Radio listening is far and away the most dominant activity in the average Iowa home. Time spent “Working in the Home” is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from “In-Home Activities Diaries” kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. Radio penetrates and reflects Iowa life!
In 1951, more than 30,000 workers were added by Kentucky industries. Annual payrolls grew approximately $84,000,000 through new industries and plant expansions. More than one billion dollars were invested in Kentucky's industrial development.

All over Kentucky there are farm gains, too! The 1951 wool crop brought Kentucky farmers an income of $3,864,000, which was 188% more than the 1950 crop — and $1,567,000 above the latest ten-year average!
The Residents of Mobile (and vicinity) ... National Advertisers Everywhere

WALA-TV
MOBILE'S FIRST VHF TELEVISION STATION
CHANNEL 10

With the best in programming from the
...NBC
...CBS
...ABC
NETWORKS

The new TV affiliate of WALA Radio in Mobile, Alabama since 1930.
OWNED AND OPERATED BY
PAPE BROADCASTING CO, INC.

Nationally Represented by Headley-Reed TV
NEW YORK
CHICAGO
ATLANTA
HOLLYWOOD
PHILADELPHIA
SAN FRANCISCO
Santa please be careful of the antenna we're looking at WGAL-TV.
DAWSON SALES MANAGER
CBS-TV NETWORK

THOMAS H. DAWSON, general sales manager of CBS Television Spot Sales, appointed sales manager for CBS-TV network, effective today (Monday), assuming some of duties formerly handled by William H. Rylan before his promotion to CBS-TV vice president in charge of network sales (B&T, Dec. 15). Formerly on Fillaburys advertising staff, Mr. Dawson has been with CBS since 1938 except for period in 1950-51 as TV director for Edward Petry & Co., station representation firm.

Sam Cook Diggles was advanced from eastern sales manager of CBS-TV Spot Sales to general manager of spot sales department, succeeding Mr. Dawson, and Clark George, account executive, was promoted to succeed Mr. Diggles as TV spot sales eastern manager. These appointments also effective today.

AGENCY MEN RECEIVE HEART FUND AWARDS

AMERICAN Heart Assn., presented awards of merit with annual Heart Fund drive at one of charge of radio-TV for BBD0; Rodney Erickson, manager of TV department of Young & Rubicam, and Thomas M. McDonnell, radio director of Poole, Cone & Belding, at organizational meeting of CBS-TV vice president of Television Committees of 1953 Heart Fund in New York Friday.

Mr. Pryor served as chairman of combined radio and TV committees of 1951 Heart Fund; Mr. Erickson as TV chairman of 1952 drive, and Mr. McDonnell as radio chairman of 1952 campaign.

Meeting was conducted by Roger Pryor, vice president in charge of radio and TV of Poole, Cone & Belding, who is television chairman of 1953 Heart Fund, and J. James Neale, vice president of Dancer-Fitzgerald-Sample, chairman of 1953 radio committee. Serving with Messrs. Neale and Pryor are:

Radio committee—Tom Carson, Benton & Bowles; Frank Coulier Jr., Young & Rubicam; William H. Fineshriber Jr., MBB; Ernest Lee Jahncke Jr., ABC; Hal James, Ellington & Co.; Nicholas E. Keestly, Lennen & Neuell; Stanley J. Keyes Jr., St. Georges & Keyes; Adrian Murphy, CBS Radio; Keith B. Shafer, Erwin, Wasey & Co.; Frank Silvera, BBD0.

Television committee—Grant Y. Flynn, Rutherfurd & Ryan; Sig Mickelson, CBS-TV; Hubbell Robinson, ABC-TV; Alexander Stonach Jr., ABC-TV; William B. Templeton, Sherman & Marquette; J. L. Van Volkenburg, CBS-TV; Sylvester L. Weaver Jr., NBC.

ABC INAUGURAL PLANS

ABC's coverage of Presidential inauguration Jan. 20 will begin on radio and TV at 11:30 a.m. and continue through 4:30 p.m., network reported Friday. Under sponsorship of Willys-Overland Motors, Toledo, coverage will be supervised by Thomas Velotta, vice president in charge of radio news and special events. Network will assign more than 150 persons to event and will utilize 12 TV cameras, plus mobile unit. John Daly will serve as anchor man for team of 22 commentators, including Elmer Davis, Erwin Canham, Walter Kiernan, Martin Agronskey, and Ted Malone (earlier story, page 25).

BUSINESS BRIEFLY

LEVER SPOT • Lever Brothers Co., New York (Chlorodent), placing radio spot campaign in number of scattered markets effective Jan. 4 for 52 weeks. J. Walter Thompson Co., New York, is agency.

KREISLER RENIEWS • Jacques Kreisler Mfg. Corp., North Bergen, N. J., renewing "Tales of Tomorrow" on ABC-TV five alternate weeks (Fri., 9:30-10 p.m. EST), for 11 weeks, starting Jan. 23. Agency: Hirshon-Garfield, N. Y.

SLOANE'S PLANS DRIVE • Sloane's Balm, through Reisewetter Assoc. Inc., New York, planning radio spot campaign from Jan. 6 through March 13 in several markets. R-R NAMED • Glamorene Inc., N. Y., manufacturers of home rug cleaner and rug brushes, names Rutherfurd & Ryan, N. Y., to handle

ANDERSON THIRD RADIO MAN AS NAVY SECRETARY

APPOINTMENT of Robert B. Anderson, attorney-general and stockholder in KVWC Vernon, Tex., as Secretary of Navy announced Friday by President-elect Eisenhower. He would become third Navy Secretary in recent times identified with radio-TV interests.

Mr. Anderson is vice-president-director of Northwestern Broadcasting Co. (KVWC) and holds 60 of 180 shares. Former member of Texas legislature, he is chairman of State board of Education, director of Dallas Federal Reserve Bank, numerous other firms. He formerly was president of Texas Mid-Continent Oil and Gas Assn., assistant attorney general in state and has served on rating and unemployment commissions. He was an "Eisenhower Democrat" in campaign.

Mr. Anderson would succeed (upon Senate confirmation), Dan Kimball, who before he took office was vice president of General Tire & Rubber Co. (principal owner of MBS-WOR New York). Third Navy Secretary was late Francis F. Matthews, who assumed post in 1949. He was former president of Frank Inc. and held stock in WOW-AM-TV Omaha and KODY North Platte, Neb.

THIRD BID FILED FOR MIAMI CH. 7

THIRD application for Miami's Ch. 7 was filed late Friday by Florida appliance distributor Jack C. Stein. Mr. Stein asked for 100 kw and indicated that he intended to form corporation including other local business men. Mr. Stein also has interests in trucking, real estate and printing.

Earlier last week second Ch. 7 application for Miami was filed by two Davenport, Iowa, business men (see earlier story, page 62). Both these applications compete with consolidated application of Belize Television Corp., which comprises WIOD-Miami Daily News and WQAM-Miami Herald including Niles Trammell (B&T, Dec. 15).

for more AT DEADLINE turn page
SPURIOUS RADIATION STUDY IS PROMISED

COMPLYING with request of FCC for study of means of limiting spurious radiations of radio-TV transmitters and receivers, causing serious problems in TV particularly [B^T, Dec. 19] and the FCC, selected a small Technical Advisory Committee has agreed to undertake such study.

Meeting in New York Thursday, JTAC authorized its chairman, Ralph Bown, vice president of Bell Telephone Labs, to inform FCC Chairman Walker that JTAC will divide its attack on problem into five parts pending receipt of Mr. Bown’s letter, to be written early this week, by FCC Chairman, JTAC officials declined to discuss details of plans but presumably they will correspond with five topics recommended for study by FCC.

These were: (1) to establish limits for spurious radiations which would protect broadcasting, communication and navigation services from interference; (2) to study technical problems involved in achieving suppression needed to restrict radiations to those limits; (3) to review problem of instrumentation necessary to effectuate national program for control of spurious radiations; (4) to determine what steps are required to coordinate interference reduction efforts of various segments of industry; (5) to determine what action is needed to coordinate external performance of receivers with engineering of service and station allocations.

BALTIN JOINS NEW FIRM

WILL BALTIN, formerly executive secretary-treasurer of Television Broadcasters Assn., has resigned as producer and manager of station and public relations for Screen Gems Inc., effective today (Monday). He will join group of businessmen in formation of new corporation to manufacture, distribute and service TV stations with “an important electronic product.”

Mr. Baltin was first manager of DuMont’s pioneer TV station, W2XGW, in 1939 and inaugurated regular program service over DuMont’s New York outlet, WABD (TV), in 1942. With TBA’s formation in 1944, he was appointed executive secretary-treasurer and held post until two years ago when he joined Screen Gems, coincident with TBA dissolution.

OPPOSE NYC TV

PLANS by New York City’s owned station, WNYC, to build and operate television station drew opposition of Commerce & Industry Assn. of New York which charged annual cost would be closer to $2 million than $380,000 allocated for project in city’s 1963 budget. Seymour N. Siegel, director of WNYC, later told newsmen that station’s figures were “based on careful study” and included $258,607 for TV transmitter atop Municipal Bldg., $87,336 for purchase of studio equipment and $54,000 for mobile unit.

DICTHER MOVES

ERNEST DICTHER Inc., institute for research in Mass Motivations Inc., has moved research center and offices to Montrose, N. Y. Executive offices remain at 501 Madison Ave., N. Y.

In this Issue—

If his supporters have their way (and there seems to be little opposition), FCC Commissioner Hyde will be appointed FCC Chairman—perhaps within the next fortnight. Some candidates who have been urged for the two appointments the GOP can make have dropped out, but quite a few remain. It’s still an open race, but Mr. Hyde is a good bet for Chairman. Page 23.

Auto makers are going for special events broadcasts in a big way. General Motors and Willys-Overland will sponsor coverage of Queen Elizabeth’s coronation. Page 25.

Formula by which NBC-TV pays its affiliates is revised. It’s a compromise by network and affiliates, but both sides seem reasonably pleased. Page 26.

Washington Post buys WMBR-AM-FM-TV Jacksonville for $2,470,000, all cash. UHF transmitters are beginning to move out of the factory and into the field. RCA ships its first four production jobs. Page 29.

House subcommittee that investigated radio-TV program standards issues report recommending self-regulation by the industry rather than regulation by the government. But the subcommittee believes the government has the right to regulate if it wants to. Page 38.

Kinger & Co., Indianapolis meat packing house, is sold on local radio. Here’s how the company became a King-sized client for WIRE. Page 36.

It’s up to a special three-judge federal court to decide whether the FCC can regulate giveaway programs. Network lawyers, in final arguments, say the FCC can’t, and the FCC’s general counsel says it can. Page 27.

Half-dozen advertisers plan extensive radio activity for early next year. Page 27.

Standard Audit Measurement Services’ nationwide radio-TV coverage survey will provide figures comparable to BMB studies, according to Kenneth Baker, SAMS president. The Nielsen Survey figures can’t be matched with BMB. Page 88.

Today, NBC-TV’s early morning program, has become a laboratory for experiments in TV news presentation. Here’s first-hand report. Page 60.

Closed Circ.

(Continued from page 5)

renewals and to report stock transfer results... from estate settlement, but both of these apparently already have been explained to satisfaction of FCC majority months ago. Question raised is whether New Deal-Fair Deal staffers aren’t trying to embarrass Pratt.

AT LEAST one major industry unit unwilling to take court action against NCAA football monopoly because colleges fighting syndicate control of games fear resultant not only via sports boycott but also in cultural and business relations. Participation of one college in damage suit would provide basis for strong case, it’s believed.

GOOD chance first post-freeze TV initial decision (Denver’s Ch. 7) may be issued by mid-January. Competing applicants, KLZ and Denver Television Co. (primarily Wolfberg theater interests), took 14 days to submit cases, cross motions and completed testimony last October, filed proposed finding last month [B^T, Dec. 1, Oct. 20]. Pending is request of Denver Television to reopen record in order to correct testimony of witnesses observed who felt proposed decision will be out by mid-January is that Examiner James D. Cunningham is scheduled to start important KOB Albuquerque 770 kc case Jan. 21.

UNHEARD and unpublicized was private “family dinner” at White House last Thursday wherein President Truman broke bread with 40 of his close advisors during his seven years as Chief Executive. In group were Paul A. Porter, former FCC Chairman; J. Leonard Reinsch, managing director of Cox Radio and TV stations and former radio advisor to president; George Allen, Aves-Crosley director and erstwhile confidant of President, Jonathan Daniels, former secretary and editor of Raleigh News & Observer, and Clark Clifford, former counsel to President, who in private practice has served as Washington special counsel for RCA.

NEW TYPE of forum program, film or live, has been developed by William B. Dolph, and will be announced prior to year’s end. Mr. Dolph, executive vice president of WMT Cedar Rapids, is originator of Double or Nothing, and is associated in management capacity with Fulton Lewis jr., and Ray Henle, chief editor of Three-Star-Extra on NBC.

SPECIAL INAUGURAL HOOKUP

INAUGURATION Day network serving independent radio stations being lined up by WOL Washington will be based on survey provided between 11 a.m. and 3 p.m. Jan. 20, with five pickup points, according to Ben E. Wilbur, WOL general manager. Provision made for local cut-in co-op spirit material. The survey will be transmitted wherever stations already have indicated they will take service.

SAMPLE EXPANDED

SAMPLE used for TelePulse ratings in Philadelphia and Washington has been expanded 25%, from 200 to 260 families for rating once-weekly nighttime TV programs in those cities Dr. Sydney Roslow, director of Pulse, announced. Increase was effected in November for more AT DEADLINE see page 98
Make YOUR Bid for the

MEMPHIS MARKET - NOW!

Showmanship in selling begins with a receptive audience. High quality programming holds the interest of alert listeners in every town and hamlet throughout this $2 Billion Market. The growing Memphis Market, comprising 76 rich Counties, keeps abreast by keeping tuned to WREC. In addition, you get the PLUS value of station prestige to help gain consumer acceptance. Sell MORE—at LESS COST through WREC—First in Coverage—First in listeners!  

1. Last BM8  
2. Latest Hooper

Night and day—Far and near, WREC Power and engineering perfection give you a greater audience at 10% LESS cost per thousand listeners than in 1946.
Classification: Automotive

Advertiser: Nobody

Target: Nobody

Ammunition: None

Duration: None

Objectives: None

Results: The ad man at Rapids Chevrolet told our salesman he didn’t have the nerve to advertise a service special on WMT. Reason: The last time they tried it they got more calls than could be handled.

Admission: WMT doesn’t do quite so well by its other advertisers. Good thing, too... Otherwise we’d be out of business.

Suppose, some week, everyone in Corpus Christi, Texas wrote to you? Or, in less than three months you heard from every man, woman and child in Jacksonville, Florida? A total of 214,609 responses were received during the eleven-week high school football season. That's the way listeners respond to the KXOK "Prep-Player of the Year" promotion. This outstanding feature selects, by listener mail, the top high school athlete each week. The "Player-of-the-Year" is selected from the weekly winners by a committee of high school athletic officials at a banquet in honor of the 'elected' players. But that's all detail... THE IMPORTANT FACT IS POSITIVE PROOF OF THE COLOSSAL LISTENER RESPONSE TO KXOK FROM MISSOURI AND ILLINOIS. RESPONSE YOU CAN EASILY CONVERT INTO INCREASED SALES IN THE GREAT ST. LOUIS AREA. WRITE, WIRE, PHONE YOUR KXOK, OR JOHN BLAIR REPRESENTATIVE TODAY!

630 kc • 5000 watts • ABC Network
KXOK Building St. Louis 1, Missouri
CHestnut 6000
Represented by John Blair & Company
new business

Spot . . .


NORTHERN PAPER MILLS, Green Bay, Wis., will use one-minute TV spots in 24 markets starting Jan. 5. Agency: Young & Rubicam, Chicago.

REGAL AMBER BREWING Co., S. F., renews thrice weekly quarter-hour Outdoor Broadcast on KFOX Long Beach, for 26 weeks from Jan. 1. Firm renews spot announcement campaign on KVEN Ventura and KDB Santa Barbara, for 52 weeks from Jan. 1; KNXT (TV) Hollywood for 52 weeks from Dec. 21; KJH-TV that city, for 26 weeks from Dec. 15; and started saturation schedule on KFMB San Diego for 52 weeks from Nov. 16. Agency: Abbott Kimball Co., L. A.

Network . . .

MENNEN Co., Newark (men's toiletries), renews Frank Goss News on 19 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 7:30-7:45 a.m., PST, for 52 weeks from Dec. 29. Agency: Kenyon & Eckhardt Inc., N. Y.


Agency Appointments . . .

HENRY F. MICHELL Co., Phila. (bulbs, seeds and plants), and PERSONNEL RESEARCH CENTER, same city (management consultant firm), appoint W. Wallace Orr Inc., Phila.

BOL Mfg Co., Chicago (Hopalong Cassidy Aid), appoints Schwimmer & Scott Inc., same city. TV will be used.


COTTAGE CANDIES and FRESNO GUARANTEE BLDG. & LOAN Co., both Fresno, appoint Long Adv. Service, that city. DUANE ZAMZOW is account executive.

ROLLEY Inc., S. F. (Sea & Ski Tanning Cream), appoints Foote, Cone & Belding Inc., that city.


C. A. DURR PACKING Co., Utica, N. Y., and SAN-EQUIP Corp., Syracuse, appoint Barlow Adv., Syracuse. Former firm will use radio-TV.

Adpeople . . .

EDWARD R BURNS, advertising production manager, Hoffman Radio Corp., L. A., has resigned and will leave shortly for Switzerland.

RICHARD EISIMINGER, advertising-promotion manager, KKNB (TV) Hollywood, to Pierce Bros. Mortuaries, L. A., as director of advertising and public relations.

PALMER FIELD, assistant advertising manager, W. P. Fuller & Co., S. F. (paint), promoted to advertising manager. He succeeds LEE HARTER MARKWOOD, transferred to newly established consumer sales division as manager.

PAUL ANDERSON, public relations director, named assistant advertising manager.
Six Square Blocks

adjacent to downtown Tulsa are now being purchased for a $39,000,000 Civic Center as the result of a $1,500,000 land buying bond issue approved by Tulsa voters on February 26, 1952. This means that the Oil Capital of the World will continue to maintain and improve its enviable position as one of America's most beautiful cities. First on the Civic Center project is a new $4,250,000 County Courthouse which will be under construction early in 1953. Other probable buildings including an auditorium, city hall, library, auto hotel and many others will follow.

If you have advertising dollars to invest in a market where people are progressive, eager for the better things of life and have the money to gratify their desires, here is the market for you!

And, if you want to reach most of these people all of the time and at lowest per customer cost . . . PLUS additional hundreds of thousands of prosperous listeners within KVOO's 50-100% BMB coverage area . . . KVOO, operating 24 hours each day, is the station for you as it has been for informed advertisers for more than a quarter of a century!

Call, wire or write KVOO or your nearest Edward Petry & Co. office for availabilities.
Here is the truth about nighttime radio

For the first time in three years, circulation figures and up-to-date circulation values of radio have been measured. The A. C. Nielsen Co. has just released the results of the most comprehensive radio survey ever undertaken, covering every county in the U. S. In this advertisement NBC makes the first published report on the Nielsen Coverage Study.
Right now, the value of nighttime radio is greater than ever before

Nighttime radio delivers a multi-million radio audience:*  
...at the lowest cost-per-thousand circulation in radio’s history.  
...at only a fraction of the cost-per-thousand circulation of any of the nation's top magazines.

While the cost-per-thousand circulation of printed media has been steadily increasing since 1949, the cost of nighttime radio has been decreasing. And NBC Radio’s nighttime costs have shown the greatest decrease.

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<th>1949-1952 Trend of Media Cost/1000</th>
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<tr>
<td>Radio Networks (Evening):</td>
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<td>PERCENT DECREASE</td>
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<td>NBC  17.5</td>
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<td>MBS  9.3</td>
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<td>LADIES’ HOME JOURNAL</td>
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<td>PERCENT INCREASE</td>
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<td>GOOD HOUSEKEEPING</td>
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<tr>
<td>WOMAN’S HOME COMPANION</td>
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<td>BETTER HOMES &amp; GARDENS</td>
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<td>SATURDAY EVENING POST</td>
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<td>EMB for 1949—NCS</td>
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<td>Magazines: ABC first</td>
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<td>Six months each year</td>
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<td>Radio: Net time cost ½ hour,</td>
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<td>weekly frequency.</td>
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<td>Magazines: Net cost Black and</td>
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<td>White full page based on</td>
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<td>use of every issue in a year.</td>
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*8,885,000 new radio sets have already been sold this year

NBC’s cost per thousand is now lower than any of the networks... only 38 cents.

NBC nighttime radio reaches more homes per dollar than magazines, newspaper supplements or network television.

And NBC nighttime radio does more for your advertising dollar than any other radio network.

Circulation — The new Nielsen Coverage Survey is the largest personal interview study ever made (a sample of 100,000 homes). It shows an NBC Radio audience of more than 16,000,000 homes on the average night... 25,466,870 different homes at the end of a week... and NBC reaches additional millions of homes with the passing of successive weeks.

NBC Radio’s nighttime audience exceeds the next network by 1,375,000 homes each week.

Sales Effectiveness — NBC Radio is the only network which has tested and proven its ability to sell advertisers’ products today — even in television markets. NBC-advertised products sell 20% to 111% better among their listeners than among people who are exposed to all other advertising. Here is documented proof of NBC Radio’s outstanding impact on the buying habits of millions.

Merchandising — Today, NBC Radio is the only network fully equipped to merchandise products successfully at the point-of-sale. Under the leadership of NBC’s twelve district supervisors throughout the nation, NBC’s affiliated stations actively work to sell their advertisers’ products.

Facilities — The farthest reaching voice in the nation is the NBC Radio Network. Through NBC’s superior facilities, advertisers have the opportunity to reach millions of homes virtually untouched by other national media.

Here, then, is the truth about nighttime radio. Never before has nighttime radio offered better values. As Radio continues to offer even greater values to advertisers, so NBC continues to offer the greatest values in Network Radio.

Sources for all statements available on request.

National Broadcasting Company

a service of Radio Corporation of America

December 22, 1952 • Page 13
open mike

is referred to by almost everyone in the advertising business. The reason I know? My secretary, in sending in the information for your Yearbook, spelled my name Hackney instead of Hachney. Therefore, all year long 90% of my mail has been addressed to Leo Hackney. Please have someone change this for the 1953 Yearbook.

Leo Hackney
General Manager
KGVL Greenville Texas

Source Work
EDITOR:
The NIAA Industrial Advertising Research Institute is actively in operation with a staff of three and more than 300 subscribers.

One of the important goals in meeting the needs of our subscribers is the building of a strong research collection of materials on industrial advertising and merchandising. Please consider this letter an order for one subscription to Broadcasting • Telecasting...-REED

Helen B. McCormick
Research Librarian
Industrial Advertising Research Institute
Cleveland

90% Response
EDITOR:
There is no doubt in my mind that your Broadcasting Yearbook

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market.

All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is the distribution center of New York State—the center of a rich agricultural area.

Central New Yorkers are worth your best selling efforts, directed through their radio station—WSYR.

BMB Nighttime Audience Families 214,960

A Stable Market

Central New York was advertising lowest rates at the December 15 Telecasting • Broadcasting. I noticed Fred Weber’s claim to having the lowest current rates in video advertising—a $190 a hour rate.

Enclosed is the WROV-TV local rate card. A letter, coverage map, rate card and a return post card were sent out December 10 to 600 retailers in the WROV-TV coverage area. Response has been good.

Frank E. Koehler
General Manager
WROV-AM-TV Roanoke, Va.

[EDITOR’S NOTE: WROV-TV, due on the air next month, has set $40 as the rate for a class A hour.]

Stanback Way Back
EDITOR:
Thanks for the story, but please make correction of a major error. I am in no way connected with the Stanback Co. and have not been for years.

J. Carson Brantly
Salisbury, N. C.
[EDITOR’S NOTE: Mr. Brantly refers to story in B&T Dec. 15 announcing his organization of the “Free Enterprise Train.”]

Posy from Boston
EDITOR:
Our thanks to you are no less sincere because they are belated. Broadcasting • Telecasting did a fine job of telling about the recent fifth anniversary celebration of the school of public relations and communications, in which prominent radio and television executives had dominant roles. . . .

George Sorenson
Research Assistant
Boston U.
Boston

ARMY FILMS
Available for TV Use

SERIES of public information 16mm sound films are being distributed by the Dept. of Army for television exhibition on a free loan basis.

Certain conditions are laid down for use of the films, among them a proviso that some must not be used for sponsored programs. Only such films in the catalog is “Japan Logistical Command,” which runs 19 minutes.

In ordering from the film catalog stations should supply call letters and address, title and number of film, statement that station will pay shipping charges to and from Central Film Lab. In the particular Army area, tentative telecast date and method of shipment. Requests should be addressed to the commanding general of the Army area in which station is located, marked for the attention of the local signal officer.

Certain Army training films, other than those listed, have been released to the U. S. Office of Education. Catalog may be obtained through that office or United World Films, 1445 Park Ave, New York 29, N. Y.

‘Dr. Christian’ Scripts

TWELFTH annual Dr. Christian script-writing contest, sponsored by Chesbrough Mfg. Co. (Vaseline products) and offering a first price of $2,000 and some 50 others ranging from $500 to $250, will be held Jan. 7 to March 4. It was announced last week. It is open to both amateurs and professionals. Winners will be announced May 20, and the $2,000 prize play will be presented on the May 27 program of Chesbrough’s Dr. Christian series on CBS Radio.
Holiday greetings from all of us to all of you.

Earl Abrams  
Frank Beatty  
Dave Berlyn  
Eva Boore  
Fay Brandeschein  
Eleanor Brumbaugh  
Sheila Byrne  
Larry Christopher  
Frances Cobb  
John Coyle  
Joan Cowan  
Ken Cowan  
Rufe Crater  
George Dant  
Betty DeVol  
Bruce Edwards  
Rocco Famighetti  
Joe Faiz  
Kathy Faison  
Fred Fitzgerald  
Dave Gluckman  
Gladys Hall  
Shirley Harb  
Sid Hia  
Harold Hopkins  
Betty Jacobs  
Ed James  
Mary Jaffers  
Jack Kearney  
Doris Kelly  
Pat Kielty  
Art King  
Julie King  
Miri Kornet  
Anna Lambert  
Win Levi  
Leo Lippman  
Maury Long  
Eleanor Manning  
Wilson McCarthy  
Duane McKenna  
Irv Miller  
James Montagnes  
Dorothy Munster  
Terrance O’Flaherty  
John Osbon  
Sol Paul  
Jane Pinkerton  
Bruce Robertson  
Eleanor Schaefer  
Blanche Seward  
Bill Shaw  
Joan Sheehan  
Mac Sles  
Harry Stevens  
Jimmy Stober  
Florence Small  
Betty Taishoff  
Larry Taishoff  
Hy Task  
Liz Thackston  
Marjorie Thomas  
Keith Trantow  
Eunice Weston  
Sol Taishoff

Broadcasting Telecasting
HAS anybody here seen Kelly? The chances are a lot of people have—or at least heard one or more of the celebrated Kelly family on WRFW Eau Claire, Wis. They present “America’s real-life breakfast program” each morning, from 7:35 to 7:50.

The family is that of Jack Kelly, WRFW manager, and includes wife Elly, and sons John Patrick (6) and Colonel Tom (4).

The program is Kelly’s Kupboard, but actually this is only the beginning of their broadcast day. Operating from a home converted into a remote studio, Mr. and Mrs. Kelly each have other programs through noon.

On the first program the Kellys usually have a friend visiting from local civic or church groups. They also salute and promote community and business projects, cheer up shut-ins and encourage their radio friends to write sick people.

At 8 a.m. Mr. Kelly airs his Butternut News (Butternut Coffee) right from the kitchen table. Two hours later Mrs. Kelly conducts her Homemakers Visit and Club Calendar program under sponsorship by Consumers Co-op Shopping Center. And at 10:15 manager Kelly gives the Mid-Morning News.

Visitors at the Kelly home, 1710 Valmont Ave., Eau Claire, are numerous and celebrated (viz., Sen. Estes Kefauver, others), as attested by the family’s guest book. John Patrick leads the morning prayer ceremonies for world peace. Aside from being housewife, Elly Kelly also finds time to answer her own mail (between 400 and 600 letters per week).

The kids? Well...

“Our boys love the broadcasting business and look forward to our special programs each morning,” Mr. Kelly says.

ON HAND for early morning WRFW breakfast program are (standing) Mr. Kelly and wife Elly, with sons Colonel Tom and John Patrick.

strictly business

D AVID H. SANDEBERG, President and Manager of Avery-Knodel Inc., is not one of those who views with alarm the future of AM radio because of the mushrooming growth of television. “With rare exceptions, no one medium is a panacea for all sales problems and every medium which renders a service has a place.”

Some marginal media may be affected and the service character of others changed, but history shows that constructive competition has always served to build business. Just as radio did not replace newspapers and magazines, but created its own position; so will TV. When TV comes of age it will unquestionably modify editorial and programming formats of magazines, newspapers and AM radio.”

Mr. Sandeberg already sees signs of this modification in radio, but makes haste to add that TV is opening new channels for advertising “as a result of the distinctive contribution which TV makes.”

Mr. Sandeberg is a stand-out at broadcasting gatherings both because he is well liked and due to (Continued on page 85)
Make
Friends
With
Gil

Newscaster, philosopher, friendly voice of a famous station, WBT’s Gil Stamper makes friends of folks and friends for sponsors. Sincere, affable, convincing Gil has the native know-how which distinguishes WBT as a powerful local voice for national advertisers. Let Gil and WBT make 3,000,000 Carolina friends for you.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
FOR THE THIRD STRAIGHT YEAR

BMI LICENSED SONGS

VOTED NO.1 IN All CATEGORIES

VOTING IN THE CASH BOX POPULARITY POLLS FOR 1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS

1952 — CRY (Mellow Music) ... Johnny Ray (Col.)

1951 — TENNESSEE WALTZ (Acuff-Rose) ... Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) ... The Weavers (Dec.)

1952 — WILD SIDE OF LIFE (Commodore) ... Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY (Folkways) ... The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) ... Pee Wee King (Vic.)

1952 — HALF AS MUCH (Acuff-Rose) ... Hank Williams (MGM)

1951 — COLD, COLD HEART (Acuff-Rose) ... Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) ... Red Foley (Dec.)

1952 — LAWDY, MISS CLAWDY (Venice) ... Lloyd Price (Specialty)

1951 — 60 MINUTE MAN (Lois) ... The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) ... Ivory Joe Hunter (MGM)
OF THE TOTAL VOTES REGISTERED
BY OPERATORS IN THE 1952 CASH BOX POPULARITY POLL,
81.8% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

BEST POP — 16 out of 24 — 68.2% of total votes

CRY (Mellow) Johnny Ray (Col.)
ANYTIME (Hill & Range) Eddie Fisher (Vic.)
KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)
TELL ME WHY (Signet) Four Aces (Dec.)
I'M YOURS (Algonquin) Don Cornell (Coral)
HERE IN MY HEART (Molin) Al Martino (CBS Palada)
AUF WIEDERSEHN' SWEETHEART (Hill & Range)
Vera Lynn (Lon.)
HALF AS MUCH (Acuff-Rose) Rosemary Clooney (Col.)
YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
I'M YOURS (Algonquin) Eddie Fisher (Vic.)
BLACKSMITH BLUES (Hill & Range) Ella Mae Morse (Cap.)
I WENT TO YOUR WEDDING (Hill & Range)
Patti Page (Mer.)
TELL ME WHY (Signet) Eddie Fisher (Vic.)
VANESSA (Meridian) Hugo Winterhalter (Vic.)
BOTCH-A-ME (Hollis) Rosemary Clooney (Col.)

BEST WESTERN — 7 out of 9 — 83.3% of total votes

WILD SIDE OF LIFE (Commodore) Hank Thompson (Cap.)
SLOW POKE (Ridgeway) Pee Wee King (Vic.)
ALMOST (Acuff-Rose) George Morgan (Col.)
SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)
I DON'T WANT TO BE FREE (Wakely) Jimmy Wakely (Cap.)
WAITING IN THE LOBBY OF YOUR HEART (Brenner)
Hank Thompson (Cap.)
DON'T LEAVE MY POOR HEART BREAKING (Lois)
Cowboy Copas (King)

BEST FOLK — 16 out of 18 — 92.5% of total votes

HALF AS MUCH (Acuff-Rose) Hank Williams (MGM)
LET OLD MOTHER NATURE HAVE HER WAY (Peer)
Car Smith (Col.)
DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)
GIVE ME MORE, MORE, MORE (Hill & Range)
Lefty Frizzell (Col.)
THE GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)
WONDERING (Hill & Range) Webb Pierce (Dec.)
ARE YOU TEASING ME (Acuff-Rose) Carl Smith (Col.)
IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer)
Kitty Wells (Dec.)
JAMALAYA (Acuff-Rose) Hank Williams (MGM)
HONKY TONK BLUES (Acuff-Rose) Hank Williams (MGM)
DON'T STAY AWAY (Hill & Range) Lefty Frizzell (Col.)
I WENT TO YOUR WEDDING (Hill & Range)
Hank Snow (Vic.)
A FULL TIME JOB (Acuff-Rose) Eddy Arnold (Vic.)
BABY WE'RE REALLY IN LOVE (Acuff-Rose)
Hank Williams (MGM)
BACKSTREET AFFAIR (Forrest) Webb Pierce (Dec.)
BLACKBERRY BOOGIE (Central) Tennessee Ernie (Cap.)

BEST RHYTHM & BLUES — 23 out of 28 — 87.2% of total votes

LAWDY, MISS CLAWDY (Venice) Lloyd Price (Specialty)
MY SONG (Lion) Johnny Ace (Duke)
HAVE MERCY, BABY (Meridian) Dominoes (Federal)
GOIN' HOME (Commodore) Fats Domino (Imperial)
MARY JO (Drake) Four Blazers (United)
JUKE (John Henry Burton) Little Walter (Checker)
NIGHT TRAIN (Pamlee) Jimmy Forest (United)
THREE O'CLOCK BLUES (Modern) B. B. King
NO MORE DOGGIN' (Modern) Roscoe Gordon (RPM)
CRY (Mellow) Johnnie Ray (Columbia)
HEAVENLY FATHER (Blazer) Edna McGriff (Jubilee)
5-10-15 HOURS (Progressive) Ruth Brown (Atlantic)
YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)
ONE MINT JULEP (Progressive) The Clovers (Atlantic)
FIVE LONG YEARS (Frederick) Eddie Boyd (Job)
BOOTED (Modern) Roscoe Gordon (Chess)
BESIDE YOU (Lois) Swallow's (King)
I'M GONNA PLAY THE HONKY TONKS (Lion)
Mary Adams (Peacock)
GOT YOU ON MY MIND (Raleigh) John Greer (Vic.)
MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)
Etiquette books frown on the tactics that George the Giraffe is using here. He wants to eat something that is some distance removed from his own bailiwick. There's nobody around to pass the chow in to George so with his exceptional faculty for "boardinghouse reach", he is helping himself to the rich pickings on the other side of the fence!

Most advertisers don't have the "neck" for reaching out and getting the rich plums of business that are waiting outside their neighborhood sphere of influence. Radio can be to those advertisers what the neck is to George the Giraffe.

Radio gives the advertiser "boardinghouse reach"; it enables him to reach out and get the business that will always be on the other side of the fence for non-radio users.

The longer the reach, the better the radio buy. In Oklahoma City, of course, your longest reach is KOMA...the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter million-dollar studio.

**QUADRUPLE** threat man at Guenther-Bradford agency, Chicago, is Charles Zeller, a vice president who is also radio and television director. Mr. Zeller's primary activity is shepherding to success in video the world's largest Nash dealer, Hauser-Nash Motor Sales. In addition, he solicits new business, develops small clients into big ones, writes copy, directs production and even acts in some of his own commercials. Mr. Zeller, working with Bud Hauser of the car sales company, originated that firm's first TV commercial three years ago. Incorporated into a feature film, the first commercial sold 50 cars the following day, setting the pattern for an outstanding local success story. Mr. Hauser has used better-quality feature films consistently, in one instance spending $5,100 each for a series of 26 Edward Small productions. He now buys about eight hours weekly in Chicago.

The agency executive has worked with many accounts in some 30 years of advertising and related work, and is especially pleased with the kind of fast results shown to another video client. One spot for the Kuhnke Industrial Blowers System resulted in a $125,000 sale of equipment to a Chicago laundry. The laundry installation was filmed, and used in subsequent commercials.

Charlie Zeller has been conversant with radio since 1922, when as commander of a disabled war veterans' post he toured Chicago's stations seeking support for veterans' legislation. He appeared in front of a mike for the first time professionally in 1926, after establishing two community newspapers on the south side, as newscasters-commentator in order to promote the papers. He sold participation spots to more than 200 clients who still call upon him throughout the year when they want to use radio or television.

He entered commercial television in 1948 on the city's pioneer station, WBKB, but his first experience with the medium took place in 1939 when he worked with Commonwealth Edison Co. in tests with a stationary camera and a rolled-off gangplank arrangement which guided guests into camera range.

Mr. Zeller has been with Guenther-Bradford eight years, joining...
ALFRED LURIE, staff director, WBAP-TV Ft. Worth, to Stanley Campbell Adv., Dallas, as TV producer-director.

JOHN A. GIBBS to Lewis & Gilman, Phila., as associate art director.

RICHARD S. ARMSTRONG, W. Wallace Orr Inc., Phila., appointed director of copy and plans there.

W. R. MASON, former vice president and group director of Geyer Adv., N. Y., and HERBERT S. LENZ, senior account executive and member of executive committee, J. D. Tarcher Co., to Ralph H. Jones Co., N. Y., as manager of marketing and manager of client services, respectively.

MILDRED RIORDEN BLAKE, Young & Rubicam, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, in copy department.


RAYMOND G. HUSTED, assistant advertising manager, Pacific Car & Foundry Co., Renton, Wash., to Foote, Cone & Belding Inc., Portland, as assistant account executive.

GORDON & ENGELMAN Adv., S. F., has changed name to GORDON Adv. YVONNE ENGELMAN, partner, has resigned.

GEORGE E. LICHTY, account executive, Ruthrauff & Ryan Inc., S. F., to Brisacher, Wheeler & Staff, that city, as member of creative department.

HARVEY H. STROBUSCH, manager, Knox Reeves Adv. Inc., S. F., has opened his own agency at 593 Market St., that city. ROBERT E. HUTH, sales promotion manager, W. J. Lancaster Co., S. F., joins new agency as associate.

EDWARD R. MCNEILLY, producer-writer, Television Productions Co., L. A., to Caples Co., that city, as radio-TV director. PETER STACEY and RALPH NELSON, production department members, promoted to production manager and assistant production manager, respectively. Mr. Stacey succeeds MARION WELBORN, named account executive.

FRANCIS E. GIANNATTASIO, radio-TV time estimator, Kenyon & Eckhardt, N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, in same capacity.

KEN BURT named radio-TV director of Walsh Adv. Co., Toronto, replacing EVERETT PALMER who becomes radio-TV director of new Toronto office of McCann-Erickson Inc.

EDGAR A. HATCHER, director of merchandising and research, Deutsch & Shea, N. Y., to G. M. Basford Co., same city, as assistant account executive. ROY A. DUFFUS Jr. to agency as account executive in publicity department.

CLYDE McDANALD, Foote, Cone & Belding, N. Y., to Harry B. Cohen Adv., that city, as member of account service department. HENRY SLAMIN Jr., traffic manager of Cohen agency, promoted to account service work.

TED P. WALLOWER, timebuyer for Birmingham, Castleman & Pierce, N. Y., to Morey, Humm & Johnstone, same city, in the same capacity.


BYER & BOWMAN Adv., Columbus, Ohio, relocates at 66 S. Sixth St.

LANGHAMMER & Assoc., Omaha, relocates at 225 Park Ave., same city.

WHEN you’ve visited in someone’s home every day for ten or twenty years it’s just natural that you’ll be considered a “long-time friend.” That’s just what these WMBD personalities are to all the folks in the Peoria area. When you have a sales message for the Peoria area . . . let a “long-time Friend” present it for you . . . you’ll get better results.

See Free & Peters . . .
The comments at the left are from letters written us by three leading jobbers in the KWKH area—men who know this region as well as you know your own front yard.

None of these men would qualify generally as a "Time Buyer" or "Media Director". Some of them may never have seen Madison or Michigan Avenue. But all of them are experts on their own business, and on the direct, obvious impact on sales produced by KWKH!

We're naturally proud of our successful advertising record in behalf of so many wholesalers, jobbers and distributors in the KWKH area. We'd like to do the same kind of job for yours. What facts would you like?
IKE URGED TO NAME HYDE NOW

ROSEL H. HYDE may be named chairman-designate of the FCC by President-elect Eisenhower within the next fortnight—well in advance of the change in Administration.

Supporters of the Idaho Republican were urging this course last week in the absence of any known opposition to Mr. Hyde as the new Administration's choice for the chairmanship. Whereas some of those seeking appointment to the two upcoming vacancies heretofore had designs on the chairmanship, that talk evaporated last week. Mr. Hyde's supporters emphasized the desirability of an orderly transition from 20 years of Democratic control to Republican policy direction. This would mean a minimum of upsetting of normal Commission functioning.

Meanwhile, the name of Lewis Allen Weiss, former president of Don Lee and one-time chairman of Mutual, loomed larger as a nominee to one of the two Commission vacancies. He reportedly has the unqualified endorsement of such important mutualists as Vice President-elect Richard Nixon, California Senator William F. Knowland, and Republican National Committee Chairman and Postmaster General-designate Arthur Summerfield.

Many Supporters

Many broadcasters had signified their support, and while others had expressed opposition, notably to his appointment to the chairmanship, it was evident the political scales are balanced in his favor. Among others actively supporting his candidacy are Fulton Lewis Jr., Washington commentator, and William B. Dolph, executive vice president of WMT Cedar Rapids, who is associated with Mr. Lewis and with other broadcasting executives.

Originally, Mr. Weiss was among those boomed for the chairmanship but he said last Friday that he recognizes the logic of elevating Mr. Hyde to that post because of his background as a career official of the FCC and his intimate knowledge of its administration and operation. Mr. Hyde, now vice chairman, rose from the ranks of law clerk through the law department. He served successively as an attorney, hearing examiner, assistant general counsel, general counsel, and—in April 1946—became a Commissioner. He is 52.

Some names previously mentioned for the FCC vacancies have dropped out. But there were new ones, too. In informed quarters it is felt there is a strong likelihood that one of the appointees will be a member of Congress who failed to be re-elected last November.

There are now two such legislators pondering the desirability of an FCC Commissionership as against other possible independent agency or Government appointments—Reps. Albert M. Cole of Holton (near Topeka), Kan., and Edward H. Jenison of Paris, III. Rep. Cole, 51, has served four terms in Congress, and is a lawyer. He is highly regarded in party circles and during the campaign was a top advisor at the Republican National Committee. He left Washington last Thursday for his home without deciding upon his course, but it is known that he is interested in the FCC. Reports were current also that he is under consideration for appointment to an executive post in Gen. Eisenhower's official family at the White House.

Rep. Jenison, 45, has served since 1946, and is a newspaperman. He is editor of the Paris Daily Beacon-News. He served in Naval aviation during World War II. His friends are urging his appointment to the FCC, but thus far there is no word that he is disposed to become a candidate.

A front-runner among broadcasters urged for the FCC in the early days—Theodore C. Streibert, former president of WOR and General Telecasting System—dropped out last week. Under his arrangement (Continued on page 41)

WMBR-AM-TV

"Wash. Post" Buys for $2,470,000

Mr. Marshall

Mr. Norton

books of Florida Broadcasting.

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including the presidency of the Coca Cola Newspaper Co, and the principal ownership of WAPI-WAFM (FM) and WAFM-TV Birmingham. His associate in the Birmingham operation is Thad Holt, who holds a 23.6% interest.

Mr. Marshall, now manager of WMBR-TV, will become president (Continued on page 48)

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KOOP ELECTED
By National Press Club

WASHINGTON's National Press Club got its first radio newsmen as president last Friday with the election of Theodore F. Koop, CBS Radio news and public affairs director, to that office without opposition.

The new president, who served as vice president this year, assumes office in mid-January, with formal inauguration set Jan. 31. Mr. Koop has been a newsmen since he was 13, when he wrote "personals" for his hometown paper, Monticello (Iowa) Express. He joined CBS Radio News in Washington in January 1948. He supervises a news and public affairs staff of nearly 20 people and also directs preparations for Washington-originated news over CBS of forums and speeches by government officials.

A 1929 graduate, with Phi Beta Kappa honors, of the U. of Iowa, where he edited the student newspaper, Daily Iowan, Mr. Koop served from 1928 to 1941 on the news staff of the AP, serving successively with the Des Moines and New Haven bureaus, as Washington staff reporter, as city editor and later general editor in New York, and finally as one of three news editors in the Washington bureau.

He joined the National Geographic magazine editorial staff in 1941 and in December that year became special assistant to Byron Price, director of the government Office of Censorship. In March 1945 he was named assistant director of censorship, heading voluntary press-radio censorship, and after V-J Day became deputy director to liquidate the Office of Censorship.

He rejoined National Geographic in January 1946 as news bulletin service chief. In 1949 he contributed a chapter on radio news to the National Press Club's book, Dateline Washington. He is a past president of the Washington Sigma Delta Chi chapter and a board member of Radio-Television News Directors Assn.

Mr. Koop is author of a history of censorship in World War II, Weapon of Silence. He was one of 99 U. of Iowa alumni honored in 1947 with "certificates of achievement" at the university's centennial celebration.

Pinex Spots

PINEX Co., Fort Wayne, Ind., for its cough syrup, adds 18 southern markets to its radio spot campaign through Russel M. Seeds agency, Chicago. Series begins Jan. 5 for 9 and 11 weeks, with five spots weekly per market.

TOASTING a winner during the first week of Do You Want to Be A Star?, new WOR-TV New York show under sponsorship of Coca-Cola Bottling Co. of New York, are (l to r): Fred Robbins, program m. c.; Paul Louis, vice president in charge of radio and television for D'Arcy Agency; Robert Kasser, assistant advertising manager for the Coca-Cola Co., and James T. Murray, president of the New York bottling company. Firm presents the high school talent show thrice weekly from 7-7:30 p.m. EST and has joined WOR-TV in extensive promotion for the program.

STABLE ELECTED
To ABC-TV Program Post

JAMES A. STABLE was elected last week to the post of administrative manager of the ABC-TV network program department, effective immediately.

Reporting to Charles M. Underhill, national director of the TV program department, he will be responsible for negotiations for TV programs, talent, administration of television program budgets, and departmental general affairs. He also will be a member of the department's planning board.

Mr. Stable joined ABC in December 1951 as an attorney, after previous legal service with the William Morris agency and the Authors League of America, and private practice.

B&B Elevates Neuman

RALPH NEUMAN, assistant treasurer of Benton & Bowles, New York, has been named treasurer, it was announced last week. Prior to Mr. Neuman's promotion, Robert E. Lusk, agency president, served as treasurer. Mr. Neuman has been with Benton & Bowles since 1936.

Dodge Elected V. P.

BRUCE M. DODGE, radio-tv production supervisor at Weiss & Geller agency, New York, has been elected vice president. Mr. Dodge has been with the agency since August, and was formerly manager of broadcast production at Kenyon & Eckhardt, New York.

McCANN-ERICKSON

McCANN-ERICKSON, New York, elected five executive officers last week.

Emerson Foote was elected executive vice-president of the agency and a member of the executive committee. President Marion Harper Jr. announced. Other changes announced by Mr. Harper:

Robert E. Healy, vice president and treasurer, was named to the executive committee. Elected senior vice-presidents were Chester A. Posey, chairman of the advisory committee on plans, John H. Tinker Jr., creative director, and Henry Q. Hawes, Pacific Coast manager.

Mr. Foote has been with the agency since October 1951. Previously, he had been head of Foote, Cone & Belding, New York.

Mr. Healy has been associated with the agency since May 1932, Mr. Posey since April 1926, and Mr. Tinker since February 1939.

Rate Cards

STRESSING that his station's net profits for this year will be an estimated 6% over 1951, William B. McGrath, managing director of WHDH Boston, urged radio broadcasters last week to stick to their official rates to assure continued healthy growth of the industry.

Mr. McGrath noted that though operating costs for labor and services were on the upgrade, his station flourished because he stood behind the premise that his facilities were "worth at least what is printed on the rate cards." But he warned that "this present state of well-being can easily dissipate if certain segments of the industry continue so-called "unofficial reduction of rates."

"Unethical rate practices have occurred in varying degrees for many years," Mr. McGrath asserted. "But of late, the procedure has reached ridiculous proportions."

He conceded that the competitive inroads of television and the increasing number of radio stations have made necessary some "official" reductions. But he blamed certain broadcasters who effected "unofficial" reductions for contributing to devaluation of the medium.

"There is probably no overall cure for under-the-counter deals," Mr. McGrath confessed. "Unfortunately the victim of such practice seldom realizes he is laying the foundation work for his eventual retirement — from the frequency spectrum, that is."

He declared that those stations who have faith in the value of their facilities are winning the confidence and respect of advertising agencies and clients and added: "At least this philosophy has worked for WHDH in 1952."

MBS BILLINGS

$19 Million for 11 Months

MBS gross billings for the 11 months of this year ended Nov. 30 amounted to $19,011,402 as against $16,203,541 for the same period in 1951, officials reported last week. This figure was described as 17.3% higher than last year's.

MBS said gross billings for November alone reached $2,172,485 this year, compared with $1,583,288 in 1951.

Meyer to New Firm

ROBERT MEYER has resigned as director of press information for CBS-TV Hollywood to accept a position on the creative board and writing staff of a new Hollywood production company, David J. Jacobson, director of public relations for CBS-TV, announced last week.
AUTO FIRMS HOT FOR SPECIALS

THE AUTOMOTIVE industry's move-in on broadcast sponsorship is a point of top-billing special events spread across the Atlantic Ocean last week as General Motors and Willys-Overland set plans for coverage of a pomp and spectacle of the Coronation of Queen Elizabeth II in London next June 2.

In the automotive industry's kindred field, American Oil Co. (Amoco) signed a three-year deal signed for the DuMont TV Network coverages of the Jan. 20 inauguration of President-elect Eisenhower in Washington—an event which already had drawn three automotive sponsors to three other networks.

General Motors signed to sponsor NBC's Coronation coverage on both radio and television, while Willys-Overland signed for CBS-Ford's TV network. It was reported that CBS Radio and ABC radio and television were, respectively, negotiating with several prospective sponsors—none of them, again, in the automobile field.

Details of coverage plans for the colorful ceremonies attendant to the Coronation had not been worked out. The telecasts necessarily would be from films sped as quickly as possible from London to New York, while radio coverage would be both live and taped.

The NBC-General Motors pact was announced jointly by the two companies late Thursday afternoon.

It was the fourth contract between the two companies in recent months, GM having sponsored the NCAA football series on NBC-TV, and having signed for NBC radio and television coverage of Gen. Eisenhower's inauguration, plus a special one-hour NBC-TV program on Christening Day featuring CBS star Arthur Godfrey as master of ceremonies.

The NBC-GM announcement gave no details on plans beyond the bare statement that the network has had them under for many months that NBC radio coverage would include tape recordings and a live broadcast direct from Westminster Abbey, where the ceremonies will be held.

The announcement also noted that Romney Wheeler, NBC's London bureau chief, had just returned to London after three weeks of planning sessions with network officials in New York.

The sale to General Motors was made direct. Kudner Inc. is the GM agency.

The contract between Willys-Overland and CBS-TV had not been officially announced and it was understood that detailed plans as to coverage remained to be worked out. The contract was said to call for the motor company to pay $75,000 in talent fees—for sending crews to London, filming, etc.—plus time costs. Willys' agencies are S. Godfrey & Thurbur Assoc., New York.

There were indications that CBS-TV planned to devote at least two hours to the Coronation, perhaps spread over two days.

Daytime ‘Digests’

The coverage plan being offered by CBS Radio, it was understood, included a daily two-hour “digest” with highlights—perhaps at about 10 a.m. EST and one from 4-5 p.m. EST—plus another in the evening. In addition, the network is considering live pickups starting at about 5 a.m. EST and carried sustaining if a sponsor is not found.

ABC was said to be thinking in terms of several Coronation pick-ups, probably including both live broadcasts and tape recordings, at intervals during the day and evening.

Willys, like General Motors, has signed for Gen. Eisenhower's inauguration coverage, but unlike GM, not on the same network it signed for the Coronation.

The Packard Motor Car Co. has signed for CBS-TV plus CBS Radio coverage of the Washington event, while Willys signed for ABC's, also both radio and TV. Willys also participates in the sponsorship of the Ford Foundation’s Omniplex extravaganza on CBS-TV and sponsors weekly concerts of the New York Philharmonic on CBS Radio.

Parade Pick-ups

The contract between Amoco and DuMont for inauguration coverage, while not officially announced, presumably envisages—as in the case of the other networks—pick-ups along the parade routes, with coverage of the actual swearing-in ceremonies and inaugural address carried on a sustained basis.

Mutual meanwhile has said its inauguration coverage will be made available for sale by affiliates to local and regional sponsors on a co-op basis.

Preparations for coverage of the Jan. 20 ceremonies in Washington were being pushed forward by the networks last week, with details announced by NBC, the CBS networks, and Mutual as follows:

General Motors will sponsor five of the five hours on NBC television, as well as the entire NBC radio broadcast of the event. The noon-hour swearing-in ceremonies at the Capitol and Gen. Eisenhower's inaugural speech will be broadcast and telecast unsponsored by NBC as a public service.

Coverage will begin at 11:30 a.m. EST and continue until 2:30 p.m. on radio and approximately 4:30 p.m. on television.

Special equipment for the inaugural will include a Cadillac sedan, which General Motors is constructing in cooperation with NBC. It will become a TV mobile unit complete with studio-type electronic equipment and a TV innovation—a hand-camera—together with full radio and TV transmitting equipment. This “camera-car,” which will have all the facilities of NBC-TV's truck-size mobile units, will take close-ups of the President and President-elect, their aides and the thousands of persons lining the streets.

NBC's hand camera, delivered (Continued on page 34)

R&R NAMES SLATER

To Head Radio-TV Dept.

APPOINTMENT of Tom G. Slater, vice president of Ruthrauff & Ryan, New York, as director of R&R's radio and television departments [CLOSED CIRCUIT, Dec. 8] was announced by the agency last week. He succeeds William M. Tuttle, who resigned to become president of United Television Programs Inc., also New York.

Mr. Slater joined Ruthrauff & Ryan in September 1946 as an account executive. In 1949 he became business manager of the radio and TV departments as well as an agency vice president, becoming associate director of both departments in 1961.

RATES

NBC, TV Affiliates Reach Accord

NBC television affiliates' months-long efforts to secure a revision in the rates under which they are compensated by the network brought forth fruit—tasty, apparently, to both sides—in a compromise reached at a special meeting in New York last week.

Details of the new plan were not revealed officially, but it was learned that statistically, it gives the stations approximately 50% of the obligation of their original demands. Leaders in the stations' movement seemed well pleased, as did NBC officials.

The plan achieves compensation-system changes by revising the "free hours" formula—and station spokesman said few affiliates, if any, will realize immediate benefits. They emphasized that it is a long-range plan under which the affiliates' benefits will come as network sales expand.

Under the existing system, the stations give NBC-TV 24 hours a month "free" as payment for line charges, sustaining programs, etc.

The plan has been based on an hour unit system with a one-hour unit for 24 hours, three-tenths of a unit for Class B time and one-half unit for Class C, and projected to 24 units or hours.

Affiliates Original Plan

The affiliates originally proposed that this be changed to provide for reduction of the number of free hours by 15 minutes for each hour of network commercial time a station carries in excess of 174 hours a month. Thus if a station carried 270 hours of network time—which represents all network option time—the station would recapture slightly less than 8 of the 24 free hours.

Leaders among the stations said a survey last March, made in preparation for the negotiations, indicated that the average affiliate was carrying around 140 hours of network time.
The King-Size Local Client...

LOCAL radio in the heart of Hoosierland, where TV has challenged its authority for the past three years, is responsible for the growth of a midget account into a giant soonor in a short five-year span.

That sponsor, Kingan & Co., Indianapolis, packers of quality meat products in the state since 1862, bought 27 spots of Olson of WIRE Indianapolis in 1948 for $59. Now it spends more than $40,000 annually on the same station.

The "KING-size" client, for whom the station is doing the same kind of a selling and promotion job, has gained the maximum benefits from local radio because of careful, long-range program and commercial planning tailored to its specific needs.

This is the philosophy of Kingan officials and of Daniel C. Park, general manager of the station, who has worked step-by-step with the meat-packing concern in its development of local radio as a selling, promotion and merchandising tool.

Kingan's current around-the-clock schedule includes three daily strips and seasonal sponsorship of top local sports events. It sponsored nine top games of Indiana University and Purdue University this season.

As a promotional tie-in for their sponsorship of the 1962 collegiate football broadcasts, WIRE and Kingan officials instituted a weekly "Beat Carnegie" football contest, in which listeners pitted the Mark's Market against that of sportscaster Tom Carnegie.

Two persons each week, one male, the other female, having the closest total point difference of the four games in each of the ten weekly contests received an Admiral table model radio. The grocer of the winners also received a radio.

In all, 40 radios valued at more than $1,200 were given away. In addition, a grand prize of an Admiral Dual Temp refrigerator valued at more than $600 was awarded to the person who had the closest point difference for the entire ten-week contest.

During the contest, almost 12,000 entries were received. Entry blanks were obtainable in more than 1,500 food stores in the Indianapolis area.

In addition to the 40 radios and the refrigerator, Kingan also gave away more than 2,000 pounds of bacon to the contestants who "Beat Carnegie." However, sportscaster Carnegie was able to maintain a solid 80.5% in beating the total number of entries received.

Kingan also annually sponsors the "finals" of the Indiana High School Association basketball tournament, an event dear to every Hoosier.

The company, traditionally a buyer in national magazines, local newspapers and billboards, decided to test radio for the first time in March 1948.

A series of spots on WIRE totalling $89 led four months later to sponsorship of Dinner Winner, purchased to promote a new product, Seafoam shortening. The show was planned "as a strong merchandising-advertising tool" to build volume and distribution.

During the first eight weeks of marketing and promoting the new Seafoam shortening, Dinner Winner contributed heavily to a 300% increase in distribution and to a like increase in sales volume. Seafoam was listed second among the top eight brands of non-vegetable shortening in the 1949 edition of the Consumer Analysis for the Indianapolis metropolitan market.

The following year, Kingan officials decided to make their broadcast usage more flexible in order to use the medium to full advantage in local sales campaigns and dealer and consumer promotions.

Tom Carnegie, station sportscaster and m.c. on Dinner Winner, began a series of personal appearance broadcasts from retail groceries, church and civic gatherings and at dealer meetings, combining the functions of a salesman and a public relations agent for the sponsor as well as the station.

In the fall of 1950, more than 5,000 persons were enrolled as members of the "Dinner Winner Club," with a membership card as the only inducement. The program, during its three years on the air, gained the highest rating of any locally-produced show, according to station officials. The dinner give-away in those three years featured telephone calls to 5,600 listeners, of which 1,032 Dinner Winners received $18,000 worth of free meals.

MEMBERSHIP in the club provided Kingan with a quality mailing list of loyal listeners which was used in various coupon distributions. Each couponing, of course, raised the volume for the grocer immediately, and the products showed a lasting increase, as sales figures report.

In the spring of 1951, Kingan appropriated an additional $3,200 to WIRE when it signed for the first time for the ever-popular Indiana High School Athletic Association basketball championship tourney. As a tie-in promotion during the first season of sponsorship (Kingan also bought the games in 1952), the meat-packing concern used radio commercials and in-store merchandising for Reliable Wienie. Broadcast spots were supplemented with store materials and retailers' black-and-white ads.

Dinner Winner was dropped more than a year ago, when Kingan and station officials believed the feature had reached a saturation point in its audience. To attract an audience broader in composition, the company bought three exhibition week shows in the following year. A wide appeal to men, women

(Continued on page 31)
LONG-AWAITED legal test of FCC's giveaway rules was put into the hands of the courts last week for decision—after three years.

A special three-judge federal court in New York, hearing attorneys for ABC, CBS and NBC argue that FCC has no power to regulate the content of the programs and that, additionally, the order embodying the giveaway rules is void because it erroneously interprets the law on lotteries (Sec. 1304 of the Criminal Code).

To the contrary, the court was told by FCC General Counsel Benedict P. Cottone, the Commission has authority to act under its general licensing powers in behalf of the public interest, and, in acting, correctly defines violations of the Code's lottery section. He noted that the rules are directed against "telephone giveaways" rather than those using contestants from the studio audience.

The three judges, who reserved decision pending further study of the briefs and arguments, were Circuit Judge Charles E. Clark and District Judges Vincent L. Leibell and Edward Weinfeld [B*T, Dec. 8].

The argument was based on action initiated by ABC, CBS and NBC in 1946 against FCC's then-new rules banning giveaways. The networks won a temporary restraining order at that time, and the FCC, which had set Oct. 1, 1949 as the original effective date of the rules, postponed them pending final outcome of the case. Regardless of the three-judge court's decision, an appeal is anticipated.

Lottery Defined

In the argument, held Monday afternoon, ABC was represented by George B. Turner of the law firm of Cahill, Gordon & Reindel; CBS by Max Freund of Rosenman, Goldmark, Colin & Kaye and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York.

Explaining that a lottery usually is defined as involving "prize, chance and consideration," Mr. Turner limited his argument to the "consideration" factor. He hammered at the point that FCC based its test of consideration on "consideration furnished by winner or winners instead of by participants in the alleged lottery."

Mr. Turner insisted that lottery statutes are not concerned merely with the few who win but with the many who lose—"who hazard their money or property in the hope of winning.

"This is one of the examples of how the Commission has rewritten the lottery statute to catch the cases that it is interested in catching," Mr. Turner asserted. It has rewritten the statute in disregard of the case law under the statute and comparable state statutes."

Mr. Turner cited another point in which he said the Commission had departed from court decisions in its concept of consideration, referring to a case in which the court had held there was "no lottery, if the winner pays no prize." He argued that "almost universally, the courts in this country have held that the requirement of consideration means the payment or delivery of something of value...not such things as listening to the radio or writing a letter."

Mr. Freund, speaking on behalf of CBS, challenged FCC's interpretation of "chance." He recited cases upholding the principle that the test of a lottery is whether skill or chance predominates. But FCC's Rules, Mr. Freund continued, "state, in so many words, that the Commission will 'in any event' consider that a program comes under the proscription of Sec. 1304 if, in addition to price and consideration, the award is made 'to any person whose selection is dependent in whole or in part upon lot or chance.'"

"The rules," Mr. Freund argued, "thus improperly make chance in the selection of contestants conclusively determinative of the presence of chance, and not merely a factor which must be taken into account in ascertaining whether chance is present."

Government Brief

Touching upon the factor of consideration, Mr. Freund referred to the government's brief contesting views or listeners are induced by advertising to purchase products or services. Insisting that no one is told he must purchase the sponsor's product in order to compete on a giveaway program, Mr. Freund declared:

"Indeed, defendant's contention breaks down completely in connection with sustaining programs. No one becoming aware of a giveaway sustaining program is induced to purchase anything because sustaining programs are not sponsored and because no product or service is advertised in the rule that distinguishes between sustaining and sponsored programs."

Mr. Williams, representing NBC, attacked FCC's Rules on 'purely constitutional grounds.' He brandished the rules as an attempt to censor program content and to enforce criminal statutes, maintaining that these functions were outside the province of the Commission.

He singled out Sec. 328 of the Communications Act to bolster his contention that the Commission is forbidden to interfere "with the right of free speech by means of radio communication."

Mr. Williams noted that if Congress intended the Commission to prohibit certain types of programs it would have granted the FCC this power in this section of the Communications Act.

Mr. Williams noted that Sec. 1304 of the Criminal Code forms no basis for the Commission's assertion of jurisdiction, Mr. Williams explained:

"If the proposed [FCC] order becomes effective, there will be no necessity for a conviction before punishment is imposed. There will be neither an indictment nor a jury trial for the accused broadcaster. An FRC order will win an administrative finding of fact of one program which has con-

(Continued on page 81)
RADIO station and network audience figures compiled by Standard and Audit Measurement Services as a result of its nationwide survey of stations listened to once or more a week will not be as large as those reported by the Nielsen Coverage Survey [B&T, Dec. 15]. Dr. Kenneth Baker, SAMS president, said last week.

SAMS survey, he said, followed the familiar technique used in the two broadcast measurement bureau studies in 1946 and 1949 and must almost be called the third BMB study. Therefore, the 1952 SAMS audience data will be comparable with those collected by BMB.

But, Dr. Baker declared, NCS adjusted its interview figures to correspond with the presumably exact listening data recorded on the Nielsen Audimeters, generally increasing figures. The BMB figure, he said, is a little lower. Since NCS in 1952 will show larger increases than will be shown in comparing the BMB and SAMS figures.

Expressing fears that the NCS data may give "a false impression of an increased radio audience that really is not there," Dr. Baker noted that the NCS data showed some station audiences increases of more than 100%, without changes in power or frequency. There might be one or two such cases, explainable by other exceptional conditions, he said, but declared, "I will give $100 for all radio stations whose audiences have doubled, if I can get $1 for all whose audience change is within 10%.

Another Factor

Another factor which will make NCS figures larger than SAMS, he said, is the ABC pilot study. The 1952 estimate of radio homes in the nation, showing them to equal 98.0% of all homes [B&T, Sept. 8] while SAMS relied on the 1950 census figures, showing radios in 95.6% of the country's dwellings.

While he refused to generalize from SAMS reports, which were to be mailed to the 400 subscribing stations this weekend and which he said he had not yet had the opportunity to analyze for trends or overall conclusions, Dr. Baker reported a strong impression that those radio stations who have maintained aggressive program policies have fared better, sometimes that those who have allowed — and sometimes caused — their most popular radio programs to move over into televison, creating their own competition.

Dr. Baker also advanced the opinion that, by and large, the 1952 data will show a decline in the number of families who report listening to a station six or seven times a week, with a corresponding increase in the number who tune it in once a week for some special program or several times a week for a week-day show or drama.

But he insisted that until the figures have been carefully gone over "any generalization is dangerous." When the reports first started coming in, he said, results from a couple of TV markets had made him believe that radio stations with music-and-news program formats were making the best showing against television. More complete returns from many cities, however, showed this not to be true generally, he said, but only for some stations in some markets.

Reports of subscriber stations will be sent to advertisers and agencies on request and without charge, Dr. Baker said, with full information about all stations the subscriber keeps track of in the whole country or proportionate charges for selected areas or markets.

Asked whether there would be further SAMS nationwide audience surveys in the future, continuing the BMB sequence, Dr. Baker said that would depend on a number of factors. He expressed doubt whether the radio broadcasters could or should pay for double coverage surveys, pointing out that the combined cost of the SAMS and NCS surveys was approximately $1.5 million, which is much more than printed media spend to secure their circulation data.

Banker to ABC-TV

APPOINTMENT of Robert M. Banker as assistant eastern television program director for ABC was announced last week by Charles M. Underhill, national director of the ABC-TV program department. Mr. Banker will be responsible for "the development of intra-network programming and administration of the network's TV program schedule." He has been associated with CBS since 1949 in various capacities.

In explanation, Vice President and General Manager Maurice J. Mitchell said the changed needs of radio stations, Associated Program Service is stopping the release of new popular tunes and, with other changes, is cutting library by 50%.

The changes, outlined in contract modifications which spokesmen said most APS clients already have signed, take effect Jan. 1.

In explanation, Vice President and General Manager Maurice J. Mitchell said surveys and studies over a long period showed that, from the stations' standpoint, inclusion of monthly releases of new, popular music selections, "has been rendered relatively valueless by the flood of free popular phonograph records" sent to stations by record companies.

What stations want from a music library service, he said, is primarily undated "standard" music.

Accordingly, APS is eliminating its release of six discs of new music monthly. "The tremendous increases in union rates (175% last year alone) and production costs have made these new monthly discs so incredibly expensive that almost half of the library eventually absorbed by them," Mr. Mitchell explained.

On the other hand, APS is foregoing library practice of deleting even a number of selections approximating the number of times each release issued during the preceding 12 months. Thus, Mr. Mitchell said, APS clients will continue to have available some 5,250 selections on 620 discs, plus 10,000 index cards, and up-to-date catalog.

APS also is eliminating "free replacement" service, on the ground that "few broadcasters use over 10% of this privilege," cost of which has been included in the regular library rate. Henceforth replacements will be available as needed, at cost, $2.50 per 16-inch disc.

Summarizing the moves, Mr. Mitchell said: "No APS station will sacrifice the full protection APS' basic library gives it in the field of standard radio music. APS is not going out of the library business, either. Indeed, I think we may have found the only sound way to remain in this field without penalizing the user." Stations were assured by APS that APS will continue to assume full responsibility for the music in your library under our original agreement and the only changes are those included in the modification [contract modification spelling out the changes and the reduced rate].

BRAND new mobile studio was pressed into use by WQAN Scranton, Pa., the Scranton Times outlet, for local program series sponsored by Stoehr & Fister, a leading furniture and decorating house. Standing by proudly (1 to r): Jack Guinan, special events announcer; Cecil Woodland, WQAN general manager, and Gino Rricciardelli, station's chief engineer. Firm sponsors a different local choral each week, broadcasting directly from store.

RCA VICTOR

Splits Tube Dept. Sales

SEPARATION of its kinescope and receiving tube sales functions was announced last week by RCA Victor's Tube Dept. Mr. Victor, an associated company, from 1945 to 1948, he will continue the RCA Tube Dept.'s equipment sales section in 1948. Shortly afterward he was named manager of receiving tube and kinescope sales.

Mr. Wilson joined RCA Victor in 1926 and saw engineering service at several company plants. He was on the engineering staff of the RCA Tube Dept. plant at Harrison, N. J., from 1930 to 1943, when he was transferred to the company's new plant at Lancaster, Pa. He returned to Harrison in 1946 as a field application engineer for the Tube Dept.'s equipment sales section.
In Review...

"Lill Palmer Show," an NBC-TV film property, will begin its syndicated status for local sponsorship, 15-minute weekly program.

Cast: Lill Palmer and guests.

Producer: Alex Leftwich.
Director: Charles Kebe.
Photography: G. Street.

IF you're interested in learning the less well-known angles and anecdotes about the great and near-great figures of the theatre, art and letters, entertainingly told by an attractive woman with a fascinating foreign accent, then the Lill Palmer Show is your dish.

Produced by NBC's TV Film Div, this quarter-hour program is syndicated for use by various advertisers on various stations. In New York, by one of those curious happenstances that make advertising and television the paradoxical industries they are, Miss Palmer, starting on Jan. 4, will appear on WCBS-TV, key station of the TV network of NBC's bitterest rival, in competition to NBC's own TV key, WNET.

In the two episodes of the series previewed by this reviewer, Lill Palmer discussed, learnedly but amusingly, such disparate subjects as the colorful, not to say flamboyant, Lilian Russell, and the painfully shy mathematics professor, Charles Dodgson, better known to the world as Lewis Carroll, author of Alice in Wonderland.

Each of the programs opened with a look at Lill Palmer in her drawing room, humming "Auf Wiedersehen" to a guitar accompaniment. Followed her announcement of her topic of the day and her guest. Then time for the opening commercial, and then into her lecture, delivered with all of the feminine gestures and intimate glances of a guest speaker at a women's culture society of the kind so perfectly portrayed by the late Helen Hokinson. The Hokinson dames are not seen, but one is sure that they are in the audience albeit before their TV sets at home instead of in the auditorium of their suburban clubhouse.

After her chatty, anecdotal discussion of the Jersey Lilly, "favorite American star of her day," Miss Palmer introduced a "favorite star of the American stage of today," who somewhat discordantly turned out to be Beatrice Lillie, a conjunction not particularly flattering to either artist. The Lewis Carroll program, to this reviewer a more satisfying quarter-hour, made the transition from topic to guest more aptly. Concluding her talk on the author, Miss Palmer began to read her "favorite scene" from Alice in Wonderland, when one of the wonderland characters spoke, a man's voice was heard reading the role. In a moment the camera dollied back to reveal Miss Palmer's husband, Rex Harrison, who read with her until the scene was ended.

Properly spotted in a station's program schedule, the Lill Palmer show should provide a quietly pleasant interlude for many at home viewers. But, if they have not seen Miss Palmer on stage or screen, these viewers may spend at least some of their viewing time wondering what is wrong with her legs and feet, that the camera should never show them. A few shots are half-length, but most of the two programs shown in the preview were close-up head-and-shoulder portrait shots. Even for so fetching a subject as Lill Palmer, this can be overdone, and, in one man's opinion, it was.

KCBS PETITION
Claims KBIG Interference

KCBS San Francisco, CBS-owned outlet, last week petitioned FCC to designate for hearing the application for license to cover the construction permit for KBIG in Valbonne, Calif., on grounds that KBIG is causing severe interference to KCBS.

KCBS is a Class 1 station on 740 kc, with 50 kw watted time and utilizing directional antenna day and night. KBIG is on 740 kc with 10 kw power daytime only and is utilizing a directional antenna. The latter station now is operating on a program test authority from FCC.

KCBS, which also asked for "such other and further relief as may be appropriate," states it seeks to find whether the interference is due to "propagation effects, misalignment of the KBIG antenna or other failure to comply with the provisions of the construction permit."

The CBS station submitted with its petition an exhibit of preliminary interference measurements concerning the claimed interference which indicate that the interference area covers 3,540 sq. miles in which 147,700 persons lose KCBS service. KCBS said it initiated the action upon complaints from listeners indicating KBIG's signal was interfering with KCBS within its normal protected contour.

THE 'ALL-NIGHT' AUDIENCE
Nielsen Reports on New York Area Listeners

EVEN in the dead of night, the radio audience is sizable and a valuable market, according to an analysis of the 56-county New York area made in August by A. C. Nielsen Co. Several stations—WJZ, WNBC, WMNY—are on all night; other—WMCA, WNYM—until 3 a.m.

Of the 5,142,000 radio homes in the area, Nielsen reported that 3% or 154,000 were listening from midnight to 3:00 a.m., slumping off gradually as some stations signed off 51,000 homes, with sets in use from 2 to 2:30 a.m. and 31,000 as late as 4 am. Then, at 5 am, the early risers start to raise the level until, by 6:30 a.m. there are 165,000 homes with radios tuned on.

"These totals are based on the average night," the report stated. "Considering turnover, the weekly cumulative audience is substantially higher. While economic and social habits controlling these levels vary from one area to another, the figures are impressive for both national and local advertisers."

"Whether it's the evening shift, insomnia or just staying up late that's responsible, the all-night audience can be considered a sizable potential for the buyers of time.

"And, the report concluded with a plug for the Auditorium, "only exact, automatic measurement of this potential can keep track of it."

FEGURSON HEADS
SDX 'Campaign' Study Group

APPOINTMENT of a national Sigma Delta Chi committee to consider advisability of a presidential 1952 campaign coverage by four media—radio, television, magazines and newspapers—was announced today by Lee Hills, president of the national journalistic fraternity.

J. D. Ferguson, president of the Milwaukee Journal (WITM-AM-TV), was named chairman by Mr. Hills, who is also executive editor of the Detroit Free Press and Miami Herald (WQAM-AM-FM). The SDX group will determine if a study is needed to investigate charges the various media were biased in coverage of the political campaign.

May Call Meeting

Chairman Ferguson has indicated he may call a meeting of the committee, New York, Washington after the holidays.

At the same time, the SDX Executive Council, through Mr. Hills and Charles Clayton, editorial writer of the Globe-Democrat (KWK) and council chairman, released a statement that SDX itself does not plan to make the survey, but offers only to sponsor and advise whatever group would make the study, "if one can be properly organized and financed."

Other members of the committee named by Mr. Hill are: Turner Catledge, managing editor of the New York Times (WQXR-AM-FM); Edward R. Murrow, CBS vice president; Benjamin M. McElwey, editor of the Washington Star (WMAL-AM-FM-TV); Barry Bingham, president of the Louisville Courier-Journal and Times (WHAS-AM-TV); Carson F. Lyman, managing editor of U. S. News & World Report; and Earl English, president of the University of Missouri School of Journalism and the national president of the Association for Education in Journalism.

Convention Resolution

Suggestion that such a committee be named was made at the SDX convention last month (BT, Dec. 1, Nov. 24), and adopted unanimously as a resolution. The action was taken, according to the Executive Council statement, because SDX considers itself as "the only association having a cross-section of all media among its 22,000 members" and, thus, "considered itself the logical organization to back the study."

The council statement said SDX has "neither the funds nor the facilities to conduct the study, and intends only to see if the survey is feasible and can be financed. If so, the statement said, the new committee would advise on setting up a survey "of such unquestioned impartiality and integrity that its findings would have public acceptance."

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Sylvania Electric Products, Inc. Network was loaded for "acts of creative efforts [that] call for recognition" [B&T, Dec. 13].

Winchell suit

Plaintiffs Seek $1.5 Million

Two libel suits asking damages aggregating $1,525,000 were filed in New York Supreme Court Wednesday by the New York Post and Advertising Age editors against Walter Winchell, ABC radio and television commentator and newspaper columnist, and against ABC, Gruen Watch Co., Hearst Corp., and King Features Syndicate.

The complaints charged Mr. Winchell carried on a "campaign of defamation" on his radio and television program and in his newspaper column that sought to create the impression the New York Post and Mr. Wechsler were supporters of the Communist Party and disloyal to the United States. Further, they claimed Mr. Winchell's remarks were calculated to injure the newspaper financially and Mr. Wechsler personally.

Mr. Wechsler is seeking $525,000 from Mr. Winchell, Hearst Corp., which publishes Mr. Winchell's column in the New York Daily Mirror, and King Features, which distributes the column to other newspapers; and $200,000 from Mr. Winchell; ABC, which broadcasts his radio and television program and his newspaper column; and Gruen, which sponsors the program.

The Post filed claims for $500,000 against Mr. Winchell, Hearst Corp. and King Features, and $200,000 from Mr. Winchell, ABC and Gruen.

Both complainants denied Mr. Winchell's alleged charges and asserted they are loyal to the U.S. and opposed to communism.

The complaints mentioned Mr. Winchell's broadcasts over ABC radio and television networks on Oct. 5 and Oct. 19, 1952.

16 Transfers

Sixteen transfer requests were approved by FCC last Thursday, including the $147,610 sale of KFBF Great Falls, Mont., to Joseph Patrick Wilkins, the transfer of KKLW Clayton, Mo. (St. Louis suburb), to John W. Kluge and Mark Evans (Marcus Astud), and the assignment of KSJV Sanger, Calif., to John H. Pool.

Mr. Wilkins, who is buying KFBF from Fred C. Birch, is general manager of the 5 kw outlet at 1310 kc. KFBF is CBS affiliate and has been on the air since 1922.

Mr. Kluge, who is president and majority owner of WGAY Silver City, N. M., and KFBF, and is also president of WAAY Baltimore, has approved Brotherhood -hour scripts, as a part of the Brotherhood Week program. It is a joint statement of the National Association of Broadcasters, both radio and television, which will urge to increase advertising of Brotherhood Week programs.

The complaints mentioned Mr. Winchell's column in the New York Post and Mr. Wechsler were supporters of the Communist Party and disloyal to the United States. Further, they claimed Mr. Winchell's remarks were calculated to injure the newspaper financially and Mr. Wechsler personally.

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Approved by FCC

Last Week

Four Groups Plan for Jan.

Four NARTB committees and groups plan January meetings in Washington—Convention TV Subcommittee, Standards of Practice, TV Code Review Board and Copyright.

Plans for TV participation in the annual convention to be held April 29-May 1 in Los Angeles will be reviewed Jan. 8 at the Convention TV Subcommittee meeting. Clair R. McCollough, WGAL-TV Lancaster, Pa., is chairman.

The Standards of Practice Committee, formed last summer with John F. Meagher, KYSM Mankato, Minn., as chairman, will meet Jan. 12-13. The committee has the long-range job of rewriting the radio code. A meeting in early November was devoted to the program section of the standards.

Jan. 14-15 Code

Members of the NARTB TV Code Review Board will meet Jan. 14-15. The board will review industry adherence to the code and consider steps in cases involving possible violations. The NARTB TV Board approved a new TV code signina for network-station display during its Florida meeting (B&T, Dec. 15).

The board will review the code's solicitation and charging provisions and consider steps in cases involving possible violations. The NARTB TV Board approved a new TV code signina for network-station display during its Florida meeting (B&T, Dec. 15).

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travened the rules set forth in the Order. The guaranty of a jury trial provided in the Sixth Amendment would be clipped, and counsel procured and if the Commission becomes the enforcement agency of Sec. 1304."

Counsel for all three networks asserted that elimination of permanent injunctive act against the rules, not only the broadcasters but the sponsors of affected programs would suffer irreparable injury. They pointed out that FCC's rules do not spell out in clear language the precise type of giveaway programs that would be liable to legal action.

Arguing for dismissal of the networks' motion to set aside the rules, Mr. Cottone insisted that FCC was acting in the public interest. He noted that the Commission enacted its proposed rules in reliance upon rule-making authorization in the Communications Act and declared they were designed to carry out Sec. 1304 of the Criminal Code.

Mr. Cottone replied to the plaintiff's assertion that the FCC lacked power to enforce its rules in assuming a function of the criminal law. The plaintiff, he contended, was not acting under this power under Sec. 1304. He indicated he programs seeking to prohibit are inherently in violation of this section and broadcasting them would be a criminal offense.

"It would be proper for the Commission to deny licenses to those stations which broadcast this type of program," Mr. Cottone declared.

FCC's Interest

Mr. Cottone answered the argument advanced by plaintiffs that the Commission acted in this proceeding totally as a censoring body, by saying that the FCC "never had this intention." He assured the court that the agency had not been and was not holding the public interest and not in restricting free speech or public enterprise.

Describing FCC's concept of "chance," Mr. Cottone declared this element was present in every meeting telephone giveaways because selection was made from a "great mass of people."

Mr. Cottone said he could boil down the factor of consideration to "the fact that you have got to be listening and be at the telephone at the time the giveaway program is broadcasting."

Mr. Cottone stressed that a sponsor buys time on the air and gives away prizes on his programs only if he believes he will attract a large audience that will be exposed to his products. He declared that the usual practice of increased sales of the advertised product.

"The vice lies in luring people by the bait of a lottery to buy what they otherwise would not have, or might not have bought," Mr. Cottone asserted.

At one point during Mr. Cottone's argument, Judge Leibell asked why the proposed rules would include telephone giveaways and not the studio giveaways. Mr. Cottone replied that the factor of consideration was not "so clear" in the studio as in the telephone type of giveaway. He explained further that in studio giveaways, the elements of entertainment were significant because persons of unusual background or circumstances were involved. This rigid type of selection, he added, had the effect of weakening the "chance" factor.

But Mr. Cottone made the point that it was possible the Commission had not been under its proposed order.

He made clear that he did not employ whether the Commission had this under consideration.

**OPS CLARIFIES**

RATES charged by all agencies which sell radio and television time, including station representative agencies, are exempt from price control, the Office of Price Stabilization made plain last week.

OPS issued a "catch-all" order bracketing station representation firms with exempt advertising agencies and radio-television broadcasters, which previously had been exempted from price ceilings.

Agency authorities said the directive was aimed at "small groups or independent contractors" in the industry, although not identifying the nature of these companies. But they explained it stemmed from a petition filed by Harrington, Righter & Parsons, TV stations represented.

Radio-TV broadcasters have been exempt from the time the Defense Production Act was passed in 1950. Advertising agencies were decontrolled in a later amendment to the Act.

How It Started

The confusion arose when OPS asked HR & P why it had not filed as a service agency. The company's advertising manager felt his firm's representatives were or should be exempt. They explained the link between advertising agencies and stations.

Station Representatives Asmn. said it never has received any notification from OPS indicating representative firms come under the agency's rules. Thus, OPS' action last week was regarded as a clarifying regulation.

Removed from price controls under the order are rates, fees and charges of "advertising and those agencies that sell radio and television time."

These are services, OPS explained, "which do not exert a significant effect upon the cost of living of the average American family or business costs and the continued control of which involves administrative difficulties which are disproportionate in relationship to the value of such control to the stabilization program."

Explaining its reasoning, OPS continued:

Advertising agencies have already been decontrolled and the provisions of the Defense Production Act of 1950, as amended, preclude control over agencies and television broadcast- ing agencies that sell radio and television time, while in a separate category, perform functions that are incidental to those performed by both the advertising and broadcasting industries. It is therefore not advisable to continue control over this group of service suppliers while contiguous service suppliers at both ends of its operation are not under control.

Other categories newly exempt include business consultants, managers and agents of professional entertainers and rental of coast controls. The industries involved have been exempted.

The new action was spelled out under Amendment 31 of General Overriding Regulation 14. Effective date was last Wednesday.

**A King-Size Local Client**

(Continued from page 28)

and children was effectively made, the company believed, in its Breakfast Special stand on Saturdays last week, as well as in some such goings-on are not for the ears of children. The phonograph record, "I Saw Mama Kissing Santa Claus," has been banned from KBWL Blackwell, Okla., WA5Z-AM TV-Huntington, W. Va., and CJOR Vancouver, B. C. Station officials commented the lyrics might destroy a child's faith in the jolly old gentleman.

He made clear that he did not support the Commission had this under consideration.

**Air Time Decontrol Includes Station Reps**

TV set sales of CBS-Columbia Inc., manufacturer of CBS, have jumped 100% in the six months since the company launched its expanded advertising and promotion campaign, which includes regular radio and TV spot commercials plus the firm's regular use of radio and other media, President David H. Cogan reported last week.

Mr. Cogan said that in key TV stations the market company is spending about $250,000 during the final quarter of 1962 for radio spots and special newspaper ads using the names of dealers individually or in groups according to area. This, he said, is aside from regular dealer cooperative advertising plus CBS-Columbia's overall national campaign. Latter includes sponsorship of Doris Day Show on CBS Radio (Tues., 10:05-3 p.m. EST).

Gerald Light, CBS-Columbia advertising manager, said the company "is spending a much greater percentage of its total sales volume on advertising than any other company in the industry" and will "continue to do so."

**WISN Asks Review**

WISN Milwaukee, Hearst Corp. outlet, petitioned FCC last week to reconsider its mid-November memorandum opinion and order denying the station a stay of the order for immediate grant of the long-pending Ch. 10 application of WISN and to review the Sixth Report and Order decision to reserve Ch. 1 for the station (De Nov. 9, 22, and Nov. 17, June 30, 23). WISN contended the Commission failed to distinguish between licensing proceedings and rule-making proceedings so far as the rights of parties are involved.**
### RADIO URBANIZATION

**NUMBER of radio homes in Alabama, Louisiana, Maryland and Missouri is shown in official figures and is estimated to reach 145,000 by the 1960 decennial census.**

Television homes also are shown but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were not yet covering the cities and towns.

Present TV circulation for the nation as a whole is near 20 million sets.

Of official census data for the states follow:

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>With Radio 1950</th>
<th>With TV 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>The State</td>
<td>26,435,516</td>
<td>2,041,743</td>
<td>786,639</td>
</tr>
<tr>
<td>S.M.A.</td>
<td>12,384</td>
<td>1,045,705</td>
<td>415,609</td>
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<tr>
<td>Baton Rouge</td>
<td>158,326</td>
<td>12,853,404</td>
<td>5,395,405</td>
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<tr>
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<td>139,644</td>
<td>10,344,106</td>
<td>4,204,106</td>
</tr>
<tr>
<td>Shreveport</td>
<td>176,267</td>
<td>13,443,903</td>
<td>5,043,903</td>
</tr>
<tr>
<td>New Orleans</td>
<td>665,485</td>
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**STATISTICS** in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-2, No. 2 for Alabama, 18 for Louisiana, 20 for Maryland and 25 for Missouri, and will be available in about six weeks from the Superintendent of Documents, Washington 25, D.C., at $5, $3, and 60 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-2, 18 and 28, now available from the Superintendent of Documents at $5, 53, and 60 cents per copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-2, 18, 29 and 25, available from the Superintendent of Documents at $5, 53, and 60 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties surrounding one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
Chapin, Mowrey, Adams
To Three Top Spots

SLOCUM CHAPIN, vice president of ABC in charge of its owned television stations, last week took on the additional title of general manager of WJZ-TV New York in a series of executive changes at the network's key station.

Paul Mowrey, WJZ-TV program director, was named station manager, and Trevor Adams, who has been general manager and at the same time devoting considerable time to local sales activity, was appointed sales manager.

Mr. Adams also is a majority stockholder in an applicant for a new TV station at St. Petersburg: Tampa Bay Area Telecasting Corp.

Mr. Mowrey’s successor in the program post was not announced. The sales management to which Mr. Adams was appointed, similarly, from the standpoint of title, has been vacant.

Mr. Chapin, announcing the changes, said they are in line with an increasing identification of WJZ-TV as a “family” station.

Mr. Mowrey, who joined ABC in 1944 as supervisor of television operations, has served the network in a number of posts. He was integrally in putting ABC’s five owned TV stations into operation—in New York, Detroit, Chicago, Los Angeles and San Francisco—and later supervised sales operations for network package programs, before transferring to the network sales staff. He was named program manager of WJZ-TV last August.

Mr. Adams was sales manager of the Texas State Network, sales manager of WINS New York, radio and television director for the New York Yankees Baseball Club, and assistant sales director of the DuMont TV Network before he joined WJZ-TV.

Formerly With World

Mr. Chapin, with ABC since 1942, formerly had served on the sales promotion staff of World Broadcasting System, on the staff of WOC Davenport, Iowa, as sales manager of WKBN Youngstown, Ohio, and immediately before joining the network, as general manager of WCTC Stamford, Conn. He joined ABC as a member of the sales staff, subsequently serving as acting manager of the WJZ local sales department, network sales eastern and ABC television sales manager prior to his promotion to vice president in charge of owned TV stations on June 1, 1951.

TV FREELANCE

Agencies Okay AFTRA Code

CODE of practices adopted by the Cleveland local, American Federation of Television & Radio Artists, has been approved by “about 42 Cleveland advertising agencies,” according to a Cleveland Press story quoting Ted Novik, executive secretary of the local.

The agreement is described as affecting all freelancers who appear on agency-produced TV programs. It sets up minimum pay standards and outlines working conditions.

Two of Cleveland’s three TV stations—WEWS and WXEL—are non-union, according to the newspaper. WNKB (TV) signed an AFTRA agreement last May.

Agency acceptance was described as contingent on these conditions: An agency may buy a package program from a non-AFTRA station; a non-AFTRA staff announcer may appear on agency-produced programs only to sign programs on and off, within 30 seconds; participating programs are not agency-produced and the code is not applicable except in the case of agency-produced segments.

Mr. Smoot was quoted as saying that not all the agencies accepting the code are active in TV advertising.

MBS will broadcast Queen Elizabeth's Christmas message to the people of the British Commonwealth on Dec. 25, 8:45-4 p.m. EST.

NEW HARLEM RADIO CENTER

WLBI New York, which three years ago changed format so drastically as to refuse to accept the renewals of some sponsors, last week displayed a new symbol of the success of the move.

The station put into regular use its $20,000 new Harlem Radio Center, built in furtherance of an idea which, in 1949, led General Manager Harry Novik—who, with his brother Morris, had just acquired WLBI—to drop its foreign-language programs and concentrate instead on the Negro and the Anglo-Jewish markets.

WLBI has operated a studio in a converted bedroom of Harlem’s Hotel Theresa for the past two years, and its current weekly total of 37 hours a week of origination from there goes up to around 56 hours in summer, when the station is on the air longer. The new center consists of three studios with completely new equipment, and covers a wing of the hotel.

Advertisers and agencies joined Manager Novik and the WLIB staff in dedicating the center on Dec. 11, many of them mounting promotion displays highlighting successful campaigns in the Negro market.

Among agencies, these included BBDO, which WLBI credited with breaking the ice by selling United Fruit Co. on buying WLBI’s Poppy Cannon Show; J. Walter Thompson Co., Harry B. Cohen Inc., Joseph Katz Co., Donahue & Coe, Geoffrey Wade Adv., Al Paul Lefont Co., and others. Local and national advertisers put up displays, spokesmen said.

In its efforts to build sales in its Negro program block, WLBI has acquired a “name,” talent roster, including Joe Bostick, sports editor of the Amsterdam News; Ruth Eltington James, sister of Duke Eltington; Larry Fuller, formerly of “Kiss Me Kate”; Poppy Cannon, for 14 years food editor of Madame magazine, who is, in private life, the wife of Walter White, executive secretary of the National Assn. for the Advancement of Colored People; and, since last June, Mr. White himself, who does a transcribed commentary series which WLBI also is syndicating to stations in cities across the country.

NEW WTMJ-TV RATES

WTMJ-TV Milwaukee last week announced new rates for retail advertising and for general advertising, effective Jan. 1. Retail Rate Card No. 1 ranges from $60 to $150 for one minute and from $266.50 to $900 for an hour according to the time classifications. General Rate Card No. 12 ranges from $60 to $150 per minute and from $920 to $900 per hour.

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sented as smaller than the Walkie- Talkie used at the political conventions in Chicago, will be used for intimate close-ups.

NBC reported it will use 16 fixed and 50 mobile cameras, 60 microphones during the program. Fifteen reporters and commentators have been assigned to tell the story and a news and engi-
n ing staff of 200 will work behind the scenes.

Frank Bourgholtzer, White House corre
dent, and H. V. Kaltenborn, White House commentator, will be NBC's newsmen at the Capit- 
ol for the swearing-in ceremonies and the President's inaugural speech. Others who will participate in the television coverage will in- clude Merrill Mueller, Dave Gar- roway, David Brinkley, Richard Harkness, Morgan Beatty, Clifton Upley, and Earl Wit- nee Biblical newsmen will be George Hicks, W. W. Chapin, Leon Para- nor and others.

CBS has reported every inaugu- ral ceremony since 1929 when Calvin Coolidge's accession to office.

CBS Radio and TV

Packard, through Maxon Inc., will sponsor CBS Radio coverage from 11:30 a.m. EST from 4-5 p.m. Sponsoring CBS-TV coverage is from 11:30-12 noon, 1-4:30 p.m., which includes the parade, and 11-12 p.m. midnight. That coverage will be presented as a public service.

More than 100 CBS-TV newsmen will be on hand for the inaugu-
ration according to CBS cameras and
CBS-TV director of news and pub- 
lic affairs, who will supervise his network's operations. Anchor-man for that coverage will be Walter Cronkite.

CBS-TV news staff, working with Mr. Cronkite, include Edward R. Mowre, Eric Severide, Bill Wills, Bill Shadley, Peter Hackes, Bill Leonard, Mike Wallace and Buff Cobb.

Present plans, according to Mr. 
Michelson, call for the use of 15 CBS-TV cameras to be divided among seven ground locations and three mobile units.

Directing CBS Radio's coverage of the inaugural will be Welis Church, the network's director of news and public affairs. Describ- ing the event for CBS Radio will be F. E. Marshall, Colling- wood, Grifhing Bancroft, Joseph Wernhla, Bill Costello, Bill Downs, Allan Jackson, Edward P. Morgan, and Claude Marion.

One highlight of CBS Radio cov-

ERthur Tuttle

Arthur Tuttle, former RCA Treas. Dies

Arthur Brewster Tuttle, 57, treasurer of RCA at his retire-

ment in September 1949, died Tues-
day in Lenox Hill Hospital, New York. He had been ill with a stroke while attending an art exhibit in New York.

He joined the accounting depart-
ment of RCA in 1921 after attend-
ing Cornell U. Mr. Tuttle had been vice president and treasurer of RCA Communications Inc. before he was elected treasurer of the parent company in May 1946.

Mr. Tuttle served in the Army on the Mexican border and was a second lieutenant during World War I in France and Belgium.

Surviving are his second wife, the former Marjorie MacInnes, and three children of his first mar- riage.

INAUGURAL BALL

ININAUGURAL BALL

Sponsor Ban Leved, 
Committees Named

BAN on commercial sponsorship of the Inaugural Ball the night of Jan. 20 was announced last week by the Citizens Inaugural Committee. The question of whether radio and TV facilities would be permitted to cover the social event was still undecided.

The Inaugural Committee also announced that there would be no TV permits and the re- ception for distinguished guests, scheduled to be held at the Stater Hotel Jan. 18. No reason was vouchsafed for the prohibition.

Meanwhile, Sen. Styles Bridges (R-N.H.) , chairman of the Joint Congressional Inaugural Committee, which is in charge of the Capitol Hill swearing-in ceremo-

ny, announced members of his group: They are: Sen. Herman Welker (R-Ida.) and Carl Hayden (D-Ariz.) and Reps. Joseph W. Martin Jr. (R-Mass.-), Leslie C. Stagital (D-Calif.-) and Sam Rayburn (D-Tex.).

Other Assignments

Mark Trice, secretary of the minority, was appointed secretary of the Congressional committee, and William T. Reed, deputy Senate Sergeant-at-Arms, assistant secretary. Sen. Bridges also an- nounced the following as special assistants to the chairman: Mrs. A. Burks Summers, James P. Sei-

The following radio-TV personalities were appointed to the Inaugural Ball subcommittee by the Citizens Inaugural Committee:

Mr. and Mrs. Samuel H. Kalfmann (Washington Post-WTOP), Men- 

PHILCO Corp, Philadelphia, an-

nouncement of 42 new members to the corporation's Twenty-Five Year Club. New club has 717 members.

MBS

Mutual has planned a full day of coverage, starting at 11:30 a.m., and including programming throughout the day and up to mid-

nights.

From 11:30 a.m.-1 p.m. MBS will provide a description of the procession from the White House to the Capitol and of the swearing-in ceremonies and acceptance speech.

It is planning to cover the inaugu-

ral parade at 1:45-2:45 p.m., 3-

3:30 p.m., and 4-4:30 p.m., and 10-

11 p.m. MBS will carry a round-table discussion of the inaugu- 

dation and of the prospects for the next four years by MBS com- 
mmentary and well-known program personali-

ties. It plans to wind up with a 

broadcast of the Inaugural Ball from 11:30-12 midnight.

On Jan. 19 MBS will broadcast a program titled Inaugural Preview from 10:30-11:30 p.m. and one titled Inaugural Festival, 11:30-12 midnight.

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Mr. and Mrs. Samuel H. Kalfmann (Washington Post-WTOP), Mrs. Helen T. Kalfmann (Washington Post), invitations committee; Thad H. Brown Jr. (WARTH), invitations committee; Edgar M. Foolproof, (D), floor committee; Kenneth Burkeley (WMAL), Earl Gammon (WBCB), Frank M. Russell (NBC), patrons committee; Philip Graham (Washington Post-WTOP), Washington bureau chief; Michael F. Schmeltzer (D), floor committee; Arthur Scharfild (Scharfild, Jones & 

Baron), publicity committee; Julius Cahn (assistant to Sen. Alexander Wiley and conductor of radio program series),
Like women go for hats

Baltimore merchants go for WITH like women go for hats. These merchants love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience — more listeners-per-dollar than any other radio or TV station in town. And that means low-cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

W I T H

TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY

December 22, 1952 • Page 35
of the company under the new ownership, directing both TV and radio. It is presumed that the Jacksonville operations later will become a division of the Washington Post Co., with Mr. Marshall continuing as president of the division and with Mr. Hayes in general policy direction of all Post radio and television interests.

Mr. King, who has not been in robust health in recent months, does not plan immediate return to ownership or management. But he from time to time has been supported for an FCC post, and, as a "Chenenever Democrat" is understood to be interested in one of the upcoming FCC vacancies. He participated in radio-TV campaigning activities in Florida for the "Demo-crate for Eisenhower."

Stations' Facilities

WMBR is the CBS Radio affiliate and operates on 1460 kc, with 6 kw. It began operations in 1927. WMBE-TV, assigned Ch. 4, is the only TV station now operating in Jacksonville, and, as such, is the program outlet from all four na- tionals. It began operations on Oct. 14, 1949, with effective radiated power of 14.8 kw visual and 7.4 kw aural. It was granted a construction permit for the maximum Ch. 4 power of 100 kw by the FCC last week. Following FCC approval of the transfer, the new owners plan to proceed forthwith on the maximum operation.

The Washington Post Company, headed by Eugene Meyer, chairman of the board and father-in-law of publisher Graham, owns 55% of the stock of WTOP Inc., which operates WTOP, WTOP-TV and WTOP-FM. CBS is 45% stockholder in these properties. The sta-tions recently launched a $2 million building project.

Prior to the Jacksonville negotia-tions, it is understood that the Post has investigated three other television-radio operations which failed to sell.

Handling the Jacksonville trans-action for the Post are the New York law firm of Cravath, Swaine & Moore, and the Washington law firm of Covington & Burling. Representing the Norton group are Hogan & Hartson, Washington.

DUFFY-MOTT Co., N. Y. (Mott's apple juice and sauce and Sunset prune juice), sponsoring This Is Charlie Laughton, featuring Mr. Laughton's readings from the Bible and other literature, over WJZ-TV New York, Fri., 8:30-8:45 pm. EST, for 20 weeks starting Jan. 9. Agency: Young & Rubicam, N. Y.

BAKER PREVIEWS

'53 Television Picture

More than 200 TV stations in operation and over 6.5 million newly-produced TV receivers by the end of 1953—that's the prediction of Dr. R. G. Baker, vice-president of General Electric Co. and general manager of its Elec-tronics Division.

In a "Preview of 1953," issued yesterday, Dr. Baker foresees "a record year for the electronics industry," with (1) continuation of the trend toward larger-size TV picture tubes, (2) progress in de-velopment of color picture tube, (3) continuing high level of mili-tary output, (4) marked increase in technological developments, in-cluding production of transistors and rectifiers.

Key points outlined by Dr. Baker are these:

* Industry production and sale of video sets in 1953 should exceed 6.5 million units and may come close to the record factory sales of 7,350,000 units of 1950.
* The potential number of 1953 TV receivers will be equipped for both vhf and uhf to cover "the majority" of new stations that will be broadcasting in the coming year.
* Approximately 7.5 million home audio receivers will be produced and sold next year—an increase of about 15% over 1952. The growth in output of the volume will consist of clock radio sets, some of which will be equipped with radio clocks. Sales of these units will continue, with perhaps 250,000 in 1953 to come close to being approved by this year's end. CP holders for the CP and about $100 million of transmitters, antennas and televi-sion studio equipment. Industry will be prepared to meet equipment needs in 1953, with quicker delivery.

'OPERATION SANTA'

Bergen Beards TV Lion

Gifts for Edgar Bergen's "Opera-tion Santa Claus" are heavier this year than last with the bulk coming from "high television areas," although his appeals have been made by radio, not TV.

This evidence of high response to Bergen's appeal in major television centers, was cited last week by Irwin Franklyn, manager of Mr. Bergen's "Operation Santa Claus" project. This year's conference preceding the ventriloquist's appearance at the Christmas luncheon of the Advertising Women of New York, held Wednesday at the Astor Hotel.

"Operation Santa Claus" is a project in which Mr. Bergen collects gifts and distributes them to hospitalized service men and women.

Mr. Franklyn said that as of last Wednesday, more than 46,000 pounds of gifts had been collected, compared to 32,000 pounds for the entire project last year.

The bulk, he said, came from such "so-called great television cities" as New York, Cleveland, Chicago, Los Angeles, San Francisco and Richmond, Va. Yet the appeals for gifts were made on the Edgar Bergen-Charlie Mc-Carthy show on CBS Radio and on numerous spot announcements on that network, and not one has been made on television, Mr. Franklyn said.

72-76 MC BAND

Noble Suggests Conference

DEADLINE for comments on FCC's proposed rule-making pro-ceeding to set new allocation policy for the 72-76 mc band—composed of non-directional channels bracketed be-tween television Chs. 4 (66-72mc) and 5 (76-82 mc)—was continued by the Commission last week from Dec. 22 until Feb. 26 in order to allow additional industry viewpoints to be presented. Potential interference to television is the prime is-sue involved.

FCC instituted the rule-making in early September when the new proposal was issued to put chief responsibility upon the non-broad-cast fixed stations using the 72-76 mc band for prevention of harmful interference to TV stations on Chs. 4 and 5 [B&T, Sept. 8]. About 1,000 operational fixed stations presently are using the band, many being common carrier low power point-to-point systems for com-munications among industrial and public safety stations.

Seeks Preliminary Meeting

An informal engineering confer-ence is suggested by D. E. Noble, vice president of Motorola Inc. He said such a meeting "could rough out the first approach to the setting of standards to permit a max-imum possible use of the 72-76 mc band within limits which are not one-sided and oppressive to the point where fringe television reception may dominate and rule out the operation of far more impor-tant services."

He urged simple licensing pro-cedures be established, with engi-neering showings required for spe-cial cases, "but in order that the requirements may not be entirely one-sided, it is highly desirable that reasonable standards should be established covering characteris-tics and conditions of operation for the television receivers and the television systems involved."

The 72-76 mc band "is far too valuable to be lost, and because of an indifferent attitude which offers it up as a sacrifice to the frequency-consuming maw of the huge television industry," Mr. Noble stated.

"No effort must be spared to established intelligent limits to tele-vision system standards and to make every intelligent engineering approach to the problem to save the greatest possible number of kilocycles for effective and full mobile service utilization," he said.

The 72-76 mc band is a neglected and poorly handled band, which is destined for a history of intolerable waste if the FCC fails to accept full responsibility for its protection."

HANK SYLVEIN, musical conductor for This Is Show Business and Sus-pense, both on CBS-TV, will record an album of popular themes. Each num-ber will be based on a folk-type of music of eight different countries.
...and in the ASCAP repertory there is available the greatest collection of Holiday Songs for every type of use.

The 3,000 members of ASCAP extend to all their friends in the entertainment world

SEASON'S GREETINGS AND BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, N. Y.
GUY MARKING

PROPOSED changes in FCC's rules governing safety markers on high antenna towers and guy wires drew widespread criticism last week from industry sources on the ground some of the proposals were impractical. FCC's ideas should be coordinated with proposed obstruction rules being drawn up by Civil Aeronautics Adm., it was suggested.

Ideco Div. of Dresser-Stacey Co., Columbus, Ohio, said proposals to require lights on guy wires would add a structural hazard and the wires are not dangerous to navigation. J. Roger Hayden, sales manager, said vibration problems would be aggravated and the cost of short-life lights on guy wires would be costly and dangerous.

Crouse-Hinds Co., maker of beacons, said FCC should coordinate its proposed rules with the CAA study. Two beacons are needed at intermediate tower points, according to A. H. Clarke, commercial vice president.

Wiring F. Maag Jr., vice president and general manager of WFMJ-TV Youngstown, Ohio, holding a CP for a 1,000-ft. tower, said guy wire requirements are impractical and of doubtful effectiveness. He urged coordination with CAA.

Air Transport Assn. urged re-conciling of differences with CAA rules. It observed there is no provision for high-tension daylight lighting.

The CAA joined in pointing out it is revising its obstruction marking manual in cooperation with primary industry, suggesting the two agencies coordinate their requirements. CAA proposed pendant markers be permitted as optional types of guy wire day markers and declared floodlights are impractical as a means of obstruction lighting for overhead or guy wires.

NARTB Comment

In its comments, filed with the FCC Monday, NARTB asked deferment of any action on the proposal to amend the rules on construction, marking and lighting of antenna towers and supporting structures.

NARTB directed its comments solely to Par. 17.36 of the proposed amendment of Sub-Part C, Part 17 covering guy wire marking and lighting. The specifications would require TV towers over 600 feet and having outer guy wires connected with the ground at a point over 500 feet from tower base to be marked in daytime and illuminated at night.

Such towers would be required to show orange spheres at 120-foot intervals along outer guy wires at daytime and red lights at similar intervals for night marking. NARTB said it was concerned lest the proposed markings and lights might prove impractical in mountainous districts contributing to deterioration of guy wires.

Insufficient data are available

Industry Attacks Rules, Asks FCC-CAA Cooperate

Mr. President

ALBUM of records entitled "Mr. President," which documents the American scene and the Executive Office from Herbert Hoover to President-elect Dwight D. Eisenhower, has been compiled by Jim Fleming, news editor of NBC's Today program. Gathered from NBC's tape-recording library, the album will be released in January by RCA Victor.

Resonance effects must be considered. He found hazards also in wire-marking methods. He proposed adoption of a formula for painting and lighting towers so heights could be ascertained by plane pilots. Similar protest was filed by WHO Des Moines, which added that Assn. of Federal Communications Consulting Engineers is filing opposition to the proposed rules.

On behalf of AFCC, James C. McNary, president, opposed the rule covering daytime spheres on guy wires on the ground they increased wind loading and involved hazards in servicing. Pilots would not have more than two seconds warning, it was added, and resonance of guy wires would cause severe loads. Wire lighting was viewed as impractical and dangerous, and peripheral lighting was viewed as ineffective. AFCC asked FCC to await results of FAA Dallas experiments (Dec. 15).

KOIN Portland contended the proposed specifications for guy wires are unnecessary, impractical and unobtainable, urging delay until a substantial need for such markings has been shown. A government-industry conference was advocated.

FCC FINALIZES

Class IV Restrictions Order

FCC finalized last Thursday its rule-making proposal of June 8, 1961 [At Deadline, June 11, 1961], precluding further assignments of Class IV AM stations on regional channels "to prevent any further increase of the interference level to the degradation of the service of stations operating on regional channels."

Applications pending before the Commission before last Thursday, effective date of the report and order, still will be considered under the old rules, however, the FCC stated. The 20 Class IV stations, mostly 250-watters, now operating on regional channels, will not be required to change frequency or power. All such stations are not protected against interference from Class III stations, which also use regional frequencies, FCC said.
a puppet? on radio?

This friend, is no run-of-the-sawmill puppet. This is Howdy Doody, second most popular mythical character in the kids' world! And he happens to have fifteen minutes of network radio time every Saturday, 9:15 to 9:30 a.m., in which to sell your product to tiny and moderately large archins.3

You see, Howdy's show starts at 8:30 and lasts an hour, but the first half is available for co-op sale, and the 9:00 to 9:15 spot is very happily occupied by International Shoe Corporation.3 As a result, you can buy a network in the last or highly desirable segment.

With International Shoe and the co-op sponsors contributing, your talent cost is pared down to a slender bone. As for your time cost—the choice of markets will be left up to you and your budget. There is one restriction though; you can't have Canada. Sorry, it's all sold out.4

With the full network you can expect to reach 1½ million homes containing over 2½ million moppets.5 And surely we don't have to point out the merchandising opportunities inherent in Howdy's lovable white pine frame.

If you want to talk turkey to tots, Howdy Doody is your mannikin. Ask any 7-year-old.6

1. The first, we're afraid, is Santa Claus.
2. 9:15 a.m. Saturday may seem like the middle of the night to you, but the kids have been up for hours.
3. They're probably selling shoes like crazy, but they won't tell us.
4. Ogilvie Flour Mills; Kraft Foods, Ltd., St. Lawrence Starch Co., Ltd.
6. If he can't give you complete details, call us.

National Broadcasting Company

a service of Radio Corporation of America

December 22, 1952 • Page 39
There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work.

"Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME _____________________________________________

ADDRESS __________________________________________

CITY _______ ZONE ______ STATE ______________________

Ike Urged to Name Hyde Now (Continued from page 29)

with General Teleradio, he will continue in a consulting capacity for several years, and this would preclude acceptance of an FCC assignment unless he relinquished that arrangement. Mr. Streibert, an ardent Republican, has not yet announced his plans, but they are expected to be in private industry.

Another candidate confronted with a problem because of the statutes which preclude engagement in any other kind of business as a condition precedent to FCC appointment is Roland C. Davies, editor of Telecommunications Reports, Washington news service devoted to commercial communications and related activities. Mr. Davies is being supported for the so-called short-term vacancy to be created when Eugene P. Merrill retires Jan. 20 with the change in administration. Mr. Merrill accepted a recess appointment to succeed Comr. Robert F. Jones and, with the convening of Congress Jan. 4, his recess appointment ends. Washington broadcasters are studying the statutes to determine whether Mr. Davies can be appointed without divesting himself of his news service holdings, and if an affirmative conclusion is reached, his supporters will stress the desirability of having on the FCC one familiar with common carriers.

Fred Palmer, radio consultant and former station manager, has considerable support in the Midwest, notably from Sens. Taft and Bricker of Ohio. A number of broadcasters also have endorsed his candidacy and former Commissioner Jones, now a Washington attorney, is known to have a high regard for him. Mr. Palmer is a staunch rural radio advocate, and was instrumental in establishing a number of farm stations.

Brown Candidacy

Thad H. Brown Jr., manager of television operations and counsel of NARTB, last week became an active candidate after a number of television broadcasters had urged him to seek the post. He is the son of the late former Federal Radio and Communications Commissioner Brown, and has been reared in a broadcast atmosphere. His father was the former Secretary of State of Ohio, and his mother, Mrs. Howard Coffin, was a Taft worker before Chicago and a GOP headquarters worker during the campaign.

Another candidate in the running is Joseph P. Marshall of West Virginia, now living in Chevy Chase, Md. His experience includes research in the office of Sen. Taft; Office of Price Administration; Navy during World War II with rank of lieutenant commander, and special counsel to Sen. Hugh Butcher of Nebraska. He was chairman of the Maryland State Federation of Young Republicans and served in the Maryland Assembly this year. He was an alternate to the GOP convention.

Emphasis is being placed upon a full-scale staff reorganization at the FCC. This, of course, cannot be done until there are four Republicans on the FCC itself. This will occur with the departure of Comr. Merrill and the retirement, either on Jan. 20 or later, of Chairman Paul A. Walker, who is past the statutory retirement age and is serving by sufferance of an Executive Order of President Truman. Parliamentarians say President-elect Eisenhower can countermand the Truman order upon assumption of office Jan. 20, thus creating a seven-year vacancy.

There are now four Democrats, two Republicans and one Independent (Webster) on the Commission. The new alignment will place four Republicans on the agency, along with the others. Comr. Webster, it is thought, would vote with the Republicans on reorganization since he has little patience for some of the newsmen Dealers and left-wingers on the staff.

Other Officers Considered

Under immediate scrutiny are the offices of Secretary and General Counsel, now filled by T. J. Slowie and Benedict P. Cottone, respectively. Mr. Slowie has not been overly active but has maintained excellent Democratic ties on Capitol Hill, where he once served as top aide to former Representative Jacobson of Iowa. His job is regarded as political. The general counsel's position, while not strictly patronage, is nevertheless regarded as political.

Heard as a possible appointee to the Secretaryship is James W. Baldwin, who served as Secretary of the Federal Radio Commission in its early days and who afterward became managing director of the National Assn. of Broadcasters (1935-38). He was former part-owner of WCH in Norfolk-Newport News, Va., and for several years has been an executive in the office of the Chief Signal Officer of the Army.

Mentioned as a possible new general counsel is Abe McGregor Goff of Moscow, Idaho, who served in Congress from 1946 to 1948. He has a military record dating back to World War II and is a reserve colonel. He has been active in American Bar Assn. affairs. He is 53 and is reported to have important Republican backing.

The GOP wants to dig deeply into staff, notably among the attorneys, and in the important Broadcast Bureau. High officials of the FCC are hard put to identify a single Republican lawyer now on the staff who would qualify for a top job. Hence, it is thought that most of the new appointments will be from the outside.
work commercial time a month. The 174 hours incorporated as the point beyond which free-hour reductions would commence, they said, represented approximately the top amount of network commercial time then being carried by any NBC-TV stations.

The compromise worked out and "favorably received" by the affiliates in Chicago will be negotiated by the network and stations individually, as all contract negotiations are carried on individually. But executives of the 41 stations represented at Chicago adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their respective negotiations with NBC.

The revised plan will make "more money" for NBC and the stations and prove "advantageous" to both, NBC President Joseph McConnell predicted.

The plan, which Mr. McConnell described as "the best thing we've ever done" and a "milestone in the history of the industry"—evolved from eight months of discussions among the 41 NBC-TV affiliates and the network after disagreement on terms of compensation.

The stations' committee was headed by Walter Damm, WTMJ-AM-TV Milwaukee and vice president of The Journal Co. He called the special meeting for all NBC-TV affiliates at Chicago's Drake Hotel Monday and Tuesday. Executives of the 41 stations met during the Monday session to convert the eight months of work into a cohesive presentation, and on Tuesday morning the group met with NBC executives to reach final terms of agreement.

Ray W. Welpott, WRGB (TV) Schenectady, worked with Mr. Damm on the station committee. The NBC group was headed by Joseph V. Heffernan, financial vice president.

Mutual Benefits Seen

Mr. McConnell said he was "very proud of the agreement," which would be "advantageous" to both groups. He said, "No group in the industry has ever done anything so outstanding a job in the area of understanding relations between a network and its stations."

"The station committee gave fully of itself in sitting down with our people and working out the very difficult and very complicated problems which were involved. All worked together harmoniously and in a business-like way and with full regard to each other's stake in advancing the television industry to greater heights."

Mr. Damm termed the mutually profitable agreement "the greatest thing of its kind I have ever seen in my many years in the broadcast business. We achieved a complete understanding of each other's problems in the growing television industry, and, operating on this principle, we were able to work out a plan which will benefit us both."

Mr. McConnell congratulated NBC and the stations' group "on the fine job," while Mr. Damm lauded the network for "making available to our committee so fully and frankly the information about its operations which enabled us to work out the plan."

The stations' committee also adopted resolutions praising NBC for its Victory at Sea, which won the Sylvania Grand Award [B&TV, Dec. 15], "and the high standard of its public service programs."

Unit cited the recent series presented in cooperation with the American Medical Association. Still an unforced resolution condemned the network for outstanding and full sports coverage, referring to the NCAA Game of the Week, the World Series and other events.

NBC's representatives included, in addition to Mr. McConnell and Mr. Heffernan, Harry C. Kopf, NBC Chicago vice president; Harry Bannister, vice president in charge of station relations; Sheldon B. Hickox Jr., director of radio and TV station relations; and Frank White, vice president and general manager of the radio and TV networks.

WWHG Grant Proposed

Would Deny WLEA Bid

INITIAL decision looking toward a $20,000 grant of application by WWHG Hornell, N. Y., for change from 1520 to 1490 kc, from daytime only to 1490-1520 kc day, 600 W night was proposed last Monday by FCC Hearing Examiner Basil P. Cooper.

Decision would deny request of WLEA Horrell, to change from 1490 kc, 1 kw, daytime only, to 1490 kc, 1 kw day, 500 W night. WLEA is licensed to Hornell Broadcasting Corp. and WWHG to W. H. Greenhow.

In his conclusions, Mr. Cooper said that WWHG will serve a slightly larger area and population; will have more and better facilities for the public; has presented "a diversified program service" had its AM-FM facilities available to local groups for public service programs, and "now presents and will present the better programs."

COLUMBIA Records Inc. announced Tuesday that it is producing "revolutionary" new table-model high-fidelity phonograph that will sell for $139.95. Player has a frequency response from 50 to 12,000 cycles, and measures 16 1/2 by 13 7/8 by 10 inches in size.

MISS HAMMER was presented roses at her 500th broadcast.

Truck Firm Buys

INDIANA Motor Truck Assn., Indianapolis, which recently named J. Walter Thompson Co., Chicago, as its agency, has bought 15-minute once-a-week announcements on six Indiana AM stations. The series continued for 13 weeks. The client also has signed for American Forum of the Air on WFPM (TV) Indianapolis, Sundays for one-half hour, from June 4 to 10 weeks.

GOING TO WASHINGTON FOR THE INAUGURATION?

Nope. Staying home to read (the new) BROADCASTING TELECASTING out Jan. 19

Page 42 * December 22, 1952
ONE OF THE THREE BIGGEST U. S. MARKETS:

Big Aggie Land

Where WNAX-570 Tops Competition 10 to 1

THE COUNTRYPOLITAN MARKET of WNAX resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers and town folk of Big Aggie Land think no more of driving 60 miles than you do of driving 6. It's a thriving market with a tremendous appetite for goods and services, a million radio families with effective buying income of $4.2 billion, 267 counties in Minnesota, the Dakotas, Nebraska and Iowa which constitute the third largest market in the U. S.

PROOF THAT WNAX effectively taps these countrypolitan riches is again found in the 1952 Diary Study: WNAX has top rating in 486½ of the 500 segments covered—better than 10 to 1 over the nearest competitor. One of radio's most important buys, with unsurpassed coverage and thirty years of listener acceptance, WNAX merits consideration for your 1953 market plans. Five cents buys 1,000 radio homes on WNAX. More data from The Katz Agency, our national reps.
FRY QUITS

KENNETH D. FRY, radio-TV director of the Democratic National Committee, Washington, D. C., and veteran of the broadcast field, has left his political post to return to private industry. His future plans have not been disclosed.

Mr. Fry vacated his position the past fortnight after nearly five years’ service, covering two Presidential and one Congressional campaigns.

Since joining the Democratic National Committee in February 1948, Mr. Fry was responsible for planning national use of radio and television and supervising time-buying operations as well as production of programs. He also maintained liaison with members of Congress and networks during periods between various campaigns.

Prior to his national committee post, Mr. Fry was identified with NBC, the government (in OWI and Voice of America) and newspaper and wire service interests from 1923 to 1948.

Aside from supervising placement of Democratic Party spokesmen on regularly-scheduled network programs and working with members of Congress on their radio-TV plans, Mr. Fry is credited with other achievements at the Democratic National Committee.

Under his guidance, the party adopted a policy during the 1952 Presidential campaign of completing arrangements for network time purchases well in advance of the national conventions. Action was designed to avoid heavy pre-emission charges later.

During the campaign, Mr. Fry handled radio-TV production duties in connection with broadcast appearances of the Democratic Presidential nominee, Gov. Adlai Stevenson of Illinois.

Mr. Fry held various newspaper assignments at the old Chicago Evening Post. He was Midwest sports editor for UP until 1933, when he joined NBC’s Central Div. that city. He served in public relations two years and later helped establish the division’s News and Special Events Dept.

In January 1948, Mr. Fry resigned NBC to enter government service—the overseas branch of the Office of War Information as chief field representative in Alaska and the Aleutians. He later transferred to San Francisco as associate director for OWI Pacific Operations. In 1945 he was appointed director of Pacific Operations until OWI functions were absorbed by the State Dept.

Mr. Fry came to Washington in June 1948 assuming duties as chief of the State Dept.’s International Broadcasting Division (VOA). He resigned in January 1948, joining the Democratic National Committee the following month.

CAROLINA DRIVE

54 Outlets Aid Crusade

COMBINED efforts of 63 North Carolina radio stations and one television station comprised that state’s communications cooperation on behalf of the 1952 Crusade for Freedom.

The stations were linked so that the entire state could hear the special Crusade kickoff program produced at WBT and WBTV (TV) Charlotte by Radio Free Europe staffers.

The program was taped for network airing and a special live show was telecast at the same time over WBTV. Both shows were written by Bob Cotten and Guy Wallace of RFE.

Among those participating in the half-hour show were Kay Kyser, former bandleader and radio personality; Gordon Gray, former Secretary of the Army; and Robert Lang, RFES director.

In addition to the special statewide kickoff show, several other locally-produced programs were aired by WBT on behalf of the Crusade. Charles H. Crutchfield, executive vice-president, general manager, and WBT and WBTV chairman for the North Carolina drive, arranged for a special two-hour promotion by WBT and WBTW personality, and a special two-hour promotion by WBTW personality.

Dr. R. S. Snyder, WBT foreign affairs analyst, was heard on three programs during the Crusade week.
FAST FREIGHTER

New Mariner Fleet of Swift Cargo Vessels to Serve Both Commerce and Defense

This new ship heading seaward is the Old Colony Mariner, built, appropriately enough, right in the Old Colony itself, at Bethlehem's Quincy yard, near Boston. She is one of the first vessels to join the Maritime Administration's new Mariner fleet.

Planned soon after fighting started in Korea, these Mariner ships have a dual purpose: (1) They will serve as efficient carriers for our commercial trade. (2) They will form the nucleus of a swift fleet capable of delivering materials to fighting areas overseas should the need arise.

Potential weapons of attack an enemy could now use against shipping have made slow cargo vessels largely obsolete as wartime carriers, Naval authorities believe. The Liberty ship of World War II would be too slow today. Driven by a 19,250-horsepower steam turbine, the Old Colony Mariner on its trial trip set a speed record of 22.51 knots, making it the fastest freighter carrying the American flag and probably the fastest ever built. This is double the speed of a Liberty and fast enough to outrun submarines.

After deciding on the principal dimensions and characteristics of the new vessels, the Maritime Administration called on the Central Technical Department of Bethlehem's Shipbuilding Division to design a ship embodying the required features. Our CTD people, working closely with representatives of the Maritime Administration, developed complete plans and specifications and prepared working drawings.

The Old Colony Mariner is the first of five of these vessels that our Quincy yard is building. Five more Mariners are under construction or on order at the Bethlehem yard at Sparrows Point, Md., near Baltimore, and five more at our San Francisco yard.

BETHLEHEM STEEL

Broadcasting • Telecasting December 22, 1952 • Page 45
SDX 1953 AWARDS
To Further Recognize TV
SIGNA DELTA CHI, professional
journalistic fraternity, has revised
its list of annual radio awards to include
television in former radio-
only categories, Victor E. Blueordon,
executive director, announced last
week.

The divisions now cover radio or
TV newswriting and public service
in radio or TV journalism. The
awards for work in 1952 will be
made to include television for the
first time in 1953, Mr. Blueorden
said. They will be among the first
awards to recognize video as a
new medium, he said. The SDX
award for radio or TV reporting,
made since 1948, remains un-
changed.

Nominations for the SDX Distin-
guished Service Awards with
accompanying material now are
being invited and must be postmarked
not later than Feb. 9, 1953, for
work done during the 1952 calendar
year. No entry blanks are required
or furnished.

Winners will be announced in
April 1953 and presentations will
be made at the fraternity's annual
awards banquet, probably in May,
Mr. Blueorden said.

WNJR Newark has received an
engraved plaque from the Veterans
Order of New Jersey for "the
magnificent performance rendered
to the people of New Jersey" in promot-
ing a "register-and-vote" campaign.

ELECTION of officers to head newly-named Radio-Television News Direc-
tors Assn. [BGM Dec. 15] brought in these newsmen as directors (1 to r):
Richard Osbith, WHAS-AM-TV Louisville; Harold Baker, WSM-AM-TV Nash-
ville; Paul White, KFMB-AM-TV San Diego; Charles Day, WGAR Cleveland;
Charles Harrison, WJIL-AM-TV Philadelphia. Occasion was RTNDA meeting
in Cleveland earlier this month.

Religious Report
REPORT on radio, TV and films is
being made available through
the National Lutheran Council, 50
Madison Ave., New York 10, N. Y.
Study was prepared for the coun-
cil by Roscoe Brown Fisher and
and gives a complete listing of network
religious radio and television pro-
grams. Mr. Fisher is a scholar-
ship grantee of the Lutheran
Brotherhood Life Insurance So-
ciety. Preliminary report was issued
Aug. 22.

MINISTER ON WJAS Answers Listener Queries
ROUNDOUT its first year Dec.
18 on WJAS Pittsburgh was Mid-
night Minister, 11:30 p.m.-midnight
program aired each Thursday.

Conducting the program will be
Dr. Ainslee C. Moore, pastor of
the Sixth Avenue Presbyterian Church
in East Liberty. Dr. Moore an-
swers questions telephoned from
listeners, to a background of soft
organ music.

Dr. Moore reports that during
the past year he has answered
thousands of questions pertaining
to heart, home and personal
problems, as well as clarifying hun-
dreds of biblical questions called
in during his program.

The station believes Midnight
Minister answers the suggestion,
"You've got to add a bit of spice
to your religious program to in-
terest the non-religious listener,"
offered recently by Dr. George
Crothers, CBS Radio's director of
religious broadcasts, who produces
CBS Radio's Church of the Air,
originating from 10-11 a.m. each
Sunday on WJAS.

IERT ENTRIES
Final Date Is Jan. 15

- FINAL date for entries in the
American Exhibition of Education-
al Radio and Television Programs
is Jan. 15, Dr. I. Keith Tyler, di-
rector, Institute for Education by
Radio-TV, Ohio State U., reminded
last week.

Dr. Tyler announced also that
the 23rd Institute for Education by
Radio will be held April 16-19 at
the Deshler-Wallick Hotel in
Columbus.

WHLI Hempstead, L. I., is helping
the New York State Motor Vehicle
Bureau avoid the last-minute rush for
automobile registrations in this
month by offering them to listeners
upon request.

NEW NETWORK
Grass Roots Unit Formed
FIVE Oklahoma stations and one
in Arkansas, near the state line,
have formed the Grass Roots Net-
work, to begin operations Jan. 1.

Jimmie Barry, general and com-
mercial manager, KMUS Muskogee,
and president of the new group,
said that the John E. Pearson Co.
has been appointed national represen-
tative. Time clearance will be
handled through KMUS, he added.

Executive committee comprises
Matthew Bonebrake, KOCY Okla-
oma City; Jim Neal, KAKC Tulsa,
who serves also as secretary-treas-
urer; Cy Casper, WBBZ Ponca
City; John Trotter, KHBG Oklahoma;
all in Oklahoma, and Weldon
Stamps, KFSA Fort Smith, Ark.

KGLO 'Fair' Special
SOME 212 residents of northern
Iowa joined in the KGLO (Ma-
son City, Iowa) North Iowa Fair
trip to the International Live Stock
Show in Chicago. The group spent
three days in Chicago sightseeing.
KGLO supplied four all-expense
trips. Among those handling ar-
rangements were Al Heinz, KGLO
farm director, and Doug Sherwin,
KGLO announcer.

CBS Radio's Space Adventures of
Super Noodle (Sat. 10:15-10:30 a.m.
EST) received first annual radio
citation awarded by Imagination, sci-
cence-fiction magazine, on Dec. 20 for
"original entertainment in the best
traditions of science fiction."
S.E. AAAA MEET

Told of Adv.'s Role

ADVERTISING’s role in lifting the nation’s economy and the standard of living was lauded at the Southeastern Chapter, American Assn. of Advertising Agencies, meeting at Atlanta’s Capital City Club.

Speaking at the one-day meeting was C. Stuart Broeman, president, American Bakers Co. Some 200 persons attended.

Mr. Broeman said he was confident of advertising’s power in (1) helping to expose and correct the present weaknesses of our system; (2) bringing about constant growth and consciousness, and (3) bringing the spiritual as well as the material blessings of democracy to more people.

Other speakers at the Dec. 12 session (B&T, Dec. 8) included Earle Ludgin, president, Earle Ludgin & Co. and AAAA director-at-large and member of the association’s member operations committee; William W. Neal, of Lillier, Neal & Battle, Atlanta, and chairman of the Southeast Chapter board of governors; Lydon Carter Jr., director of TV research for the Gallup & Robinson Agency, Princeton, N. J.; William B. Ryan, president, BAB, and George C. Biggers, president, Atlanta Newspapers Inc.

Mr. Ludgin commented that, to advertising men, “change is our boon and our bane—our opportunity when it moves toward us, our challenge when it moves away.”

He said that “especially it is our job to anticipate changes as well as we can, to encounter them if they go against our client’s interest, or to profit by them if they are going our way.” And, he added, “Always expect the unexpected because change is constant.”

MICH. STATE MEET

Set for March 6 at E. Lansing

BROADCAST media’s role in the community and its place in safeguarding American freedoms will be analyzed at the eighth annual Michigan State Radio & Television Conference March 6 at Michigan State College, East Lansing.

Participating in the conference are to be representatives of Michigan communities, educational institutions and educational and commercial broadcasting groups.

SW Agency Meet Set

SOUTHWEST Assn. of Advertising Agencies will hold its annual convention at Fort Worth’s Texas Hotel Feb. 12-14, according to Rowland Broiles, Rowland Broiles advertising agency, that city, general chairman for the convention.

On All Accounts

(Continued from page 20)

the agency as radio director and becoming a vice president one and one-half years ago. He worked previously as sales manager of United Broadcasting Co. for three years. At the agency, he works with several accounts which he has serviced for many years. Among these are 7-Up Bottling Co., Sears, Roebuck’s 26 local retail stores, Jose Escalante (Corona cigars) and Finers Pride gas stations. For Corona, he devised the “battle cut” trademark after talking with a superintendent in the factory who explained that the zig-zag arrangement of the leaves was what caused a mild smoke. To complete the video picture for Corona, he starred himself as the acme of cigar-smoking contentment in the commercials.

Mr. Zeller and his family live on the city’s far south side. He is married to the former Erma Kile of Decatur, Ill., and they have four sons, Frankie, 9; Charlie, 6½; Norman, 5, and Pat, 2. The family loves boating, and has a speedboat and a “knockabout sloop,” the latter a replica of the boat which Mr. Zeller sailed in his childhood off Long Island. It was handicrafted by local missionaries who specialized in boatbuilding, tennis and boxing on a nearby Indian reservation.

Outside Activities

He is a World War I Navy veteran, spent seven years of active work with veterans groups, and holds memberships in the American Federation of Radio and Television Artists, the Izaak Walton League and the Calumet Boat and Gun Club. He also contributes articles to various publications.

Recommended for Kids

LISTS of programs recommended for children have been distributed to parents in Seattle by the All-City Radio Television Committee. Local radio stations and the single video station, KING-TV, bore costs of the lists although they have no control over selections. Some 40,000 copies of the two lists were distributed. Of the 19 regularly scheduled video offerings and the 22 radio shows recommended, about half are locally produced.

WHEREVER YOU GO THERE’S

RADIO

Hop onto the biggest radio “buy” in Buffalo! WGR gives advertisers the two-billion dollar Toronto-Ontario market at a no-cost “plus” to its intense coverage of Western New York and Northwestern Pennsylvania.

Arro. Wherever you go there’s radio.

Leo J. ("Fiz") Fitzpatrick

I. R. ("No") Lounberry

CBS Radio Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N.Y.

National Representatives: Free & Peters, Inc.

BROADCASTING * Telecasting

December 22, 1952 * Page 47
HILL FUNDS PANEL

MEMBERS of the special House Campaign Expenditures Committee are studying methods of protecting federal candidates from libel uttered on radio-TV but may eschew specific recommendations designed to relieve broadcasters themselves.

This was the view of one committee authority last week following a meeting of subcommittee members under the chairmanship of Rep. Hale Boggs (D-La.). The group met to review suggestions incorporated in a staff report.

This member told BROADCASTING TELECASTING that committee members had failed thus far to come up with any concrete proposals to revise present federal law governing responsibility for libelous utterances over the air. It was conceded that, while the present staff draft may be altered, the broadcasters' dilemma will fall squarely with the respective Interstate & Foreign Commerce Committees of the Senate and House.

The dilemma stems from the current interpretation of Sec. 315 of the Federal Communications Act, which forbids stations to censor talks of qualified candidates for libel, and state statutes (as well as Sec. 315) which lay broadcasters open to court action.

Gist of the committee's recommendations on libel is that perhaps a national citizens' commission should be set up to review possible libelous content, on the air and in print, with a view toward protecting candidates themselves. Whether this idea would be advanced in the final report is not now known.

The committee spokesman conceded that the libel-censorship question should be explored by "experts" and pointed out that the issue is not properly within the domain of the special campaign funds committee.

FCC, NARTB Action

Both FCC and NARTB placed the broadcasters' political ordeal before committee members during week-long hearings on campaign expenditures earlier this month. FCC Chairman Paul A. Walker asked Congress to exempt broadcasters from libelous statements uttered by legal representatives and their authorized spokesmen. NARTB pointed out that broadcasters are subject to license revocation proceedings by FCC on one hand, and to court action on the other (B&T, Dec. 8).

A second facet of the committee report—again on a tentative basis—is a recommendation that campaign expenditures be channeled through a centralized source, viz., the national committee of each respective party. Only in this way, it's felt at present, can Congress ascertain even approximately what new ceiling, if any, should be placed on campaign expenditures. Each national group is now limited by law to $5 million.

It was learned that, as presently contemplated, no proposal would be offered in the final report which would, in itself, limit the "high cost" of radio-TV campaigning in dollars and cents. Committee members were, apparently, impressed with the revelation that time changes represent only a small part of continuous broadcast time.

The committee is seeking data with a view to streamlining the Federal Corrupt Practices and Hatch Act regarding overall political activities. Its objective is remedial legislation designed to revise ceilings upwards in view of radio-TV costs. The report will be filed sometime before Jan. 8 when the 83d Congress convenes.

A similar target date—and approach—has been set by the Senate Privileges & Elections subcommittee. Its staff currently is compiling voluminous data from broadcasters (stations and networks) and political groups.

Expenditures Report

Its report is expected to show a "total listing" on what each party spent for advertising during the 1952 Presidential campaign radio-TV and printed media. This will be the hub of any recommendations offered to the 83d Congress by the subcommittee.

Privileges and Elections, unlike the special House unit set up by resolution, is a standing arm of the powerful Senate Rules Committee. But both reports are expected to serve as useful guides for action by the 83d Congress.

Returns from broadcasters were described as "excellent" by Allen Goodman, subcommittee counsel. He said they would provide a useful "check" source for members of Congress who desire to offer remedial legislation. Questionnaires requested data from stations on money received for political programs or spots, identity of candidates, affiliation status of station and other factors.

Actually, while it's generally conceded that the Republican national organization spent somewhat more on broadcast media than their Democratic brethren, this factor is expected to have little or no bearing politically. It's recognized, that, under FCC's equal time availability clause, one party may have more money to expend than the other in any given campaign and thus take advantage of time opportunities.

Congress is especially interested in the ratio of total radio-TV expenditures to the limitations on overall political funds. For that reason, most members of these two committees are presumed to look with disfavor upon suggestions that the government subsidize blocks of time for each party or that broadcast expenditures be required to be offered equal time to qualified candidates for all major parties (CLOSED CIRCUIT, Dec. 8).

Committee members already have rejected the equal time principle with respect to newspapers' news columns during a political campaign. Involved aside from the free speech issue is the so-called splinter parties who would (and do) demand equal opportunities on radio-TV.

LUPTON AGENCY

Sadler, Walsh Get Stock

TWO vice presidents of the John Mather Lupton Co., New York—John Sadler and Charles W. Walsh—have become stockholders of the firm. Mr. Sadler, copy chief, has been with the firm since 1944. He has been a director for several years. Mr. Walsh also becomes a director.

John Mather Lupton, founder of the advertising agency, and until now the sole stockholder, said that "much of the credit for building the agency to its present integrated status is due to Ralph Sadler and Charles Walsh."

Buick Buys

BUICK Motors Div. of General Motors Corp., Detroit, to sponsor "Cafe Istanbul!" starring Marlene Dietrich, for one time only, Jan. 4, Sun., 8:30-9 p.m. on ABC radio. Agency is Kudner Inc., N. Y.

WINNERS of the top four prizes, totaling $38,000, in the fourth annual Pillsbury Bake-Off appeared on Art Linkletter's House Party program last Tuesday over CBS Radio and CBS-TV. Pillsbury sponsors a portion of the program on both radio and TV.

May Dodge Libel Issue

No Business Like ...}

THERE'S no business like show business—the broadcast kind. When trouble developed in the main and standby pulse generators at WRGB (TV) Schenectady on Dec. 11, staff personnel pitched in and the show went on. They moved equipment and scen-

STATISTICS WORTH STUDYING

Students are a hidden asset among population figures in any listening area. Central Ohio, heavily populated and possessing more colleges and universities than any other area of similar size, provides an extra large bonus audience. Ohio State University, in Columbus alone, has 18,688 students...few of whom are counted in the census figures for this area.

Central Ohio with approximately 180,000 high school and college students represents a big "bonus" market. They listen to WBNS and represent a large buying factor, too.
It's late... way past 12. The house is so quiet. At that, we have things finished pretty early this year.

Best tree we've ever had. The presents look good. Grace makes pretty packages. Wish we could afford a bike for Tommy. Maybe next year. I guess a father always wants to give his kids more than he can.

A lot of things look different when you have a child. Like what the school board does. What happens in Washington. And the UN.

Will he grow up in a world at peace — or at war? Will he be really free — or like the children in countries where the government runs everything? What is it they say? "Liberty is every American's birthright."

A man wants to give his son the best of everything. A chance to feel free and independent. To make up his own mind and work out his own life. No "isms" to worry him. And peace — certainly peace.

A good world to live in, that's it. And part of that is up to me and all of us. Most of all — people who have children. That brings it pretty close to the Christmas message... a Child makes all the difference.

*A Man Wants to Give His Son the Best of Everything.
TRULY THE
MOST MAGNIFICENT SERIES
OF TELEVISION DRAMAS EVER PRODUCED!

ADOLPHE MENJOU
YOUR STAR AND HOST IN

"FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification.
PRODUCED WITH A
Master's Flair!

Not anywhere, not by anyone has television been so handsomely and lavishly staged!

Beyond Belief!
Brilliant Stories!
All thrillingly new to television!

Never before have so many talents been combined for the sole purpose of building
Sales and Profits!
For you!

Ziv Television
ZIV TELEVISION PROGRAMS, INC.
1329 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
Necklines and Nooses

THE MAIN conclusion of last week's report of the House subcommittee on radio and television—that self-regulation by broadcasters is preferable to regulation by the government—is, of course, sound. At least two subsidiary conclusions, however, are not only unsound but also dangerous.

Of the two, the more dangerous in the long run is the subcommittee's assertion that the government has no power to impose strictures on radio and television programming. Presumably, the subcommittee means that it believes Congress can prescribe the designs of necklines worn by television actresses, the times and types of crime programs, and the amount and nature of commercial announcements. Those were the principal areas which the subcommittee investigated.

But in going into the dark realm of federal thought-control to suggest that the Congress has the power to establish standards of that kind. Beyond restricting the broadcast of profanity or obscenity and of advertising claims proved prejudicial to public health (which federal laws already cover amply), the federal government has no right whatever to legislate what kind of programs the public is or is not permitted to hear.

The second objectionable conclusion, though perhaps not as dangerous in the long run as the first, contains the prospect of immediate trouble for broadcasters.

The subcommittee charged that "poor taste has been used in the advertising of certain licensed and regulated products," and said the subcommittee "is greatly concerned about the influence of this advertising on the youth of the nation."

This was an obvious, though not identified, reference to beer and wine commercials. At another point in the report, the subcommittee said that "by far the majority" of the 1,200 letters, petitions and other communications the subcommittee received from the general public requested the elimination of beer and wine advertising from the air.

The signs of a renewed drive by dry interests against radio and TV advertising of beer and wine are evident here and, we must unhappily report elsewhere. There is every indication that the next Congress will be put under severe pressure to ban such advertising. A bill to accomplish that was reported out of the Senate Interstate and Foreign Commerce Committee at the most recent session. It was killed by a single vote.

Broadcasters will be well advised to keep in mind that although the party control of the next Congress will change, the danger of anti-broadcasting legislation will not necessarily be diminished.

The attack against beer and wine advertising on radio and television, evidence shows, is only the opening of a larger campaign aimed at outlawing all liquor advertising. The defense against the first attack and the ensuing campaign should not be conducted by broadcasters alone, though of course they will be the shock troops. But media are involved, and all distillers, brewers and vintners.

We hope a concerted defense is made. The time to organize it is now.

Noel, Noel

THIS IS the season when lights burning late in office buildings cannot be counted on to signal the presence of the ambitious, the undomesticated or the seekers of overtime. From Madison Avenue to the Sunset Strip, after business hours, of course, the Annual Office Christmas Party is raging.

The compulsion to hold this yearly ritual is as irresistible (and sometimes almost as suicidal) as that which periodically drives the lemmings to the sea. The chief difference between these rites is that, unlike the lemmings, most office celebrants survive their voluntary immersion, though not always without resuscitational discomfort.

More than drudgery for the janitor is left in the wake of these affairs. Miss Jones may find it difficult to regain her identity as the efficient and impervious secretary after she has been seen wearing the boss' fedora while demonstrating a grand jeté from her desk. The boss may have to pretend bankruptcy to avoid going through with the salary adjustments he has been reminded that he promised. The auditor may anxiously inspect his face in every mirror to make sure the smile he feigned at the party has not left scars.

In our time we have lived through many Annual Office Christmas Parties (testimony to the indestructibility of the human form) and are even now about to attend another (proof that optimism triumphs over all). Before the relics are scattered and our future perhaps mislaid we take this moment to wish you, faithful reader . . .

Happy Holiday Season

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CARTER MARCELLUS PARHAM

AARTER MARCELLUS PARHAM, president of WDEF Chattanooga, is a quiet, sandy-haired man with deep roots in the South and an eager devotion to public service broadcasting.

Mr. Parham realized a life-long ambition "to get a station and run it myself!" when on Dec. 26, 1950, he became WDEF president. He succeeded Joe Engel, who wanted to devote full time to being the "Barnum of Minor League Baseball" as president of the Chattanooga Lookouts.

WDEF, founded in January 1940, already had what Mr. Parham believes essential to successful operation—personality. Mr. Parham has added another quality—growing prestige in public service programming.

"Plan your programming more and more for your community, take a lead in every worthwhile community effort, if you want better station relations in that community"—that's Mr. Parham's Golden Rule of broadcasting.

Willing to be measured by his own Golden Rule, Mr. Parham pays more than lip service to his community service program.

"I want more and more public service programming, not because it will pay off in more business for WDEF, but because I have a deep feeling of responsibility of what we owe to this community."

Mr. Parham's consciousness of civic responsibility flows from family roots steeped in the history of Chattanooga and the humble pride of the South.

His father, John H. Parham, lived as a boy in Chattanooga before the War Between the States. The Parhams had a home inside the city and when the Confederates retreated to Missionary Ridge during the campaign for Chattanooga, their house was in the line of fire. John Parham made friends with the Union drummer boys and they let him beat their drums.

During the height of the siege, in the bitter winter of 1863-64, many families received permission from the Federal commander to go through the lines to the South. The Parhams and others settled in Georgia for the remainder of the war.

The Parham family's name appeared on the pages of Chattanooga journals long before Civil War days. And since early days, Mr. Parham's mother's people (they were Carters) lived a short distance from The Hermitage, Andrew Jackson's home near Nashville.

"So, you see," Mr. Parham says, "I have (Continued on page 89)
A Good Old-Fashioned Medium wishes you a Good Old-Fashioned Merry Christmas 1952

KDKA PITTSBURGH  WBZ BOSTON  WBZA SPRINGFIELD
KYW PHILADELPHIA  WOWO FORT WAYNE  KEX PORTLAND
WBZ-TV BOSTON (...of course, we have TV too!)
RALPH DAVIDSON, account executive, KSL-TV Salt Lake City, to KGMB-TV Honolulu, as local sales manager. ARTHUR M. SEDGWICK, formerly vice-president-general manager, KAHU Waipahu, Oahu, to KGMB as radio local sales manager.

HUGH KERWIN, sales department, Lamp Div., General Electric Co., St. Louis, to sales staff, KXOK same city.

WALLY McGOUGH, sales manager, WTVN (TV) Columbus, Ohio, appointed general manager there.

GARNETT WILLIAMS, sales manager, WROY Carmi, Ill., to sales staff, WLPO La Salle, Ill.

CARLSON SPEAR to sales staff, WAVZ New Haven, Conn.

HARRY HEARST, WJOI Florence, Ala. commercial manager, to WBIG Greensboro, N. C.

HOWARD L. GEORGE, WEIR Steubenville, Ohio, to sales staff, WAGA Atlanta.

ALBERT H. HAACK Jr., returns to WGBA Columbus, Ga., as commercial manager and assistant manager after 17-month military leave of absence.

JACK CHALTAS to sales and announcing staff, KJCK Junction City, Kan.

J. A. NOEL to Canadian Assn. of Broadcasters, Ottawa, as secretary-treasurer succeeding ARTHUR EVANS, who recently resigned.

KLUS LANDSBERG, general manager, KTLA (TV) Hollywood, and CALVIN J. SMITH, president-general manager, KPAC Los Angeles, presented "Do to the Minute" 1962 business achievement award in radio-TV by George Stromme, editor and publisher, Minute, L. A. business magazine.


DR. FRANKLIN DUNHAM, chief of radio-TV div., U. S. office of Education, made Knight of the Holy Sepulcher by Pope Pius XII.

ROY F. THOMPSON, president, WITI Altona, named local general chairman of March of Dimes for 1963.

R. H. MASON, vice president and general manager, WPTF Raleigh, N. C., elected to board of directors, Raleigh Merchants' Bureau.


CARL SWANSON, sales staff, WIDE Biddeford, Me., father of girl, Dec. 2.

DAVID KENNEDY, WICC Bridgeport account executive, father of boy, Bruce Emerson.

JAMES S. TYLER, director of advertising for MBS, N. Y., father of girl, Dec. 12.

**PERSONALS**

It's Happening in NEW HAVEN on WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio. Marzullo's Pastry Shop is in its eighth year of continuous selling to WNHC listeners.

FORMER KGHL President Campbell (1), new Vice President Ash (e) and new President Schott read FCC grant of license assignment to the Schott Co. in Broadcasting • Telecasting.

**KGHL PURCHASE**

**Management to Remain**

NEW OWNERS of KGHL Billings, Mont., contemplate no changes in management, personnel or policy, it was announced last week upon purchase of control by the Walter E. Schott Co. of Cincinnati of Northwestern Auto Supply Co., licensee of the station and owner of various other business interests, for $1,247,186 (B•T, Nov. 17). Ed Yecum will continue as general manager of the station.

New licensee president is WALTER E. SCHOTT. His business associate, Harrison O. Ash, is new vice president, and Howard J. Van, another business associate of Mr. Schott, becomes secretary and treasurer.

The Schott Co. controls 91.4% interest of the auto supply firm, which also owns a lot in Billings, the 590-acre farm site of KGHL's transmitter and a 20,000-acre ranch with its cattle.

The seller, C. O. Campbell, former president, announced he would retire to "do a little quail shooting." Mr. Schott said he expected to apply for a television franchise for KGHL "at the proper time."

Mr. Schott, his wife, Margaret, and his two sons, Walter E. Schott Jr. and Charles J. Schott, and his sons-in-law, Frank Homan, and Mr. Ash own and control more than 25 enterprises, including a Miami Beach hotel and several midwestern manufacturing companies.

Mr. Campbell joined Northwestern Auto Supply Co. in 1916, became a salesman in 1917 and subsequently became president and general manager.

Ray Hamilton of Blackburn-Hamilton negotiated the property transfer. Schott Co. associates working on the transfer included Fred Kotte Jr. of Cincinnati, legal advisor to the Walter E. Schott firms, and Cliff C. Barr, operations and merchandising specialist for Schott enterprises. Robert E. Cook, Billings attorney, remains counsel for the licensee firm.

**AAA EXAMS**

Set for 30 Cities

The 1953 AAAA examinations for advertising will be given in a record number of 30 cities on Feb. 14 and Feb. 21, according to Sydney H. Gellerman of Marschalk & Pratt Co., chairman of the AAAA committee on agency personnel.

The aptitude-temperament section of the examinations will be held Feb. 14 and the section covering knowledge of various kinds of advertising work Feb. 21.

Examinations will be given in Boston, New York, Philadelphia, Atlanta, Bal-

timore, Charlotte, Columbia, Greenville, New Orleans, Chicago, Cleveland, Day-
ton, Denver, Detroit, Indianapolis, Min-
neapolis, Pittsburgh, St. Louis, Dallas, El Paso, Fort Worth, Houston, Okla-
oma City, San Antonio, Tulsa, Los Angeles, Portland, Salt Lake City, San Francisco and Spokane.

JOSEPH LIGHT

WCAV Owner Dies

JOSEPH LIGHT, 60, owner of WCAV Norfolk and prominent building contractor, died Tuesday of a heart attack in Washington, D. C., where he made his home. Funeral services were held Thursday.

Born in Russia, Mr. Light came to this country at an early age. He lived in Washington 30 years. Survivors include his wife and three daughters.

Museum Seeks Curator

MILWAUKEE Public Museum is looking for a person to fill the newly created job of curator in charge of radio and television on a permanent civil service basis at a beginning salary of $5,098 annually, according to Herbert W. Cornell, secretary of the City Serv-

tice Commission of Milwaukee. Full information may be obtained by writing him at Milwaukee City Hall. Applications must be sub-
mitted before Feb. 2, 1953.
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here’s a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It’s the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

*-now available for immediate delivery

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd.  Dallas 10, Texas  Phone EVERgreen 1137
FUGENE R. MYERS, merchandising manager, WFRN and WNBK (TV) Cleveland, appointed to similar position with Edward Lamb Enterprises (WTOB Toledo, WTVN-TV Columbus, WIXR and WICI (TV) Erie, WMAG-TV Massillon and WWHO Orlando), with headquarters in Toledo.

JUANITA WILCOX, promotion-publicity manager, WLWC (TV) Columbus, Ohio, resigns effective Dec. 29.

AL GOODMAN, art director, ABC-TV Los Angeles, elected to executive interior decoration advisory board of Woodbury College, L. A.

PETE WATKINS to announcing staff, WBGR Columbus, Ga. GICK WEISS, announcer-violinist at station, moves to WPDY Flint, Mich., in same capacity.

LEWIS S. SHWARTZ, radio-TV director for Democratic State Committee of Rhode Island, to WWLP (TV) Springfield, Mass., as program manager.

BARBARA MUNSON, WLNH Lancaster, N. H., to WICG-TV Bridgeport, Conn., as copywriter.

ORN HUNTINGTON named promotion director, WTVN (TV) Columbus, Ohio. Other appointments in program department there are: ARTHUR J. JACOBS, director of public service and education; NORTON LOCKE, chief of operations; WILLIAM H. MacKENZIE, production chief; HULDA COTTON, traffic manager, and DOROTHY SILVER, chief of public relations.

LEWIS F. DOYLE, Meet Millie, starred WRTN-WFIL in Philadelphia, and WABC-TV New York, and takes a similar role in WOR-TV and WLIR in New York City.

BARBARA LEE, KBTV Los Angeles, to KBFO-Los Angeles, as promotion director.

ELIZABETH J. WEBB, to WTVN-WBGR Columbus, Ga., as promotion director.

REPRESENTING a total of 84 years service to WIS Columbia, S. C., are (1 to r) J. Dudley Speneney, managing director; Leo Downs, account executive; Joseph Davenport, chief transmitting engineer, and G. Richard Stoffo, general manager. Messrs. Speneney and Stoffo wear 25-year pins. Messrs. Downs and Davenport wear 22-year emblems.

RADIO TEST
WICC 1050 Tops With Roessler

WHEN WICC Bridgeport approached the Roessler Meat Packing Co. about buying radio time, the company was willing but hesitant. It insisted on a test of radio's selling power.

The test began on WICC in a small way: A thrice-weekly participation for 13 weeks. WICC account executive Stanford Edwards and Jay Hoffer, WICC sales promotion director, decided to give away a free hotdog, complete with mustard, roll and relish.

At the end of 13 weeks, several thousand requests had been received. Delighted, Roessler signed for an additional 13 weeks, increasing the schedule to five times weekly. This time, a merchandising plan was used in which the disc jockey plugged two hotdog stands and two grocery-delivery services.

Dealer response was immediate. Dealers were asked to be mentioned in return for pushing the product. The sponsor signed a year's contract and increased the schedule to five spots and sixty time signals a week.

So elated with the success of its venture into radio was the Roessler firm that it regularly sends hams and other meats to the salesman and the announcer.

GATES, Quinncy, Illinois
Your ONE SOURCE Supply for ALL Broadcasting Equipment Needs

THESE OFFICES TO SERVE YOU

Quinncy, I1l1 ... TEL: 8202
HOUSTON, TEXAS ... TEL: ATWOOD 8536
WASHINGTON, D. C. ... TEL: METROPOLITAN 5022
MONTREAL, QUE ... TEL: ATLANTIC 9441
NEW YORK CITY ... TEL: MURRAY HILL 9-0200

MESSRS. Hofer (1) and Edwards (2) examine a box of frankfurters with Christian Treff, Roessler general manager.

FCDA KITS
Prepared for Editors' Use

INFORMATION kit stressing role played by radio, TV and other media has been prepared by the Federal Civil Defense Administration for magazine editors in connection with public relations campaigns on local protection measures.

Suggested fillers touch on public education, special problems posed by broadcast stations in civil defense, value of two-way radios in taxicabs and participation of some 80,000 amateur radio operators. Kit also includes public statements on Civil Defense, fact sheet, progress report, slogans and suggested editorials, boxes and fillers.

FCDA also is preparing a promotion kit on Conelrad—the emergency broadcast alert plan slated to become effective about March 1—for guidance of local CD groups and broadcasters. Agency has devised the format for Conelrad station programming. Advisory bulletin will be ready shortly and kit will be distributed before Conelrad becomes operative [5*7, Dec. 8].

AFM L. A. Officers
LOS ANGELES Musicians Mutual Protective Assn. Local 47 (AFM) last week re-elected John de Groen and Phil Fischer president and vice president, respectively. Maury Paul was re-elected recording secretary and G. R. (Bob) Hennon was named financial secretary. Directors elected were Warren Baker, Vince Derosa, Don Morris, Arthur Rando and Bill Atkinson. New trustees are John Clyman, Robert Kimie and Vladimir Drucker.

Messrs. Fisher and Paul were chosen as delegates to the AFM international convention in Canada next summer.

NEW radio series, titled Facts for Farmers, has been inaugurated on ELCB Monrovia, Liberia. Show is sponsored weekly by the Liberian Dept. of Agriculture and Commerce and produced in cooperation with the Technical Cooperation (Point 4) Administration.
Fables of the leopard and the hippo—4

HOLIDAY FARE

THE LEOPARD:
"Let's skip the fable this time, if you will..."

THE HIPPO:
"Agreed. And so the moral, too."

Which leaves this space for

Warmest Greetings of this holiday season!

To the many advertisers and agency executives who read this—and especially to all those whom we have had the opportunity to serve during 1952—our wish for a joyous holiday season and for continued progress during 1953.

—from the Television Division of Edward Petry & Co., Inc., and from these thirteen select stations.

WSB-TV ........... Atlanta
WBAL-TV ........... Baltimore
WFAA-TV ............ Dallas
KPRC-TV ............ Houston
KECA-TV ............ Los Angeles
KSTP-TV ........... M'pl'is-St. Paul
WSM-TV ............ Nashville
WJZ-TV ............ New York
WTAR-TV ........... Norfolk
KPHO-TV ............ Phoenix
WOAI-TV ........... San Antonio
KGO-TV ............ San Francisco
KOTV ............. Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
By EARL B. ABRAMS

WHETHER the Congressional investigation of radio-TV programs will be resumed by the GOP-dominated 83d Congress is up to the new leadership of the House Interstate & Foreign Commerce Committee.

In its unanimous report, issued last week by Chairman Oren Harris (D-Ark.), the subcommittee recommended continuation of the probe.

The report was submitted to the full House Commerce Committee. It is due to be considered Dec. 30.

Not enough time to investigate a number of aspects of radio and TV programming was given as the reason for the recommendation that the study be continued.

In a press conference when the report was issued, Rep. Harris identified two of these aspects. They were: (1) Programming in other parts of the country—particularly the West Coast, New Orleans, Chicago and St. Louis, and (2) films and the relationship of the motion picture industry with TV.

Hearings on the six-month long investigation [B&T, June 2, et seq.] were all held in Washington, except for two days in New York.

Authority for Probe

The authorization for the probe expires Jan. 3, when the 83d Congress convenes. Resumption of the investigation could be voted by the House, or directed by the House Commerce Committee.

The House Commerce Committee is due to be headed by Rep. Charles W. Wolverton (R-N.J.). Mr. Wolverton said last week that he had not read the report and was not in any position to comment on the recommendation that the radio-TV program probe be continued.

Most significant part of the report’s conclusions was a clearcut opposition to any legislation smacking of censorship and a sympathetic inclination to permit the NARTB Code time to prove its worth.

“The subcommittee feels,” the report stated, “that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible.”

“It appears to the subcommittee that self-regulation is making substantial progress in this field and, so long as the public interest is served, is preferable to government-imposed regulation.”

But, the subcommittee also made clear that it believed that the Congress has the power to legislate in the field of program regulation.

Missouri Case Cited

Referring to the Supreme Court decision in “The Miracle” motion picture censorship case (Burstein v. Wilson), the subcommittee quoted the court’s opinion regarding the relevance of the “capacity for evil,” which might make permissible “community control.”

“The subcommittee feels that the thought expressed by the Court may well have application to the possible institution of limited governmental controls over broadcasting, and television broadcasting in particular,” the report stated.

However, the report continued, “the potential evils inherent in such controls might be even greater than the evils that such controls might be designed to remedy.”

Report also contained a warning to individual broadcasters that they, as licensees, bear ultimate responsibility as to programs that go out over the air from their stations. The subcommittee warned that licensees could not delegate any such responsibility to networks or to an industry Code Authority.

The subcommittee feels strongly that there cannot and should not be any delegation on the part of individual licensees of their responsibilities under the law either to a collective industry organization or to a radio or television network.

Referring to FCC Chairman Paul A. Walker’s personal recommendation that the FCC should be given power to license networks, the subcommittee suggested that further study and consideration be given this idea.

In the field of program content, the subcommittee found that there were certain aspects that needed “corrective action.”

It declared that certain “performances or discussions” acceptable in motion picture theatres, on the stage, in books, magazines, and newspapers “might be considered offensive when presented on television, and particularly so when presented during periods when children customarily watch television programs.”

It recommended that the industry give greater recognition to this problem “with a view to taking additional corrective action.”

Crime programs bore the heaviest onus in the subcommittee report. While recognizing differences of opinion, the subcommittee expressed the belief “from the record and by personal observation, that there is entirely too much emphasis upon crime programs.” It recognized that the industry itself was cognizant of the problem and noted that one such program had been discontinued.

“The fact that radio and television crime programs attempt to show in their conclusions that crime does not pay, and that the criminal is always brought to justice, does not in the least affect the subcommittee’s feelings that crime shows cause a problem for children’s programs or for programs that are so timed that they are likely to be watched with some degree of regularity by children,” the subcommittee stated.

Advertising Taste

Poor taste was the basis for the subcommittee’s objection to offensive advertising of what is called “licensed and regulated products.” These, it was declared, were beers, wines, liquors and cigarettes.

Greatly concerned about the influence of this type of advertising on the youth of the nation, the subcommittee urged sponsors, advertising agencies and broadcasters to analyze the problem and take steps to “correct the condition.”

The subcommittee commended the industry for its prohibition of the advertising of hard liquor, and stated its disapproval of any “subterfuge” to deviate from this policy. This reference, Rep. Harris explained, was to the association of a parent company, known for its hard liquor products, with the advertising of beers and wines and other products on the air.

Call for more public criticism was also made by the subcommittee. In urging that the American public be stimulated to express itself on radio and TV programs, the subcommittee called on the industry to “make an even greater effort in this direction in the interest of effective self-regulation.”

Reports of witnesses that sponsors are showing greater interest in cultural and educational TV programs was hailed.

“It is obvious . . . that cultural (Continued on page 97)

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SANTA Barbara Broadcasting & Television Corp. directors and stockholders met at the San Ysidro Ranch in Santa Barbara to discuss plans for the new KEYT (TV), Ch. 3 at Santa Barbara [B&T, Nov. 17]. Among those present were (l to r) Arthur F. Marquette, partner, Sherman & Marquette; Alvin C. Weingand, SBTB secretary, president of the San Ysidro Ranch Corp.; Charles H. Jackson II, banker, miner and industrialist; Cecil I. Smith, SBTB vice president-treasurer, and investment banker; Harry C. Butcher, SBTB board chairman, owner of KIST Santa Barbara; Colin M. Selph, SBTB president-general manager; Ronald Colman, actor and vice president, San Ysidro Ranch Corp.; and Seymour F. Johnson, SBTB engineering vice president. Construction is underway on a 4,100-ft. mountain peak transmitter with expectation of KEYT commencing operation next May.
COMMERCIAL uhf TV started moving last week when RCA Victor on Friday shipped the first four uhf transmitters to come off the Camden production line. WFPG-TV Atlantic City, WSBT-TV South Bend, Ind.; WBRE-TV Wilkes Barre, Pa. and WSBA-TV York, Pa.

Announcement of the production line shipments was made by W. W. Watts, vice president of RCA Victor Engineering Products Dept. Mr. Watts said production has been stepped up so that the monthly schedule will be about double that originally contemplated. He declined to estimate how many transmitters would be produced monthly.

All the transmitters were 1 kw jobs.

KPTV (TV) Portland, Ore., was the first commercial uhf station to begin operating, but it is using the experimental uhf equipment employed by WSBT-TV in Atlantic City. Equipment was scheduled to arrive early Friday. Atlantic City is 60 miles from Camden and a New Jersey police escort had been arranged and by Saturday the station was due to begin telecasting. WFPG received its TV grant Oct. 30.

Immediate Start at WFPG

According to Fred Weber, president of WFPG-TV, the Ch. 46 station was to start immediately with full 19.7 kw radiated power from its 458-foot high antenna on White Horse Pike. The 24-gain antenna, which was completed Dec. 9, has been tilted 45-degree mechanically and 45-degree electronically in order to cut down radiation over the Atlantic Ocean and increase radiation inland.

The station expected to begin with 12 hours of programming. It has signed with all four networks for service via AT&T microwave relay from Philadelphia via threlink system which uses two state forestry towers at their terminus at the Ritz Carlton Hotel in Atlantic City. From there it is fed to the WFPG-TV transmitter. Class A 1 hour rate is 20 kw.

WFPG-TV is one of the Friendly Group of stations, which comprises WSTV Steubenville, WPIT Pittsburgh, WBMS Boston and WFPG.

Same group is associated with Richmond, Va., businessmen in the Dixie Television Corp., applicant for WBTM-TV, and with Barre, Vt., applicant for WBRE-Ch. 13, although Mr. Weber is not a stockholder in the latter. He is a vice president and director, however.

Mr. Weber, a former MBS executive, was president and a major stockholder in WDSU New Orleans when it put its TV station on the air pre-freeze. Stations were later sold to the Stern family.

WSBA-TV York, Pa., hopes to transmit its transmitter Friday night and planned to put a test pattern out by Dec. 22, going full commercial operation New Years Eve or New Years Day. The uhf Ch. 43 station intends to put out 20 kw from its 550-ft. antenna (its CP calls for 170 kw), and has established a Class A hour rate of $200. It will be affiliated with ABC and DuMont, according to Louis J. Appleman, president of the company.

WSBT-TV South Bend, Ind., owned by the South Bend Tribune was hoping to receive its transmitter last week. It planned to put a 20 kw uhf Ch. 54 test pattern out by Christmas, if not before, from its 640-ft. antenna. A couple of hours commercial network programming was planned thereafter until connection was made into the ABC network.

WBRE-TV Wilkes-Barre was expected to get its transmitter for Ch. 28 last weekend or early this week, it did not plan to begin operating commercially until Jan. It planned to put 20 kw radiated power from its 1,223-ft. high antenna at the start, with 200 kw planned in mid-1955, and to reach full authorized power at the latter, according to David M. Baltimore, general manager of the NBC affiliate.

Last week, WBRE-TV asked for permission to put uhf Ch. 28, a microwave relay station on a hill east of Wilkes-Barre, to pick up NBC's WNBT-TV (New York signals as well as those from Philco-owned WPTZ (TV) Philadelphia. New York is 105 airline miles from Wilkes-Barre; Phila., 97. Class A hour rate is set for $250.

10 NEW UHFS, 3 VHFS

EXTENDING processing on both the city priority Group A and Group B application lines by a number of cities, FCC last week issued construction permits for 10 uhf and 3 vhf stations to bring the post-thaw total of new station grants to 157. Overall U. S. station total now is 266.

Three existing vhf markets received new uhf station grants. These are Baltimore, Buffalo and Birmingham. At Baltimore, WPTM received uhf Ch. 60. In Buffalo, Chautauqua Broadcasting Corp. was given uhf Ch. 17 and at Birmingham, WSBN received uhf Ch. 42.

Process of Group A applications reached to city No. 150, Danville, Va., where WBTM was given uhf Ch. 24. Group B action extended to city No. 181, Buffalo.

As of last Thursday, there were 2 uhf and 9 vhf post-thaw new station grants on the air, which with the 108 pre-freeze vhf operating stations gives a total of 119 vhf stations. None of the 10 noncommercial educational stations authorized since lifting of the freeze last April have begun operation at this date. Here are last week's new permittees:

Baton Rouge, La. (City priority Group A-2, No. 19)—Capital Television and Broadcasting Co., granted uhf Ch. 40, effective radiated power of 290 kw visual and 150 kw audio, antenna 500 ft. Authorized earlier: WAFB-TV, uhf Ch. 28.

Peoria, Ill. (Group A-2, No. 24)—Illinois Broadcasting Co. (WJW), granted uhf Ch. 19, ERP 95 kw visual and 54 kw audio, antenna 280 ft. Authorized earlier: WEEK-TV, uhf Ch. 43.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichita Radio and Television Co. (FKD), granted uhf Ch. 3, ERP 64 kw visual and 32 kw audio, antenna 440 ft. Authorized earlier: White Television Co., uhf Ch. 22.

San Angelo, Tex. (Group A-2, No. 77)—KCGL Inc. (KCGL), granted vhf Ch. 3, ERP 64 kw visual and 32 kw audio, antenna 500 ft. Authorized earlier: KTOL-TV, vhf Ch. 8.

Tucson, Ariz. (Group A-2, No. 91)—Catalina Broadcasting Co. (KCNA), granted vhf Ch. 9, ERP 25 kw visual and 12.5 kw audio, antenna 60 ft. Authorized earlier: KOVA-TV, vhf Ch. 4; KOPO-TV, Ch. 13.

West Palm Beach, Fla. (Group A-2, No. 93)—WITH-TV Inc. (WITH), granted vhf Ch. 21, ERP 22 kw visual and 11.5 kw audio, antenna 220 ft. Authorized earlier: WTVF (TV), vhf Ch. 23.

Here are last week's new permittees:

BUFFALO, N. Y. (Group B-4, No. 181)—Chautauqua Broadcasting Corp., granted vhf Ch. 29, ERP 25 kw visual and 83 kw audio, antenna 500 ft. Operating: WBEN-TV, vhf Ch. 4. Authorized earlier: WTVF (TV), vhf Ch. 23.

Concurrent with the Buffalo grant, FCC advised another applicant there, Buffalo-Niagara Television Corp., seeking uhf Ch. 23, to 59, that it wished additional information regarding financial qualifications. In the action granting WBTM (Continued on page 76)
By JIM FLEMING,
NEWS EDITOR,
NBC-TV'S "TODAY"

WITH the steady increase in TV stations throughout the nation, new station managers must give much thought to that important segment of the program pattern—the local news program. Today, with its daily 3-hour teletext schedule, has functioned and still does as a laboratory for testing all available means of news communication. The results of some of our experimentation may prove useful to TV newsmen pioneering in their own communities.

When we took to the air last January, we had the advantage of a superlative news organization behind us, NBC, so to speak, gave us a pioneer-part of the newsreel (world's largest) plus its highly experienced news staff. Under such men as Bill McAndrew and Frank McCullin, the intricate technical machine was put at our disposal. In building the highly successful Camel News Caravan, they had set the pace for the industry.

Our basic problem was clear. The Today unit—activated by Sylvester (Pat) L. Weaver, vice-president in charge of TV—had to devise new formats that would serve the early morning viewer, bring to him the essence of local, national and world events within the larger frame of entertainment, plus weather and time services. We began by isolating our film into a newscast and presenting a succinct news package every 15 minutes. In so doing we had calculated that the average viewer would be with us for only 10 to 15 minutes.

Revise Newscast Schedule

Surveys soon revealed most viewers were with us for almost an hour. This meant we had to build far more substantial news packages presented twice an hour instead of every 15 minutes. Each package runs about seven minutes and does not duplicate the other in any way so far as visual material is concerned.

In addition to this, we built interpretive spots which are used in other portions of each hour. These might bring Earl Godwin on for a Washington run-down, a distinguished authority from outside our NBC staff, or perhaps a "newscast" story about a major development. We bring a representative summary of editorial opinion from the nation's press. (The airlines fly in the daily papers to us from Maine to California.)

Today, of course, seeks to cover many other areas of vital human activity: Books, arts, music and personalities. At the moment—under the supervision of our chief, Richard Pinkham—we are building a 'briefing package' which will integrate not only the news but these other areas of interest into an hour-long, 15-minute segment. We may or may not succeed the first time out, but if it can be done, we'll do it.

The one quality we have come to value most in our writers, editors and technicians is imagination. It may be useful to prepare a list of directives that can serve anyone coping with this very difficult problem of preparing lively TV news packages.

1.—Film. Here a creative news cameraman can do you the greatest good. NBC's Bill Berch in Chicago, for example, never is content merely to film the rushing waters of a flood. He will take sound gear in a rowboat and record the human stories of survivors against the background of the disaster itself. Brad Kress of our Washington staff will prowl along the corridor of Convention Hall in Chicago and catch the human interest story in the lady who sells the hot-dog and come up with a grand feature. Joe Vadalla, in New York, will persuade a distinguished arrival on the Queen Mary to perform a Highland Fling. Your cameraman is as good as his creative imagination and your film story will be lively or static, depending on his talent for avoiding the ordinary, the conventional.

2.—People. In every community it is the citizen who makes the news. And, where camera facilities are limited, the newsmakers can be brought to the studio, where they can tell their own stories.

And here is where the radio commentator now in TV, must learn some new tricks. All of us who grew up in the sound medium lived in fear of dead air. In TV, there is always the picture and the interviewee groping for words should not be interrupted. Let him be himself. A halting, unpolished personal narrative has far greater power when the picture is there than any mere smooth question-and-answer routine.

The cost of film being what it is, a live interview with the local man making the news may be the answer for variety in local TV news presentations. And why settle for just one interview? Get as many as you can. And don't let them run too long. Remember George M. Cohen's trenchant injunction about always leaving the audience wanting more.

3.—Mobile units. As more and more TV stations acquire mobile units, these will become a major weapon in the arsenal of the local TV news organization. Planning is the key to the use of the mobile unit. Pointing a camera at a spectacle is just not enough. There must be the closest possible liaison between director and news reporter. They must plan their routine of pictures into a logical pattern. It is, for example, very interesting to see a steel mill in action, but don't forget the men who make the steel. Bring the human quotient into the picture story. It's the source of the story's coming to life.

Informality Factor

Now, a word about the commentator and his role. If he has the technical resources of a John Cameron Swayze, sure, let him sit behind a desk. But, if—as in most local situations—he does not have a staff of hundreds at his direction, then he must seek to instill motion into his performance. My advice is: Don't be afraid to move around, but make sure there is motivation for your movements other than just the need for movement. Perhaps you will want to walk to a map or some visual aid or rise to welcome a guest. Remember, too, that unless you have great film or mobile unit resources you're going to look mighty static sitting.

(Continued on page 4)
OUTLOOK for quick settlement of Screen Actors Guild strike against producers of TV filmed commercials darkened last week when American Federation of Television and Radio Artists and major network spokesmen in New York were drafting final details on agreements covering radio and television programs.

An AFTRA spokesman in New York said union and network negotiators had agreed upon major features of the contract [B&T, Dec. 16]. They had gone beyond several minor points and phraseology of the pact. He noted that basic agreement had been effected also in Los Angeles but that negotiators were still in progress in San Francisco and Chicago, other major program origination cities. He added that "no trouble" was expected to develop in Chicago or San Francisco.

This bright picture did not extend to the SAG-producer strike which entered its fourth week today. Both union and producer spokesmen in New York declared they had adopted a "stand pat" attitude with no immediate progress in sight for resumption of negotiation.

Both parties agreed that reports 10 days ago, indicating that talks might be resumed, were "prema-
ture.

At that time it could have been expected that, with the strike over, some five months of litigation, the reviews of the TV reallocation plan leading up to the WGAL-TV show cause order and contended that the particular channel will be of no consequence, as the Comis-

sion to a declaratory judgment.

Duke M. Patrick, appearing for WGAL-TV, told the court WLAN really isn't entitled to comparative hearing with Ch. 8 bid of WGAL-

TV even though FCC so ruled. He cited Comr. George E. Sterling's dissent to the Commission's Sept. 18 opinion and pointed out the channel change was ordered by FCC as part and parcel of an overall allocation readjustment.

Hearing at Renewal Time
Mr. Patrick explained anyone can file for a station's facilities at the time of renewal, at which time the Ashbacker principle of comparative hearings is applied. WLAN has hearing rights when the WGAL-TV license expires and not before, he argued. He stated the mere channel change, accomplished by modi-

fying the FCC's license, did not give the station anything it doesn't already possess.

The WGAL-TV counsel told the court the change to Ch. 8 should be allowed as soon as possible because the public interest requires reduc-

tion of interference on Ch. 4.

James L. Trach for NBC, reviewed the interference problems on Ch. 4 with the resulting 
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NEW STATION GRANTS

Listed by States

BIRMINGHAM, Ala. — The Birmingham TV Co. (WBBJ, owned by J. J. Darden Jr., 42 (638-664 mer); ERP 1,005 kw visual, 500 kw audio), a first year operating station located in Birmingham, Ala. Studio location to be determined. Estimated terrain cost $150,000; antenna north east of Rosedale, Red Mountain. Geographic coordinates: 33° 57' 23" N. Lat., 86° 47' 56" W. Long. Transmitter station location 3 miles NW of Rosedale on Red Mountain. Estimated cost $150,000; antenna cost $150,000; first year operating cost $150,000. [For application, see 3/15, 157]. City priority status: GR-A-2, No. 18.

TACONIC, N.Y.—Catalina Hestc, Co. (WYVT, Grant, ch. 5 (168-163 mer); ERP 25 kw visual, 12.5 kw audio; antenna north west above average terrain 660 ft., above ground cost $200,000; first year operating cost $160,000, revenue $160,000. Post office address 302 Summit Ave., Pawling, N.Y. Transmitter and antenna location Pawling, N.Y. Geographic coordinates: 41° 59' 23" N. Lat., 74° 0' 29" W. Long.传输位置为纽约州的Pawling。地理坐标为41° 59' 23" N. Lat., 74° 0' 29" W. Long. For application, see 4/12, 343. City priority status: GR-A-2, No. 107.

WEST PALM BEACH, Fla.—WIRK-TV, Grant, ch. 5 (312-318 mer); ERP 25 kw visual, 11.5 kw audio; antenna north east above average terrain 220 ft., above ground cost $160,000, estimated cost $160,000, revenue $160,000. Post office address 75 South Dixie Hwy., West Palm Beach, Fla. Studio and transmitter location on west side of highway west of Highway 100, north of Gulfstream Ave. Geographic coordinates: 26° 42' 22" N. Lat., 80° 62' 95" W. Long. Transmiter location west of Highway 100, north of Gulfstream Ave. Legal counsel Frank U. Fletcher, West Palm Beach, Fla. Consulting engineer Vandervier, 311 West Palm Beach, Fla. Principals include President Joseph S. Field, Jr., 315 S. Dixie Hwy., West Palm Beach, Fla. President Warren H. Brewster (310%), owner of cattle ranch, Jupiter, Fla., 315 S. Dixie Hwy., West Palm Beach, Fla. N. H. and owner of 29% interest in

MIAMI CH. 7

Competing FCC Bid Filed Tuesday

Within a week after the application for Miami's Ch. 7 filed by Niles Trammell and WIOD-Miami Daily News (Cox) and WQAM-Miami Herald (Knight) interests [B* T, Dec. 18], a competing application for the same frequencies was filed by two local real estate men last week.

The application for Ch. 7 was filed Tuesday evening by regular Commission meeting day at which many observers believed the FCC might take some kind of action on the Trammell application.

Significance of the Trammell application was seen in the means taken to overcome the FCC's uncertainty regarding combinations of local AM broadcasters applying for TV [B* T, Dec. 8]. In two cases, the Commission informed such applicants that it thinks such combinations violate the duopoly rule which forbids common ownership of more than one radio station in the same city. The Trammell application "stood off" the Cox and Knight interests with a 40% stake each, with the NBC chairman, who resigned two weeks ago, holding the balance of power with his 15% ownership. This application is in the name of Bisayne Television Corp., Miami, Fla. [B* T, Dec. 15].

Principals of the new Miami application are Mel Foster and Harold Hoersch. Mr. Foster is president and 82% owner of Mel Foster Inc. of Iowa and Illinois, and has interests in various real estate firms. Mr. Hoersch is an attorney, also with extensive real estate holdings. Both are also directors of Fishing Pier TV in Davenport [B* T, Dec. 15].

Mr. Foster, who has been active in real estate circles in the Quad Cities, once had an interest in the Davenport TV station. Mr. Hoersch, who has practiced law in Davenport since 1924, has never had any interests in radio or TV. The two have been friends and financial partners in various enterprises for the past 25 years.

Reason for picking Miami, according to Mr. Hoersch, is that they think it has a "tremendous" potential—which they also believe TV has in Miami.

Application seeks Ch. 7 with 100 kw from 704 ft. antenna located one mile southeast of Goulds. Estimated construction cost is $387,750, including a 150 kw auxiliary and operating cost estimated at $600,000 and revenue at $800,000.

Miami's priority status is Group B-4, No. 193.
Now on the air!

CBS-TV and DUMONT-TV Networks

Channel 4

EL PASO, TEXAS

Bringing television for the First time to the fabulous southwestern market!

Nationally Represented by

the O.L. Taylor Co.

NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO SEATTLE DALLAS LOS ANGELES

RODERICK BROADCASTING CORPORATION
Dorrance D. Roderick, Chairman of the Board, Val Lawrence, President, Dick Watts, Sales Manager
Cascade Permitted to Amend

CASCADE TELEVISION Co., vhf Ch. 8 applicant at Portland, Ore., was granted permission by FCC Hearing Examiner Elizabeth C. Smith last week to amend its request so as to show withdrawal of three stockholders and assumption of their 25% holdings by others in the firm.

The ruling was made Friday morning following an hour’s oral argument in Miss Smith’s office by the parties to the petition by Ch. 8. The proceeding is set to commence Jan. 26 in Washington. Cascade’s competitors are Westinghouse Radio Stations Inc. (KEX), Portland Television Inc. and North Pacific Television Inc. Latter is controlled by KING-AM-FM-TV Seattle.

Miss Smith based her ruling upon the precedent contained in the Commission’s memorandum opinion and order in the case of KOIN Portland, issued earlier in the week. FCC a fortnight ago, by a majority decision of Commrs. Rosel H. Hyde, Eugene H. Merrill, George E. Sterling and E. M. Webster, voted to approve KOIN’s request to withdraw its Ch. 6 application so as to show withdrawal of three stockholders and the assumption of their 43.5% interest by other stockholders filing a new station employment [BT, Dec. 15].

The Commission majority’s action overruled an earlier decision by Examiner Smith to deny the KOIN amendment on the grounds that sufficient good cause was not shown and of prejudice to the sole competitive Ch. 6 applicant, KGW Portland.

While observers of the TV comparative hearings were pondering the practical effect of the Commission majority’s memorandum in the KOIN case last week, counsel for KGW said the station plans to petition the Commission to review the 34% amendment and indicated it may take the issue to court if a way can be found, should FCC turn down the review plea. It was noted the courts usually require an applicant to file a motion, or deny an application in a competitive hearing before accepting an appeal.

Two Dissents

Both Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented from the majority opinion in the KOIN amendment action and declared their support of Examiner Smith’s decision. Comr. Robert T. Bartley did not participate.

In their written dissents, Chairman Walker and Comr. Hennock held the ruling “will open up a veritable Pandora’s box of difficulties in future hearings, and is therefore contrary to the orderly administration of the law by our own processes as well as to the reliance which applicants should be able to place upon the concreteness of Commission’s policies in preparing for hearing.”

Comparative hearing before Examiner Smith on KOIN and KGW Ch. 6 applications has been postponed until March 16. The Portland Ch. 8 hearing is to begin Jan. 26.

Cascade Television’s amendment, filed Dec. 5, shows withdrawal of Thomas W. Young, treasurer and 10% owner; Zina A. Wise, 15% stockholder; and C. Spencer Hindsale, 10% owner. Mr. Young withdrew because of illness, Mr. Wise because of death in the family and Mr. Hindsale because “condition beyond his control.”

Thomas W. Dant, holding 5% interest in Cascade, becomes treasurer and acquires an additional 10%. Clayton R. Jones, vice president and 10% stockholder; C. Spencer Hindsale, 10% owner, gains another 5%. Other stockholders continuing in the applicant include Vice President David McKay, 30% owner, who is president, and chairman of the board of KORK Las Vegas, and H. G. Wells Jr., 5% owner, who holds 10% in KOLO and KORK.

In the Beaumont-Port Arthur vhf Ch. 4 hearing, also before Examiner Smith, competitive stations were Karnes and KORK Port Arthur. When cases and cross-examinations were completed last week. The case was recessed to Feb. 25, when tag ends are to be concluded. During that time deposition will be taken from witnesses unable to appear in Washington. Competing for Ch. 6 in the Gulf Coast cities are KFDM and KRIS-Beaumont Enterprise and Journal [BT, Nov. 31].

KFDL’s exhibits showed that it had total current assets of $171,475.07 and total current liabilities of $28,829.39. It also reported that it made a net profit after taxes of $14,342.24 for the first nine months of 1952. Company is planning to purchase $34,000 in new equipment and to increase its staff by 5 employees. Revenue for the first nine months was $399,300, which will be increased to $420,000 per year, one-time.

The Beaumont-Port Arthur vhf Ch. 4 hearing, also before Examiner Smith, and KFDM and KRIS-Beaumont Enterprise and Journal [BT, Dec. 1], seeking to enter the preceding, awaits action by the Commission. Other Ch. 4 contestants are Port Arthur College (KPAC) and Smith Radio Co.

Continuance Granted

The Denver Ch. 4 hearing, which was due to resume Dec. 16, was continued to Jan. 13 when a physician’s statement was submitted showing emergency treatment is required and unable to resume the witness stand. Mr. Meyer suffered a heart attack last month while undergoing cross-examination. KMRY is opposed by KOA in the second of the Denver hearings.

The Denver Ch. 7 proceeding was closed several weeks ago but a petition by Denver Television Co. (Wolffberg theatre interests) to reopen the record is pending before Examiner James D. Cunningham [BT, Dec. 15].

Examiner Basil P. Cooper on Friday concluded the lengthy Tampa-St. Petersburg vhf Ch. 8 hearing involving Tampa Bay Area Telecasting its WTSP and WFLA. The vhf Ch. 13 proceeding is scheduled Jan. 7 and involves competitive applications of WDAE, Orange City, and WTEV and WPQ, St. Petersburg. Examiner Herbert Sharfman [Continued on page 97]

At certificate presentation ceremony (1 to r) WAAM announcers, Mr. Campofredo, director, and Joel Chaseman, public service director, manned a central desk, with Mr. Campofredo serving as m. c. WAAM announcers Jim Killian, Ted Schonfeld, Bob Mezick and John Falke conducted interviews. Paul Kane directed the four WAAM cameras used, with Herbert B. Gahan overseeing format and production.

MERGER of two applicants last week for Madison, Wis., Ch. 3—in hope of obviating need for a hearing—was immediately provided by another applicant from vhf Ch. 27 to the same low band channel, making a hearing unnecessary.

An applicant for Ch. 3 is Badger Television Co. Inc., a consolidation of previous applicants WIBA-Wisconsin State Journal and Capital Times, now broadcasting from 125 W. Madison Street. Television of Wisconsin Inc. Stock is divided into Class A and B shares, each of which is held by the respective principals.

Class A stockholders are Capital Times Co., 31.5%; Wisconsin State Journal Co., 13.5%; Don Anderson, publisher of State Journal, 1.5%; J. Martin Wolman, business manager, and executive officer 0.5%; and Adolph C. Bolz, vice president, Oscar Mayer & Co., 3%. These principals own WIBA-AM-FM Madison.

Class B stockholders are William E. Walker, who has interests in WMAN Marinette, Wis.; WESK Escanaba, Mich.; KXGI Ft. Madison, Iowa; KEIL Milwaukee, Wis., 10%; Arthur Towell, advertising, 9.5%; Frank A. Jones, offices furnishings and supplies, 9.5%; Mr. Meyer; and Bernard Meyers Maizt, paint and varnish, 5%; Louis Hirshg, hardware, 5%, and Mr. Bolz, 1.5%.

Applicant Officers

William T. Evje, editor of the Capital Times, is president of the new corporation, while Mr. Anderson is first vice president, Mr. Mautz second vice president, Mr. Jones secretary and George R. Stephenson, executive officer, of the Capital Times, is treasurer. Mr. Walker is chairman of the board.

Application is for 100 kw with 755-ft. antenna. Estimated construction costs are $772,600. First year’s operating costs and revenue were estimated at $240,000.

The probable objective of the amalgamation, a statement included in the application declared, is the merger of Badger Television and Capital Times Broadcasting, license of WIBA-AM-FM.

Both applications in the individual names of Badger Broadcasting Co. and Television of Wisconsin Inc., will be following the filing of the new application. Badger Broadcasting, however, is still an applicant for Eau Claire, Wis.

Amending its application from vhf Ch. 27 to vhf Ch. 3 was WLIT Madison, WISC, half owned by the Superior (Wis.) Telegram, originally filed for Ch. 3, but amended to the uhf channel when it petitioned the Commission for permission to abandon its petition and Report and Order to make all uhf channels Madison commercial assignments, and change the reserved station status of VHF UHF to the lone vhf Ch. 3. This was denied by the Commission last month and WISC appealed to court.

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BROADCASTING • Telecasting

TV HEARINGS
NBC opens a new era for local advertisers...

fine television drama at a practical price

"Douglas Fairbanks, Jr. Presents" (Your Brand Name) Theater

No more must local and regional advertisers settle for less than the very finest TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed on location in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories...it runs the gamut of suspense, high comedy and deep drama...and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a practical price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles

a service of America's No. 1 Network
### The New Grantees' Commencement Target Dates

<table>
<thead>
<tr>
<th>Call</th>
<th>City and State</th>
<th>Ch. Granted</th>
<th>Commencement</th>
<th>Network</th>
<th>Rep.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAKR-TV Akron, Ohio</td>
<td>49</td>
<td>Sept. 4</td>
<td>1953</td>
<td>NBC</td>
<td>Taylor</td>
</tr>
<tr>
<td>WEBY-TV Asheville, N. Y.</td>
<td>17</td>
<td>Oct. 10</td>
<td>1953</td>
<td>NBC</td>
<td>Taylor</td>
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<tr>
<td>WFAQ-TV Amarillo, Tex.</td>
<td>10</td>
<td>Oct. 10</td>
<td>1953</td>
<td>NBC</td>
<td>Taylor</td>
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<tr>
<td>WFTC-TV鞍山, Ky.</td>
<td>36</td>
<td>Aug. 25</td>
<td>1953</td>
<td>ABC</td>
<td>pearson</td>
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<tr>
<td>WPFG-TV Atlantic City, N. J.</td>
<td>46</td>
<td>Oct. 30</td>
<td>1953</td>
<td>CBS, DuMont</td>
<td>Pearson</td>
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<tr>
<td>KCTV (TV) Austin, Tex.</td>
<td>21</td>
<td>Oct. 10</td>
<td>1953</td>
<td>ABC</td>
<td>pearson</td>
</tr>
<tr>
<td>XTCH-TV Austin, Tex.</td>
<td>7</td>
<td>July 10</td>
<td>1953</td>
<td>NBC</td>
<td>pearson</td>
</tr>
<tr>
<td>WTHV (TV) Austin, Tex.</td>
<td>24</td>
<td>Aug. 21</td>
<td>1953</td>
<td>ABC</td>
<td>pearson</td>
</tr>
<tr>
<td>WARF-TV Baton Rouge, La.</td>
<td>20</td>
<td>Aug. 14</td>
<td>1953</td>
<td>CBS, DuMont</td>
<td>pearson</td>
</tr>
</tbody>
</table>

**LISTED BY CITY ALPHABET**

- **Central Television & Broadcast**
  - Buffalo, N. Y. | 32 | Dec. 31 | 1953 | CBS | pearson |
  - Chicago, Ill. | 17 | Nov. 10 | 1953 | ABC | pearson |
  - Cleveland, Ohio | 17 | Nov. 10 | 1953 | ABC | pearson |
  - Detroit, Mich. | 17 | Nov. 20 | 1953 | CBS | pearson |
  - Kansas City, Mo. | 17 | Nov. 10 | 1953 | ABC | pearson |

- **New Grantees' Commencement Target Dates**

---

**Sevareid, Cott Honored**

ERIC SEVAREID, chief Washington correspondent for CBS and Ted Cott, NBC vice president and general manager of WBNC-WNBT (TV) New York, last week were among the named winners of the 1962 One World Awards in the field of radio. Awards will be made at the annual dinner in New York early next year.

**Ipana Shares 'Gleason'**

BRISTOL-MYERS Co., New York (Ipana tooth paste), will become a participating sponsor of the Jackie Gleason Show effective Saturday, Jan. 3, on CBS, 10-9 p.m., with Doherty, Clifford, Steers & Sherman of New York, is the agency. Other two sponsors are Schick Inc. and Thos. Leeming & Co. Inc.
STARTS WITH A BANG
IN
MOBILE ALABAMA
WITH 15,000
SETS IN USE

WKAB-TV Channel 48 on the air MID-DECEMBER

Another TV market is ready—an eager market, so hungry for primary television service that 15,000 sets were installed before the announced opening date of WKAB-TV! Mobile area dealers are still installing sets as fast as they can get them.

For this worthy audience WKAB-TV's schedule is rapidly filling with top CBS and DuMont shows under interim agreement.

Represented Nationally by

Forjoe AND COMPANY

"Availabilities are going fast! Better get in touch with Forjoe right away!"

... KABBY

Offices in: New York, Chicago, Atlanta, Los Angeles, San Francisco

December 22, 1952 • Page 67
Federal TV

... with only 2 operators!

TRANSMITTER CONTROL CONSOLE

The Transmitter Control Console, supplied with Federal VHF and UHF transmitters, includes complete transmitter supervisory control, plus these two important advantages:

(1) A two-channel video switcher (for the Poly-Efex Scanner output and network feed, in the case illustrated.)

(2) A four-channel audio switcher that may be preset and switched simultaneously with the video.

This means that the operator can perform transmitter supervision, audio/video switching and—most important—still have sufficient free time available for changing film reels and loading turntables.

POLY-EFEX SCANNER

The Poly-Efex Scanner, including two self-contained high-quality slide sources, a four-channel video switcher and a special effects section, is the "Master Control" of the small station.

The scanner operator can insert slide information, switch programs (either fades or lap dissolves—automatically or manually), check resolution and set levels, plus insert and control numerous special effects, superpositions, montages, wipes, and a wide variety of unique presentations heretofore available only with additional specialized equipment.

Slides, film, studio and network—all your program sources—can be easily handled by this two-man team!

One TV package from Federal

has everything you need for the finest Station and Studio facilities... including Mobile Units and Microwave Radio Relay Links

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY


for complete station control plus

Through its unique method of grouping programming functions, Federal has brought a new concept to television station operation. The MOST advanced, MOST flexible, and MOST effective programming techniques are possible...with only two operators...for either VHF or UHF stations.

Here's how the basic simplicity of Federal's Transmitter Control Console and Poly-Efex Scanner are combined for truly effective two-man operation:

Let Federal point the way to profitable station operation with equipment designed for maximum operational advantages and minimum operating staff. This versatile equipment can continue to serve as the heart of your TV station as it expands to meet the needs of future growth. In conjunction with other matching Federal units, facilities may be made available for handling even the largest number of programming sources.

Your nearest Graybar sales office will be glad to provide you with complete information.
TV CALL LETTERS
FCC assigned the following call letters to TV station permittees:

Deisroth, Ariz. (Old Pueblo Bcst. Co., vhf Ch. 16, TV Grants, B. T. Nov. 14, 48.)

KNOE-TV Monroe, La. (James W. Dibrell, Pres., vhf Ch. 11, TV Grants, B. T. Dec. 4, 48.)

WBKB-TV Battle Creek, Mich., vhf Ch. 4, TV Grants, B. T. Nov. 14, 48.

KNOJ-TV Bismark, N. D., vhf Ch. 3, TV Grants, B. T. Dec. 4, 48.

WTVJ Miami, Fla., vhf Ch. 4, TV Grants, B. T. Dec. 4, 48.

KTVX Las Vegas, Nev., vhf Ch. 8, TV Grants, B. T. Nov. 14, 48.


WJCT Tallahassee, Fla., vhf Ch. 3, TV Grants, B. T. Nov. 14, 48.

WIRL-TV Columbus, Ohio, vhf Ch. 4, TV Grants, B. T. Nov. 14, 48.

WEZ-TV, St. Louis, Mo., vhf Ch. 5, TV Grants, B. T. Dec. 1, 48.

WJZ-TV Baltimore, Md., vhf Ch. 12, TV Grants, B. T. Dec. 1, 48.

WAGM-TV Lima, Ohio (Northwestern Ohio Bcst. Co., Inc., vhf Ch. 4, TV Grants, B. T. Nov. 14, 48.)

WITZ-TV Lima, Ohio (Northwestern Ohio Bcst. Co., Inc., vhf Ch. 4, TV Grants, B. T. Nov. 14, 48.)

WCTO-TV Altoona, Pa., vhf Ch. 11, TV Grants, B. T. Dec. 1, 48.

WCTF-TV Greensboro, N. C. (Inter-City Advertising Co., Inc., vhf Ch. 4, TV Grants, B. T. Dec. 1, 48.)

WTVI-TV Columbus, Ohio (Ohio Bcst. Inc., vhf Ch. 7, TV Grants, B. T. Nov. 14, 48.)

WKG-TV Tuscaloosa, Ala. (O. H. K. Broadcasting, Inc., vhf Ch. 6, TV Grants, B. T. Dec. 1, 48.)

WKBW-TV Buffalo, N. Y., vhf Ch. 4, TV Grants, B. T. Nov. 14, 48. (Westex Television Co., vhf Ch. 11, TV Grants, B. T. Dec. 1, 48.)

W-KINA-TV Yakima, Wash. (Cascade Broadcasting Co., Inc., vhf Ch. 4, TV Grants, B. T. Dec. 1, 48.)

KII-TV Galveston, Tex. (KII Broadcasting Corp., vhf Ch. 11, TV Grants, B. T. Dec. 1, 48.)

KTVK-TV Phoenix, Ariz. (KIVI Broadcasting Co., Inc., vhf Ch. 7, TV Grants, B. T. Dec. 1, 48.)

WTVK-TV Sevierville, Tenn., vhf Ch. 5, TV Grants, B. T. Dec. 1, 48. (KIVI Broadcasting Co., Inc., vhf Ch. 7, TV Grants, B. T. Dec. 1, 48.)

WULR-TV Utica, N. Y., vhf Ch. 14, TV Grants, B. T. Dec. 1, 48.
Congratulations

WSLS-TV

ROANOKE, VA.

Another Post-Freeze TV Station
—all RCA-equipped

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
TV Grants & Applications

People sure go for us '53 models

I hear the new BROADCASTING TELECASTING will knock 'em dead

BROADCASTING • Telecasti
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas... in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX COMPANY
Blaw-Knox Division
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS
YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are 292,000

Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 10

"First in Indiana"

**TELEVISION will not undermine radio, movies, phonograph recording, sports or other industries.**

That was the prediction made last week by Theodore H. Silbert, president, Standard Factors Corp., which invests "considerable sums" not only in TV manufacturing and sales, but also in radio, the movies and other manufacturing fields.

Mr. Silbert explained that SFC deals in accounts receivable financing, factoring, installment financing. Current financing volume of the company is at the annual rate of $125 million, he added.

Mr. Silbert in discussing the impact of television on other fields, Mr. Silbert recalled that in the 1930's it was predicted that radio would ruin competing businesses.

"The logic was unassailable, exact, and awesome," he said. "Radio would make available the best entertainment and carry its listeners into a land of opulence and romance—and all this, free at the fireside."

"All competing forms of entertainment were written off as finished, and the companies involved in manufacturing musical instruments and pianos, books, sport equipment, movies, phonograph records, etc., were doomed," Mr. Silbert commented.

"And what happened? Mr. Silbert asked. Citing data from the Census of Manufacturers, Mr. Silbert pointed out that most of these competing businesses broke sales records. He said that SFC would continue to finance the same businesses, "The stability of these segments of our economy still seems sound to us."

**4 Shows Make Top 15 In 6-City 'Hooperade'**

FOUR television programs placed among the top 15 programs in all six cities covered by the "Hooperade of TV Stars" in November, C. E. Hooper Inc. announced last week. They were: I Love Lucy on CBS-TV; and the Groucho Marx Show, Colgate Comedy Hour with Bob Hope, and Dragnet (NBC-TV). Lucy, which was rated first in all six cities in October, ranked first in five and second in Los Angeles in the November measurement. The cities were New York, Chicago, Philadelphia, Boston, Detroit and Los Angeles.

**Weekly Television Summary—December 22, 1952**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>Outlets on Air</td>
<td>Sets in Area</td>
</tr>
<tr>
<td>Louisiana</td>
<td>KOA-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Louis</td>
<td>WDTX</td>
<td>109,771</td>
</tr>
<tr>
<td>Austin</td>
<td>KTRC-TV</td>
<td>215,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WJAW, WISI, WTVN, WMAF-TV</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WNBV-TV</td>
<td>42,987</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WMC-TV, WBYB, WRBC-7</td>
<td>98,500</td>
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<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>780,000</td>
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<tr>
<td>Buffalo</td>
<td>WBUF, WNYN, WNBC, WYTV</td>
<td>194,880</td>
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<tr>
<td>Buffalo</td>
<td>WLCB, WNYV, WBTA</td>
<td>96,800</td>
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<tr>
<td>Chicago</td>
<td>WBBK, WBBR, WGNV, WNQQ</td>
<td>305,012</td>
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<tr>
<td>Cleveland</td>
<td>WCPO, WLEX, WJW, WLMT</td>
<td>264,231</td>
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<tr>
<td>Columbus</td>
<td>WEWS, WNBK, WIXL</td>
<td>1,256,763</td>
</tr>
<tr>
<td>Denver</td>
<td>WPMX</td>
<td>382,000</td>
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<tr>
<td>Denver</td>
<td>WSWS, WSWV</td>
<td>694,280</td>
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<tr>
<td>Fort Worth</td>
<td>KTVT</td>
<td>327,000</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>KSLF, WFAA, WBAP-TV</td>
<td>196,985</td>
</tr>
<tr>
<td>Dallas- Fort Worth Cities Include: Dallas, Fort Worth, Race Track, E. Dallas</td>
<td>136,000</td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>WHIO, WTOL</td>
<td>253,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJZ, WKBW, WWJ, WWJV, WXYZ-TV</td>
<td>78,198</td>
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<tr>
<td>Erie</td>
<td>WIC, WJZ</td>
<td>817,000</td>
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<tr>
<td>Ft. Worth</td>
<td>WFTS</td>
<td>175,550</td>
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<tr>
<td>Dallas</td>
<td>WABP-TV, KRKL-TV, WWRAA, WTV</td>
<td>196,985</td>
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<tr>
<td>Grand Rapids, Michigan</td>
<td>WRMV-TV</td>
<td>233,961</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WFMV-TV</td>
<td>141,215</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KOMG-KHMA-1, KOAMA</td>
<td>210,500</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>2,510,500</td>
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<tr>
<td>Moline, Illinois</td>
<td>WJZ, WWJ, WWJ</td>
<td>127,904</td>
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<tr>
<td>Indianapolis</td>
<td>WSBV-TV</td>
<td>297,900</td>
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<tr>
<td>Jackson</td>
<td>WLBK-TV</td>
<td>88,900</td>
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<td>Kansas City</td>
<td>WRLR</td>
<td>681,904</td>
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<tr>
<td>Long Beach</td>
<td>WGNR, WTVT</td>
<td>2,480,603</td>
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<td>Los Angeles</td>
<td>KTLA, KNX, KXTV</td>
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<td>Newport News</td>
<td>WTV, WTV</td>
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<tr>
<td>Oklahoma City</td>
<td>WTV, WTV</td>
<td>170,832</td>
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<tr>
<td>Cincinnati</td>
<td>KMTV</td>
<td>154,877</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCAUTV</td>
<td>1,134,508</td>
</tr>
<tr>
<td>Detroit</td>
<td>KPHO</td>
<td>67,600</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WOTM</td>
<td>523,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR, WPRO</td>
<td>248,000</td>
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<tr>
<td>Rochester</td>
<td>WHEC</td>
<td>140,859</td>
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<tr>
<td>Rock Island</td>
<td>WHAM</td>
<td>30,700</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WHIN, WTV, WTV, WTV</td>
<td>144,000</td>
</tr>
<tr>
<td>St. Paul</td>
<td>WCCO</td>
<td>154,000</td>
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<tr>
<td>San Antonio</td>
<td>KTV, WOAL-TV</td>
<td>115,250</td>
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<tr>
<td>San Francisco</td>
<td>KPIX, KNX, KRON-5</td>
<td>481,000</td>
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<tr>
<td>Seattle</td>
<td>KSHN, KRNTV</td>
<td>244,500</td>
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<td>Washington</td>
<td>KGW</td>
<td>211,900</td>
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<td>Washington, D.C.</td>
<td>WASH-TV</td>
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<td>Washington</td>
<td>WHAG, WTV, WTV, WTV</td>
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<td>Washington</td>
<td>WTTV</td>
<td>200,255</td>
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<td>West Palm Beach</td>
<td>WPLG</td>
<td>120,000</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WITN</td>
<td>123,200</td>
</tr>
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</table>

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electrical companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

**Viewers Preferences Stable, Nielsen Finds**

LITTLE change in preferences of TV viewers is indicated in October report of A. C. Nielsen Co., which shows variety shows, situation comedies and general drama ranking one-two-three in audience, favor, same as in October 1951. Nielsen summer TV-ratings highlight Mr. Peepers and My Little Margie as summer replacement shows that made good. Former has already won a weekly spot on NBC-TV for Reynolds Metals and Margie is returning to CBS-TV in January.

**Top Evening Shows Listed by Trendex**

TOP ten Trendex ratings for evening network sponsored TV programs for week of Dec. 1-7, based on one live show during that period, are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy (CBS)</td>
<td>65.0</td>
</tr>
<tr>
<td>2. Godfrey's Talent Scouts (CBS)</td>
<td>48.0</td>
</tr>
<tr>
<td>3. Godfrey's Friends (CBS)</td>
<td>46.3</td>
</tr>
<tr>
<td>4. Dragnet (NBC)</td>
<td>39.1</td>
</tr>
<tr>
<td>5. One Man's Family (NBC)</td>
<td>33.3</td>
</tr>
<tr>
<td>6. Honeymoon (CBS)</td>
<td>32.0</td>
</tr>
<tr>
<td>7. You Bet Your Life (NBC)</td>
<td>32.0</td>
</tr>
<tr>
<td>8. Backer Squad (CBS)</td>
<td>33.0</td>
</tr>
<tr>
<td>9. Six Faces in Action (NBC)</td>
<td>29.5</td>
</tr>
<tr>
<td>10. What's My Line? (CBS)</td>
<td>29.9</td>
</tr>
</tbody>
</table>

**Weekly Television Survey—December 22, 1952**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>210,000</td>
</tr>
<tr>
<td>New York</td>
<td>WOR, WBB</td>
<td>30,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAUTV, WHITV, WPTZ</td>
<td>1,134,508</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBB</td>
<td>164,499</td>
</tr>
<tr>
<td>Miami</td>
<td>KTV, WCCO</td>
<td>137,350</td>
</tr>
<tr>
<td>Boston</td>
<td>KKTV, WTV, WTV</td>
<td>329,500</td>
</tr>
<tr>
<td>New York</td>
<td>WWNY, WNBC, WHN</td>
<td>349,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KPIX, KRON-5</td>
<td>133,215</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KTV, WTV, WTV</td>
<td>144,000</td>
</tr>
</tbody>
</table>

Total Sets in Use: 19,692,514

**BROADCASTING • Telecastin**
Speaking of Public Service...

Public service to Marylanders is a strong aspect of WMAR-TV programming. Among the many regular telecasts devoted to information and education are:

1—"Your Family Doctor," Thursdays, 7:15 P.M.
2—"Your Child In School," Thursdays, 11 A.M.
3—"Comeback!" Alternate Tuesdays, 6:30 P.M.
4—"The Pastor's Study," Fridays, 11:15 P.M.
5—"The Big Question," with Ed Kassan, Mondays, 7:15 P.M.

In Maryland, most people watch **WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO

CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILATE OF THE COLUMBIA BROADCASTING SYSTEM
10 Ufhs, 3 Vhfs Granted by FCC

(Continued from page 59)

Danville a permit for uhf Ch. 24, the Commission conditioned the authorization upon Mrs. Edna N. Gourley, 0.96% stockholder, disposing of her 0.004% interest in WDCV-AM.

WITH-TV Baltimore, new uhf Ch. 60 grantee, will be an independent outlet according to Thomas G. Tinley Jr., president and general manager. Project for independent uhf operation in the major market has been worked out by Mr. Tinley and Jake Embrey, WITH sales manager. Commencement date has been set but negotiations are underway for equipment, he said.

KFDX-TV Wichita Falls, vhf Ch. 3 grantee, hopes to get on the air in 90 days, D. A. Carr, president and general manager, reported. RCA equipment is ordered and the tower is on hand. The AM outlet is an ABC affiliate, represented by O. L. Taylor Co.

WAZL Date Not Set

WAZL-TV Hazleton, awarded uhf Ch. 63, has no target date but is working on the necessary equipment, according to Victor C. Diehm, president and general manager. Robert T. Meeker & Assoc., representing the AM station, will also handle national business for the TV outlet, he said. WAZL is affiliated with Mutual and NBC.

WSGN-TV Birmingham, uhf Ch. 48 grantee, has no target date for equipment at this time but plans will be announced soon, Henry P. Johnson, managing director, reported. WSGN is an ABC outlet.

KGGL-TV San Angelo, vhf Ch. 3, does not have a prospective commencement date at this time but John E. Pearson Co. will be representing the AM station, will also handle national business for the TV outlet, he said. KGKL is Mutual.

Southland Telecasters' new uhf Ch. 25 outlet at Lake Charles hopes to get on the air sometime between April and June, depending upon equipment deliveries, according to Tom E. Gibbins, vice president and manager. GB equipment is specified and Adam J. Young Jr., Inc. will be representative, he said. Mr. Gibbins reported that associated WAFB-TV Baton Rouge, uhf Ch. 29, which authorized earlier, hopes to commence in January if RCA equipment is delivered in time.

Easton Pub. Co., operator of WEEX (FM) Easton and new uhf Ch. 7 outlet, which is licensed and with commencement sometime in the spring using DuMont equipment, according to J. L. Stackhouse, president-treasurer.

Chattanooga Broadcasting Corp., uhf Ch. 17 grantee at Buffalo, is hoping for target date of April 1 and expects to have settled negotiations on equipment, network and representative in about 10 days, Sherwin Grossman, president.

Meanwhile, RCA has announced shipment plans for its first factory produced uhf transmitters, all going to new uhf grantee WFPF-TV Atlantic City, WSFT-TV South Bend, Ind., WBEF- TV Wilkes-Barre, Pa., and WSBA-TV York, Pa. (see story page 59).

Reports also have been received from other new grantees concerning commencement dates. Val Lawrence, general manager of KROD-TV, vhf Ch. 4 grantee in El Paso, Tex., said the station began commercial programming week ago yesterday (Dec. 24) at 4:20 p.m. to 10:30 p.m. daily. Time sales are "excellent" for the CBS-TV and DuMont affiliated station, he reported.

Richard O. Dunnung, president and general manager of KHQ-TV Spokane, vhf Ch. 6 grantee, said that as soon as FCC grants authority for commercial operation, which has already been requested, the station will begin commercial programming with full effective radiated power of 100 kw visual. Operating schedule for the first week or two is not definite. Mr. Dunnung said, but he expects to telecast at least three hours of programming a night, or about 20 hours a week. Because Spokane is not an interconnected city, KHQ-TV will use kinescopes of network programs for its first few months of operation.

Ed Craney, KXXL-TV Spokane general manager, said that although there was a chance that the station could have gone on the air with low power, he is going to wait a few extra days and begin operations with effective radiated power of 100 kw visual.

He said RCA shipped a vhf Ch. 13 transmitter instead of one tuned for vhf Ch. 4, so certain adjustments had to be made in it. Mr. Craney said no airplanes had been landing in Spokane for five days, but that now the weather outlook was better—though there is about 12 feet of snow atop Mt. Spokane, KXXL-TV transmitter site.

KXXL-TV has been operating its studio equipment in closed circuit programming from 11 a.m. to 8:30 p.m. daily, said he, so that the staff will be ready to begin immediate operations as soon as the transmitter is ready. He still hopes to be on the air by Dec. 25, but was afraid he might not make that date.

W. O. Pape, president of WALA-TV Mobile, Ala., said delay in getting RCA equipment will prevent the station from going on the air Dec. 20, as originally expected. He said the station may be on the air by Jan. 1, however. Assigned vhf Ch. 10, WALA-TV will be affiliated with ABC-TV and CBS-TV.

Equipment Delay

R. H. Moore, commercial manager for WKAB-TV, vhf Ch. 48 grantee, said equipment delay was going to prevent that Mobile, Ala., station from making its Dec. 15 target date. The first GE uhf antenna was to have been shipped last Friday, Mr. Moore said, and the station should be on the air by Jan. 1.

Karl Wyler, KTSV-EL Paso, vhf Ch. 9 permittee, said the station will beat its Jan. 1 target date by a week. He expects KTSV-EL to begin programming either Christmas Eve or Dec. 25, even though there have been some delays in getting RCA equipment. Network affiliation will be NBC-TV.

Wallace Dunlap, WICC-TV Bridgeport, Conn., program director, said the station was number one on Federal Telephone and Radio Corp.'s list for uhf transmitters. Mr. Dunlap said the studios and transmitter building are all ready and the uhf Ch. 43 station is completely staffed. He expects to begin telecasting between Jan. 15 and 31.

Dahl W. Mack, part-owner of WTVU (TV) Scranton, Pa., vhf Ch. 7 grantee, said his station was number two on Federal's list and was working for a February or March starting date. He reported that Jan King, former manager of WEAV Plattsburg, N. Y., is general manager of WTVU (TV), and Charles Halle, formerly with WXEL (TV) Cleveland, is chief engineer. Donald Cooke Inc. will be national sales representative, Mr. Mack said.

George Smith, vice president and general manager of KFOR-TV Lincoln, Neb., vhf Ch. 10 permittee, said the station now is aiming for an April 1 starting date. RCA equipment will be used.

WBCK-TV Battle Creek, Mich., new grantee on uhf Ch. 58, is planning commencement target date of August but has not set a date. Robert R. Wilbur, chief engineer.

WWLP (TV) Springfield, Mass., vhf Ch. 61, expects to begin telecasting Jan. 15, according to president plans.

KVTI (TV) is call assigned to new Cowles 1 outlet on vhf Ch. 9 at Sioux City, Iowa, and April 1 is proposed starting date, Robert A. Tincher, vice president and general manager of Cowles' WNIK-Kankton, S. D., has reported. KTVI is affiliated with all four networks with basic, he said.

All equipment has been ordered, Mr. Tincher stated, and the staff should be completed shortly after the first of the year.

Test Pattern Date Named

WLBC-TV Muncie, Ind., uhf Ch. 49 permittee, expects to achieve its predicted March 1 test pattern date, according to President-Treasurer C. D. Burton. Programming would begin March 8. Walls are almost completed on a 66 ft. extension to the station's present A&M studios to accommodate a TV studio.

KCB-D-Lubbock, Tex., vhf Ch. 11 permittee, which plans commencement in the early spring has started construction of transmitters and studios facilities at studio facilities at southern edge of the city, it has been reported by Choc Hutcherson, news director.

WONE-TV Dayton, Ohio, uhf Ch. 17, which is expected to come on the air by July, Ronald B. Woodyard, president, has reported. Total investment is predicted to run $700,000 to $1 million, including downtown studios.

No target date is set for WTVF (TV) Decatur, Ill., uhf Ch. 17, according to W. L. Shellabarger, president, but delivery of a 1 kw RCA transmitter has been promised for early in the summer.

Similarly, WKLO-TV Louisville has no commencement date at this time but equipment for the uhf Ch. 1 outlet is expected to be in place in spring. Joe Eaton, general manager, reported present radio studios in the Henry Clay Hotel are spacious enough to accommodate a TV studio. WKLO is an ABC basic affiliate.

WSDU-TV New Orleans, predicted to freeze vhf Ch. 6 outlet which has been newly authorized to increase effective radiated power to full 100 kw.
kw [B[T, Dec. 16], expects to make the change in the spring, it was reported by Edgar B. Stern Jr., president. ERP presently is 31 kw.

KSD-TV St. Louis, vhf Ch. 5, also granted full 100 kw ERP, will involve investment of $150,000, according to George M. Burbaeh, general manager. Present ERP is 16 kw. New six-bay antenna will replace present three-bay unit on KSD-TV's 600 ft. tower in downtown St. Louis.

Following is the list of mutually-exclusive applications which FCC passed over last week when acting upon the 13 new station grants. Passing over is a part of the temporary expediting procedure begun Oct. 15. The applications passed over:

**GROUP A**

**Applicant** | **Location** | **Channel**
---|---|---
Western Maryland Broadcasting Co. | Cumberland, Md. | 17
Maryland Radio Corp. | Marion, Ind. | 17
WIOX, Inc. | Binghamton, N.Y. | 13
Tulsa Broadcasting Co. | Tulsa, Okla. | 8
Ohio Press Pub. Co. | Steubenville, Ohio | 8
Becky Co. of the South | Spartanburg, S.C. | 7

**GROUP B**

**Applicant** | **Location** | **Channel**
---|---|---
Hagerstown Broadcasting Co. | Hagerstown, Md. | 53
United Broadcasting Co. of Western Md. | Cumberland, Md. | 52
Bedford Broadcasting Co. | Eau Claire, Wis. | 12
Central Broadcasting Co. | Columbus, Ohio | 12
Enid Radiophone Co. | Enid, Okla. | 12
Stevens Electronics Inc. | Eugene, Ore. | 12
Lone Star Broadcasting Co. | Houston, Texas | 13

**MARKET DATA**

<table>
<thead>
<tr>
<th>Market</th>
<th>Population</th>
<th>Families</th>
<th>Food Sales</th>
<th>Drug Sales</th>
<th>Retail Sales</th>
<th>Effective Buying Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950-51</td>
<td>3,299,300</td>
<td>392,000</td>
<td>$790,400</td>
<td>$48,506</td>
<td>$1,328,557,000</td>
<td>$2,673,310,000</td>
</tr>
</tbody>
</table>

FCC was asked Thursday by NARTB to extend for 20 days the deadline for comments on proposed regulations governing TV auxiliary broadcast stations.

NARTB President Harold Pollows said the petition asks for the association's special TV Engineering Advisory Committee to study field data gathered from broadcasters and manufacturers. Neal McNaughton, NARTB engineering director, has turned the material over to the committee.

Members of the TV committee are Raymond Guy, NBC, chairman; Rodney Chipp, DuMont TV Network; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, Steinman stations; Carlton G. Nopper, WMAR (TV) Baltimore; Jack R. Popple, South Orange, N.J.; R. J. Rockwell, Crosley Broadcasting Corp.

**BROADCASTING • Telecasting**

December 22, 1952 • Page 77

**McLAUGHLIN NAMED WICU (TV) General Manager**

NAMED general manager of WICU (TV) Erie, Pa., effective Dec. 1, is Ben McLaughlin, who has been acting in that capacity since last ing him to his May, Edward Lamb, owner of WICU, W I K K that city and the Erie Dispatch said last week. McLaughlin started with the station as an advertising sales.

Mr. McLaughlin man, with rapid promotions carry present job in three years.

Mr. McLaughlin is active in the Erie Advertising Council, Erie Advertising Club and Sales Executives Club.
and other businessmen (see story page 60). (Class E): City priority status: Gr. A-4, No. 30.

HONOLULU, T. H.—Territorial Telecasters, vbf Ch. 13 (210-216 mc); ERP 12.15 kw visual, 7.12 kw aural; antenna height above average terrain 392 ft., above ground 437 ft. Estimated construction cost $3,350,000; revenue $1,500,000. Post Office address F. O. Box 313, Honolulu. Studio and transmitter location Hawaiian Islands and Pacific Heights Road, adjacent to 2200 Pacific Heights Road. Geographic coordinates 21° 29' 50" N., 157° 59' 52" W. Long. Transmitter and antenna RCA. Legal counsel consisting of attorney Frank Pitch. Principals include President Christmas Early (12.6%), actress and employee of KCHON Honolulu; Vice President William W. Murphy, employer of KFUT, Honolulu from 1951, to November 1952; Acts (Mrs. E. E.) Crangan (41.7%), warmup equipment sales and wholesale hardware distribution, Honolulu; Jerry J. Nevell (33.3%), owner of Press Dispatch (trans-oceanic radio communications), and owner of Hawaiian Islands Communications (radio telephone services), both, Honolulu, and Frank W. Pitch Jr. (12.3%), San Francisco and Honolulu electronics consulting engineer. City priority status not applicable to Hawaiian Islands.

AMENDED APPLICATIONS

FILED

CLAYTON, Mo. — The Lutheran Church—Missouri Synod (KFPU), vbf Ch. 13 (210-216 mc); ERP 9.4 kw visual, antenna height above average terrain 326 ft., above ground 336 ft. Estimated construction cost $850,000, first year operating cost $425,000. Estimated revenue because non-commercial operation is contemplated. Post Office address 216 North Broadway, St. Louis, Mo., or 801 De Mun Ave., Clayton, Mo. Studio and transmitter location 801 De Mun Ave., Clayton, Mo. Studio and transmitter location 3910 Delmar, Clayton, Mo. Geographic coordinates 38° 29' 26.7" N., 90° 19' 57" W. Long. Legal counsel: Cummings, Stanley, Truitt & Coon. (For application, see TVApplications, B-T, July 28.) City priority status: Gr. B-4, No. 176.


PITTSBURGH, Pa.—Northwest Television Corporation, vbf Ch. 18 (500-505 mc); ERP 186 kw visual, 100 kw aural; antenna height above average terrain 1,132 ft., above ground 1,050 ft. Transmitter and antenna: Menlo Park. City priority status: Gr. B-4, No. 102.

PHILLY FANS OPPOSE NCAA PLAN

(Also see story, page 88)

FOOTBALL fans in the metropolitan Philadelphia area are opposed to the National Collegiate Athletic Ass'n's Game-of-the-Week television program four to one, according to results of a two-week symposium conducted by the Philadelphia Inquirer.

Results of the Inquirer search into readers' viewpoints on telecasting of college football games were made known last week. The DuMont Television Network, which has voiced strong opposition to NCAA's limited college football TV program [B-T, Nov. 24, et seq.] also circulated excerpts from the study. At the same time, the Chicago Herald-American announced it is beginning a balloting among readers to ascertain their opinions.

Leo Riordan, executive sports editor of the Inquirer, commented in his newspaper that "nearly 80% of our readers are opposed to centralized control of football telecasts." He declared most letters suggested three telecasts weekly—a local game, a sectional game and a national game of the week.

Other suggestions from readers, according to Mr. Riordan, included the telecasting of local games only and the telecasting of an unlimited number of games for a half-season and a controlled number for the remaining half-season.

Adds New Fans

"In varying degrees," Mr. Riordan continued, "many contend that watching football on TV develops new areas for the fan in the instances of being drawn to college and pro games after having watched such teams on TV."

Among the 20% of the readers who supported a controlled plan, many reported they took this stand because they feared for the survival of small college football, Mr. Riordan said.

Readers of the Chicago Herald-American are being asked to vote in favor of the NCAA plan of one game a week from anywhere in the U. S., a plan with no restrictions whatever on any schools, a Big Ten suggestion of selection one important local game in each section weekly and a plan requiring payment of a small fee to see a game on television.

'Time' Sues 'TV-Time'

CHARGING infringement of a trademark, 'Time' Inc. has filed an injunction suit in Federal District Court, Los Angeles, against TV-Time Inc., a local magazine devoted to television. The complaint declared that 'Time' Inc. by virtue of wide promotion and publicity, had acquired the sole right to use the word 'TIME' as well as the phrase "the weekly newspaper." It asserted that the local magazine, incorporated Nov. 51, by using the title 'TV-Time', the weekly newspaper of the set was giving a false impression that it was published by 'Time'.

KVTB (TV) Plans

KVTB (TV) are the call letters as signed to the new Cowles' TV out let on vbf Ch. 9 at Sioux City, Iowa, and April 1, as proposed starting date. Robert R. Tinch, vice president and general manager of Cowles' WNA Yankton, S. D., reported Dec. 12. Katz Agency is to be the national representative and station hopes to affiliate with all four networks with CBS basic, he said.

INTERFERENCE

FCC Lauds Local Groups' Work

NEARLY 200 local committees are at work or being formed to iron out community interference that mars TV reception according to FCC. As a result of a year's effort, the project started by the FCC's field work has been turned over to 170 operating committees with another 30 in the formative stage. The local TV committees, as they are known, bring the set owner, industry and amateurs together in a common attack on interference problems. The project has led to efforts by amateur operators to restrict radio activities because of potential interference to TV reception. Amateurs, in turn, have formed special clubs operating on a local basis.

Local TV groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, Radio-Television Mfrs. Ass'n., broadcasters, radio station owners, TV stations, airwaves, distributors and service companies. According to FCC, local TV committees have developed cooperation among the public in the interference problem and have minimized the effect on radio services and TV reception. This has led to a reduced number of interference complaints to the FCC, greatly reduced. Much activity has been in city areas but the work is moving into rural sections. FCC benefits by ability to handle more of its routine work because personnel is not so busy with interferencerelated problems.

Many TV viewers have found others or other minor receiver changes eliminate interference according to FCC. Amateurs have installed these filters in many cases.

While some interference cases have been traced to amateurs, there are many other causes. "An awful squealing noise" every Friday night during wrestling telecasts was traced to an elderly relative who visited a family free of the bouts. Weak batteries in his hearing aid were causing the squeals.

The cooperative project has dem onstrated TV viewers and ham operators can live in the same neighborhood in complete electronic peace. FCC explained much of the credit for the club idea can be traced to amateur radio club which long have worked on interference problems.

BROADCASTING • Telecasting
McAVITY SEES
Swing to Live Video

FUTURE of television program-
ming rests in live instead of filmed
programs, Thomas A. McAvity,
NBC national program director,
said in a talk on the "New Concepts in TV Produc-
tion" at the December meeting of
the Television Assn. of Philadel-
phia.

Real comedians play better to a
live audience and some comedy
shows now on film will return to
live, Mr. McAvity said. A live show
can be improved as it goes along,
but when a show is on film it is too
late to do anything about it, Mr.
McAvity said. He said a performer
in a live show, playing before an
audience, feels the same excitement
as on an 'opening night.' Kinescop-
ing, he said, might be the answer
in some cases.

Mr. McAvity stressed need for
good talent and scripts describing
NBC efforts to develop writers and
entertainers on a more worthy level.
"The spark plug," he said, needed
for a show. Films were shown at
the meeting on NBC's newest TV
production techniques.

Humbert L. Ladd, president &
genral manager of WHUM-AM-
TV Reading described progress by
his ufh station, expected to begin
operations in the near future.

FRANKEL JOINS
Exhibitors' Theatre TV Unit

LOU FRANKEL, former general
manager of WFDR (FM) New
York, has joined National Exhib-
itors Theatre TV Committee as
assistant to S. H. Fabian, chair-
man. He will work with Stuart
Bailey, NETTC engineering con-
solidant, and Marcus Cohn, NETTC
counsel, as well as Mr. Fabian in
coordinating preparations for the
forthcoming FCC hearing on the
NETTC petition that frequencies
be allocated to theatre television

Mr. Frankel in recent months
was with the Democratic National
Committee.

IND. U. CONFERENCE
Addressed by Ladd

TELEVISION has seen its best
days, viewed as an entire medium,
Bill Ladd, radio-TV editor of the
Louisville Courier-Journal, told a
conference on educational video
sponsored by Indiana U.'s radio
and TV service at Bloomington Dec. 12.

Speaking at the conference dinner
meeting, Mr. Ladd said he feared the
pace of "good and valuable" TV material will drop "year
by year and almost week by week"
as commercialism and the number
of TV stations increase. The gen-
eral level of programming will
drop, just as in radio, he said. He
defended the commercialized form
of radio and TV as "the best sys-
tem in the world."

BROADCASTING * Telecasting

CHATTING at Television Assn. of Philadelphia's third dinner meeting of
the season at the Poor Richard Club are (l to r) Arthur Borowsky, association
president; Humbert J. Greig, president, WHUM-AM-TV Reading, Pa.; Ernest
Wallig, director of programming, WFTZ (TV) Philadelphia, and Thomas A.
McAvity, NBC national program director. Messrs. Greig and McAvity were
principal speakers.

EQUIPMENT GIFT

WEC Gives to Texas A&M

TELEVISION equipment used by
Westinghouse Electric Corp. in its
series of Stratovision experiments
was presented Tuesday to Texas
Agricultural & Mechanical College
for use in the college's electrical
engineering laboratory.

The audio and video transmitters
as well as power supply were de-
developed for the airborne system
of telecasting by C. E. Nobles,
Westinghouse engineer and Texas
A&M graduate, who presented the
equipment to Dr. M. T. Harrington,
president of the college.

At the presentation luncheon L. W.
McLeod, Westinghouse south-
western vice president, recalled the
Stratovision project was started in
1945 and successfully demonstrated
to the public during the Republican
National Convention and World
Series in 1948. He said the experi-
ments had yielded much data on
high-frequency wave propagation.

The material is used by the milit-
ary for application to classified
projects. He called Stratovision an
example of industry's faith in the
future. Problems of licensing sta-
tions precluded commercial use of
Stratovision, he said.

'RR HOUR' TV

Plans Being Set

HALF-hour audition kinescope
will be shot at NBC TV Center,
Burbank, during the second week
of January for a proposed video
version of the NBC radio Railroad
Hour. Walter Craig, vice president
in charge of radio-TV for Benton
& Bowles Inc., New York, agency
for Assn. of American Railroads,
is in Hollywood to line up a star
to replace Gordon MacRae. Star
of the radio version, Mr. MacRae
is under contract to Warner Bros.
and unable to make TV appear-
ances.

With Song of Norway the possi-
bile audition show, Al Kaye, vice
president in charge of agency's
West Coast operations, is set as
producer. Murray Bolen, director
at the radio station, was assigned
from a script adaptation by Jerome
Lawrence and Robert Lee. Mr.
Craig will supervise the operation.

NEW UHF ANTENNA

Workshop Assoc. Shows

NEW ufh TV antenna, with claimed
features of simplicity and rugged-
ness, was introduced to consulting
and FCC engineers this week in
Washington by the Workshop
Assoc. Div. of Gabriel Co., Need-
ham Heights, Mass.

A slotted radiator, the antenna
is reported to have no connectors
or insulators, fewer icing problems
and wind resistance, and to be
mechanically simpler than other
similar antennas. First commercial
use will be at WJOC-FM New-
port, for ufh Ch. 45, which is due
on the air Jan. 1.

Ten-foot high single bay an-
tenna, which has 12 slots on each
of the four sides of the element,
has a power gain of 14, it was said.
A 20-ft. two bay antenna has a
power gain of 25, it was stated.
Prices range from $6,000 to $15,000.
Workshop Assoc. has plans for a
half-bay antenna to work with low-
powered ufh transmitters, it was
reported.

Lynx to Visit U. S.

J. J. LYNX, of J. J. Lynx Copy-
rights Ltd., a London sound and TV
sales firm, plans to visit the United
States next month to discuss mar-
et possibilities of American TV
film programs in Europe. Advance
notice reports that Mr. Lynx, sup-
plier of most European stations
with transmitted music for radio,
has been asked by these stations
for TV films and TV scripts, of
which there is said to be a shortage
in Europe.

United World Sales

United World Films Inc., N. Y.,
has sold a special Christmas pack-
age of eight subjects to WSPD-
TV Toledo; KPIX (TV) San Fran-
cisco, WJAC-TV Johnstown, Pa.;
WEM-TV Nashville; WAGL-TV
Lancaster; KFMB-TV San Diego;
WBKB (TV) Chicago; WXYZ-
TV Detroit and KPTV (TV) Port-
land. Firm also has sold "Going
Places," a 16-mph film, to WKY-TV
Oklahoma City and "Headlines on
Parade" to KRTB-
TV Austin.

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WANT FULL COVERAGE

THEN SAY

WHEN

TELEVISION

WORLD'S FAIR

WANT FULL COVERAGE

WHEN

TELEVISION

SYRACUSE

WITH ITS NEW TOWER

WHEN Blankets the area as the most powerful TV station in

Central New York.

Now with 50,000 Watts

See your nearest

KATZ AGENCY

for time on Central New York's

most looked at TV station.

CBS * ABC * Dumont

WHEN

BROADCASTING

SyRACUSE

A MEREDITH STATION

December 22, 1952 * Page 79
**FLASH!**

**WAVE-TV OFFERS TOP AVAILABILITY!**

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", at surprisingly low cost!

**FORMAT:** A tremendously popular series of topflight modern film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller - a truly first-class show.

**TYPICAL SHOWS:** Upcoming features include "WITHOUT HONOR" (1940) with Laine Day and Frank Tove; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EYE" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

**TIME:** Tuesday night at 9:45 — the perfect movie-time for television.

**CHECK WITH:** Free & Peters!

---

**WAVE-TV**

**FIRST IN KENTUCKY**

**Channel 5**

**NBC • ABC • DUMONT**

**LOUISVILLE, KENTUCKY**

**FREE & PETERS, Inc.**

Exclusive National Representatives

---

**film report**

**Sales . . .**

Consolidated Television Sales, New York, reported last week that Charles Dickens’ "Christmas Carol," rights, which it acquired from Tableau Productions Ltd. [B*7, Dec. 6], has been sold in 14 markets in a single week's selling effort.

**WJAR-TV Providence is the 11th station to schedule Close-Up, weekly quarter-hour TV news film series, according to Reub R. Kaufman, head of Guild Films Inc., distributor for American Newsreel Corp., New York. Contracts, now being negotiated, are expected to bring total of markets to 24 by Feb. 15. John H. (Jack) Tobin, managing editor of Spotnews Productions (AP television service affiliate) and former radio news commentator, joins the production firm as reporter, editor and commentator on the series, program budget of which has been doubled.


**Sarra Inc., Chicago, has completed three series of television film spots. A one-minute commercial for Northern Paper Mills, Green Bay, Wis., has been released to Young & Rubicam, Chicago. The studio also filmed two one-minute TV spots for the Real City Inc., Chicago, featuring the Posturepedic mattress, for issuance to dealers. The agency is Ollan & Bronner, Chicago. For Grove Labs., through Gardner Adv., St. Louis, Sarra filmed a series of five eight-second station breaks on behalf of Bromo-Seltzer tablets.

**Pacific Coast Borax Co., New York, has signed Flying A Productions Inc., Hollywood, to film an additional 13 half-hour TV programs in Death Valley Days series, distributed on a regional basis. Agency is McCann-Erickson Inc.

**Production . . .**

Mark VII Ltd., Burbank, producer of NBC-TV Dragnet film series, is planning to film a TV version of Pete Kelly's Blues, heard on NBC radio during summer of 1951. Similar operation, as is used on Dragnet, will go into new series which deals with a Kansas City jazz musician of the '30s. Shooting is scheduled for June with Jack Webb as director, Stan Meyer, executive producer, and Michael Meshekoff, producer.

**Arrow Productions Inc., Hollywood, is readying plans for the filming of 26 half-hour technicolor programs in King Arthur and Knights of the Round Table series, to be shot in England. The films will be released to TV in the United States and to theatres in foreign markets, according to Leon Fromkess, executive producer. He will leave for England in March to complete production details.

**Flying A Productions Inc., Hollywood, has completed the 78th half-hour film in Range Rider TV series handled by CBS-TV Film Sales. Co-stars Jack Mahoney and Dick Jones are to be featured by the firm in another TV series, not a western.

**Random Shots . . .**

Mutual Television Productions, Hollywood, has become a partner in Sovereign Productions, that city, with the former's executives serving in a business administrative capacity. Sovereign's president, Stuart Reynolds, will be in charge of sales and distribution; Mutual's president, vice-president and treasurer — Rudolph Monter, Edward M. Gray and William Cane, respectively — will handle Sovereign's business operations, apart from their own TV film production activity.


**Film People . . .**

Western Television Productions Inc. has been formed in Denver to provide a new TV market with on-the-spot service to advertisers and agencies, according to Burt M. Harris, formerly producer-director of WDTV (TV) Pittsburgh and director of the new firm. He said services include live and film production of commercials, packaged programs and TV consultation.

**Film People . . .**

Edward Bunker (second from l), newly-appointed sales manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, discusses future plans with fellow broadcasters. At get-acquainted session are (I to r): Burt Cochran, vice president, McCann-Erickson Inc., Los Angeles; Mr. Bunker; Merle Janes, vice president, CBS-Western; Charles Braubach, director of TV development, KNXT, and Tom Dawson, national spot sales manager, CBS-TV.

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**CBS-TV will review the news highlights of the year in "Our Year," hosted by Andy Williams. "Our Year" will air Thursday, Dec. 31 at 12:05 a.m. EST. Jan. 1, Walter Cronkite will serve as host and David Satter as producer.**
WSLS-TV DEBUT
Re-Starts After Storm Delay

WSLS-TV Roanoke managed to get on the air and remain there Dec. 11, after an attempt the day before was thwarted by lightning [B+T, Dec. 15].

At 6:02 p.m. Dec. 10, WSLS-TV began its test pattern on Ch. 10, just 90 days after receiving its CP. Sixty-seven minutes later, lightning struck the control room in downtown Roanoke. Seven minutes later, another bolt struck the power line on Poor Mountain, knocking out the transmitter.

J. P. Briggs, chief engineer, said he had alerted his staff for every type of emergency, except for a "summer" storm in December.

Late the following afternoon, the station took to the air again. A simple ceremony was held at 3:10 p.m. Mel Linkous, senior WSLS-AM-FM announcer, introduced the inaugural show.

An NBC-TV affiliate, WSLS-TV's first show was that of Dinah Shore. This was at 7:30 p.m.

On hand to assist at the opening were John Wade, Avery-Knodel TV representative; Winston Hope, WTVR-TV Norfolk, Va.; John Hayer, Herb Dover, Bill Fletcher and Charles Wright, RCA engineers; Roy Moffatt, NBC engineer, and Paul Hancock, of NBC Station Relations Dept.

Station is operating with an intermix power of 12.6 kw and expects to increase its power to 25.2 kw earliest next year.

ALIF. EDUCATORS
FCC's Walker Urges Action

"CC CHAIRMAN Paul A. Walker ast Monday called on California educators to "move rapidly" in applying for the remaining seven non-commercial educational channels in that state by next June 2. He expressed confidence that "will begin to construction of a state-wide educational television network at he earliest possible, practical moment."

Chairman Walker spoke at the governor's Conference on Educational Television in Sacramento, Calif. Gov. Earl Warren noted that he only station under construction, out of eight earmarked for California, is one in Los Angeles, with ends supplied by the Hancock foundation. It is slated to begin operation early next year.

The Governor said he might ask he legislature for funds to finance even other outlets—In Sacramento, an Jose, Stockton, San Diego, Oakland, Fresno and Stockton. he stations could be built and op- erated at an annual average cost f $250,000 each, Gov. Warren stressed.

KEN-TV Youngstown, Ohio, has completed construction of its new uhf tower and antenna. It is billed to be the second commercial uhf an- nouncement in the U.S. to be completely installed and ready for operation.

CHICAGO CENTER
Educators May Ask Britannica Aid

INTIMATION that the proposed new Educational Television & Radio Center in Chicago may tap Encyclopedia Britannica, a commercial firm, for film features to service educational TV outlets authorized by FCC was given last week.

The possibility was held out by Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, one of the prime-movers behind the project.

Plans for the Chicago center, which would serve as a national distribution point or clearinghouse for educational radio-TV mate- rial, were involved over a fort- night ago in a meeting attended by representatives of NCCT and the Ford Foundation's Fund for Adult Education, among other groups [B+T, Dec. 15].

A similar project, on the regional level, was recommended by the Southern Regional Conference on Educational Television in At- lanta the past fortnight (see sepa- rate story).

Encyclopedia Britannica Inc. and its subsidiary, Encyclopedia Brit- tanica Films, are principally owned by Sen. William Benton (D-Conn.), who also serves as board chairman. C. Scott Fite, president of the Fund for Adult Education and board member of the Chicago center, is a former president of Encyclopedia Brit- tanica Films. Sen. Benton has shown an avid interest in the development of educational, non-commercial television stations.

Mr. Mullen told Broadcasting — Telecasting it is "conceivable" that some features of Encyclo- pedia Britannica would be used, although the prospect had not been raised in early discussions. He added that "it would be no trick at all to tap it for perhaps 100 hours of excellent film material."

The center will maintain no pro- duction facilities (cameras, etc.) as such hopes to farm out actual production to commercial companies, once ideas are devised for specific presentations.

It would also use existing films on subjects in which certain firms specialize—subjects like geography and others.

As an example, Mr. Mullen said, Louis deRochemont's firm may be considered for one type of film. He cited CBS-TV's Omnibus as an excellent type of educational TV fare.

Initial objectives of the center, Mr. Mullen explained, will be to review available film materials, collecting kinescopes, and launch the production of new film features. The center proposes to rent out features to educational TV outlets.

The project is "academic," Mr. Mullen conceded, "until such time as educational outlets take the air."

Operation of the center will be started with a $1,350,000 grant from the Fund for Adult Education. Conceivably, additional out- lays could be made by the Ford Foundation, Mr. Mullen noted. In due course, he added, the center "may be in a position to appeal to private interests for funds."

Mr. Mullen rejected the possibility of any large physical plant along the lines of CBS Television City, although it may have to con- struct a building later. This jour- nal was in error when it reported that such construction is imminent.

Details for the center are being handled by George Overton, an attorney with offices at 134 S. LaSalle St. in Chicago. Personnel will be added as the project progresses.


Camera Lift

NBC-TV was scheduled to utilize the Hydro-Sky Lift, a device permitting a TV cam- era and its operator to be lifted 40 feet in the air, on last Saturday's Hit Parade program (10:30-11 p.m. EST). Officials said the vertice, which is distributed by Maxwell Equipment Co. of Milford, Conn., surpasses present TV camera maneuverability of 15 feet, and is capable of revolving in a full circle of 360 degrees.

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Our Respects To  
(Continued from page 58)

more than the average feel for this community and region—we have been here a long time.

His father, a furniture manufacturer, was a close friend of the late Adolph Ochs, publisher of the New York Times and the Chattanooga Times.

It was natural for young Carter, born Oct. 14, 1866, to soil his hands with printer's ink at an early age. At 14, he was the first classified advertising solicitor for the Chattanooga Times.

He continued that work while attending Chattanooga High School, from which he graduated in 1924, and while taking special courses at the U. of Chattanooga.

After eight years in classified and display advertising with the Times, he joined WDOD Chattanooga as commercial manager.

Mr. Parham recalls that Earl Winger and Norman Thomas, who still own WDOD, had started the station in 1925 as a 50 w novelty to stimulate sales of receiving sets which they assembled at their Chattanooga Radio Co. WDOD operated part time until it joined the newly-begun CBS in Sept. 1929.

Memories of Early Radio

Recalling his early days in radio, Mr. Parham says:

"In those days at WDOD, everybody did everything. I even had a few programs of my own. I particularly remember the dramatization of the history of Chattanooga. He related how he was Gen. Lee in one phase of the pageant and Gen. Grant in a later phase.

Among other early programs was the Breakfast Club, with three school chums furnishing music and Mr. Parham and Frank Lane (now commercial manager at KRMG Tulsa) as "Dr. Cheer" and "Dr. Pep."

Early interviews by Mr. Parham included talks with the late Grace Moore, the late Aimee Semple McPherson and Jack Dempsey. In 1930 he broadcast the first baseball game from ticker tape at the Chattanooga News.

An average day for a broadcaster in those days, recalls Mr. Parham, went something like this: Exercise or health program at 6:30 a.m.; Breakfast Club or some "cheer up type" program from 7-8; visiting advertisers until nearly noon and rushing back to the studio for noon-time and hillibilly shows, writing copy every spare moment, spending the afternoon calling on advertisers and writing copy, and then with a last spurt of energy preparing for evening programs which usually kept the broadcaster busy until 9:30 or 10 p.m.

Mr. Parham said he had time for little else, "but we loved it."

After serving as WDOD commercial manager 18 years, Mr. Parham joined CBS Radio Sales,成了 territory sales manager.

Broadcasting was in his blood, however, and Christmastide 1950 brought him the news of his dream job.

Community service is not limited to Mr. Parham's role as a broadcaster. He is on the boards of the Chattanooga Philharmonic Assn. Retail Merchants, Mr. Good's Industries, and his church, Centenary Methodist.

He has been president of his Sunday School unit, the Martin Bible Class, and is a past master and active member of the Whorley Masonic Lodge. He also is an active member of the Alhambra Shrine, Royal Order of Jesters and Elks and Kiwanis Clubs. In addition, Mr. Parham says every fund-raising civic drive the city has had in the past 20 years has merit his energies.

Three Children

Mr. Parham is married to the former Miss Billie Kittrell. They have three children: John C., 12; Wariance, 19; and Ida Melissa, 18 months.

Aviation long was Mr. Parham's hobby. He held a commercial pilot's license from 1932 until recently. When he finds time he likes to fish.

Now, however, and for some time to come, fish may swim without the hazard of Mr. Parham's hook. He and Ken Flemilken, WDEF station manager, are spending their time and energies to achieve Mr. Parham's goal of "building a bigger and better station."

The WDEF Broadcasting Co. has applied for Ch. 12 and Mr. Parham hopes to embark on the adventure of television early in 1953. That, of course, awaits favorable FCC ruling.

Mr. Parham has no illusions that telecasting is an unchallenging venture. He was a pioneer in radio, however, and is eager to enter the new world of sound-plus-sight.

NCAA POLICY

ECAC Supports 48-2

SUPPORT of the National Collegiate Athletic Assn.'s program for limited national telecasting of college football games was a main theme at the NCAA at the 16th annual convention of the Eastern Collegiate Athletic Assn. in New York Dec. 12 [BTW, Dec. 16].

The resolution was presented to the convention by Ralph Furey, graduate manager of athletics at Columbia U. It recommended a 1960 program of "limited national telecasting," a pledge that member colleges will not enter into any TV commitments until final action as taken by NCAA and ECAC and a stipulation that ECAC members will limit their competition to colleges which "have complied with these policies."

Dissenting votes against the resolution were cast by Douglas T. Greene, athletic director of Drexel Institute of Technology, and Francis T. Murray, athletic director of U. of Pennsylvania and an outspoken critic of NCAA's TV policy.

The resolution noted that a limited national television program "will serve the triple purpose of providing wider exposure for college football from TV impact, giving opportunity for a continuation of our research and providing college football television for the general public."

Two amendments to the resolution proposed by Mr. Murray were rejected by a 48-2 count. He recommended that as soon as the 1965 TV program is established the NCAA appoint a "suitable counsel" to petition the courts as to the legality of the plan and he further suggested that this step be taken as soon as possible so that colleges may make preparations.

INSTRUCTION in all phases of radio and TV is being offered to men between the ages of 17 and 34 by Armed Forces Radio Units of 6231st OARAU at U. S. Army Reserve headquarters, Hollywood. Radio-TV personnel from L.A. area will teach courses in writing, directing, announcing, newscasting and radio engineering.

FCC COMR. Friedo B. Hennoch, when visiting KGO-TV San Francisco, watched an educational telecast. With her in the studio after the telecast are (l to r) James H. Connolly, ABC vice president in San Francisco; Dr. Prentis Elliott, superintendent of schools who appeared on the telecast, and Vincent Francis, KGO-TV general manager.

WCBS-TV FILMS

104 Features Bought

ACQUISITION of 104 feature films produced by Republic Pictures Corp. by WCBS-TV New York, CBS-owned outlet, was announced by the station last week. Under an arrangement with Hollywood Television Service Inc. WCBS-TV will obtain exclusive first-run rights on the films for TV showings in the New York area, spokesmen said.

WCBS-TV described the transaction as the latest in a long series of major motion picture company and television station agreements. It added that it was able to purchase the new-to-television package at cost to ensure the films' exposure on each of its major feature film programs for a long period. Beginning Feb. 1, the pictures will be shown on WCBS-TV's Lab Show and Early Show.

Included in the 104 films, most of which were produced since 1946, are "Northwestern Du Pont" with Nigel D德尔, Hona Mansfield and Joseph Proudfoot; "Killer of the Rose" with Diana Anderson, Michael Chekhov and Lionel Stander; "Tina Nova of the Lost League" with Joe E. Brown, June Havoc and Robert Lowery; "Mary's Secret" with Francis Lederer, Gail Patrick and an Ann Rutherford; "Stevenson" in Sydney with Edward Everett Horton and Bill Terry, "Scottland Yard Investigator," with John Vivion, Janet Agar and Eric V. Stedefeld, and "The Cheaters," with Joseph Schildkraut, Billie Burke and Eugene Pallette.

The contract was worked out by David Savage, WCBS-TV film manager, and Earl Collins, president of Hollywood Television Service. It was the second contract for an exclusive-in-New-York feature film package to be negotiated for WCBS-TV by Mr. Savage in the past month. The first involved 1 films produced by Sol Wurtzel during 1946-47 and released through Twentieth Century-Fox.

Pro Playoff Sold

DuMONT TV Network was to present the Detroit-Los Angeles professional football playoff game Detroit yesterday (Sunday), starring at 1:30 p.m. EST, under joint sponsorship of Goebel Brewing Co. Detroit, and Miller Brewing Co. Milwaukee.

BROADCASTING  Telecastin
SOUTHERN TV
Educators Map Plans

PROPOSAL that a regional control board take a hand in carrying out its suggestion for the financing and establishment of educational TV outlets in 14 states has been adopted by the Southern Regional Conference on Educational Television.

This and other recommendations of workshop groups highlighted a three-day conference meeting at Atlanta, Ga., Dec. 11-13. Educators and consultants converged on Atlanta with advice on engineering, programming and administrative problems.

The conference was co-sponsored by the Joint Committee on Educational Television (JCET), the American Council on Education and the interstate Southern Regional Education Board.

The board was asked to implement the recommendations and request foundation grants for developing cost analyses and other litera. Under conference recommendations, a central regional program production and distribution unit would be set up. Its initial purpose would be to survey educational centers and government offices for engineering and legal experts to train station personnel.

The production-distribution unit would be fashioned on a regional basis after the proposed national Educational Television and Radio Center is established in Chicago, with stress on low-cost programs and, later, interchange of services among 14 southern states [BT, Dec. 15]. JCET was asked to furnish blueprints of program plans used in other parts of the country.

FCC has reserved educational, noncommercial TV channels in 78 southern cities. Conference also approved a resolution for submission of FCC of educators' plans to apply for the outlets.

Ralph Steele, JCET executive director, lauded conference delegates for "making the first regional effort to tackle this problem."

EDUCATIONAL TV
Lamb Aids Erie Educators

EDWARD LAMB, newspaper publisher and owner of radio-TV stations in Ohio and Florida, met last week with representatives of 12 educational institutions to formulate plans for building an educational TV station in Erie, Pa. Mr. Lamb owns WICU (TV) Erie.

Mr. Lamb told the educators that he might take time to obtain necessary funds to build and operate the station but that the task was not an insurmountable one. In the meantime, he advised the educators to get the non-profit corporation organized. "I personally will take care of the expenses involved in the creation of such a corporation," he added. The meeting voted to go ahead with the corporation organization and to have a station application on file with FCC by next June.

HECHT SIGNS
Will Write for CBS-TV

SIGNING by CBS-TV of Ben Hecht, well-known author and dramatist and winner of the Pulitzer Prize and Academy Award for his Broadway and screen plays, to create a new weekly series of original presentations was announced Tuesday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

Mr. Hecht becomes the second major playwright and author to sign with a network. Last month Robert Sherwood, winner of three Pulitzer Prizes for drama, contracted with NBC for nine original plays for use on radio and television [BT, Dec. 1].

Under terms of the contract with CBS-TV, Mr. Hecht will write at least two original plays a month for half-hour broadcasts. Other presentations in this series will be original plays by other top playwrights and writers, Mr. Robinson said, with Mr. Hecht serving as supervising editor for the entire project.

Financial details of the Hecht contract were not divulged by CBS-TV. NBC had reported that Mr. Sherwood would receive a fee "running well into five figures" for each script.

FORGE ELECTIONS
Hudson Elected President

HOWARD P. HUDSON, liaison officer, National Planning Assn., last week was elected president of the National Capital Forge at a meeting of the public relations group in Washington's Hotel Lafayette. He succeeds Paul H. Bolton, executive vice president, National Assn. of Wholesalers.

Others elected at the Dec. 15 meeting include Yale Cahn, public relations director of the American Waterways Operators Inc., vice president; Mel White, information officer of the Div. of Sanitation, U.S. Public Health Service, secretary (re-elected); Edward H. Stenberg, executive secretary, District of Columbia Dental Society, treasurer. Also elected was a board of directors.

Quebec Beer Advertising

BREWERS will be able to sponsor programs on TV in Quebec province, according to an announcement of Revenue Minister J. J. McCann in Parliament at Ottawa Dec. 12. He stated Canadian Broadcasting Corp. will authorize such TV advertising in the same way as on AM stations, with only the sponsor's name being given. There will be no beer advertising as allowed in the United States. Beer advertising is only allowed in provinces where the provincial government allows such advertising.

QUAM-NICHOLS Co., radio-TV equipment manufacturer, has begun construction in Chicago of a one-story plant which will add 30% to the firm's productive capacity. Cost of building, comprising some 60,000 square feet of space, is estimated at $80,000.
in a fixed position. TV is a picture and it comes most alive when it is a moving picture.

Naturalness of speech can be another great asset for the commentator. The projection radio often demanded just isn't necessary on TV and is, in fact, very often disconcerting. "Speak the speech, I pray you", and do it in the same tone that you would use at the El Club's bar. A good mental guidepost to use might go like this: I'm actually present in the home of my viewer. I'll use the tone he would use if we were just chatting in the living room.

Visual Aids

The use of stills and maps are definite aids to the newscaster. Moreover, I have reservations about the constant projection of full-face teleps on the screen. I would also suggest that a news picture must have action to create interest. Also, commentarians in this news era should realize that they have much to learn from the TV engineer. He will be able to tell you whether a still will "scan" on the screen, whether it is too cluttered to make a point. Maps are great aids in telling the story, but here again they must be simple. The cluttered map is less than useless. Someone in your shop will be able to construct the simple and clear maps that help tell the story. Keep the printing to a minimum and use arrows to point out centers of interest.

Finally, it seems to me that all of us must admit to ourselves that—both on network and local stations—we have only begun to probe the possibilities of TV news reporting. We need to remind ourselves daily that there is a danger of falling into a static routine which will bore viewers and in the last analysis—ourselves.

Sense of Experimentation

On Today we try something new every 24 hours. This sense of adventure keeps us on our toes and reminds us that we are still pioneering. Sometimes we find our experiments resulting in something less than a perfect food, but just as often there is that moment of satisfaction and elation when a new device comes off with a punch. It's worth the risk and experiment. Finally, wasn't radio wonderful?

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students on required interests, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Tell us on your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

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TWA DEFEATS NLRB Hearing Move Bid

On the dotted line...

GERMEX Co. contracted to sponsor alternate weeks of CBS-TV's show The Stork Club. Present at signing are (I to r) Ira Lichtenfels, Gemex adv. dir.; Willard A. Plethner, BBDO v. p.; Wm. A. Swortman, Gemex sr. mgr.; Eugene Prestianni, Gemex founder-partner; Sherman Billingsley, host of The Stork Club; Wm. Lichtenfels, Gemex founder-partner; Bud Boehm, asst. to Gemex pres., and (standing) Fred M. Thrower, CBS-TV v. p. for network sls.

DR. PEPPER bottlers in Greensboro, Winston-Salem, N. C., and Danville, Va., sign for twice weekly show, The Old Rebel, on WFMY-TV Greensboro. At signing (I to r): Buzz Hassett, WFMY-TV acct. executive; Charlie Houston, mgr. of the Greensboro Dr. Pepper Co., and George Perry, program mgr.

G. BENNETT LARSEN (I), v. p.-gen mgr., WPIX (TV) New York, and Betty Baker, hostess of WPIX's New York Cooks, watch as Carlo Viti, head of own firm, signs participation contract for his client, Gallo Wines. Show is telecast Mon.-Fri. 1:30-2 p.m.


CHESTY FOODS signs 10 home basketball games of U. of Indiana on WTTV (TV) Bloomington. Handling contract are (seated, I to r) Gary Ruben, Ruben Adv., Indianapolis; George Johnson, Chesty Foods pres.; Paul Lennon, WTTV sportscaster. Standing (I to r) are Rolf W. Brandis and Russell Kulberg, Ruben Adv.; Norman Cissna and Donald Heiny, Chesty Foods.

Cheyenne Film Buy

PURCHASE of a group of American-made films which will provide 1,750 full-length movies for telecasting was announced last week by Robert E. Dunville, president, Croxley Broadcasting Corp. Films will be shown on the three Croxley video outlets, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC Columbus.
Strictly Business

(Continued from page 16)

the fact that he is six feet four.
His christened name, almost as long as he is, Victor Hugo David Sandberg, did not come from the renowned Gillies family but from Co.
European fashion of free-loading
the names of as many relatives as
possible into a birth certificate.
He still serves.

Mr. Sandberg's first introduc-
tion into the field of advertising and
selling was on the circulation staff of a
then relatively new publication, Western Advertising. For
the first time of his life, the magazine was it's advertising-
ager-a job which carried him into the key markets of the
country.

In 1933 he resigned to become associated with Humbolt J. Greig and
John Blair in the formation of what was Greig-Bair & Co.,
now the John Blair Company, one of the pioneer radio repre-
sentative firms. In 1935 he re-
signed to return to his home base,
KYA San Francisco, at that time a
part of the Hearst radio chain.
He left KYA to become Southern California representative for
American Home, Town and
Country, Field and Stream and
other national magazines. In 1938
he was San Francisco manager of
the McClatchy Broadcasting Co.
and in 1940 moved to the Paul H.
Raymer Co., representing the Mc-
Clatchy stations as Pacific Coast
sales manager. He left that post from
that organization in 1945 to become
a member of the firm and
Pacific Coast manager of Avery-
Knodle Inc., which organization he
still serves.

He is married and lives in San Francisco. He finds relaxation on his
small ranch in Sonoma County,
situated about 55 miles north of
the San Francisco Bay Area.

CBS Radio's Aircraft Flash series
(Sun., 12:05-12:30 p.m. EST)
was praised in a letter from Gen. B. W. Chidlaw, USAF, commanding
general of the Air Force, as
"an important contribution to the defense of the nation."
Gen. Chidlaw pointed out the program
"does an excellent job of boost-
ing the morale of civilian volun-
teers" in the Ground Observer
Corps.

ALLIED ARTS

WILLIAM DIGNAM, public rela-
tions director, Market Research
Corp. of America, has resigned.
He has been with DIGNAM public relations and research advisory
firm 551 Fifth Ave., N. Y. Telephone is Murray Hill 1-7007.

GENE SHEFFIN, account executive with
David A. Albert Assoc., N. Y.,
radio-TV publicity firm, elected vice
president of company.

EDWARD G. BRIERTY and
RAYMOND E. WARNER appointed sales
representatives for midwest sales re-
gion of Electronic Tube Div., West-
inghouse Electric Corp., Elminia, N. Y.

JOHN P. DILLON, Clarostat Mfg. Co.,
Dover, N. H., assigned to firm's dis-
tributor sales department.

GRADY L. ROARK appointed man-
er of equipment tube sales, Tube
Department, General Electric Co., Schenec-
tady.

EDWARD F. GRISBKY, western sales
manager, Altec Lansing Corp., Los
Angeles, elected chairman of 1938 Los
Angeles Council of West Coast Elec-
tronic Mfrs. Assn. Vice chairman and
secretary-treasurer, respectively, are
John B. Greig, Far Western Sales
manager, Tetrax Co., and DON E. LARSON,
advertising director, Hoffman Radio
Corp.

ALFRED A. MEDICA appointed as-
istant to SEDOLU MINTZ, vice
president in charge of advertising at
Admiral Corp., Chicago.

JOHN B. GREIG, national sales
promotion manager for radio-TV.

MOTOROLA Inc., Chicago, appoints
South Texas Appliance Corp., San
Antonio, as distributor for its radio
in southern Texas.

NORMAN CHASE, managing director,
Urania Records Inc., N. Y., elected
vice president of firm.

SID ROGELL, executive vice presi-
dent, Jerry Fairbanks Inc., Holly-
wood, elected president of firm, A.,
as executive production manager.

GLENN WEBSTER, national sales
manager for Scott Radio Labs. and
John Meck Industries, Chicago, to
General Electric, same city, as dis-
trict sales manager for broadcast
equipment.

NATIONAL ELECTRIC PRODUCTS
Corp., Pittsburgh, Pa., the South
eastern Sales Co., Savannah, Ga.,
as representative to handle NEPCO line
of TV antennas in North and South
Carolina, Georgia, Florida, Alabama
and Mississippi.

MAYO SIMON, producer, Ford Foun-
dation's TV research project, Ames,
Iowa, to Washington U., St. Louis, as
teaching assistant in radio.

TERMINAL RADIO Corp., N. Y., elec-
tronic parts distributor, has published
132-page audio equipment catalog de-
scribing high fidelity home music sys-
tems for installers and public insti-
tutional, recording and broadcast
equipment. Booklet available free of
charge from the company at 8S Cort-
land St., New York, N. Y.

Equipment . . .

GENERAL COMMUNICATIONS, Ft.
Atkinson, Wis., announces production
of CDMS-1 dial operated, video and
audio monitor switching system de-
signed for three monitor stations.
Unit is rack mounting and is avail-
able for 12 or 24 volt operation.

AEROVOX Corp., New Bedford, Mass.,
announces manufacture of wide choice
of foil-paper capacitors housed in
compact tubular metal cases with
vitreous-ceramic terminal and seals.
Depending upon impregnant used,
capacitors operate in temperature
ranges from °40" to 45° C, and from
-55° to 45° C.

CARBONNEAU INDUSTRIES, Grand
Rapids, Mich., announces production
of Gold Cup speaker with 2.15 oz.
magnet, 1-inch voice coil and 1.60 oz.
magnets with 1-inch voice coil both
supplying flux in air gap equivalent
to speakers using up to 50% more
metal.

RCA VICTOR, Camden, N. J., an-
ounces production of new portable
frequency and deviation meter, Type
PM-1, for measuring radio carrier
frequency, undulation deviation and
other performance data of mobile
two-way radio systems.

INDUSTRIAL DEVICES Inc., Edge-
wood, Conn., announces production
of new test clips, designated Model
#1410A, for use in pairs as source of
power for equipment under test with
out danger of short circuit due to
clips touching each other or other
components.

Technical . .

TOM BOWLES, technical director,
and JOHN FRISPE, studio engi-
neer, have returned to NBC Chicago
after military service.

STAN WEISS, ARNOLD ROSEN-
BERG, LARRY SHOEN and BILL
REIFEL added to engineering depart-
ment of WLI Hempstead, L. I.

Public Service Series
SOME 300 radio stations were re-
ported last week to have agreed to
contribute public service time for
the presentation of The American
Trail, quarter-hour transcribed
series dramatizing little-known
stories in history and designed for
in-school or general listening by
children in the 9-15 age group.
The 13-program series is presented
by the Ladies Auxiliary, Veterans of
Foreign Wars, and sponsored by
said 7,000 local auxiliaries will
assist in its promotion. It is being
produced by Phoenix News Bureau,
New York, with Mildred Collins as
executive assigned to production.

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L.A. AD WOMEN
Set Conference Plans

LOS ANGELES Advertising
Women Inc. will sponsor its 11th
annual advertising conference
series, titled "Billboarding and
You," to be held at CBS Hollywood,
each Monday from Jan. 12 to
March 2.

Teased off the programs, Jan. 12,
is Don Belden, chairman of the
board, Foote, Cone & Belden, on
the subject, "Preparing for the
Advertising Field." Subsequent speak-
er and discussions are as follows:
Irving Burg, national sales promo-
tion manager, Free Sewing Machine
Co., will speak on "Copy," Jan. 19;
Terry Roberts, director, Altec
Roberts Inc., "Art," Jan. 26, and
Selig Smith, sales manager, Carter & Gal-
ding (printing firm), Feb. 3, on
"Point-of-Sale."

"Publicity Roundtable," Feb. 9, will
be moderated by June Barrett, account
executive for L. A. Müller, Inc. Panel
members are Bernie Milligan, head
of his own publicity firm; John Floris,
West Coast promoter, Coller's; Muriel
Barnett, fashion editor, L. A. Mirror;
Norma Gilchrist of KBBN (TV)
Hollywood Norma Gilchrist Show;
Barry Picketer, sales promotion man-
ger, Rathburn's Department Store;
and Grace Katz, West Coast editor,
Radio Roundtable.

"Radio Roundtable," Feb. 16, will
be moderated by Helen Murray Hall,
representing advertising and sales,
NBC Western Division. Discussion
topics include "Time Sales" by
Wallace L. Hutchinson, account exe-
cutive, NBC Western Division; "Mer-
chandising" by Ron Manders, sales
promotion manager, KFI Los Angeles;
Oscar Crosby, writer on NBC radio's Dr.
Paul and other serials; "Commercial
Writer" by O. D. Keen, editor and
publisher, Fortnight.

Series of eight two-hour evening
shows is $10, or $1.25 per session.
Student rate for the course is $5.
CONTRACTS with World Broadcasting System and the F. W. Ziv Co., have recently been negotiated by WDKO Cleveland. Station feels "this is a ten-strike for listeners because it will provide them with 141/2 hours of top drawer programs weekly," many of which are new to the area. New programming schedule took effect Nov. 24.

'LADIES DAY' PREVIEW
BEGINNING Dec. 15, WOV New York went on the air with the broadcasting equivalent of a three-week preview for its new show, "Ladies Day," starring Dorothy Towles. New program featuring news and chatter of interest to women is aired each morning from 6:30 to 9 a.m. Reason, station explains, for considering the first three weeks a "preview" is to give the audience a chance to comment on the format.

BINAURAL BROADCAST
U. OF IOWA broadcasting stations, WSUI and KSUI-FM Iowa City, combined facilities last month to bring listeners what was believed to be the first binaural broadcast in Iowa radio history. Rejoit was received from Carl H. Meurer, director of the stations. So enthusiastic was the response that three additional binaural shows have been planned by the stations. First program featured a string quartet composed of SUI students in an hour-long broadcast of chamber music.

TOUR PROMOTION
CLAIRE WALLACE, Canadian radio commentator, is making a tour of Canada on behalf of her sponsors, The Associated Salmon Cannners of B. C., in a promotion to meet her listeners throughout the country. Stations in each city which carry her broadcasts plug her visit by asking listeners to send in their names on the back of a salmon label. Out of the mail response, 100 names are drawn to attend a luncheon featuring many dishes made with canned salmon. Miss Wallace acts as hostess at each luncheon.

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS

programs promotion premiums

EMERGENCY PLANS
PLANS to handle emergency service announcements necessitated by unfavorable weather conditions or similar emergencies, have been formulated at WLW and WLWT (TV) Cincinnati. Outline of the plan has been sent to schools in the area. State highway departments of Ohio, Indiana, Kentucky and W. Virginia will cooperate with the program.

UNION OIL TOUR
SALES promotion junket to explain its 1963 advertising plans to dealers is being undertaken by Union Oil Co. of Calif., Los Angeles. Presentation consists of a 30-minute training film, produced by David Griffin Productions, Hollywood, and a 30-minute live program of professional talent, produced by MCA, under the overall title "Flight 76." C. Haines Fennell, director of public relations and advertising for the petroleum firm, is in charge of the program, assisted by Jack Smock, vice president of Foote, Cone & Belding Inc., L. A.

MOTHER-IN-LAW CONTEST
CONTEST to select the letter writing winner of "Why I like my Mother-in-law" is being conducted by CBS Radio December Bride and will close Jan. 1. Winner and his or her traveling companion will have a week's vacation in Palm Springs, in addition to being guests of program star, Spring Byington, during one of those days.

WISN PUBLICATION
FIRST of the monthly publications planned by WISN Milwaukee was issues by the station in December. The new publication, using a newspaper format, is called "Q Sheet" and contains pertinent station information as well as CBS news and a program schedule. WISN is a CBS affiliate.

OFF-CAMPUS SERIES
INITIAL venture into regular off-campus broadcasting by WCHC, student operated carrier-current station at Holy Cross College, Worcester, Mass., was made recently with the presentation of The Holy Hour on WORC Worcester. Series will consist of selected programs from the WCHC schedule. Show will continue each Sunday for the remainder of the scholastic year.

WEW BROCHURE
BROCHURE stressing the coverage of WEW St. Louis, the "Good Music" station there, has been re-leased by that station. Breakdown of statistics on the current data on population, families, retail sales, number of employed persons and median family income. For the Orange Bowl Game you can buy listeners for 75c when you buy WISN 700 kc clear channel.

ORANGE BOWL COVERAGE
TO acquaint local and national business firms with the fact that WTJ (TV) Miami will originate the Orange Bowl Game for CBS, the station has imprinted a plug on its stationery to read: "You'll be there on New Year's Day when WTJ originates the Orange Bowl Game . . ." Station will also cover the Orange Bowl parade on New Year's Eve for the network.

WGAY SALUTE
TOP executives of the Evening Star, Washington, D. C., were heard in a special broadcast Dec. 14 on WGAY Silver Spring, Md. Evening Star Salute featured a discussion of the past present and future of the newspaper which celebrated its 100th anniversary on Dec. 16.

CHRISTMAS CONTEST
TO stimulate more interest in his early morning program and to share listeners' experiences with others, Bill Jackson, disc jockey at WFTF Raleigh has been running an "I Remember Christmas" letter-writing contest. Mr. Jackson reads letters from listeners who have interesting Christmas experiences to relate. For every letter read on the air he pays $1. Station relates that to date he has been receiving 200 contest letters a week.

AMERICAN MUSIC FESTIVAL
WNYC New York's 14th Annual American Music Festival on Feb. 12-22 will present programs of con-
temporary music from 35 institutions of higher learning throughout the U. S., as well as special broadcasts prepared by the BBC, and the radio networks of France, Israel, Italy, Austria and the Netherlands. One feature of this year's Festival will be the presentation by binaural broadcasting of several of the concerts.

CHRISTMAS SELL-OUT
FILMER'S Ltd., a stationery store in Nanaimo, B. C., made arrangements to air a flash announcement daily at 8:15 a.m. over CHUB Nanaimo to advertise "singing Christmas cards" at $1.25 a card. Announcer simply played the record and greeted and stated it could be obtained at Filmer's. The dealer had been wary about buying this type greeting and had confined his purchase to a gross. His entire stock was sold out after the second flash announcement.

KRES BROADCASTS PRAYER
PRAYER said by a member of the Council of Churches is being used by KRES St. Joseph, Mo., for its sign-on, sign-off and at noon. Prayer is being aired as a community service and "as a spiritual reminder to all listeners who might be inclined toward forgetfulness."

'FOUNDER'S DAY'
WSTV Steubenville, Ohio, tape-recorded and broadcast over MBS the December 7th Founder's Day Banquet of the College of Steubenville held in the Fort Steuben Hotel. A highlight of the evening was the presentation of the Poverello Medal, the highest non-academic award of the College of Steubenville, to Lions International. Recorded copies of the program are being presented by WSTV to Lions International and to the College of Steubenville for their archives.

FRENCH SERIES
WABF (FM) New York is presenting during December a series of transcriptions made during music festivals in the French cities of Vichy, Versailles, Toulon, Strasbourg, Sceaux, Aix-En-Provence, Menton and Besancon. Scheduled from 8-9 p.m. EST, Monday through Friday, the series was made available to the station by the French Broadcasting System in North America.
PROPERTY RIGHT
Court Rules on Radio Show

CREATOR of a radio program has a property right in his idea, a Federal District Court Judge has ruled—provided the idea is reduced to concrete form.

In a decision two weeks ago, Judge Alexander Holtzoff found that there is a limited property right in an idea, which has been reduced to concrete detailed form and is novel. Opinion was written in denying a request by the Hamilton National Bank, Washington, for dismissal of $3,200 jury verdict in favor of advertising man Lloyd R. Belt. The jury gave Mr. Belt $1,200 last month.

Car involved a radio program using school children as talent, to be supervised by the Washington school system. The bank told Mr. Belt to prepare the show at $25 weekly fee. School authorities were contacted, but did not immediately reply. After two weeks' work, the bank cancelled its contract with Mr. Belt. Subsequently, the school executives contacted the bank and asked if it was still interested in the program. It signified if was, and the program was broadcast weekly for one year. The bank hired another advertising agency to handle the show. Mr. Belt sued to be compensated for the use of his idea.

ADDRESSED

OUTLOOK for more steel for radio-TV manufacturing is next April 1 brightened perceptibly last week.

Greater quantities of the controlled material will be made available to set makers and other consumer goods producers, according to quotas announced by the Defense Production Administration Wednesday. Copper and aluminum notaries will remain relatively the same, however.

Manufacturers of radio and television receivers will obtain 70% of the carbon steel they used in the pre-December base period—a roughly 40% more than in the first quarter of 1953 and somewhat less than the 40% when allowance is made for supplemental allotments they have been receiving since the big pinch in the third quarter. Structural steel (for construction) remains in short supply.

Through the Electronics Division of the National Production Authority, manufacturers will continue to receive about 50% of copper and 50% of aluminum (of base period usage)—a rate which has prevailed in recent months.

Copper and aluminum represent 'supply difficulties,'" Ralph S. Trigg, acting DPA administrator, said Wednesday. There has been some obtaining large quantities of aluminum for small radio-TV antennas, an NPA official added.

COMMUNITY SERVICE
Kathman Praises Radio

RADIO on the community level is a vital communications medium in the solution of industrial and labor problems, Harold Kathman, member of Fisher, Rudge & Neblett, New York, management and labor consultant firm, told the Durham (N.C.) Advertising Club last Tuesday.

Pointing out that all media were important in creating understanding among management, employees and the community, Mr. Kathman singled out radio as "a relatively inexpensive method of solving particular problems."

He cited the case of one company which was faced with an employment shortage each spring and fall when farmers quit their jobs to do planting or harvesting. Through the use of a weekly radio program costing only $18.80 a week, the company persuaded the farmers to remain on better-paid jobs at the mill and hire cheaper farm labor for spring and fall chores.

'52 Magazine Totals

NATIONAL magazine advertising for 1952 will total $550 million, an all-time high, Magazine Advertising Bureau estimated last week. Figure, 8% higher than the $511 million carried by magazines in 1951, is based on volume of $509,-278,781 for January-February, up 8% over the $471,387,774 11-month total in 1951.

"Mr. Plus" red suspenders as a token of appreciation for loyal "support" over the past five years. A more conservative birthday letter was mailed to other sponsors. WLEC, an MBS affiliate, operates on 1460 kc with 250 w.

FULTON LEWIS JR. celebrates his 15th anniversary as an MBS news reporter and commentator on Christ King Day. The program is aired each weekday from 7-7:15 p.m. EST and is sponsored on a cooperative basis on some 350 radio stations.

STILL GOING STRONG

A coffee account, using KGW, increased sales in this area 42 per cent.

For Sales Results Use KGW

Economical and efficient medium for covering the mass market.

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

December 22, 1952 • Page 87
RESIDENTS of Wisconsin are enthused that the U. of Wisconsin football team is going to the Rose Bowl. They also are proud of the Badger Band and would like to have it accompany the team to Pasadena for the New Years Day grid classic. Funds have been provided for the football squad but $50,000 is needed to send the band. Bob Nelson, program manager, WEAU-AM-FM-Earl, went on the air with an appeal at 3:30 p.m. Dec. 6. He set a goal of $400 from WEAU listeners. Much to his welcome, dollars began pouring in. By midnight, with the aid of four announcers, $2,200 had been pledged.

* * *

WROL Polio Activity

TOBACCO farmers in the WROL Knoxville, Tenn., area are being urged by the station while the tobacco selling season is on to donate to the Polio "Round-Up".

* * *

3,200 Happy Kids

SOME 3,200 children attended the WCCC Hartford fourth annual Christmas party, featuring LeRoy, WCCC's talking duck. Irv "Big Brother Bill" Hugh, of WCCC's show, the Kiddie Corner, and LeRoy's constant companion, emceed the party. Even "Old Saint Nick" himself came to the party, in the person of Bug Rainey, of WTIC Hartford.

* * *

NBC Traffic Films

THROUGH cooperation of Gov. Earl Warren and State Highway Patrol officials, NBC-TV Hollywood news department will film six of the "dumbest stunts" pulled by California drivers. Filmed under the supervision of Roy Neal, news department head, the 20-second programs will be shown on NBC-TV newscasts and later released to all California TV stations, free of charge. Situations to be depicted include turning left from right lane, driving while fatigued, following too closely, lack of hand signals, passing on curves and going through pedestrian safety zones.

* * *

Aids Orphans Drive

TEN days was all that WTOP-AM-TV Washington, needed to reach the goal set for its "Dollars for Orphans" project—and listeners-viewers were asked to send in no more money. WTOP personalities Eddie Gallaher, Pickle Temple, Mark Evans and others all joined in the appeal for money to enable the kids to buy Christmas toys. The goal: $2,500.

* * *

WOAI-TV Receives Award

WOAI-TV San Antonio, Tex., on its third anniversary, Dec. 11, received the Majestic Award for "outstanding television programing and assistance to the polio "Round-Up.""

* * *

Aids Coast Guard

MORNING program aired by KOMO Seattle was instrumental in helping the U. S. Coast Guard in its search for a missing fishing vessel. Within 12 minutes after station aired an announcement, the vessel (Cedar) contacted the Coast Guard radio station at Westport, Wash., with their position and the alert. Search was cancelled and party requesting it was notified of the vessel's exact location. KOMO's-director drew praise from A. E. Harned, USCG commander and chief of its Search & Rescue Station, in letter to W. B. (Doc) Hall, who conducts morning program.

* * *

KLZ Aids Santa

KLZ Denver has turned over its proposed television studios to the "Santa Claus Shop" of Denver for use on a college radio station in a workshop. Station also is contributing light, water, heat and publicity. The "Santa Claus Shop" collects used, broken and outgrown toys. The toys are collected and distributed to needy children.

CAMPBELL Soup Co., sponsor of both radio and TV versions of Double or Nothing, has announced that effective Jan. 19, the program in volume will originate in New York. Radio show has been coming from Hollywood.

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WIBW The Voice of Kansas

CSI CONELRAD

Alert Plans Finalized

PLANS for ending interim Conelrad—the temporary broadcast set- up for control of electromagnetic radiation in case of enemy attacks were reviewed in Chicago last week as engineers from seven of FCC's radio companies, with FCC representatives to discuss the permanent system.

The plan for Chicago broadcast activity in an air attack is a conelrad system WGN, which will sound the initial alert and also serve as the key station in one of two station 'clusters,' the other headed by WMAQ (NBC) which will serve as a WGN alternate. In case of attack, all stations will leave the air after broadcasting an informational bulletin telling listeners to tune into 640 or 1240 kc, the Conelrad channels. The seven participating stations in the city will then work under the two cluster systems, alternating transmission of information.

Continual switching of broadcast messages, outside the city, will change the source of the radio beam every few seconds, blocking any attempt of enemy aircraft to "ride in on" a radio beam. FM and TV will be blacked out, as FM signals provide "particularly ideal" beams for planes as well as guided missiles, said Gen. McClure, coordinating engineer for FCC.

Stations and their representatives at the final meeting which detailed the plan, included Carl J. Meiners, director of engineering at WGN; H. R. Lindsay and E. S. Schreyer, WATO; Kenneth C. Shirk, WCCO; Lee N. Hon and J. F. Novy, WBBM; W. H. Cummings, WHER; H. K. Krumbein, WBSC, and Thomas Rowe, WLOL. Meeting with them was A. Prose Walker, western supervisor of Conelrad for FCC.

New equipment, donated by individual stations across the country, is expected to be installed coast-to-coast and in workable condition within three months. The industry is spending an estimated $2 million on the defense system. Mr. Walker said. Conelrad is expected to become operable around March 1 [B+T, Dec. 8].

In a recent successful air test of Conelrad, a series of Air Force planes "bombing" Chicago and reported "no navigational aid" from local stations.

WHEN (TV) Boost

WHEN (TV) Syracuse has begun operating with 50 kw from its newly-completed 55-foot tower. Paul Adanti, vice-president-general manager, announced last week.

Mr. Adanti added that the station is looking forward to a further increase to 190 kw early in 1965 pending FCC approval.

WQAN Scranton, Pa., has reported a reported increase in volume over the first 11 months of 1952 as compared to the same period last year.
REALETORS AWARD
Won By Philco's Balderston

WILLIAM BALDERSTON, president, Philco Corp., received the 1962 award of the Society of Industrial Realtors at the society's annual banquet in Philadelphia's Hotel Bercley.

Mr. Balderston was honored as the citizen who has made "a most significant contribution to the industrial development of metropolitan Philadelphia."

In accepting the award, Mr. Balderston paid tribute to the modern industrial corporation as the "bulwark of American freedom"—an institution with a deep sense of social responsibility to the public.

Of the incoming administration, the Philco president commented that, "for the first time in 20 years, we will have a philosophy of government in Washington that is sympathetic to business."

"That does not mean we are in another partisan government that has merely shifted its loyalties from labor to business," he added. "Rather, the team Eisenhower is assembling is made up of men who know from experience that the success of modern industry is founded on harmony of interest between capital and labor——on conflict between them. These are the men who believe in the rights of management as well as the rights of labor."

BOOK REVIEWS

Failure Prediction Is Aim
(NATIONAL Bureau of Standards at week announced that it is investigating the feasibility of detecting incipient failures in electronic equipment long before they appreciably affect overall performance.

Surveys have indicated that at least half of all equipment failures are caused by gradual failures of components. In accelerated-aging experiments on a military radio receiver, NBS has succeeded in predicting a majority of failures hours before they made the equipment inoperable.

AN IDEAL gift is this publishing masterpiece, included among the librettos are works from the pens of talented composers from Mozart to Prokofiev. The 10 operas are "The Master-singers of Nuremberg," "Marriage of Figaro," "Aida," "Carmen," "Tales of Hoffmann," "Boheme," "Rosenkavalier," "Tea\, "Love of Three Oranges" and "Wozzeck."

Olin Downes, music critic of The New York Times, has written historical background and descriptive synopses of the librettos. He has included many fascinating and little known facts concerning the composers and the sometimes unexpected sources of their works.

Leonard Marker, Viennese composer, has set out completely new piano arrangements of all the important instrumental and vocal passages. There are more than 80 decorative illustrations in color by Alberta Sordini, brilliant artist.

The entire book was created under supervision of Merle Armitage, noted designer.

HIGH FIDELITY SIMPLIFIED by Harold D. Weiler, John F. Rider Publishing Inc., 400 Canal St., New York 13, 208 pp., $2.50.

A PRACTICAL textbook of the fundamentals of sound reproduction and home music systems is presented by Mr. Weiler for the layman. A first edition, the paper-

few minutes—was wounded.

Later they trained microphones and cameras on world figures from King Paul of Greece to Pope Pius XII. They charted a special plane from Paris to Vienna and scored a world exclusive interview with Robert Vogeler, only hours after his release from Communist imprisonment.

The Jones boys are throwbacks to early news photography. They have easily been the most sensational cameramen in television's young life. Their dauntlessness has done much toward building a tradition for television news cameramen.

Much of their film footage was shown on the Camel News Caravan and Battle Report—Washington.

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backed volume contains a preface by Peter C. Goldmark, vice president in charge of research and development for CBS Labs, and an introduction by Milton E. Sweeney, publisher of High Fidelity Magazine."

Mr. Weiler's book in essence is a simple, well illustrated information source for the beginner in home "hi-fi" music systems, as well as a review outline for the more advanced enthusiast. Aside from its use as a "how to do it" guide, the book also presents basic theory of sound and sound reproduction, of interest in both radio and TV.


THIS is a guide to voice and articulation improvement by the chairman of the Speech Dept., and director of the Speech and Hearing Clinic of the U. of Miami (Fla.).

It is a basic text in voice and diction for the student or broadcaster who wishes to acquire a better speaking voice and to improve his ability to express himself clearly and distinctly.

Movie TV Hearing Data

SUBMISSION of list of witnesses and synopsis of testimony on theatrical TV hearings, which resume Jan. 26, was postponed from today to Jan. 12, the FCC announced last week. Action was taken on the request of Western Union and several other parties to the rule-making procedure. Testimony on engineering and accounting phases of the motion picture industry request for special frequencies was taken in October (B+T, Nov. 3, Oct. 27). The witnesses to be heard next month will testify on policy and plans.

High Frequency Meet

PLANS have been completed for the Third Conference on High-Frequency Measurements, slated for Washington, Jan. 14-16. The conferences will be devoted exclusively to techniques and problems of high-frequency measurements.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In "COVERED" WAGES

GREENVILLE $122,577,546
Columbia 75,483,617
Charleston 50,220,530
S. C. Emp. Sec. Comm., 1951

MAKE IT YOURS WITH
WFBC 5000 WATTS
4 NewsPromptor Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knoedel

ROADCASTING ♦ TELECASTING

December 22, 1952 ♦ Page 89
PROMOTED to new posts in the equipment field sales organizations of the Tube Dept., RCA Victor are (seated, l to r) G. W. Duckworth, manager, equipment sales field force, and J. H. Mosher, interdepartmental district manager; standing (l to r) are C. R. Klinger, Western district manager; J. W. Kirschner, Eastern district manager, and L. D. Kimmel, Central district manager.

WONE Change

WONE Dayton, Ohio, on Feb. 1, will operate as an independent station, President Ronald B. Woodward announced last week. Plans for a sharply revised schedule of programs are now underway. Mr. Woodward added. Station currently is an MBS affiliate.

EMERSON-WEBSTER

Merger Plans Readied

WEBSTER - Chicago Corp. and Emerson Radio & Phonograph Corp. are readying merger plans for approval by stockholders. Directors of both companies have authorized the merger, which will provide for an exchange of stock.

Webster-Chicago would become a division of Emerson, a leading radio-TV set manufacturer, continuing with its production of wire and tape recorders and record changers. Under the plan, Emerson would issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one share of Emerson for each full share of Webster-Chicago.

Electronics Symposium

NEXT YEAR'S Electronic Components Symposium will be held April 29-May 1 at the Shakespeare Club, Pasadena, Calif., under the sponsorship of the American Institute of Electrical Engineers, Institute of Radio Engineers, RTMA, and the West Coast Electronic Mfrs. Assn. In an announcement last week, officials said sessions will follow the pattern of previous national meetings on electronic component parts.

SUM of $500,000 has been allotted by Kaye-Halbert Corp., Culver City (radio-TV sets), for 1963 advertising and new area promotion, according to Harry Kaye, president.

DECORATIVE SERVICE DIRECTORY

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

Precision Frequency Measurement
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7077
KANSAS CITY, MO.

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—est. owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

* BROADCASTING * Telecasting

DECORATIVE SERVICE DIRECTORY

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
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Lincoln 3-2705

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KANSAS CITY, MO.

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—est. owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCE*  

James C. McNary
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCE*

A. D. Ring & Co.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCE*

There is no substitute for experience
GILLET & BERQUIST
982 NATL PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCE*

George E. Gautney
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 6, D. C.
National 4-7757

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., BLI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. Republic 8-2984
Member AFCE*

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCE*

William L. Foss, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.

Munsey Building
DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCE*

Guy C. Hutcheson
319 BOND BLDG., REPUBLIC 7-3151
WASHINGTON, D. C.
Member AFCE*

John Creutz
319 BOND BLDG., REPUBLIC 7-3151
WASHINGTON, D. C.
Member AFCE*

John B. Heffelfinger
815 E. 83rd St.
Hiland 7016
KANSAS CITY, MISSOURI

Walter F. Keen
AM-TV BROADCAST ALLOCATION FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
APTOS—3352
Member AFCE*

Raymond M. Wilmotte
1469 Church St., N.W. Dcatoor 2-1231
Washington 5, D. C.
Member AFCE*

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
Member AFCE*

Vandiver, Cohen & Wearn
Consulting Electronic Engineers
612 Eucalyptus Bldg.
NA. 8-2608
120 New York Ave., N. W.
Washington 5, D. C.

Harry R. Lubeck
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY NO. 3-3566
HOLLYWOOD 38, CALIFORNIA

JANET POTTER
NASA
Washington, D. C.
Member AFCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., BLI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. Republic 8-2984
Member AFCE*

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCE*

William L. Foss, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.

Munsey Building
DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCE*

Guy C. Hutcheson
319 BOND BLDG., REPUBLIC 7-3151
WASHINGTON, D. C.
Member AFCE*

John Creutz
319 BOND BLDG., REPUBLIC 7-3151
WASHINGTON, D. C.
Member AFCE*

John B. Heffelfinger
815 E. 83rd St.
Hiland 7016
KANSAS CITY, MISSOURI

Walter F. Keen
AM-TV BROADCAST ALLOCATION FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
APTOS—3352
Member AFCE*

Raymond M. Wilmotte
1469 Church St., N.W. Dcatoor 2-1231
Washington 5, D. C.
Member AFCE*

Bernard Associates
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2443 CRESTON WAY NO. 3-3566
HOLLYWOOD 38, CALIFORNIA

JANET POTTER
NASA
Washington, D. C.
Member AFCE*
Help Wanted

Managerial

Managerial — assistant manager. Progressive lowa station, excellent public service, can offer attractive package. Opportunity for capable ambitious men with no experience. Must be willing to work. Stock interest available. Box 2665, BROADCASTING • TELECASTING.

Salesmen

Salesman for local accounts. Salary plus commission. Good market. Texas location. Box 2026, BROADCASTING • TELECASTING.

Announcer-salaries, with ideas and its own pattern. Excellent opportunity for any interested radio man. Radio network affiliation which takes special point to provide opportunity for an experienced announcer to write, give full details first letter. Box 3124, BROADCASTING • TELECASTING.

Needed: A good announcer, one who can write and deliver for a 250 watt station without the advantages of his own radio career. We are looking for such a man to work for our station in large town of 75,000, new station. Rush application and letter to Box 2623, BROADCASTING • TELECASTING.

WANTED, professional announcer, by station in large Texas city. Stress on reporting ability. Reister-open background will be given preference. We will work with you on air. Our program manager is a man with basic ability, desire to learn, must have $85.00 in cash, apply at CBS News Bureau (CBS 50 kw) P.O. Box 1369, Houston, Texas, WFWC.

WANTED, Fayetteville, North Carolina needs good announcer. Write Box 1320, Fayetteville, North Carolina. Good working conditions, gives ability, and experience.

WANTED: Annunciator, first phone. Must have four announcing ability, file of necessary information. Must be willing to work, box 2695, BROADCASTING • TELECASTING. Experience is necessary.Write Box 3158, BROADCASTING • TELECASTING.

WANTED: Combination announcer, first class ticket. No experience necessary. Good pay. Write Box 2895, Boston, Mass. WFRB.

WANTED: Engineer, 1st class license. Opportunity to learn Combo if you so desire and can work, write Box 3639, Contact Manager, WVGE, Canton, Ohio.

WANTED: Combination announcer-engineer, first class ticket. Permanent. WWGC, Titon, Georgia.

AM-TV transmitter engineer for network station in Northeastern Ohio. Must have experience in broadcasting. Letters of application should include full details of experience. Box 2369, BROADCASTING • TELECASTING.

Newsman, announcer, writer for WOR, New York City, New York. Must have extensive background in news and general discus work. Salary $90.00 week. Must be willing to learn. Box 2863, BROADCASTING • TELECASTING.

WANTED: Combination announcer-engineer, heavy on audio. Excellent opportunities for capable man, must have first class ticket and good working ability. Location North Louisiana. Write Box 2943, BROADCASTING • TELECASTING.

Technique

Technician — Central Illinois 5 kw right after Christmas. Box 2995, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Operator-announcer. Must have experience in presenting the most convincing copy to build audience. Duties will include announcing, selling, program layout. Must be willing to travel. Good salary. Box 1075, BROADCASTING • TELECASTING.

Wanted: for Georgia station-combination chief engineer-announcer also, 3-4 engineers - announcers. Must hold first class license. Excellent working conditions, good salary. Write Box 3015, BROADCASTING • TELECASTING.

Starting engineer of becoming chief at 250 watt East central network affiliate. Also inexperienced chief engineer to learn new service. Box 455, BROADCASTING • TELECASTING.

Engineer — $45.00 weekly. Experience necessary. Must hold first class license. Write Box 3053, BROADCASTING • TELECASTING.

Transmitter engineer, capable of operating radio set in well known station in Southwest. Must have first class license, cheap tickets. Excellent working conditions, good salary. Write Box 3095, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

WANTED: Telader for Gotham city. Must be willing to learn, write Box 2955, BROADCASTING • TELECASTING.

WANTED: -combination announcer, heavy on audio. Excellent opportunities for capable man, must have first class ticket and good working ability. Location North Louisiana. Write Box 2943, BROADCASTING • TELECASTING.
Situations Wanted—(Cont'd)

Ten years experience sales announcing. Like to work. No desk job, Vel. 35, able to appear on every show. 25, single. Box 2655, BROADCASTING • TELECASTING.

Announcer

Announcer-salman. Twelve years experience including management. An- nounce, write and produce TV. National Markets, Chicago. Box 3205, BROADCASTING • TELECASTING.

Announcer—first. Thirty years experience. All phases. Prefer TV. Strong ability to learn. Box 3305, BROADCASTING • TELECASTING.


Situations Wanted—(Cont'd)

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 2055, BROADCASTING • TELECASTING.

WANTED "Shirt Sleeve" SALES MANAGER

WE WANT: A "shirt sleeve" sales manager—an aggressive salesman, willing and able to personally sell, and capable of handling the entire sales department of a solid, aggressive regional station, with billings pushing $700,000.00

IF YOU QUALIFY: Send us a complete personal resume, including references as to character and stability, annual earnings for the past 3 years, expected starting compensation, and date available. Confidential. References will be contacted only after personal interview.

Box 3105, BROADCASTING • TELECASTING

Wanted to Buy (Cont'd)

Wanted to Buy—Reliable party. 50 or 1,000 watt station, daytime or full time. Box 2005, BROADCASTING • TELECASTING.

Wanted to Buy—Reliable party. 50 or 1,000 watt station, daytime or full time. Box 2005, BROADCASTING • TELECASTING.

WANTED Salesman/Sales Manager

Wanted to Buy—Reliable party. 50 or 1,000 watt station, daytime or full time. Box 2005, BROADCASTING • TELECASTING.

Recorded school announcements desired. Inquire WOBS, Box 2005, BROADCASTING • TELECASTING.

WANTED Salesman/Sales Manager

Wanted to Buy—Reliable party. 50 or 1,000 watt station, daytime or full time. Box 2005, BROADCASTING • TELECASTING.

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WANTED Salesman/Sales Manager

Wanted to Buy—Reliable party. 50 or 1,000 watt station, daytime or full time. Box 2005, BROADCASTING • TELECASTING.
GENERAL MANAGER

AVAILABLE JANUARY 1, 1953

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country's biggest and most competitive markets. The station is now No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 2165, BROADCASTING TELECASTING.

TV SALES CONTACTS NATIONAL & LOCAL

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Married.

Presently employed. Willing to leave New York area. Box 515, BROADCASTING TELECASTING.

Managerial

SITUATIONS WANTED—(Cont’d)

Television

TELEVISION PROGRAM MANAGER

Presently employed with key network affiliate in major market. Desires a change. 8 years experience in radio and TV with S as TV production manager. Familiar with all phases of television production operation. Put this station on the air, let me do the same for you. Tel. references. Box 3586, BROADCASTING TELECASTING.

WANTED TO BUY

Equipment, etc.

TV CAMERA CHAIN WANTED

Used "K" of large "ORTH" wanted for school, Condition not important. Write Mr. Kaplan, Seattle, Wash.

Miscellaneous

How about Erecting, Altering, Painting your Tower. Automatic Lights?

We're ready.

J. M. HAMILTON & CO.

PAINTING & ERECTING

MAINTENANCE - YEARS OF EXPERIENCE

Box 2422, 3-4119, DeLand, N. C.

313 Island St., Tall Tork, Fla.

Alexandria, Va.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. 

Delays are costly.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington, D. C.

MANAGER

RADIO OR TELEVISION

or both

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my talents to work. My position is full-time, regular.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 2625, BROADCASTING TELECASTING.

Northwest Independent

$60,000.00

An ideal property for one or two owners. Consistently profitable, this 1000 watt independent is being offered for $25000.00 a month including a manager's salary and is grossing $50000.00 monthly. Located in a growing Northwest market. We can arrange liberal financing.

Appraisals Negotiations Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn, President

Washington Bldg.

Sterling 3-4261-2

WASHINGTON, D. C.

CHICAGO

Ray V. Hamilton, President

235 North Lake St.

DELHI 7-2765-6

SAN FRANCISCO

Lester M. Smith, Vice President

235 North Lake St.

EXBROOK 2-5672

\**COFFEE NEWS**

KFPW MARKS MILESTONE

CLAIM has been staked by KFPW Fort Smith, Ark. to a longevity record for a newcast program—the 7,000th airing of the nighttime Polar Bear Coffee News.

The newcast is now in its 23rd consecutive year under sponsorship of Polar Bear Coffee. Station marked the milestone with a celebration enjoyed by KFPW news-men and sponsor officials. Listeners shared in the festivities, too, with a special 30 minute round-robin interview show conducted by Harmon Jenkins and Joe Roppolo of the KFPW staff.

Power of radio was told by James C. Leake, vice president of the Griffin Grocery Co., coffee manufacterers. "To say we’re sold on consistent use of radio as the best advertising medium is an understatement," he told KFPW listeners. "We have 100% distribution of Polar Bear Coffee in the Fort Smith market to prove its value."

The 7,000th broadcast of the newcast was heralded with a full-page ad in the daily newspapers, recounting background of both the product and the station. Griffin' bought the newcast on July 28, 1930, and has aired it daily except Sundays ever since.

Adelaide B. Melledge

ADELAIDE B. MELLENDGE, 78, producer of women’s programs in the early days of radio, died Monday at her home in New York. In 1925, she founded the Clubwomen’s Hour, and for some years was radio chairman of the New York City Federation of Women’s Clubs.

NET income of ITT for the nine months ended Sept. 30 was $6,058,463 as against $3,615,182 for the corresponding period of 1951, the management reported last week. The Board of Directors declared a dividend of 20c per share plus an extra dividend of 1.52 per share, both payable on Jan. 21 to stockholders of record at close of business last Friday.
Non-Docket Actions

AM GRANTS

Alliance, Ohio—The Review Publishing Co. Granted $3130, 1 kW daytime, 960 kc, at Alliance under conditions. Estimated construction cost $25,000, first year operating cost $10,000 (includes WPAH [FM] cost). Revenue, $160,000.

KXGW, Boise, Idaho—Grants 1 kW and 255 ft., engineering condition. Estimated construction cost $25,000, first year operating cost $8,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex., (50%), vice-president and general manager; T. L. McCallister, Calif. (25%), manager, and independently owned.

KXLA, Austin—Second grant of interference, 1 kW, 580 kc, to Austin, Tex. under an amendment to the original license agreement. The station was licensed on Dec. 18, 1952.

KXST, Santa Barbara, Calif.—Grants 1 kW and 255 ft., antenna 320 ft.; engineering condition. Estimated construction cost $15,192, first year operating cost $10,000, revenue $80,000. Principals include President G. G. Carman, Calif. (20%), treasurer and secretary, and M. E. Grider, New York (80%), owner and general manager.

KXSY, Ft. Worth—Grants 1 kW and 255 ft., antenna 290 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), vice-president, and E. C. Emery, Calif. (50%), secretary and treasurer.

KXVC, San Jose—Grants 1 kW and 255 ft., engineering condition. Estimated construction cost $21,000, first year operating cost $9,000, revenue $90,000. Principals include President L. T. McCamey, Tex. (20%), treasurer and general manager, D. N. McAfee, Calif. (40%), secretary and manager, and independently owned.

KXVZ, Santa Barbara—Grants 1 kW and 255 ft., engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), treasurer, and independently owned.

KXVZ, Santa Barbara—Grants 1 kW and 255 ft., antenna 290 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), treasurer, and independently owned.

KXWZ, Santa Barbara—Grants 1 kW and 255 ft., antenna 290 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), treasurer, and independently owned.

KXZM, San Francisco—Grants 1 kW and 255 ft., antenna 290 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), treasurer, and independently owned.

KXYM, Los Angeles—Grants 1 kW and 255 ft., antenna 290 ft.; engineering condition. Estimated construction cost $18,100, first year operating cost $9,000, revenue $80,000. Principals include President J. B. L. McCamey, Tex. (50%), treasurer, and independently owned.
and educational programs will avoid the complaints that have been advanced against comedy and variety shows on the one hand and crime shows on the other hand," the subcommittee said. "Furthermore, it is proposed to emphasize character and educational programs on the part of commercial television stations and conclude it by proposing that we make possible a considerable degree of decentralization of television programs," it added.

It was understood that this was a recommendation that the moral and offensive programs generally would be restricted not to as large metropolitan cities where the level of propriety was not as high as in smaller cities and rural areas.

The subcommittee also recommended that the question of improper or offensive advertising on television would be dealt with on a case-by-case basis. This, it was hoped, might develop into an "adequate common law" of radio and television. The subcommittee also urged more praise for "good" commercials and said it might serve a greater purpose than criticism.

Example Given

Among the examples of improper advertising, the subcommittee said it means "impermissible of professional personnel for the purpose of endorsing the products advertised, or direct selling by 'pitch men,' or unauthorized fraternization of advertising slogans."

Qualification that its conclusions should not be considered hard and fast was made by the subcommittee at the very start of that section of its report. It referred to the "growing pains" of TV and the fact that the TV Code only went into operation about a month ago. It is an understatement and somewhat trite to observe that television is a rapidly growing medium of communication. Nevertheless, it is the task of the subcommittee to put down this observation right at the start because the rapid growth of television is the very reason why no lasting judgments and conclusions can be formed at this juncture with respect to the subject matter under study," the subcommittee said.

The seven-man FCC subcommittee of the House Commerce Committee which investigated radio-TV programs included, in addition to Rep. Harris, the following members:


Rep. Gathings' resolution (H Res 278) called on the subcommittee to investigate radio and TV programs "to determine the extent to which radio and television programs currently available... contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption..."

The majority of the witnesses objected to beer and wine advertising on the air. Next in number were those who protested against the airtime given to the propagation of crime and horror programs on the air. Few complaints were made about indecent performers or programs, and there was general agreement among witnesses that low necklines had ceased drooping and were, in fact, moving up to more modest levels following the advent of TV.

The subcommittee reported that it had received more than 1,200 letters and other communications from the public on the subject of radio-television programming. It was agreed by all that, although Rep. Harris and members of the subcommittee are the regular FCC subcommittee of the House Commerce Committee, under previous Republican majorities, the House in the 80th Congress, no standing subcommittees were established. It is therefore impossible to tell whether the radio-TV program probe if it is decided to continue it.

Rep. O'Hara is the ranking GOP member of the subcommittee at the present time. Rep. Denny, the third Republican on the subcommittee, failed to be re-elected last month. The other Republican member of the subcommittee is Rep. Cheno-weth.

HILL INQUIRY
Fellows Lauds 'Fairness'

NARTB President Harold E. Fel-

low, in an announcement issued last week, expressed his gratifica-
tion at the fairness of the Harris subcommittee which investigated radio-TV programs. He also expressed the belief that the hearings gave committee members more understanding of broadcasters' problems than they had before.

Text of Mr. Fellows' statement is as follows:

Although we have not had time to study the report of the FCC subcommittees of the House Interstate and Foreign Commerce Committees, we are grateful to Chairman Harris and his colleagues for the fair and impartial manner in which they conducted the inquiry. Believe me, Mr. Chairman, we broadcasters would agree that the hearings afforded them an opportunity to learn more about the operational problems with which broadcasters must contend. For our part, as broadcasters, the forum made it possible for our industry to learn at first hand the nature of the public's views. Its conclusions are reflected in the reports made to Con-

gress. It is hoped that the committee will act in the public interest and make the proper legislation. Such friendly exploration of our problems and limits can only be helpful and con-

structive.
CLAY HONORED

HENRY B. CLAY, executive vice president-general manager of KWKH-AM-FM Shreveport, La., has been honored, as "Young Man of the Year" by Shreveport Junior Chamber of Commerce. James S. Van Sickle, KWKH news director, was among three runners-up who received certificates of achievement.

Business Briefly

(Continued from page 5)

advertising. Radio and TV will share in over all billings, estimated at $600,000.

CHESTERFIELD SWITCHES - Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), dropping its Gangbusters, which alternates with Dragnet, Thurs., 9-9:30 p.m., NBC-TV, and replacing it with weekly sponsorship of Dragnet, effective Dec. 25. Cunningham & Walsh, N. Y., is agency.

PAINT CAMPAIGN - Ecco & James, Philadelphia (advertising agency), planning spring radio and motion picture campaign for paint client, starting March 16 and using 65 spots in limited number of markets.

KEN MURRAY SPONSOR - Bristol Myers Co., New York, will sponsor Ken Murray Show and Alan Young Show on CBS-TV on alternate Sundays, 9:30-10 p.m. EST, starting Feb. 8. Agency is Doherty, Clifford, Steers & Shenfield, New York.


WEIGHTMAN DRIVE - Weightman Inc., Philadelphia advertising agency, is preparing radio spot announcement campaign, using scattered northeast markets, on behalf of dog food account. Campaign to start early January.

EMBASSY SPONSORS - P. Lorillard Co. (Embassy cigarettes), N.Y., to sponsor Club Embassy featuring songstress Mindy Carson on NBC-TV, Tues., 10:30-11 p.m., effective Dec. 30. Lennen & Newell, N. Y., is agency.

THEATRES WARNED

NBC said Friday it had warned motion picture theatres that they may not show NBC's telecast of New Year's Day Rose Bowl football game in their theatres. Warning, inspired by reports of unauthorized theatre pickups of last Rose Bowl telecast, was contained in letter sent by L. S. Frost, NBC Hollywood public relations director, to major exhibitors' trade associations. Letter said in part:

"Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Theatre Institute, American Conference and the Pacifica Tournament of Roses Assn. And also of similar rights and certain other proprietary rights of the NBC."
Never put a ceiling on what WLW-TELEVISION can do for YOU...

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how... experience... vigor... But Expanded!

It's the WLW-Television Client Service Department... with 20... yes, 20 complete and distinct services... all at work for you!

1. WLW-Television-Albers Shopper Stopper Plan.
2. WLW-Television-Kroger's "POP" (Point-of-Purchase) Plan.
3. WLW-Television-Eavys Supermarket "POP" Plan.
4. WLW-Television-Grey Drug Chain "POP" Plan.
5. WLW-Television-Gallaher Drug Chain "POP" Plan.
6. All-inclusive promotion campaigns.
7. Newspaper advertisements.
8. On-the-air promotions.
9. Cab Covers.
10. Car Cards.
13. Retail Trade Mailings.
15. Specialty publicity releases.
16. Tie-in with national promotions.
17. Promotion consultation service.
18. Client rating service.
19. Client follow-up reports.
20. Client television market research department.

The Client Service Department is your creative assault unit in the WLW-Television coverage area... doing for your product everything... from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plussing your advertising dollar... many fold!

WLW Television

WLW-T  WLW-D  WLW-C
CINCINNATI  DAYTON  COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood
The Swing is to WHB in Kansas City

WESTERN MUSIC ROUND-UP
TIME ON THE WHB RANGE

Popular of this noon-hour bloc of western music (with the news at noon) has caused an extension from 11:30 a.m. until 1 p.m. Monday through Friday. Music from Triangle "D Ranch" has been known as the "International Singing Cowboy" in person—Billie Grant, Duke, Red, Del, Duane and other WHB favorites. If you tell to the masses, this time segment and the type of programming are for you! A contest conducted this winter will determine the new title of this show, formerly known as "The WHB Boogie Wango Boys!"

10,000 WATTS IN KANSAS CITY
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

THOMAS R. ARGYLE & Co.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT
KANSAS CITY'S OLDEST CALL LETTERS

WHB NIGHT CLUB
OF THE AIR

The new name for "The Roch Ulmer Show." I plan to do a new format—presenting the hits in recorded popular music: old and new—by Roch Ulmer and his six terrific dialects adding sparkle and humor. Available for participating sponsorship and spots. Saturdays and Sundays, best M.C.'s personalities in the dance band, entertainment and recording field. Or, prominent local citizens well-known as record collectors—bring their favorite "collector's item" records to the show and announce them.

THE SANDRA LEA PROGRAM
Of, by and for Women!

What's new in the world of women in clothes, home decoration, household help and appliances, food, drugs, entertainment and entertaining, health care, feminine achievement? Sandra knows—and against a background of Betty Lombardo music every morning, Monday through Friday, she tells, and tells! If you have a product, want or service women buy—schedule your spots on this show! Minute transcription spots may be used with an appropriate lead-in by Sandra Lee and her Announcer, Or, Advertising by your letterhead. DO YOU READ IT?

WHB VARIETIES—Radio's Answer to TV

The finest music brought to listeners on ONLY Radio can bring it. "You don't have to see it to enjoy it—just listen!" Variety is the keynote. Hits of leading recording artists, plus fine albums in their entirety, plus entire musical comedy selections! Observance of special musical events, composers' birthdays, movie preview music, special days and special "weeks"—Nicholas, Monday through Friday, for a full hour. The judgment in musical selection of Edna Crouch, WHB's music librarian, plus the super showmanship of Roch Ulmer, with his ready wit and gift of gab. Dignified spotclosing with a dignified message will be welcomed on a participating schedule which allows only five commercials, within the half-hour format. A premium spot for superior products. You'll sell more, too. It's "Radio's best night-time buy."

DO YOU READ IT? WHB's progressive magazine, sent free to advertisers, agencies, advertisers and sales executives, and home buyers. Request a copy on your letterhead.