington 4, D. C.  51 East 42nd Street, New York 17, N. Y.
International Division, 13 E. 40th Street, New York 16, N. Y.  Canadian Marconi Co., Montreal, Quebec
7501 Sunset Blvd., Los Angeles 46, California
solid south: 1953 style

The changing skyline of today's mid-South is a happy sight for any advertiser who wants to harness the real sales power of television.

Throughout 29 high income counties in our pivot of the Piedmont, more and more TV homes have their antennas set for Channel 2—WFMY-TV.

It's a solid array of selling potential—compound of the most progressive families in an area with nearly $1,500,000,000 buying power.

WFMY-TV is their television station...the daily habit, welcomed, watched and believed in homes where the most buying is done. And, significantly, where real selling opportunities exist for you—when your message is solidly delivered by WFMY-TV!

WFMY-TV
Basic CBS Affiliate—Channel 2
Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco
"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter – built for Easton Express WGLV, Easton, Pa. (Ch. 37). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no-nulls yet reported and viewer reports from as far away as Harrisburg, 32 mi., and Germantown, Pa., 45 mi. Previous "dead" areas – he cited Milford, N. J. as example – are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."
NOW...ANY Station can have EXACT TIMING
OF TRANSCRIBED AM-FM PROGRAM MATERIAL
OR LIP-SYNCHRONOUS SOUND FOR TV FILM...

Available in Fairchild 530 Transcription
Turntable or as kit for converting existing
equipment...new drive is SYNCHRONOUS at
ALL THREE SPEEDS.

3-SPEED DRIVE, synchronous at
33⅓, 45 or 78 rpm, is integral part of
530 Turntable (left), or available as
conversion kit. Turntable available
with or without cabinet.

No other transcription table matches
the Fairchild 530—and in kit form
its exclusive new drive permits
converting existing equipment to the
fairest modern 3-speed. With this
change you prevent program
material overlapping commercials at
station breaks, achieve synchronized
sound, insure quick starts, eliminate
rumble, noise and vibration.

COMPLETE High Fidelity
PLAYBACK SYSTEM

For superb professional sound reproduction use
Fairchild components: Fairchild 3-way Turret
Head Arm with Fairchild Moving Coil
Cartridges for lateral and vertical recordings
* 205 six-position Passive Equalizer for all
records and transcriptions
* For line-level output use the Fairchild 650 Preamplifier
with high signal-to-noise,
and 60 db gain.

Studio... Console...Portable
DISC RECORDERS

Use Fairchild Direct-drive Synchronous
Recorders for absolute timing, faithful
duplication of original sound on AM, FM,
TV. Pitch continuously variable from 80 to
over 500 lines per inch on model 523
shown. Now—make microgroove records
with your present Fairchild 539 Recorder.
Ask about special microgroove Adapter Kits.

Write for illustrated literature and prices.

FAIRCHILD RECORDING EQUIPMENT
154th St. & 7th Ave., Whitestone, N. Y.
VISIT US AT THE AUDIO FAIR, HOTEL NEW YORKER, OCT. 14-17

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BROADCASTING • TELECASTING

of new half-hour farm program on KGUL-TV
Galveston, Tex.

Homer (Shug) Morrow, salesman at WGN Chi-
cago, has transferred to sales staff of WGN-TV.

William T. Howard Jr., previously manager
at WWOD Lynchburg, Va., to announcing staff
of WDVA Danville, Va.

Tom Frandsen, until recently vice-president,
Irwin Co., Beverly Hills, to KNBH (TV) Holly-
wood as host-m.c. on daily late feature film
showing.

Bill Armstrong, KWBE Beatche, Neb., to
KLMS Lincoln, Neb., as salesman-announcer.

Perry LeMieux, KFAB Omaha, Neb., to an-
nouncing staff of KLMS Lincoln Neb.

George Faber appointed executive assistant in
news dept. of WBBM Chicago.

Bill Leyden, disc jockey, KFWB Hollywood,
adds duties with KTTL (TV) that city under
exclusive video contract, which permits one
nonconflicting network TV program weekly.

Jery Crocker, WIBK Detroit, to WSRS Cleve-
land as disc jockey.

Jo McCarthy, assistant on TV traffic desk,
WOW-TV Omaha, Neb., transfers to film
traffic dept. Sherrill Miller succeeds Miss Mc-
Carthy on TV traffic desk.

Carl J. Raymond, manager of WHHH Warren,
Ohio, served as director of Trumbull County
(Ohio) sesquicentennial pageant at Trumbull
County free fair on Aug. 6-7.

Reginald P. Merridew, program director, WQAR
Cleveland, presented citation and American
flag by American Legion for station’s effort to
promote display of flags on national holidays.

Richard (Dick) Rudolph, for 11 years top sales-
man at WTV Baltimore presented with plaque
from station after breaking sales record.

David I. Ker, supervisor of CJSH-FM Hamil-
ton, Ont., named research and labor statistics
department head of Canadian Daily Newspapers Assn.

Pete Peterson, farm editor at WNAX Yankton,
S. D., appointed state chairman of agricultural
committee of S. D. Junior Chamber of Com-
merce.

Dorothea Glick, producer of WPIX-TV New
York’s Living Blackboard program, is serving as
instructor in educational radio at summer session of
Columbia U.

Julie Chase, co-star and director at WTAG
Worcester, Mass., named Mass. state chairman of
American Women in Radio and Television.

Anne Holland, director of women’s activities,
public affairs and information dept., WBAL-
TV Baltimore, named Maryland state chairman for
American Women in Radio and Television.

Don Miller, sales service manager, KLAC-TV
Hollywood, father of boy, Gregg Allan, Aug. 7.

Fred Gregg, promotion director for Crosley
Bemet Co., father of son, Michael Morrow,
July 31.

Phil Sheridan, WFIL Philadelphia, father of
twin boys, Philip Lee and Michael Alan, July 30.

Josh Barry, director of sports, special events
L. O. FITZGIBBONS, Manager
WBEL, Beloit, Wisconsin

"After 13-week trial, furniture company signed for 52 weeks."

"Ever since we started AP news, the biggest problem has been to find time for new advertisers — the old ones keep on renewing."

"Another sponsor, Wright & Wagner Dairy Co., with 15 AP newscasts a week, says he is delighted with the results ... increased enthusiasm among drivers, plus many new customers."

"AP news shows a good profit month after month."

VICTOR C. DIEHM
President and General Manager
WAZL, Hazleton, Pennsylvania

"Sponsor of week-day AP news so pleased he bought Sunday slot on WAZL too."

"Robert Astelford, official of the Farmers Cooperative Dairy, says that since the inception of his AP news programs, business has increased — not only for milk but for all his other dairy products."

"Much of WAZL's local weekly billing is derived from steady sponsors of AP news ... and there's a waiting list of prospective sponsors."

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
and publicity at WNOR Norfolk, Va., father of boy, Robert Jon.

Bill Whitney, news director, KNX (TV) Hollywood, and Annette Taylor were married July 31.

Glenn Elliott, disc jockey and promotion manager, WANE Fort Wayne, Ind., and Lee Granoff were married July 19.

Networks

Don Goldsmith, formerly account executive at Jam Handy Organization and associate at Wilding Pictures, both production firms, to CBS-TV Chicago as film salesman.

Ben Brady, writer of pilot film for ABC-TV Ray Bolger Show and producer of former NBC-TV Those Two, signed to produce CBS-TV Red Skelton Show, which starts Tues., Sept. 15, 8:30-9 p.m. EDT.

Mort Green, radio and television writer, has become regular panelist on Where Was I? (DuMont, Tues., 9:30-10 p.m. EDT), replacing Samuel Grafton, who is devoting full time to writing.


Manufacturers


John P. Driver, field sales representative for Detroit district, RCA Tube Dept., to Shand Radio Specialties, Flint, Mich., as sales manager.

Maurice L. Alexander, assistant production manager and manager for TV and radio, appointed plant manager of Batavia, Ill., Tube Plant of Appliance & Electronics Div. of Avco Mfg. Corp.

Donald W. Jackson, eastern regional sales manager for Raytheon Mfg. Co., and E. A. Freiburger, formerly Milwaukee district representative for Philips Corp., named regional managers for Admiral Corp., with headquarters in Indianapolis and Des Moines, respectively.

Emil A. Mesics, Otis Elevator Co., named director of personnel of RCA International Div., N.Y.

Nat Welch, formerly account executive for WAFM-TV Birmingham, Ala., named sales manager of Orradio Industries Inc. (Irish Brand magnetic tape for tape sound recorders), Opeless, Ala.

Jerome Goldman, Tele King Corp., named senior electronic engineer on government equipment for CBS-Columbia, Long Island City, N. Y.

Matthew (Cully) Wilkin, vice president in charge of sales for Slick Airways, N. Y., to Packard-Bell Co., L. A., radio-TV set manufacturer, as assistant sales manager.

Robert Conner, director of engineering, KLAC-AM-TV Hollywood, resigns to rejoin RCA Victor as administrative assistant to manager of engineering products division at Camden, N. J.

Robert W. Fordyce named district sales manager for eastern region, Raytheon Mfg. Co.

Representatives


Alfred J. Larson, assistant to sales promotion manager of Artra Cosmetics Inc., Bloomfield, N. J., to Paul H. Raymer Inc., national radio and TV representative, as account executive in N. Y. offices.

James T. Simler, account executive at KSTP-TV Minneapolis, to Chicago sales staff of Adam J. Young Television Corp., TV stations representative.


Edward R. Scannell, Weed & Co., appointed radio-TV director for Chicago Junior Astn. of Commerce.

Program Services

Hugh Grauel, salesman for ABC-TV on West Coast, has been appointed central northwestern sales representative for RCA Thesaurus, succeeding Gregory Reesser, who has joined NARTB.

Marvin P. Holtzman, syndicate sales manager of Columbia Records Inc., appointed director of popular artists and repertoire for Columbia's Okeh Records, replacing Daniel A. Kessler, who has resigned.

John B. Bissell Jr., account executive with WOR Recording Studios, N. Y., to advertising sales staff of The Reporter magazine.

David Pollard, writer at Young & Rubicam, to production staff of Bell Productions, TV packager.

Services

J. Z. Millard, director of research of Western Union Telegraph Co., appointed vice president of development and research.

Government

Wallace A. Gade, formerly program director for KQW (now KCBS) San Francisco and more recently director of radio for ECA and MSA, named director of overseas information branch of U. S. Foreign Operations Administration.


Trade Associations

Arthur Edeson named president of American Society of Cinematographers to serve remaining unexpired term of Charles G. Clarke, who has resigned.
"ANACONDA" stands for more than metals!

A little known part of Anaconda is its production of high-strength phosphate fertilizers for Western farmers.

A plentiful supply of phosphate is vital to plant growth, a prime requisite for bountiful crops. The soils of many Western States, low in phosphates to begin with, lose more and more with each harvest. With Anaconda's Treble Superphosphate or Phosphoric Acid, farmers can easily replace this necessary chemical and substantially increase their per-acre production.

Anaconda's fertilizers are produced at the company's Reduction Works at Anaconda, Montana, from phosphate rock mined at Conda, Idaho. Containing about 42% available phosphoric acid (almost triple the amount available in ordinary low grade phosphate fertilizers) Treble Superphosphate's granular form permits easy spreading.

During 1952, Anaconda produced more than 100,000 tons of treble superphosphate and phosphoric acid. Based on numerous agricultural college and County Agents' tests conducted in the intermountain area, this production, properly applied, would increase food crops in 15 Western States by:

- 200,000 tons of beet sugar
- 300,000,000 pounds of vegetables
- 750,000 tons of alfalfa
- 4,500,000 sacks of potatoes
- 4,000,000 bushels of grain

Presently, a new sulphuric acid plant is being built to facilitate Anaconda's fertilizer production. This mining and processing of phosphates is only a small part of Anaconda's operations. Producing a large family of metals for America, Anaconda is carrying on a far-flung modernization, improvement and expansion program, at mines, mills and fabricating plants. All phases of the program are directed to the same goal...more and better products for the country.

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Canyon Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

ANAConDA
COPPER MINING COMPANY
NAEB Sends Hovey
As Representative to Italy

NEWS ANALYST and Wisconsin U. Journal-
ism Professor Graham Hovey has been named
representative for the National Assn. of Educa-
tional Broadcasters to Italy, where he will
spend the forthcoming academic year. Mr.
Hovey's commentary, Background of the News,
is heard over WHA Madison, Wis., and the
Wisconsin FM network. The other NAEB rep-
resentatives are Howard Kreschkopf, of
Wisconsin FM network. The other NAEB rep-
resentatives are Howard Kreschkopf, of
the Lowell Institute Cooperative Broadcasting
Council in Boston, who will go to France, and
Buton Paulu, director of the University of
Minnesota station KUOM Minneapolis, who
will go to Britain.

As part of the program, which is a two-
way exchange between the American education-
al organization and radio-TV networks in the
three European countries, a representative of
Italian radio will come to Purdue U.; a
French network representative will be stationed
at Iowa State College, and NAEB hopes to
provide a third grant at a university site of one
of its stations for a specialist from BBC.

Mr. Hovey, who has been awarded a special
Fulbright research grant, will arrange for an
exchange of programs between Radio Italiana
and the NAEB. In his visit to Italy, Mr. Hovey
will return to familiar ground. He was a cor-
respondent there for INS during World War II.

Religious Workshop Heats
Boost for 'Untried' Ideas

UNTRIED programming devices are broad-
casting's "greatest resource reserve," Ralph W.
Hardy, NARTB vice president, told at the Eighth
Annual Religious Broadcasting Workshop last
Monday. The workshop was held at Indianap-
osia under auspices of the National Council of
Churches of Christ in the U.S.A.

Urging religious leaders to keep uppermost
in their minds that listening and viewing are
completely voluntary and informal, he de-
scribed the audience this way:
"You are talking to a truck driver roaring
monotonously over the highway. You are talk-
ing to a teen-age girl who is putting her hair
up in bobby pins and who has just three pins
to go before she can get over to switch the
dial from you to some music.
"You are talking to the aged and bed-ridden
who want to see the world of now and here-
after through your eyes. You are reaching the
good, bad and indifferent, each one in a differ-
ent frame of mind, each one in a different en-
vironment. The inflection of your voice, the
tolerance of your spirit, and the skill of your
attention-holding manner all should speak
through your pulpit of the air presentation."

Mr. Hardy warned that religious broadcasters
share with station management concern for
the size and loyalty of the audience. "Your stew-
ardship of the period allotted to you may well
determine the audience responsiveness for
some hours to come in the broadcast day," he said.

Staff of workshop, which will run for three
weeks, includes: A. R. Edyvean, professor of
speech and broadcasting, Butler U.; Anne F.
Griffen, professor of speech and radio, Wealey
College, Macon, Ga.; Rudy Bretz, instructor in
television, College of City of New York, and
Gilbert Seldes, writer.

Illinois' Rep. Yates Says
Educational TV Is 'Must'

AN EDUCATIONAL TV channel is a "must" and
the "wonder of television should not be ex-
Sidney Yates (D-Ill.) has asserted in a letter to
the Chicago Sun-Times on the proposed
educational TV station for Ch. 11 in Chicago.

He noted the drive to raise funds is "more
than halfway to its goal" and expressed hope
citizens within the 80-mile area of the proposed
station would support "this vital project."

WCFM (FM) Airs Classes

WCFM (FM) Washington currently is broad-
casting its University of the Air series. The
programs, covering various academic sub-
jects, are presented from 9:30 to 10 p.m., five
times weekly, and are scheduled for eight weeks.

Participating in courses for the series are
Catholic U., Georgetown U. and George Wash-
ington U., all Washington; St. John's College,
Annapolis, Md.; Library of Congress; Pan
American Union, and the Phillips Gallery.

NAEB's 'Way of Mankind'

NATIONAL Assn. of Educational Broadcast-
ers last week announced a second "Way of Mankind" series of 13 half-hour broadcasts
dealing with "the general pattern of human be-
havior, studying various known cultures of the
world." The new series is part of an NAEB
program made possible by a $300,000 grant
from the Ford Foundation Fund for Adult
Education, a spokesman said.
The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the best buy in professional tape equipment!

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)
Radio's GROWING

Because radio delivers the results to advertisers at lowest cost.

A recent promotion on a WGN morning program brought in 20,156 letters—each enclosing 25¢ and a product label. An additional 11,400 came without the label due to lack of distribution of the product . . .

A TOTAL OF 31,556 RETURNS.

Here again is proof of the pulling power of WGN in the middlewest—reaching more homes per week than any other Chicago station.*

* Nielsen Coverage Service.
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio

ATLANTA
MACON
SAVANNAH

The Trio offers advertisers at one low cost:
- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

The KATZ AGENCY, INC.

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

Aloha Week Committee Drive
TELETHON on KGMB-TV Honolulu, arranged on seven hours notice, pushed Hawaii’s Aloha Week Committee funds drive over the top 55 minutes after the telecast began, according to the station. The committee’s campaign faced failure when collections lagged behind in an effort to provide matching funds to a legislative grant. Station reports the Beam & Milici agency in Honolulu thought of the telethon. The agency’s Ray Buiseret and KGMB-TV Program Director Bob Costa handled the show. Vera Bruggeman and Carl Hebenstreit at the station emceed the program featuring Hawaiian talent.

WMRN Fetes FFA
WMRN Marion, Ohio, recently held its ninth annual luncheon in honor of outstanding members of the Future Farmers of America, with Charles Might, WMRN farm editor, representing the station for the program. It was the fourth time the station has feted an American Star farmer, highest honor in the FFA, from its listening area, according to R. T. Mason, WMRN general manager, who was elected Honorary State Farmer in 1950 by Ohio’s FFA members.

Lubbock Blood Drive
LUBBOCK, Tex., stations KFYO KCBD-AM, TV KSEL KVSP and KDBU-TV and the local Junior Chamber of Commerce went all out in a two-week campaign for blood donations, with 654 pints being donated to exceed the 400-pint goal.

L. A. Community Chest Films
THREE four-minute Los Angeles Community Chest TV films, shot under supervision of Don Norman, KNBH (TV) Hollywood manager, by George Travell Productions, Los Angeles, have been released to all TV stations in the city. The films feature Community Chest work at the Variety Boys Club, Salvation Army USO Center and the local Orthopedic Hospital.

Letters to Korea
ADVERTISING COUNCIL announces it will launch a campaign through its radio allocation plan next month to stimulate letter writing to servicemen in Korea by their relatives, friends, neighbors and former co-workers.

Praise for KVOE
KVOE Santa Ana, Calif., has been commended by Arthur A. Schuck, chief scout executive of the Boy Scouts of America, for its public service coverage of the third national Boy Scouts Jamboree held in Orange County. Besides 22 hours of live broadcasts direct from the site of the Jamboree, the KVOE staff of 14, directed by owner-general manager Ernest L. Spencer, tape recorded two-quarter-hour programs for MBS and made 101 open-end 12 minute on-the-spot tape interviews with Boy Scouts from all parts of the U. S. for re-release to their hometown stations.

WIRC Aids Polio Fight
WIRC Hickory, N. C., in the area hit by a polio epidemic first in 1944 and again in the past months, reports it has been busy helping provide information to the local residents and entertainment for quarantined youngsters. WIRC interrupts its regular schedule during the day to give emergency notices, news items, announcements of clinics, restrictions and suggested precautions. Station provides time seven days a week for special shows to entertain the youngsters in clinics. WIRC staffers give hours from their own time to assist in the clinics, according to the station.

WGN-TV Telethon Plans
PLANS for a Labor Day telethon to raise money for City of Hope, national, non-sectarian medical research center, have been announced by WGN-TV Chicago. The telethon will begin Sept. 6 and run to next day. It will feature celebrities. Malcolm-Howard Adv. Agency is drawing up the preliminary plans. Robert A. Hibbard, assistant to the manager of WGN-TV, will coordinate the project. A similar telethon was aired by WGN-TV in 1951.

KNOR Aids Blood Drive
NEWSMAN Clyde Davis of KNOR Norman, Okla., took a portable tape recorder to a Bloodmobile to interview blood donors before donating his own pint. The tape was played back on the air and the Red Cross reported the drive for blood successful.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa

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How many pounds are pork chops?

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porter that weighs-in at the meat packing plant at 240 lbs., shows up at your retail market as 115 lbs. of fresh and smoked pork products and 35 lbs. of lard. Only 150 lbs. altogether. And only 10 lbs. of this are center-cut pork chops.

That's why you usually pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is 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 of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

Did you know...pigs come into a packing plant in "one piece"...they leave in as many as 80 different pork products...that when you speak of the "meat packing industry" you mean 4,000 different companies...that through competition, efficient modern methods and full utilization of by-products, your meat is marketed at a lower service cost between farm and table than almost any other food?
ABC Western Div. May 'Farm' Publicity to Independent Firm

Negotiations between the union and the network are at a standstill. One bid for doing publicity is from Foladare, Greeg & Bock, which asks $5,000 per month to handle the 11 Western states.

WITH negotiations on publicists' wage increases between the ABC Western Div. and National Assn. of Broadcast Engineering Technicians at a standstill, the network reportedly is considering "farming" out its publicity to an independent Hollywood firm.

If the network carries through on this, NABET is expected to call out picket lines from other ABC units it represents. These include among others, engineers, traffic, news writers, building maintenance, transcription clerks and carpenters.

A known bid for the network's publicity is from Foladare, Greeg & Bock. The requested price is $5,000 per month to handle the 11 Western states.

NABET recently completed negotiations with NBC bringing the publicists' average weekly salary to about $127. The union is attempting to raise ABC's average pay from the current $90 per week.

TWA Requests TV Talks With CBS, NBC, ABC

TELEVISION Writers of America, having recently won the representation election over Authors League of America-Screen Writers Guild, for free lance writers at the TV networks, has requested appointments with NBC, CBS and ABC to discuss bargaining agreements.

Meanwhile, the National Labor Relations Board has ruled out a TWA request to represent writers at McCadden Productions, Hollywood producers of the CBS-TV Burns and Allen Show. Tally of ballots at McCadden showed four voters, one voting for ALA-SWG, and one for TWA. The other two were challenged by ALA-SWG on the grounds they no longer were employed by McCadden with NLRB agreeing they were "ineligible to vote."

Screen Writers Guild now claims a total of 81 filmed TV shows represented by ALA-SWG to one for TWA.

NLRB Examiner Rules KMAC, KISS Must Bargain

KMAC San Antonio and its associated FM station, KISS, must stop refusing to bargain with IBEW Local 1348, under recommendations by Trial Examiner V. W. Whittemore of the National Labor Relations Board. The examiner found that the local has represented a majority of technical employees since Feb. 8, 1953; that the stations had refused to bargain with the local, and that "by unilaterally increasing wages of employees in the appropriate unit on March 1, 1953, the respondent also refused to bargain collectively with the union."

100 Remote Systems Sold By Rust Industrial Co.

RUST Industrial Co., Inc., Manchester, N. H., reported last week that more than 100 of its remote control systems for operating unattended transmitters have been bought by the industry since an FCC order early this year authorizing station transmitter operation by remote control. Some 75 stations have ordered the equipment of which 50 now are operating remotely, while the others were bought by two "major transmitter manufacturers."

New Channels Added on AT&T N. Y.-Boston Link

COMPLETION of installation of additional channels on the New York-Boston radio relay system, first link in the Bell System microwave network, in operation since 1947, was announced last week by the Long Lines Dept. of AT&T. The New York-Boston system now provides eight channels, two northbound for TV service, two in each direction for telephone service and two for maintenance and protection.

AT&T also said that WTVI (TV) Belleville, Ill., second TV station in the St. Louis area, had been connected to the TV network facilities, getting network program service from St. Louis via an 11-mile microwave link provided by Southwestern Bell Telephone Co. Network system now connects 147 TV stations in 98 U.S. cities.

RCA Transmitter to WITV

RCA Victor Engineering Products Dept. last week announced it has shipped a 1-kw uhf TV transmitter to WITV (TV) Fort Lauderdale, Fla., which with the cutout's high-gain antenna and special transmission line will multiply the strength of the signal 20 times. RCA expects to ship the antenna and auxiliary equipment later this month, the announcement said. WITV will be on Ch. 17 and is owned by Gerico Investment Co.

DuMont Gear for KFBB-TV

BUFFREY BROADCASTING Inc., holder of Ch. 5 CP for KFBB-TV Great Falls, Mont., has ordered a 5-kw vhf transmitter and associated station and studio equipment from the television transmitter division of Allen B. DuMont Labs, Inc., it was reported last week by DuMont Labs. No on-the-air date for KFBB-TV has been set as yet.
Garage Becomes TV Studio Under WGN Designing

TO serve as a studio for television merchandising, WGN-TV Chicago has remodeled a garage on the near north side of the city.

The new garage-studio was officially placed in operation with the launching of the film series, Ringside With Rasslers, serving as origination point for Downtown Motor Sales’ live commercials. WGN-TV expects to use the garage-studio for automotive and other commercials on an extensive scale.

The garage-studio also will serve to house WGN’s mobile radio-TV equipment (including 14 cars and trucks) and to store engineering equipment. Remodeling was supervised by Carl J. Meyers, engineering director of WGN Inc. (WGN-AM-TV), and George Petterson, production facilities manager.

ENGINEERING personnel of WGN-TV Chicago discuss features of garage remodeled by station to serve as combined TV merchandising studio, housing center for AM-TV remote equipment and storehouse. They are (l to r) Curt Norling, engineer; Carl J. Meyers, engineering director of WGN Inc.; Don Romer, engineer; George Petterson, WGN-TV production facilities director, and Wilford Strickland, engineer.

Gates AM Transmitters Shipped to 7 Outlets

GATES Radio Co. shipped AM transmitters to seven stations during the week preceding Aug. 6. L. J. Cervone, general sales manager, has announced. A 250-w replacement transmitter went to WDSR Lake City, Fla., and a 1-kw transmitter went to WKWF Key West, Fla., for a power increase.

The others went to new stations: WBTO Linton, Ind. (500-w); Wayne County Broadcasting Co., Fairfield, Ill. (500-w); Canadian Marconi Co., Montreal (1-kw); WITY Danville, Ill. (1-kw), and CHED Edmonton, Alta., Canada (1-kw).

Telechrome Color Gear Ready

“With color TV programs about to go on the networks, Telechrome is now producing and delivering the equipment necessary to convert network stations for color pick-up and broadcasting,” J. Raymond Popkin-Clurman, Telechrome president, announced Thursday. Telechrome, he said, has opened a second plant to meet the demand for conversion equipment. Company is located in Amityville, N. Y.

WEEX Takes RCA AM Unit

RCA Victor has shipped one of its new type BTA-250M AM radio transmitters to WEEX Easton, Pa., which expects to go on the air “in the near future” on 1230 kc, RCA announced last week. The licensee, Easton Publishing Co., also is licensee of WEEX-FM and WGLV (TV) that city, the latter scheduled to go on the air last Friday.

Norfolk Uhf Forum

CONVERSION of TV sets to uhf was the topic of chief concern to about 800 TV set dealers and service men of the Virginia Tidewater area who attended a Uhf Technical Forum last Monday at Norfolk’s Monticello Hotel. Main speakers included Tom Chisman, president of WVEC-TV Hampton, NBC affiliate scheduled to begin operation on uhf Ch. 15 Sept. 19; Fred N. Dodge, NBC, and others.

C O R R E C T I O N

Inadvertently, the call-letters of KXYZ, Houston, were mis-printed in the August 10 Frederic W. Ziv Company color spread.
GE Tube Dept. general manager, said last week that the multi-million-dollar retooling project now underway at its Buffalo and Syracuse plants, the firm will increase production of its "aluminized" TV picture tubes 50%. J. Milton Lang, GE Tube Dept. general manager, said last week. He said the metallic reflective coating on the rear of the viewing screen increases a tube's output up to 100% and improves picture contrast.

Admiral Corp. Sales Rise

ADIRAL Corp. sales for 1953's first half were $131,222,438, up 58% over $83,015,391 for the 1952 first half. Net earnings of $4,762,152 were a jump of 89% over the $2,523,355 net earnings for the 1952 period, John B. Huarisa, executive vice president, said last week. Net earnings per share were $2.42 on $1,965,230 million building costs.

Allied Takes New Quarters

ALLIED Radio Corp., Chicago (electronics parts and equipment distributor), has moved into new quarters at 100 N. Western Ave., A. D. Davis, president, has announced. The $2 million building is a two-story structure covering a total area of 147,000 square feet. Firm has been located at 833 Jackson Blvd.

Magnavox Names Two V.Ps.

MAGNAVOX Co. has named John A. Rankin and John S. Sturgeon to vice presidencies, it was announced by the radio-television-phonograph company last week. Mr. Rankin is treasurer; Mr. Sturgeon will be director of engineering.

24-Hour Tape Recorder

PRODUCTION is underway for commercial use of a new device which permits 24 hours of automatic sound recording without being attended, Walter Niles, president of SoundScriber Corp., New Haven, Conn., said last week. Some 500 of the magnetic tape recorder-reproducers, as they are called, have been in use during the past year at Naval stations, he said, adding that the device was developed by the U. S. Navy Bureau of Ships and SoundScriber engineers.

Air Force Gets Microwave

THE U. S. AIR FORCE has installed a microwave transmitter at the Far East Air Logistic Force in Japan, according to Theodore W. Gibson, technical representative for the Philco Corp., which manufactures the microwave units. The new system set up in Japan is capable of transmitting telephonic and teletype messages from one station to another 24 hours a day, seven days a week, he said. The unit will replace costly radio facilities and eliminate cables and wires, he added.

Federal Ships Transmitters

FEDERAL Radio & Telephone Corp. in the last two weeks has shipped 5-kw uhf transmitters to WTVI (TV) Belleville, Ill. (Ch. 54); KFZA-TV Monroe, La. (Ch. 43) and WTVU (TV) Scranton (Ch. 73).

McGraw Electric Sales Up

McGRAW Electric Co., Elgin, III., has reported net sales of $61,991,000 for the first six months of 1953, compared to $51,256,000 for the same period last year. Net income also was up from $3,641,000 to $3,651,000, according to Max McGraw, company president. He said sales were at a "record level," equal to $5.60 a share on common stock.

Raytheon Profits Rise

RAYTHEON Mfg. Co., Waltham, Mass., reported profits after federal taxes for fiscal year ended May 31 were $3,839,672 on sales of $179,179,379 as against profits after federal taxes of $2,047,898 on sales of $111,286,789 for previous year. Profit before federal taxes this year was listed at $13,009,672 as compared with $5,947,898 in preceding year.

Bercraft Campaign

BERCRAFT CORP., Chicago, CBS-Columbia distributor, will launch a large promotional campaign in that area Sept. 20 on behalf of CBS-Columbia Inc.'s line of TV receivers. Campaign will utilize radio, television and other media over a 90-day period to saturate the Chicago market.

Manufacturing Shorts

Amperex Electric Corp. has released its latest condensed catalog, available upon request from Amperex Electric Corp., 230 Duffy Ave., Hicksville, N. Y.


Duge Electronics Corp., Beach Grove, Ind., appoints Allen B. DuMant Labs., TV transmitter division, as sales representative for broadcast TV cameras and camera equipment.

RCA Victor Tube Dept., Camden, N. J., announces what is believed to be smallest alkaline type "B" battery designed for portable radios.

TapeMaster Inc., Chicago, announces production of model HF-500 new, compact professional model, single-speed tape recorder.

Electronics Components Div., Stackpole Carbon Co., St. Mary's, Pa., announces standard 1/2-watt fixed composition resistors with specially formed and trimmed leads.


Transmitter Equipment Mfg. Co., maker of electronic and communication products, has been purchased by Otis Elevator Co. Latter has set up electronics division.

The NOSE-iest Station in Town! The Money Sunny Side of the Dial

All Pittsburgh just has to listen to Radio Pittsburgh—the station with a nose for news. Sharp, documented news coverage ALL DAY by HERB MORRISON and his WJAS news staff, establishing WJAS as Pittsburgh's radio NEWS leader.

FIRST—with a report of the Steel settlement...A FULL SEVEN MINUTES BEFORE the wire services.

FIRST—with on-the-spot interviews with the principals in the steel dispute.

FIRST—with on-the-spot reports of the Worcester, Mass. tornado disaster.

No wonder all Pittsburgh naturally turns to WJAS ALL DAY for complete news coverage.

Page 120 • August 17, 1953
CANADA AGENCIES’ BILLINGS UP 12%

Dominion Bureau of Statistics says Canadian advertising agencies increased billings to $120,628,827 in 1952 from $107,461,752 in 1951. Gross revenue was up, too.

Canadian advertising agencies last year had 12% more billings than in 1951, according to a report by the Dominion Bureau of Statistics.

Total commissionable billings for Canada all media were $120,628,827 in 1952 compared to $107,461,752 in 1951. Gross revenue on commissionable billings amounted to $18,246,232 in 1952 compared to $16,255,059 in 1951.

Radio and TV accounted for 17.6% of commissionable billings last year, up from 17.3% in 1951. Publications accounted for 59.9% in 1952 as compared to 59.3% and there was a drop in other media and in production expenditures.

Last year there were 88 agencies as compared to 83 agencies in 1951 and 49 agencies in 1941. There were five agencies instead of four the previous year, with billings over $5 million each. A staff of 2,698 was employed by Canadian agencies as compared with 2,532 in 1951. Annual payroll in 1952 amounted to $11,482,910, up from $10,128,050 in 1951. Net revenue before income tax totalled $2,328,015 in 1951 compared to $2,328,015 in 1951.

Of the 88 agencies in 1952, 15 did less than $100,000 each in billings; 33 from $100,000-$500,000; 15 from $500,000-$1,000,000; 10 from $1,000,000-$2,500,000; 10 from $2,500,000-$5,000,000 and five over $5,000,000. Radio and TV billings ranged fairly evenly percentage-wise with each of these classifications, from a low of 14.3% in the group of $500,000-$1,000,000 billings group to a high of 19.1% in the group from $2,500,000-$5,000,000 group.

English Firm Buys Control

ENGLISH ELECTRIC Co., London, England, has purchased control of the Canadian Marconi Co., Montreal, manufacturer of transmitters and receivers, as well as electrical appliances, and operator of CFMM Montreal.

ENGLAND The British company has purchased 50.6% of Canadian Marconi Co.’s shares for an undisclosed amount. English Electric bought control of the Marconi Wireless Telegraph Co. of England about seven years ago. Control of Canadian Marconi Co. in recent years has been with Cable & Wireless Ltd., London, which is largely owned by the British government. No change in organization and operation of the Canadian Marconi Co. is anticipated, according to an official announcement.

WOR-FM In Belgium

WOR-FM New York was surprised to learn that its quiz show, Take a Number, reportedly has been heard by a man in Anvers, Belgium. The station, noting that FM signals are short range, reported that the Belgian listener even submitted a question to be used on the quiz show. He wrote that he would monitor his FM receiver every Friday night in the hope of hearing his question used, the station added.

Live TV Production by Five For Christmas Is Under Study

POSSIBILITY of producing live television programs at Christmas time for broadcast in Belgium, France, the Netherlands, Great Britain and Germany is being explored by television authorities of the five countries, the British Broadcasting Corp. said last week.

BBC said the joint programming was proposed last month by a spokesman for Radio Diffusion et Television Francaises at a conference of technical representatives of the five nations in London. It was said technical arrangements could be made for an exchange among the four Continental countries but that a cross-Channel link with Great Britain would cause a heavy demand on manpower and equipment. BBC reported the conferences agreed to a further study.

James Lovick Issues Booklet on Canada TV

A BOOKLET on Television as a Medium in Canadian Advertising has been published by James Lovick & Co. Ltd., Toronto advertising agency. In his foreword, James Lovick states that while “television was not a real factor in Canadian advertising last year, in the closing months of 1953 and certainly in 1954, television will require strong, definite consideration. It will
no longer suffice to dismiss the medium by saying it is too expensive or too restricted."

The booklet reviews TV development in the U.S. and delves into Canadian TV, its control by Canadian Broadcasting Corp., its immediate future and potentialities. Data reports on government and private TV broadcasters in Canada, rates of CBC stations, spot announcement rates of U.S. border stations, production costs, and audience figures for southern Ontario. The booklet also describes TV advertising techniques based on experience in the U.S.

Because of CBC control of TV programming, Mr. Lovick says "the Canadian advertiser must constantly bear in mind the proximity of many American TV stations and the readiness of Canadians to avail themselves of American programs. . . . Twice the number of Canadian eyes are presently on American television as are on Canadian TV programs."

WAB Sets Meet Aug. 30-Sept. 2

TELEVISION in Western Canada, Canadian Broadcasting Corp. regulations and sales studies will feature the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alberta, Aug. 30-Sept. 2. Gerry Gaetz, CIAI Edmonton, WAB president, will open the meetings. Reports will be heard from Canadian Assn. of Broadcasters directors and executives. A report also will be made on this year's BMI program clinic.

Information in following order: Location, call letters, channel, date granted, starting date, network and representative.

**NEW GRANTEES’ COMMENCEMENT TARGET DATES**

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

**ALABAMA**

- Birmingham, WLJN-TV (48), 12/10/52—Unknown.
- Birmingham, WTLS-TV (23), 12/26/52-3/1/54.

**ARIZONA**

- Phoenix, KOOL-TV (10), 5/27/53-10/15/53 (share with KOLD-TV).
- Phoenix, KTVX (14), 5/27/53-10/15/53 (share with KOLD-TV)."
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

**EASTERN**

- Wilmington, WILY-TV (*60*), 10/16/52-1/1/54.
- Flint, WCVT (TV) (*28*), 7/11/52-9/15/52.
- Flint, WDFV-TV (*12*), Initial Decision 9/11/53.
- ABC, Flint, WJTV (TV) (*37*), 11/17/53-12/23/53.
- Cleveland, WCWE (TV) (*24*), 11/27/53-12/23/53.
- Wilmington, WHITV (TV) (*33*), 9/25/53-12/23/53.

**MINNESOTA**

- Minneapolis, WATC-TV (11), 4/16/53-9/13/53-ABC, Biilor TV (share time with WALT-TV St. Paul).
- St. Cloud, WTVG (TV) (*41*), 7/22-9/30-LOT 93, Rambeau.

**MISSISSIPPI**

- Columbus, WCBI (TV) (*28*), 3/11/52-Unknown.
- Gulfport, WCOS-TV (56), 2/11/52-Unknown.
- Jackson, WJTV (TV) (*12*), 7/22-9/30-ABC, Weed TV.
- Meridian, WCCO (TV) (*30*), 12/23-9/22/53.

**MISOURI**

- Cape Girardeau, KMOO-TV (18), 4/16/53-Unknown.
- Clinton, KFOX (TV) (*41*), 8/15/53-10/10/53.
- Columbia, KOMU (TV) (*8*), 8/15/53-10/10/53-ABC, NBC, H-R Televis.
- Festus, KACY (TV) (*14*), 12/21-2/5-Unknown.
- Hannibal, KCHQ (TV) (*22*), 2/5/53-Unknown.
- St. Louis, KEPC (TV) (*19*), 3/7/53-Unknown.
- St. Louis, KTVI (TV) (*16*), 6/15/53-Unknown.
- St. Louis, KTVL (TV) (*64*), 12/23-9/30-Unknown.
- Sedalia, KORDO (TV) (*6), 2/26/53-11/1/54.
- Springfield, KTVX (TV) (*3), 1/15/53-9/15/53.
- Hollenberg, BS
t

**MONTANA**

- Billings, KDKO (TV) (*23*), 2/5/53-Unknown.
- Butte, KFXX (TV) (*4), 2/26/53-10/15/53.
- Great Falls, KBPR (TV) (*3), 1/15/53-Unknown.
- Great Falls, KMON (TV) (*3), 4/9/52-Unknown.

**NEBRASKA**

- Kearney, KHOW (TV) (*13), 7/22/53-Unknown.

**NEVADA**

- Reno, KTVX (TV) (*8), 12/23/52-Unknown.

**NEW HAMPSHIRE**

- Keene, WNTE (TV) (*45*), 4/9/52-Unknown.
- Mt. Washington, WMWC (TV) (*10*), 7/30-4/1/54.

**NEW JERSEY**

- Asbury Park, WRTV (TV) (*58*), 10/21-2/5-Late 53.
- Atlantic City, WCWN (TV) (*53*), 2/15/52-Unknown.
- New Brunswick, WTVL (TV) (*59*), 4/25/53-

**NEW JERSEY**

- Asbury Park, WRTV (TV) (*58*), 10/21-2/5-Late 53.
- Atlantic City, WCWN (TV) (*53*), 2/15/52-Unknown.
- Trenton, WTNM (TV) (*41*), 7/15/53-Unknown.

**NEW MEXICO**

- Albuquerque, KOAT (TV) (*7*), 6/15/53-10/15/53.
- Clavil, KMB (TV) (*12*), 3/24/53-Unknown.
- Santa Fe, KTVX (TV) (*2*), 1/22/53-Unknown.

**NEW YORK**

- Albany, WPTV (TV) (*2), 10/15/52-Unknown.
- Albany, WRAW-TV (*41*), 4/16/53-Oct. 63, ABC.
- Albany, WTVZ (TV) (*17*), 7/24/52-Unknown.
- Binghamton, WIBI (TV) (*74*), 8/4/52-Unknown.
- Buffalo, WRBI (TV) (*59*), 12/23/52-9/7/53.
- Buffalo, WBUP (TV) (*17*), 12/18/52-Unknown.
- Buffalo, WBUF-E (*17*), 7/24/52-Unknown.
- Elmira, WECT (TV) (*18), 2/26/53-10/31/53, NBC, Everett.
- Ithaca, WIZI (TV) (*21), 12/16/52-Unknown.
- Jamestown, WJMN (TV) (*59), 11/15/53-Unknown.
- Kingston, WJKW (TV) (*66), 3/13/53-Unknown, NBC, ABC.
- New York, WSGT (TV) (*25*), 8/14/52-Unknown.
- Poughkeepsie, WNGV (TV) (*21), 11/20-12/23-Unknown.
- Rochester, WHEC (TV) (*10), 3/11/53-12/15/53, ABC.
- Rochester, WIBF (TV) (*42), Initial Decision 5/31/53-Unknown.
- Rochester, WSYT (TV) (*27), 4/7/52-Unknown.
- Rochester, WNYT (TV) (*39), 7/24/52-Unknown.
- Rochester, WBEH (share time with WHEC-TV).
- Rochester, Star Beacon, Co. (15), 6/10/52-Unknown.
- Syracuse, WFFF (TV) (*43), 9/18/52-Unknown.
- Utica, WRGB (TV) (*19), 7/3/53-Unknown.
- Watertown, WWTN (TV) (*46), 12/23/52-11/15/53-

**COLOR CORPORATION OF AMERICA**

**BROADCASTING • TELECASTING**

**Bulletin To Monochrome Television Engineers**

**Who Wish To Advance in the Field of COLOR TELEVISION**

In preparation for color television, RCA now has several excellent positions open in the design and development of:

- **COLOR CAMERA**
- **TRICOLOR MONITORS**
- **COLOR MULTIPLEXING EQUIPMENT**

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA’s experience in television... advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant rural or urban living in the greater Philadelphia area.

**Interviews arranged in your city.**

For additional information regarding career opportunities and benefits for you and your family... write today to:

**MR. ROBERT E. MQUISTON, Manager**

Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York, N. Y., 01.
in the interests of orderly procedure and stability, the following steps would be required of the proponents of new color systems:

(a) An application must be filed requesting rule-making proceedings with respect to color television standards.

(b) Representative receiver apparatus must be provided for Commission's laboratory at Laurel, Maryland.

(c) A signal must be put on the air in Washington, D. C., for the purpose of demonstrating the system. None of the petitioners proposed to put a signal on the air in Washington at this time, either because they lack the facilities to do so or for other reasons; and waiver of this requirement is requested.

4. The third requirement is a signal on the air in Washington, D. C., for the purpose of demonstrating the system. The Commission's laboratory at Laurel, Maryland. The NTSC represents that it will cooperate with the Commission in forwarding representative receiver apparatus to the Commission's laboratory at Laurel, Maryland. All of the other petitioners, who are receiver manufacturers, have either already delivered such apparatus to the Laurel laboratory or have indicated their willingness and intent to do so.

The Commission determined that petitioners have failed to demonstrate the merit of their color proposals.

NOW is the time to take advantage of KOLN-TV’s more than 430,000 buyers, with 57,478 sets and REAP Your Share of Profits from Southeast Nebraska

THE NATION’S BREAD BASKET

LINCOLN, NEBRASKA

KOLN-TV12

CHANNEL 12

SEE WEED TV 26,900 Watts Visual
13,400 Watts Aural

We're harvesting another bumper crop...
FOR THE RECORD

ACTIONS OF FCC
Aug. 6 through Aug. 12

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

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. vhf—very-high-frequency, uhf—ultra-high-frequency. comp.—composite. vis.—visual. kw—kilowatts. w watts.
mag—magnetics. D.—day. N.—night. LS—local susnet. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. FEMA—federal emergency management agency.

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Channel</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>156</td>
<td>201</td>
<td>417</td>
</tr>
<tr>
<td>Educational</td>
<td>7</td>
<td>29</td>
<td>36</td>
</tr>
</tbody>
</table>

Total Operating Stations in U.S.:

<table>
<thead>
<tr>
<th>Channel</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>160</td>
<td>51</td>
<td>211</td>
</tr>
</tbody>
</table>

Noncommercial on air 9

Applications filed since April 14, 1952:

New Ammd. VHF UHF Total

<table>
<thead>
<tr>
<th>Channel</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>81</td>
<td>337</td>
<td>418</td>
</tr>
</tbody>
</table>

Note: Processing of uncontested TV applications has been expedited through both the Group A and Group B city priority lists. New processing lines and procedures go into effect on Aug. 24 (SR-3, July 17, 28).

New TV Stations...

Jacksonville, Fla. — Southern Radio & Equipment Co. (WOBS), granted uhf Ch. 30 (566-572 mc), ERP 18.5 kw visual, 8.7 kw audio; antenna height above average terrain 490 ft., above ground 428 ft. Estimated construction cost $150,370, first year operating cost $120,000, revenue $120,000. Post office address East Forsyth St., Jacksonville. Studio location 1038 Mary St. Transmitter location 247 Margaret St. Geographic coordinates 30° 19' 37" N. Lat., 81° 40' 03" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Hokeley, Atlanta. Ga. Principals include President E. E. Rivers Sr. (50%), majority stockholder in WBBS Birmingham, and WMEE Miami, Fla.; Treasurer Jack B. Sharpe (10%), Secretary Carmen Macler (10%), Mrs. J. J. Mangham Jr. and Wyleene Rivers (10%). Granted Aug. 12.


Evaston, Ill.—Northwestern TV Bistig. Corp. granted uhf ch. 33 (378-384 mc); ERP 24 kw visual and 12.9 kw audio; antenna height above average terrain 160 ft., above ground 223 ft. Estimated construction cost $160,000 first year operating cost $200,000, revenue $300,000. Post office address 2201 Oakton St. Studio and transmitter location 2201 Oakton St. Geographic co-

JET FIRE IS SURE FIRE!

Sure Fire Merchandising that is as WPTR offers its JET-FIRE plan—36 SUPER MARKETS in Albany—Schenectady—Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS

UPSTATE NEW YORK'S LEADING INDEPENDENT

Represented by Weed and Co.
Electric Light

Monroe Township, Iowa.

Principal includes President Jack Weinman, legal counsel Arthur T. Berkman, consulting engineer John Ellis, legal counsel C.emales, and President Howard E. Monergard. President Monergard is also the chief engineer of the Video Telecast Inc. (V-Tel), which serves the area.

Cedar Rapids, Iowa—Cedar Rapids Television Co., granted vhf ch. 9 (160-188 mc): ERP 228 kw visual, 115 kw audio. Estimated annual operating cost $200,000, revenue $400,000. Post office address Box 121, Cedar Rapids, Iowa.

Cedar Rapids, Iowa—Cedar Rapids Television Co., granted vhf ch. 9 (160-188 mc): ERP 228 kw visual, 115 kw audio. Estimated annual operating cost $200,000, revenue $400,000. Post office address Box 121, Cedar Rapids, Iowa.

Valley City, N. D.—North Dakota Bestco, Inc. (KJQJ Minot) granted vhf ch. 4 (116-144 mc): ERP 16 kw visual, 3.3 kw audio. Estimated annual operating cost $60,000, revenue $170,000. Post office address Box 250, Valley City, N. D.

Valley City, N. D.—North Dakota Bestco, Inc. (KJQJ Minot) granted vhf ch. 4 (116-144 mc): ERP 16 kw visual, 3.3 kw audio. Estimated annual operating cost $60,000, revenue $170,000. Post office address Box 250, Valley City, N. D.

Boston, Mass.—J. W. Weather Jr., granted ch. 14 (300-328 mc): ERP 16 kw visual, 66 kw audio. Antenna height above average terrain 332 ft., above ground 539 ft. Estimated construction cost $460,000, first year operating cost $180,000, revenue $500,000. Post office address 1322 De Carlo Dr., Boston, Mass.

Boston, Mass.—J. W. Weather Jr., granted ch. 14 (300-328 mc): ERP 16 kw visual, 66 kw audio. Antenna height above average terrain 332 ft., above ground 539 ft. Estimated construction cost $460,000, first year operating cost $180,000, revenue $500,000. Post office address 1322 De Carlo Dr., Boston, Mass.

Bresto, Miss.—Mississippi Bestco, Inc. amended application for new TV station on vhf ch. 3 to change ERP from 65 kw visual, 3 kw audio to 67.7 kw visual and 33.85 kw audio. Filed July 23.

Jackson, Miss.—Mississippi Bestco, Inc. amended application for new TV station on vhf ch. 47 to change ERP from 2.1 kw visual, 10.2 kw audio to 27.7 kw visual and 12.4 kw audio; antenna height above average terrain from 560 ft. to 258 ft. Filed July 23.

Elyria, Ohio—Elyria-Lorain Bestco, Inc. amended application for new TV station on vhf ch. 3 to change ERP from 35 kw visual, 60 kw audio to 96 kw visual and 58.8 kw audio; transmitter location to Indian Hollow Road; near Elyria; antenna height above average terrain from 473 ft. to 257 ft.Filed July 31.

Roanoke, Va.—Times-World Corp., amended application for new TV station on vhf ch. 7 to change antenna height above average terrain from 1,390 ft. to 1,997 ft. Filed July 24.

Madison, Wis.—Badger TV Co. amended application for new TV station on vhf ch. 3 to change antenna height above average terrain from 753 ft. to 756 ft. Filed July 22.

APPLIcATIONS DISMISSeed

Portland, Me.—Oliver Bestco, Corp. granted dismissal of bid for new TV station on vhf ch. 7 at request of attorney. Dismissed July 17.

Bethyl, Md.—Montgomery County Bestco, Corp. granted dismissal of its bid for new TV station on vhf ch. 14 at request of attorney. Dismissed July 17.


Jackson, Miss.—T. E. Wright, et al d/b/a Rebel Bestco, granted dismissal of its bid for new TV station on vhf ch. 13 at request of attorney. Dismissed July 21.

Kearney, Neb.—Central Nebraska Bestco, Corp. granted dismissal of bid for vhf ch. 13 at request of attorney. Dismissed July 21.

Claymont, N. J.—Gratia State, Bestco, granted dismissal of bid for new TV station on vhf ch. 37 at request of attorney. Dismissed July 27.
We have never encountered a Broadcaster who wasn’t interested in this hazard—nor one who wasn’t exposed to it! Hundreds, nationwide, have our unique INSURANCE covering this and related risks, Policies tailored to fit your institution. Rates? Almost absurdly low. Details? A letter to us, please.

FOR THE RECORD

SOUTHWEST NETWORK
$150,000.00

1,000 watt facilities in major growth areas. Manufacturing payroll covers over 15,000 persons. Agriculture produces annual income of $30,000,000. Station shows consistent increase in sales. Opportunity to move into a ready-made producer at a realistic price. Fixed assets are above average.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn
William E. Stiebeling
Washington 3-3543

CHICAGO
Ray V. Hammett
Tribune Tower
Dulles 3-3543

SOUTHWEST
John V. Hamilton
WYT&F
350 N. Michigan
Dulles 2-3543

NEW YORK
Walter V. Black
New York 1-3543

SAN FRANCISCO
A. M. Hamilton
235 Montgomery St.
Embarcadero 3-5652

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Broadcasting • Telecasting

WILMINGTON, N. C.—WONI-TV Co. granted dismissal of bid for new station on vhf Ch. 6 at request of attorney. Dismissed July 28.

OKLAHOMA CITY, Okla.—KOMA Inc. granted dismissal of bid for new station on vhf Ch. 9 at request of attorney. Dismissed July 21.


NASHVILLE, Tenn.—Volunteer State Bests Co. granted dismissal of bid for new station on vhf Ch. 8 at request of attorney. Dismissed July 21.

SHOEYTON, Wis.—TV of Shoeyton Inc. granted dismissal of its bid for new station on vhf Ch. 59 at request of attorney. Dismissed July 21.

EXISTING TV STATIONS . . .

IN SERIES

SOUTH CAROLINA

WORL—TV, Ames, Iowa—Towa State College of Ags. & Mech. Arts granted modification of CP for vhf Ch. 5 to change ERP from 29.5 kW visual, 15.3 kW aural to 114.5 kW visual, and 115.3 kW aural; antenna height above average terrain 550 ft.; completion date Aug. 1-31. Granted Aug. 7; announced Aug. 11.

KGO—TV, Missoula, Mont.—Mooby’s Inc. granted modification of CP for vhf Ch. 10 to change ERP from 11 kW visual, 5.6 kW aural to 28 kW visual, and 31.3 kW aural; change transmitter location to 4 miles E of Evacde, Mont.; antenna height above average terrain 1,900 ft. Granted Aug. 7; announced Aug. 11.

WCAU—TV Philadelphia, Pa.—CBS-Philadelphia Inc. granted modification of CP for vhf Ch. 10 to change ERP from 35 kW visual, 14 kW aural to 61.8 kW visual and 118.6 kW aural; change transmitter location to 3 miles E of Willow Groves; completion date Aug. 5-15. Granted Aug. 7; announced Aug. 11.

KONT—TV Portland, Ore.—Mt. Hood Radio & TV Co., Portland, Ore., granted to operate commercially on vhf Ch. 6 for the period ending Feb. 5, 1954. Granted Aug. 7; announced Aug. 11.

KHIC—TV Houston, Tex.—Lawrence O. Harvey granted to operate commercially on uhf Ch. 31 for the period ending March 26, 1954. Granted Aug. 7; announced Aug. 11.

WIS—TV Columbus, S. C.—WIS-TV Corp., Columbus, S. C., granted modification of CP for new Ch. 7 to change ERP from 285 kW visual, 160 kW aural to 289 kW visual and 135 kW aural; antenna height above average terrain 660 ft.; completion date 2-1-54. Granted Aug. 7; announced Aug. 11.

WNOK—TV Columbus, S. C.—Palmetto Television Co. granted modification of CP for vhf Ch. 67 to change ERP from 120 kW visual, 97 kW aural to 741 kW visual and 372 kw aural; antenna height above average terrain 1,772 ft.; completion date Aug. 1-26. Granted Aug. 7; announced Aug. 11.

WVEC—TV Hampton, Va.—Peninsula Bests Corp., granted to operate commercially on uhf Ch. 19 for the period ending Dec. 20, 1953. Granted Aug. 7; announced Aug. 11.

PERMITS DELETED

WHNR—TV Warren, Ohio—The Warren Tribune Radio Station Inc. FCC granted request to cancel CP for new uhf station on ch. 67. Deleted July 16; announced Aug. 7.

WVOP—TV Lynchburg, Va.—Old Dominion Bests Corp. FCC granted request to cancel CP for new vhf station on ch. 16. Deleted July 10; announced July 26.

APPLICATIONS

KVTV (TV) Stockton, Calif.—San Joaquin Telecasters seeks modification of CP for vhf Ch. 30 to change ERP from 120 kW visual, 78 kW aural to 380 kW visual and 167 kW aural; change transmitter location to 10 miles N of Modesto, Calif.; studio location to East end of Ralph Ave., an extension above average terrain 1,633 ft. Filed Aug. 3.

WTVG (TV) Bloomington, Ind.—Sarkesian Transistor Inc. seeks modification of CP for new Ch. 62 to change ERP from 140 kW visual, 75 kW aural to 145 kW visual, 77.9 kW aural; change studio and transmitter location to 3 miles SE of Crawfordsville, Ind.; antenna height above average terrain 860 ft. Filed July 22.

WYER (TV) Evansville, Ind.—Premier TV Inc. granted to operate commercially on uhf Ch. 7 for the period ending Feb. 12, 1954. Granted Aug. 7; announced Aug. 11.

CONTENTS
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FOR THE RECORD

Existing AM Stations. . .

ACTIONS BY FCC

WWPA Williamsport, Pa.—Williamsport Radio
Bcstg. As soc. Inc. applied for change of license
from 1340 kc, 250 w unlimited to 1330 kc, 1 kw
night, 5 kw daytime, unlimited nighttime day
and night. Granted Aug. 5; announced Aug. 6.

WWPP Palatka, Fla.—Granted application to change
from 850 kc, 250 w day to 1340 kc, 250 w unlimited,

KIVY Crockett, Tex.—Pioneer Bcstg. Co. granted
application to change from 1350 kc, 250 w night
to 1390 kc, 500 w daytime. Granted Aug. 5; announced Aug. 6.

WKFY FM, Stockton, Tex.—FT. Stockton Bcstg.
Co. granted CP to replace expired CP which au-
thorized new Applicants on the same frequency
time; also granted assignment of CP to new part-
nership composed of four of the original applicants
with partners; no consideration. Granted Aug. 10.

APPLICATIONS

KXOC Chico, Calif.—KXOC Inc. seeks modifi-
cation of CP which authorized change in fre-
quency to increase nighttime power from 3 kw
to 10 kw. Filed July 30.

WHJ Jacksonville, Fla.—The Jacksonville
Journal Co. seeks modification of license to
change studio location from 500 South St., Jack-
saville to 4374 Phillips Hwy, 0.6 miles S.
Jacksonville city limits. WELA Tupelo, Miss.—Birney lmes Jr. seeks
CP to change from 1490 kc with 250 w to 2300 w
kw day and 500 kw night with antenna height
from 270 ft. to 330 ft. Filed July 27.

WBG Green Bay, Wis.—Green Bay News-
paper Co. seeks change of nighttime power from
1 kw to 5 kw. Filed Aug. 4.

New FM Stations . . .

ACTIONS BY FCC

Helenol, T.H.—Christian Bcstg. Astm. granted
CP for new Class B station on Ch. 255.5 mw; ERP 5.7 kw; antenna height
above average terrain minus 290 ft.

Ownership Changes . . .

ACTIONS BY FCC

KXTC Big Spring, Tex.—Big State Bcstg. Corp.
granted assignment of CP to newly or-
ganized corporation of the same name and owner-
ship to fulfill state corporation requirements.

KXOC, Harlingen, Tex.—Roy Hofheinz granted
assignment of CP to Harbillo Bcstg. Co. (KGBS)
Harlingen, for $225,000. Principals in
48% of stock, Alicie B. Hofheinz (24%), 50%
owner of Magic Triangle Television, Inc. (KGBS-
TV); Vice President, James Mulligan (39%).

WWJO Waterbury, Conn.—William G. Wells,
Marcus Keater and R. Sanford Geyer d/b/a The
Middlebrook Bcstg. Co. granted assignment of
license to corporation of the same name in which
the partners will each own 1/3 interest. No con-
sideration. Granted Aug. 7; announced Aug. 11.

WNLA Indianola, Miss.—W. L. Kent, Edward
M. Guess and John M. McLendon d/b as Central
Delta Bcstg. Co. granted voluntary assignment
of CP on July 5; Kent and John M. McLendon
d/b as Central Delta Bcstg. Co. Mr. Guess sells
his 1/3 interest for $30,000 to assignee. Messrs. Kent and McLendon will now own equal
shares. Granted Aug. 7; announced Aug. 11.

WGAI Elizabeth City, N. C.—WGAI Radio Co.
granted transfer of control from Peele family
to C. Alton Barker through sale of 180 shares to
licensee corporation for $10,500 and 11 shares to
Mr. Baker for $500 payable in six years. Mr.
Baker is president of licensee corporation and will
now own 100% of stock. Granted Aug. 12.

WHTY Bennington, Vt.—Crambunt Bcstg. Inc.
granted voluntary acquisition of public control
of permittee corporation by James Gordon
Keyworth. Mr. Keyworth assumes the balance
of management of the station, which is the
subscription of James F. Nelson, and will in-
crease his total interest to 64.9% by acquisition
of other stock from the corporation. Granted
Aug. 7; announced Aug. 11.

APPLICATIONS

KYOR Rhyta, Calif.—William B. Ross, trustee
in bankruptcy, seeks assignment of license to Fred E. Carr, trustee in bankruptcy.
Filed July 16.

KROP Brawley, Calif.—William B. Ross, trust-
eer in bankruptcy, seeks voluntary assignment
of license to Fred E. Carr, trustee in bankruptcy.
Filed July 16.

KMAE Redlands, Calif.—William H. Ross, trust-
eer in bankruptcy, seeks voluntary assignment
of license to Fred E. Carr, trustee in bankruptcy.
Filed July 16.

KIMG Independence, Mo.—Frank E. Fowler,
Craig Steigfried, Calista Bcstg. Co. (KWEG
d/b as The Blue Valley Co. seek voluntary
assignment of license to Craig W. W. Halt.
In consideration Craig Steigfried transfers all his
directors in Diamond Bowling Alley, Independence.
Filed July 22.

WISO Poison, Puerto Rico—South Puerto Rico
Bcstg. Corp. seeks relinquishment of control by
Jose E. Freyre Montero and Luis E. Freyre
for voluntary change in 20 shares outstanding
stock for $3,500. Principals include Jose R.
Reyes (66.7%), Luis E. Freyre Montero (17.8%),
former, 16% Juan Colon Medinas (16.6%), Mannel Colon (2.7%), Andres Grillasola (19.4%), Ramile L.
(M. Ramilo) (10%), Manuel Frias (12%), Jose
Piralle (14.7%), and Jose L. Piralle Lopez (7.2%).
Filed July 21.

Hearing Cases . . .

FINAL DECISIONS

KTXC Big Spring, Ft. Stockton, Tex.—FCC an-
nounced denial of competitive application of
KTXC Big Spring for renewal of its license,
which granted five years ago. Filed Aug. 5;
revoxing CP of KKFST Ft. Stockton. Action
Aug. 5, announced Aug. 6.

Anadarko, Okla.—New AM, 1250 kc. FCC an-
nounced decision granting application of J. D.
Allen (as) to Caddo Bcstg. Co. for new AM
station taking its place. Granted license and
announcing the competitive application of Lawton-Ft. Stockton, Ft. Bcstg. Co. for the same frequency in Lawton.

KWEB Oakland, Calif.—FCC announced decli-
nal of application of William C. and E. N. Warner d/b as Warner Bros. to increase power from 1 kw unlimited to unlimited and 5 kw day. Action Aug. 10; announced Aug. 11.

OTHER ACTIONS

WWOK Birmingham, Ala.—Vote of Dixie Inc.
FCC designated for hearing application to change
directional antenna system and make WWNS
New Orleans, party to the proceeding. Action
Aug. 5; announced Aug. 6.

KXXL Monterey, Calif.—S. A. Cister FCC des-
ignated for hearing application to increase power
on 530 kc to unlimited and 15 kw day. Action
Aug. 5; announced Aug. 6.

William W. Fentress Co. seeks new CP for
Ch. 31. FCC scheduled for hearing in Washington on Sept. 4; competitive applications of WVTI Bcstg. Co. and Delaware Bcstg. Co. for new TV station on uhf on Aug. 10.

WCLA (TV) Champaign, Ill.—Midwest TV Inc.
FCC, by order and on request of Midwest, dis-
misses request for modification of CP on vhf Ch. 3 to change transmitter site and increase
antenna height; vacated order of July 3 designat-
ing same for hearing. Action Aug. 5; an-
nounced Aug. 6.

Pentlace, Mich.—New AM, 1460 kc. By memo-
randum and order of FCC, postponed effective
date of May 8 grant to James Gerity Jr.,
for new AM station on 1600 kc, 500 w unlimited
and 7 kw peak on secondary hearing; made
CP for WDRM Flint, party to proceeding; placed burden of proof on WDRM Flint,     MCACC and Chief FCC Bcstg. Co. Action Aug. 5; announced Aug. 6.

Saginaw, Mich.—New TV, uhf Ch. 51. FCC
scheduled for hearing in Washington on Sept. 4; competitive applications of Tri-City TV Corp. and Booth & Radio TV Stations Inc. for new TV station on uhf Ch. 81. Action Aug. 5; announced Aug. 6.

Honolulu, T. H.—New TV, vhf Ch. 2. Comm.
E. M. Webster granted petition of Pacific Frontier
Bcstg. Co. for leave to dismiss its application

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your best protection against loss
due to power failure. The complete
"U.S." line includes units from
500 watts to 200 kw. Write for
literature.

UNITED STATES MOTORS CORP. 420 Nebraska St., Oshkosh, Wis.
for new TV station on vhf Ch. 2; ordered retained in hearing docket application of Royaltei for same channel. Action Aug. 4; announced Aug. 6.

KSOX Harlingen, Tex.—By memorandum opinion and order, FCC (1) dismissed petitions by WCKY Cincinnati, Ohio, directed against the Nov. 14, 1951, grant to KBOX for modification of CP to provide non-directional operation from sunrise at Harlingen to sunset at Cincinnati; (2) modified the program test authorization granted KBOX on Nov. 28, 1951, to provide that 30 days from release of order that station may operate in conformity with its prior construction permit on 1550 kc. 50 kw day, 10 kw night; and

(3) ordered that application for license of KSOX be considered after the conclusion of the daytime skywave proceeding and that petitions for reconsideration and hearing be granted by KFBR Sacramento, Calif., be considered at that time. Action Aug. 10; announced Aug. 11.

KKLY-TV Spokane, Wash.—Symont Fest. Co. FCC, by order dismissed application for modification of CP for vhf Ch. 4 to increase ERP from 46 kw visual to 146 kw visual and denied associated petition for waiver of rules to accept and grant. Action Aug. 5; announced Aug. 6.

Daytime Skywave and Clear Channel Proceedings—FCC announced orders which (1) sever the proceedings concerning daytime skywave transmissions of AM stations from the clear channel proceedings and (2) extends the freeze on day-
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Updated weekly on Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$15.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 870 National Press Bldg., Washington, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittances together, please). Transcriptions, photos, etc., sent to box suspected of fraud, will not be returned.

Help Wanted

Experienced radio station investors desire top-notch personnel to work with them and operate midwest location. Box 346X, B-T.

Manager

Manager, excellent opportunity, manage 5 kw, fulltime station, programming to colorized sound, stereo, etc. in a growing metropolitan market. Prefer man who is managing or experienced in managing similar type stations. Must be young, aggressive, with sales experience. Give complete background and experience to include future in first letter. Reply Box 593X, B-T.

Young man financially able to purchase interest in station. Good prospect. Write or wire E. Dahl, Dalhart, Texas.

Manager with proven record. New southern California location. Room 103, 449 Cochran, Los Angeles 36.

Manager-salesman, 1 kw daytime station. Indep- endent owner-managers must have capital greater than $5,000 per year—salary and commis- sions. Call and interview, write W. E. Farrar, Car- rollton, Alabama.

Salman

Excellent opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No cutouts. Box 432X, B-T.

North Carolina station in excellent market wants experienced salesman. Must be aggressive, with money proposition to man with plenty of energy and ability. Send full details to Box 446X, B-T.

Tower manufacturer interested in representation in N. Y. area. Applicant must be conversant with design and sales of TV and radio towers. Full information and references to Box 463X, B-T.

Salesman wanted: Immediate availability for an agency manager for a growing station. Excellent opportunity in radio and television. One AM station and TV station station in midwest's richest farm area. Guarantee plus liberal commission. Write Box 538X, B-T.

Salesman for new station. Salary plus commis- sion. KCHB, Charleston, Missouri.

Salesman—go-getter, not ad-taker. Excellent opportunity in growing radio city. Must have good customer relations. KXRT, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Progressive station in the west. Contact Sales Manager, WFBF, Benton Harbor, Michigan.

Good opportunity awaits right man who can sell for a big company. Streator, Ill. Howard Dahl, WFBF, La Crosse, Wisconsin.

Aggressive salesman, capable of moving to commercial manager's position. Must have promotion, exhibition for right man. Send full information to Manager. Howard Dahl, WFBF, La Crosse, Wisconsin.

Salesman. Terms open. WKEI, Kewanee, Illin- ois.

Excellent opportunity for radio salesman with proven sales record. Exceptional salaray and in- centives. Unlimited possibilities in the Greater Hartford market. Write giving full details of present position and experience to Gustave Nathan, Commercial Manager, WKNB, 11 Asylum Street, Hartford, Connecticut.

Radio sales manager needed. Has 25 years experience. Must have previous experience in radio selling and have excellent knowledge of the business. Salary, commission, car allowance. Write C. F. Cowrow, Station Manager, WNAM, Ypsilanti, Michigan.

Salesman for fastest growing station in East Ten- nessee. Good location. Must have selling background. Background resume, photo, present and past salary. Good prospects. Harry Weaver, Manager, WOK, Oak Ridge, Tennessee.

Announcers

Hillbilly jockey, Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B-T.

Help Wanted—(Cont'd)

Announcer. Some experience. 250 watt net af- filiate, east Tennessee town of 15,000. Box 082X, B-T.

North Dakota network station has an immediate opening for manager. Box 433X, B-T.

Two good announcers wanted by North Carolina station in good market. Good deal for men who can really pitch. Send details to Box 414X, B-T.

Experienced announcer for progressive southern station. Send full details first letter and audition tape. Box 458X, B-T.

Are you ready for the big time? Progressive mid- west independent station needs good sales and music man. Send details and audition to Box 525X, B-T.

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good opportunity. Box 472X, B-T.

Wanted: announcer-engineer. Must have first class technical background. Immediate opening leading network station. Box 560X, B-T.

Announcer. Good possibilities — news and DJ work. Furnish disc, tape, photo, background. Augusta, Georgia. Experience not necessary. Box 507X, B-T.

Comb-chef. Announcer shift plus maintenance- repair 5 kw watt probable independent daytime. Small market, 15 to 30 week open for right man on permanent basis. Box 570X, B-T.

Announcer-engineer with emphasis on announc- ing. Salary, fulltime. Very good equipment and working conditions. Box 560X, B-T.

Wanted by September 10th; a staff announce, 40 hour week. Prefer person with football play-by-play and Mutual affiliation experience. Send resume, tape, expected salary to Box 532X, B-T.

Wanted—Experienced announcer for night shift in aggressive station. Send resume, tape, qualifications and photo to Box 536X, B-T.

Florida—$40; 44 hours. Experienced announcer who can also do hillbilly character. Only best voice. Please send tape first letter. Box 512X, B-T.

Sports director. 1000 watt southern market sta- tion. Great opportunity to get TV and FM work. Write identifying letter. Box 198X, B-T.

Opening immediately for announcer, emphasis on air work. First phone working. Box 562X, B-T.

Experienced sports man for station carrying 100 football and basketball games. Must be capable of handling other staff duties. Send complete resume of experience and tape to WNCT, Cen- tral, Illinois.

Experienced announcer for good daytime inde- pendent. Morning shift, 40 hour week. Send audition. Must have experience and sound expertise. WDZ, Decatur, Illinois.

Sportscaster, play-by-play. Must be top flight and capable of covering baseball, football, basket- ball, baseball. Send complete details first letter and air check recording. Program Direc- tor, WOK, Oak Ridge, Tennessee.

Wanted: General staff announcer with emphasis on hillbilly record shows and sportscasting. Salary plus one-time play-by-play. Write WMPA, Aberdeen, Mississippi.

Personality announcer for morning shows plus children's programs and staff work. Good pay, good location. Send resume, salary, letter, first letter. Write Harry Weaver, General Manager, WOK, Oak Ridge, Tennessee.

Experienced announcer, with or without first class ticket, wanted by outstanding, small-market, NBC fulltime affiliate in western North Carol- ina. Top pay and ideal working conditions. WPNF, Brevard, North Carolina.

Help Wanted—(Cont'd)


Staff announcers and newsmen. Competent, experienced in All Night program. Complete de- tails first letter together with audition disc. Program Director, WTVK, 437X, Easton, Penna.

Technical

Men with at least 18 years of electronic experi- ence, preferably audio, with good mechanical knowhow to install and maintain specialized audio equipment. Will be given complete list of experiencce, references and enclosed a personal photograph. Will not be returned. Box 465W, B-T.

Urgently need 1st engineer, preferably announce- ning talent. $600 per week. Eastern Indiana. Wire collect. Box 347X, B-T.

Maintenance engineer capable of announcing. Permanent position. CB's, southwest. Top wages. Box 437X, B-T.

Assistant chief engineer. WE 10 kw FM transmis- ser. WKJF, Pittsburgh 11, Penna.

Experienced engineer-announcer capable of being chief and main announcer in new station. Contact Bill Brown, KJTO, El Dorado, Kansas.

Chief engineer. 1000 watt station in southeast; daytime only. Good salary. Experience required. Send resume and letter to Box 512X, B-T.

Immediate opening—chief engineer. NBC affili- ate in metropolitan Georgia needs capable, quali- fied person to handle full operating responsibility. 250 watt AM; 3 kw (rated) FM. Salary open. Experience and reference and salary requirements. WBMI, Macon, Georgia.

WFNC, Fayetteville, North Carolina, needs first- year engineer AM/FM operation. 5 kilowatts AM; 14 Kilowatts FM. Television application. Desirable working conditions.

Combo man, first phone, emphasis on announc- ing. $1500 to $2500 per month. Good background music. Pleasant work. WKJF, Pitts- burgh, Penna.

Wanted before Sept. 1: First class combo man. No experience necessary. Write or wire WTTA, Thomson, Georgia.

Production-Programming, Others

Male continuity writer. Must be sober, con- genial. Able to do some sales and service work. Small southern market with good opportunity. Must be a good reader. Excellent working conditions. Box 354X, B-T.

Nebraska editor. Need trained men for local TV and radio programs. Must be familiar with local news. Applicants must have news training or some technical training. Radio Station KCOW, Alliance, Nebraska.

Copywriter, radio, good starting salary. All de- tails first letter. WLS, Lansing 30, Michigan.

Continuity writer for 500 watt independent station. Immediate. Apply WTTB, Coldwater, Michigan.

Television

Managerial

New TV station, excellent market. New Eng- land market. Great possibility for the right man to be experienced idea-man who can organize and direct effective live-local and film programming to supple- ment new and copyrighted material. Attracti- ve level cost. Submit all details. Salary requirements, first letter. Box 314X, B-T.

Salesmen and wives who are free to travel can earn $300-$600 weekly commissions while building an organization. Excellent arrangement for the right man. Write for full details. WEDM, Fort Lauderdale, Florida.

Help Wanted—(Cont'd)
Wanted: Station Manager in $12,000 class

Independent station programming Negro and hillbilly in one of the south's fastest growing cities with a population of 130,000 wants an experienced top-notched manager. Station has just been rated No. 1 by Hoover survey and is operating in the black. You must be capable salesman, have ability to supervise a sales force, have a proven record of administrative ability, attend to station details and manage personnel. You will have a number of important accounts assigned to you, and you also will be expected to sell others and carry your share of the sales. The market potential is big enough so that on your salary and percentage arrangement you can make even more than $12,000. You must have excellent references and a good record of success in radio. All answers confidential.

BOX 545X, B.T.
Situations Wanted—(Cont'd)

Announcers

Experienced all phases TV—announcing, production, studio room, projection and film. Employed, married and available. Box 518X, B-T.

Technical

Television audio engineer, fully experienced. Also experienced as public address, video control operator and floor manager. College trained in television. Available Sept. 1st. Box 500X, B-T.

SRT-TV graduate wishes work with station. Experienced on RCA and DuMont equipment. Prepared to relocate. Box 512X, B-T.

Seeking control room, Supervisors; TV experience. Married, first phone, permanent. Box 522X, B-T.

Production-Programming. Others

Production manager. Presently employed at one of the country’s largest and best known TV stations. 4 years TV, 5 years radio experience including production & direction of all types of shows. Box 582X, B-T.

Assistant program director in major market TV station desires full program directorship. Seven years experience in radio and three in major market TV station. Assist new station in economic film buying and live programming. BS degree. Box 586X, B-T.

For Sale

Stations

Rocky Mountain 250 watt independent. Hills ovr $25,000 year. Good field. Priced to sell. Box 497X, B-T.

southwest 350, indie, daytime. Excellent potential, single. $15,000. $5,000 cash or $10,000 down—$5,000 terms. Box 538X, B-T.

$900 watt daytime station in Dalhart, Texas. Terms, if desired. Write Ed Bishop, Dalhart, Texas.

Equipment, etc.

Heavy duty self-supporting structural steel Lehigh tower. Extra heavy 7x14% steel base. 140 feet high. Excellent production with CAA lighting and base insulators. State price offered to Box 482X, B-T.

Antennas for sale. Used RCA, type TF-4A 5-bay superturnstile, tuned for TV channel 6 but tunable to channels 4 or 6. Used 4-section bow type TF-16K heavy duty FM nylon with pedestal mount. New $125. $95 MC FM. Two used Hewlett-Packard FM monitors. Used GE type 16114A FM monitor with regulated power supply. One RCA TX-2A 5 kw ceiling mounted diplexer. $100. Write to Box 398X, B-T.


One 17" Wincharger type 161 triangular radio antenna mast complete with flasher, reflector lighting and Westen photo switch to meet CAA A-3 specifications. Brand new. Box 516X, B-T.


Rok-O-Cut Challenger portable disc recorder almost new. Complete with microphone, extension cord and 30 12 discs. $250. Doug Knolle, 5035, Riverside, California.

For sale: Mobile transmitters-type 504, and receiver-type 503D with dynamotor P-103. Used in good working condition. Write for details to Chief Engineer, WAKA, Attleboro, Mass.

1 kw Raytheon transmitter, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also 1 Western Electric dual channel console. Warren Anderson, WBEI, Beloit, Wisconsin.

For Sale—(Cont'd)

TV tower & turnstile available, knocked down, after September 1, Tower is Hawklax special LT 300' guyed, insulated, triangular uniform cross-section tower. 3 kw. Driven by 5 kw turnstile and 8 dish. Turnstile is RCA TP-3C. Also 500 3" transmission line. Material listed in use only 3 years. In excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

RCA 10 kw FM transmitter with power cutback equipment—make offer.接触 J. W. Spencer, Chief Engineer, WZNO, West Palm Beach, Florida.

General Electric BTA-4 three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watt—small or medium market. Send particulars and terms to Box 584X, B-T.

Equipment, etc.

FM transmitter, 250 or 1000 watt with monitors. Price must be right. WVOP, Vidalia, Georgia.

Miscellaneous

FCC licenses quickly by correspondence. Also, Atlantic School of Electronics, 6065 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

We have two salesmen; one earns $20,000.00; the other $14,000.00. No ceiling on earnings for another top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 552X, B-T.

HELP WANTED—(Cont’d)

TV ANNOUNCER-PRODUCER

with experience who can utilize full potential in unique, new VHf operation. Qualified man can become Prod. Man. Good pay, interesting work in University community. Want unusual man for unusual position with a good future. Send full details and you'll get same. Box 518X, B-T.

Technical

Are you QUALIFIED to CHIEF ENGINEER TELEVISION

Contact: M. N. BOSTICK
K W T X
WACO, TEXAS

Production-Programming, Others

WANTED TV OPERATIONS MANAGER

We want to hire a man who is experienced in TV programming, production and operations. Chances are he is now a TV Program Director. His job will be to work with the General Manager in training and building a staff for directing, camera work, film, lighting, art-work, etc. He'll program the station and be boss of station operations. Position is available immediately. Station on the air in about 100 days. Write Don C. Wirth, WNMV-TV, Box 602, Neenah, Wisconsin.

Available:

Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the black and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

AM manager who gets out and sells. Will make your station one that will meet competition. Interested in profit-sharing plan rather than flat salary. Family man with three youngsters.

Would welcome complete investigation of past record.

Box 479X, B-T

SALESMAN

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

GO-GETTER

WATERTOWN

UTICA, NEW YORK

Television

Salesman

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 565, Rockford, Illinois.

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Would welcome complete investigation of past record.

Box 479X, B-T
**For Sale**

**IMMEDIATELY AVAILABLE**

Entire physical properties of former WXXW, Albany, N. Y., including studio equipment, RCA BTA-10F transmitter, towers, etc. Complete package or individual items. For details, write or wire Box 582X, B-T.

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**Announcer**

**AVAILABLE**

One of America's Top Disc-Jockey team of building ratings in any time segment. Smooth, clean and commercial. 30, single, twelve years experience—same network. Can prove big ratings and clients in city of over a million. Not exxclusive. . . Let's talk! Box 312X, B-T.

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**Wanted to Buy**

**Equipment, etc.**

5 kw AM transmitter

Good condition. Submit details.

Box 504X, B-T

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**For Sale—(Cont'd)**

**STOP MOTION FILMS at SLIDE PRICES**

**FOR SALE**

**TWO CONTEMPORARY HOMES (JACKSON AND CALLANDER, ARCHITECTS):** Also 30x20 MODERN KENNEL, RADIANT HEATING, SITUATED IN SIX ACRES SECLUDED WOODS OF OAK AND DOGWOOD, YET RAILWAY STATION LESS THAN MILE AWAY. SYOSSET, LONG ISLAND. FOR FURTHER INFORMATION, TELEPHONE SYOSSET 6-2048-J.

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**Salesmen**

SALES EXECUTIVE

Successful record with leading producer of Top Talent Transcribed Shows—healing top regional and local accounts. 52-week firm contracts covering several states. Formerly with major CBS Affiliate. Prove Florida market with minimum travel. Will only consider five hours opportunity. Too draw referrals. Box 511X, B-T.

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**FOR SALE**

**THE BEST IN COMPLETIONS**

Erection of Towers

J. M. HAMILTON & COMPANY

Painting Coax Cables

Box 2432, Tel: 4111st, N.W., Washington, D. C.

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**SALES MANAGERS**

Top market now with HOUSING HEADLINES, a fast-moving 15-minute transcribed series followed to suit sales promotion needs of builders, appliance, Home buyer problems, household tips, top interviews featured. 15-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1228 Connecticut Avenue, N.W., Washington, D. C.

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**FOR THE RECORD**

time applications of AM stations on clear channels to include applications by unlimited-time stations proposing to operate only during daytime and nighttime. Actions Aug. 10: announced Aug. 11.

**AM Procedures**—On petition by the Federal Communications Bar Assn., FCC extended to Sept. 15 the time for filing objections to the proceeding regarding amendment of Sections 1.342 and 1.343 of the rules relating to filing of applications on FCC registration.

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**Ohio—Polein Industries. By memorandum opinion and order, FCC granted modification of CP for 44 kHz visual and 115 kHz audio of station WTVI Cleveland, Ohio, and designated WTVI as preferred station on the same channel. Action Aug. 12.

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**WTVI (TV) Youngstown, Ohio—Polein Industries. By memorandum opinion and order, FCC granted modification of CP for 44 kHz visual and 115 kHz audio of station WTVI Cleveland, Ohio, and designated WTVI as preferred station on the same channel. Action Aug. 12.

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**Opinions and Orders . . .**

Color TV Proposal—FCC announced rule making looking toward adoption of new rules for color TV transmissions on basis of petitions proposing the adoption of a signal specification advanced by NTSC. Comments will be received on or before Sept. 5. Announced Aug. 7.

**WEMY Richmond, Ky.—Dages T. Boyle, FCC, by memorandum opinion and order, denied petition of *The Post* of July 24 by WLEX Lexington to June 24 of grant of modification of CP to WEMY. Action Aug. 5: announced Aug. 6.

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**NARBA Notification . . .**

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Licenses including call letters, location, power, hours of operation, class of station and commencement date.

**MEXICO**

Change List No. 161, July 13, 1953

**XEME Tijuana, Mex., 660 kc, 5 kw, nighttime, unlimited.**

**XHNC Cuautitlan, Mex., 5 kw, daytime, unlimited.**

**XEGS Guayaquil, Sinaloa, 5 kw, nighttime, unlimited.**

Delete assignment on 630 kc. Class III-B. 1-3-54.

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**August 17, 1953**

**Page 135**
Routine Roundup...  
August 6 Decisions

By Commission En Banc

CBS NETWORK TO TEST NON-STANDARD COLOR TV SIGNAL

Commission waived its rules to permit experimental transmission of non-standard color television signals, conforming to specifications approved by National Television on July 21, 1953, over facilities of Columbia Broadcasting System television network, for period beginning Sept. 10, 1953, and ending Dec. 10, 1953. Color transmissions may be made at any time during day but shall be limited to noncommercial sustaining programs. Network programs will be distributed via intercity television transmission facilities of American Telephone & Telegraph Co. CBS proposes to study technical problems involved in broadcasting of color television programs and to determine character of reception on conventional color television receivers. This authorization should not be construed as indicating the approval of color television system involved in these tests.

AC TIONS ON M OTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Fanné N. Litvin

Stark Telecasting Corp. Canton, Ohio.—Granted petition to extend its license to telecast color. (Docket 10727; FRC-9461), to submit to up-date balance sheets.

Ordered that hearing conference now scheduled for Aug. 6, 1953, between Stark Telecasting Corp. Canton, Ohio, and itslicensetv station in Canton, Ohio (Docket 10727 et al.). (Action of 8-3-53).

By Commissioner John C. Doerfer

Tampa Bay Area Telecasting Corp. St. Peters-

burg, Fla.—Reduction in nighttime power from 5 kw. to 4 kw.

K 8 8 0 kc

XEXV Clearwater, Fla., Clearwater Radio Beitr. Inc.—License to cover CP (BP-8800) which authorized change in trans. and studio locations. (BP-8878).


WGRD Rochester, N. Y., WHEC Inc.—License to cover CP (BP-1281), for extension of completion date to 3/9/54. (FMPCT-1282).

Remote Control

Following station requests to operate remotes by remote control:


August 10 Applications

ACCEPTED FOR FILING

Renewal of License

Following station requests renewing license for new period:

WVMP-TV St. Louis, Mo., St. Louis TELECASTING Corp. (BR-1090). (FRC-1285).

August 11 Decisions

ACCEPTED FOR FILING

EYV

August 7 Applications

August 7 Applications

DECISIONS

LICENSE TO COVER:

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REQUISITIONS TO COVER:

Cases: "WHO'S WHO ON NEWS"

Henry Greenfield, Managing Director WEYV 117-118 West 48th St.,
New York 19

For more information, contact "WHO'S WHO ON NEWS" at WEYV 117-118 West 48th St., New York 19.
August 11 Applications

August 12 Decision by Commission En Banc
McFarland Letter

August 12 Applications Accepted for Filing

Modification of CP

August 13 Withdrawal of License

August 16 Proposed Rule Making

August 17 Return of License Reconsideration

August 19 Telecasting Events

Howard E. Stark
Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS
50 E. Stibb St.
New York 22, N. Y.  •  Eldorado 1-0495

Broadcasting  •  Telecasting
TV Allocations: They're Legal

IT NOW may be recorded that the FCC has the legal right to establish nation-wide allocation tables, wherein specific facilities are assigned, geographically, to specific localities. This was done in both FM and TV. In AM it was—and is—different. It's catch-as-catch-can. An applicant applies for any facility that may work in any given area in compliance with engineering standards.

The "planned allocation" has been subjected to frequent attack ever since it was first projected in FM in the late '30s. Many broadcasters in AM thought the FCC was forcing FM down their throats by saying, in effect, "Apply now for one of the FM assignments in your community, or you won't have the chance later."

When the FCC proposed the same format for TV in the 1945 original channel-by-channel allocation table, there was the same criticism, even in the FCC itself. The argument of the opponents was that the law of supply and demand should control. But the FCC majority decreed otherwise.

Until Aug. 3 there had been no clear-cut court test. On that date the U. S. Court of Appeals for the District of Columbia, in deciding an appeal in the so-called "Lancaster cases," sustained the FCC's right to set up geographical allocations, and to change them. Peoples Broadcasting Co. (WLAN), after several rebuffs from the FCC, went to court to protest the FCC action moving pioneer WGAL-TV from Ch. 4 to Ch. 8. The three judges agreed that the FCC has the right to establish an allocations table, and held it was correct in its Lancaster action. This appears to settle several other cases attacking channel-by-channel allocation tables.

The court's action does not, however, preclude a return to a method of allocating facilities based on need for service in given areas. It's ludicrous to suppose that the Government will allow assignments now allocated to communities which can't conceivably support TV stations to lie fallow indefinitely. Indeed, the time may be approaching when a change in procedure will be in order.

Into this category are destined to fall many of the channel assignments now "reserved" for non-commercial educational stations. To date only 48 applications for educational stations have been filed, as against 245 reservations. Most of these 48 haven't been prosecuted, and the FCC is much more lenient with them than with commercial applicants. There have been just 20 educational grants (some with practically no financial showing). One station has begun operation since last year's freeze lift.

But the educational reservations have become a political issue, stirred up by emotions. It will take time to bring all concerned, starry-eyed pedagogues included, to their senses.

Credit Rating: Low

THERE's no doubt that it takes a lot of people to produce a television show, and to prove it you need only look at the list of credits that unrolls upon your screen at the conclusion of almost any program on the air.

Members of the cast, producer, supervising producer, director, assistant director, technical director, audio and video chiefs, music director, choreographer—and sometimes others who had a hand in the show—are carefully identified, especially if the other parts of the program have run short.

The technique of naming everybody in the company who earned more than a stagehand's wage has been borrowed by TV from the movies. Most movie credits run at the beginning of a show and hence may serve a useful purpose in giving the audience time to quit rustling its popcorn bags before the actual show starts. No similar need exists in TV.

We can understand the desire of production people to be accorded mention on the screen. It is their way of acquiring a reputation. We hope, however, that a way will be found to satisfy that objective at less expense of valuable air time. A minute out of a half-hour network show is worth several thousand dollars. We've seen credit lists run longer than a minute.

Are Ethics Unethical?

THE Dept. of Justice is investigating whether a rate clause in the standard contract form endorsed by the American Assn. of Advertising Agencies and the NARTB violates the anti-trust laws. As first reported by this publication a fortnight ago, the investigation is into the recommendation that a station charge all advertisers alike for like time.

We don't pretend to understand the intricacies of the anti-trust laws. For all we know the Dept. of Justice may find grounds for action. But if the laws can be interpreted as prohibiting the AAAA and NARTB from trying to keep their businesses on a decent ethical plane, the laws should be scuttled.

The clause under the department's scrutiny guarantees that a station give one advertiser the best rate given any other for "like broadcasts." It is nothing more or less than a promise to refrain from the deplorable practice of rate-cutting.

Use of the standard contract form of which this clause is part is not a condition of membership in either association. Neither does the form make any effort to establish the rates of any station. It merely suggests that a station should be consistent in whatever charges it sets.

How this sort of contract could be interpreted as "collusion," the crime which the Dept. of Justice seems to suspect, is difficult for us to understand. Since when is it a crime to suggest that business be conducted ethically?

Stock in Wrong Trade

THE brokerage house of E. F. Hutton & Co. has issued a report saying that movie stocks are now selling at bargain prices and stand a good chance of rising in value. As one reason for its optimism regarding movie securities Hutton cites the "declining novelty of TV."

We don't profess to know anything about the stock market, but we do know enough about TV research to be concerned over the financial welfare of E. F. Hutton clients who accept the company's advice. If price advances in movie stocks depend upon a declining interest in television, it will be a long time before an investor can count a profit.

No business growth in U. S. history has been more spectacular than that of television, and its expansion is only beginning. The records show that after years of exposure to TV people watch it almost as much as they did when it was first available to them. The novelty of television may indeed have worn off, but the habit hasn't.
Think Chris had trouble trying to sell his idea back in the 1400's? You've got problems, too—when your sales ideas lack effective TV production facilities!

But no such problems when you turn your ideas loose on WLW-D! Here, in Dayton’s rich, industrial market, WLW-D provides facilities and talent for live productions you’d expect to find only in the “high rent” TV centers.

Weekly Auto Racing—Professional Wrestling right from the WLW-D studios are two big reasons why WLW-D ratings have been on top for over 3½ years! And exclusive client services exploit your ideas through active promotion and merchandising!

WLW-D gives “life” to selling ideas!