The Sylvania Television Award to "Broadway TV Theatre for definite contribution to creative television technique"

THE CONTRIBUTION:
"Broadway TV Theatre" is the first program to bring the idea of repeat performances to television.
It presents, in original form, the best plays of the legitimate stage...with a Broadway cast playing the full performance, live, every night of the week, Monday through Friday from 7:30 to 9 p.m.

THE SPONSORS:
Cavalier Cigarettes - Agency—The William Esty Company
Piel's Beer - Agency—Young & Rubicam
The General Tire & Rubber Company - Agency—D'Arcy

THE STATION:
WOR-TV channel 9
WLS OPERATION GROCER best merchandising plan in its field

....INCREASED CREAMETTES SALES
10% first eleven weeks

.... So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS...the business-building WLS program that influences the buying habits of millions of housewives...already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success...radio advertising, newspaper advertising, point of purchase displays and display material...complete in one result-getting package, at very nominal cost. Better see your John Blair man...or contact us...and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
Youngstown Ohio's FIRST TV Station

WFMJ-TV
UHF Channel 73

on the air January 15, 1953
NBC-TV Basic Affiliate

Represented Nationally by Headley-Reed TV

New York
Chicago
Atlanta
Hollywood
Philadelphia
San Francisco

“four score and seven years ago...”

WGAL-TV viewers recently watched spellbound as actor Ray Middleton gave an unforgettable, on-the-scene rendition of the Gettysburg Address. The occasion: a pageant staged by the Western Maryland Railway Company in the historic town of Gettysburg to commemorate Lincoln’s arrival there 89 years before. To bring viewers this memorable costume pageant, a WGAL-TV special events crew filmed the impressive 2½-hour ceremony in its entirety.

Once again, WGAL-TV scored a direct hit for viewers in its wide coverage area, bringing them—as is its custom—the complete and accurate account of an outstanding newsworthy event.

WGAL-TV
Lancaster, Pennsylvania

A Steinman Station
Clair R. McCollough, President

Represented by
ROBERT MEEKER ASSOCIATES

New York  Chicago  San Francisco  Los Angeles
CONSCIOUS of need for radio-TV experts in handling White House news affairs, James Haggerty Jr., Eisenhower press secretary, expected to name chief assistant well-versed in visiicultures of broadcast media. Pattern will be different from that now followed at White House, where press secretary nominally has two top assistants—both press men. No inkling yet who broadcast man will be but Mr. Haggerty has names under consideration.

REP. ALBERT L. COLE, popular Kansan who was defeated for re-election, still has under consideration possibility of seeking one of two upcoming vacancies at FCC, but hasn't yet made up his mind. He's working with Republican National Committee and it's generally believed he can have nomination if he wants it. All reports on him check favorably. Meanwhile, campaign of Lewis Allen Weiss for other vacancy is under way, and so far there appears to be open road for Vice Chairman Rosel H. Hyde for chairmanship when agency is reorganized by GOP.

AT ONE stage, possibility of appointment of Negro to one of two upcoming Republican vacancies on FCC was under study. Val Washington, now assistant to GOP Chairman Arthur Summerfield, it's learned, was considered, but reportedly wasn't interested. He is Indiana Law School graduate and also worked closely with Herbert Brownell, Attorney-General-designate, in 1948 campaign, handling mainly minority matters.

FIRST MAJOR network switch to be announced for new year is WDFD Flint from ABC to NBC, effective Mar. 15. Simultaneously, it's expected WTAG will switch to ABC. WDFD is Ditmer station, managed by Col. Les Lind, and WTAG is owned by Trench-Campbell, and managed by H. Allen Campbell.

WITH Columbia Pictures, Universal-International and Republic Pictures actively engaged in TV film production through their respective subsidiaries, Screen Gems, United World Films and Hollywood Television Service, other major studios are keeping intact their "B" production units while weighing possibilities of near-future video activity.

WILLIAM ESTY & Co., New York, preparing new spot announcement radio list for 1953. New list probably will include changing of markets for FAB and VEL, both Colgate-Palmolive-Fleet products, and possible shifts from FAB to VEL, and vice versa, in some markets. C-P-P is expected to approve plan early in January.

UNLESS all signs are askew, Comr. Frieda B. Hennoch proposes to become FCC's "militant minority" under GOP reorganization of FCC. She's already preparing to do battle unto finish against ABC-United Paramount Television merger, on ground that it would open way

(Continued on page 6)

BROADCASTING • Telecasting

NEWSPAPER GROUP BUYS KOWL SANTA MONICA

KOWL Santa Monica, Calif., 5 kw daytime outlet on 1680 kc, sold by Arthur H. Croghan, founder and owner, to Santa Monica newspaper group. Purchasers include J. D. Funk, general manager; C. D. Funk, assistant to general manager, and Robert E. McClure, editor of Santa Monica Evening Outlook. Sale reportedly involves close to half-million dollars. New owners to be incorporated as KOWL Broadcasting Co. Transaction handled by Albert Zugsmith, station-news-paper broker. It is subject to usual FCC approval. Applications will be filed in few days. In radio 25 years, Mr. Croghan has announced his retirement for time being.

ALLEN JONES KILLED

ALLEN M. JONES, 34, president of Store Radio and Washington attorney, and his companion, Byron L. Tormohlen, 33, also of Washington, were killed Thursday night when their private plane crashed into a dump about 20 miles west of Whiteville, N. C. They were on route to Florida for weekend. Besides Store Radio, sales and merchandising representative for FM stations serving stores and markets, Mr. Jones also has had other interests in radio-TV field, including Washington Assoco. Inc., consulting firm to schools proposing non-profit TV outlets on commercial channels [B+T, Nov. 10]. Marine Corps veteran of two Jims, Mr. Jones is survived by his parents.

MORE CANADIAN RADIO

RECEIVING set licenses in Canada for fiscal 1952-53 as of Dec. 15 totaled 2,198,988, off 17,825 over last year, but licenses for crystal sets were up 300% to total of three. Dept. of Transport's Telecommunications Division reported Friday. Total number of licenses issued for fiscal 1951-52 was 2,315,944.

License issue by province as of Dec. 15:

<table>
<thead>
<tr>
<th>Province</th>
<th>Licenses Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland</td>
<td>47,704</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>9,092</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>192,046</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>212,469</td>
</tr>
<tr>
<td>Quebec</td>
<td>619,416</td>
</tr>
<tr>
<td>Ontario</td>
<td>790,208</td>
</tr>
</tbody>
</table>

Total 2,198,988

BUSINESS BRIEFLY

FOOTBALL GAME TELECASTS • Unusually large hookups of 57 stations for East-West Shrine football game Saturday and of 50 stations for Browns-Lions pro football championship game Sunday reported by DuMont TV Network, which carried both telecasts. Plymouth division of Chrysler Corp. sponsored Shrine game, through N. W. Ayer & Son; pro finale sponsored by Miller Brewing Co., through Mathison Assoc.

SUGAR BOWL TELECAST • Coverage of Sugar Bowl football game in New Orleans on New Year's Day has been sold to cooperative sponsors over 13 ABC-TV and 52 ABC-Radio affiliates, network announced last week. This marks first telecast in 10-year history of game.

JUNGLLE SERIES • Cott beverages sponsoring Rand of the Jungle series of 25 half-hour shows, in four New England markets, according to Arrow Productions, New York, producer of series. Arrow said series has also been sold to 11 other stations, six of which have it on air under commercial sponsorship.

RELIGIOUS WORKSHOPS • Seven religious broadcasting workshops—four TV, one radio and two radio-TV—for 1953 have been announced by Broadcasting & Film Commission, National Council of Churches of Christ in U. S. A., as follows: Jan. 4-9, TV, WTWN (TV) Columbus, O.; Jan. 26-30, radio-TV, CBS, New York; Mar. 8-13, TV, WSUN-TV St. Petersburg; June 18-20, radio, State College, Pa.; July 5-10, TV, WOL-TV Ames, Ia.; Aug. 10-28, Radio-TV, WFBM-TV Indianapolis; Nov. 8-13, TV, WHEN-TV Syracuse.

TEMPORARY CUT • Procter & Gamble's Crisco, through Compton Adv., New York, currently reducing radio spot schedule but this is expected to be temporary measure until details of 1953 budget are worked out. Final plan probably will include reinstatement of present cancellations.

Total Radio, TV Network Time Sales Up

COMBINED gross time sales of nationwide radio and TV networks in November totaled $31,156,461, an increase of 10.2 per cent over gross of $28,277,180 for November 1951, according to figures compiled by Publishers Information Bureau.

Four TV networks in November billed $16,877,711, up 21.4 per cent from $13,900,029 figure for same month of 1951. Four radio networks combined billings for month totaled $14,287,780, down 0.7 per cent from $14,377,151 for November 1951.

FIB network-by-network report of gross billings for November and January-November, 1952 compared with 1951, for both radio and TV is shown in accompanying table.

(For more at DEADLINE turn page)
TV SALES IN ARGENTINA

TV SETS are selling well in Argentina, despite the country's economic recession and high cost of video receivers, according to J. Baldwin Robinson of Buenos Aires office of J. Walter Thompson Co.

Mr. Robinson, in New York over holidays, reported buyer's market exists. "Durable goods do not move where there is no money to spend," he said, "and, where advertising succeeds in moving people to the goods, dealers go further; their salesmanship is at low ebb today."

"Television is the one exception to the rule," he reported, with set sales mounting in spite of economic conditions. "Sets cost about $1,000 or ten months' salary. Sales continue up, however, largely because of the medium's vast entertainment appeal, installment purchase plans and excellent clearance from the country's single transmitter, which can reach across the flat land of approximately 4.5 million people--just in the greater Buenos Aires area alone."

AFTRA NEGOTIATIONS

AMERICAN Federation of Television & Radio Artists spokesman in New York reported Friday negotiations with networks covering radio and television performers and announcers have been suspended until strike in Chicago involving WGN and WLS is settled. AFTRA said it was in process of ironing out technical details of pact in New York and Los Angeles when strike action started in Chicago (earlier story page 38).

G.E. ON CBS-TV

LAMP DIVISION of General Electric Co. to sponsor Jane Froman's U.S.A. Centennial musical comedy series, on CBS-TV effective Jan. 8, Tues. and Thurs., 7:45-8 p.m. Agency: BBDO, N.Y.

HUTTON INCORPORATES

LINDSAY ENTERPRISES Inc., Los Angeles, located at 650 S. San Vicente Blvd., has been formed by Betty Hutton to handle all of her radio, TV, recording and motion picture commitments.

IRE CONVENTION

TELEVISION will again be major topic at annual convention of Institute of Radio Engineers, with four of convention's 43 technical sessions to be devoted to TV. Majority of papers presented at those sessions will deal with color, with uhf second most popular topic. Transisters will also be fully discussed during four-day meeting, to be held Mar. 23-26 at New York's Waldorf-Astoria Hotel. Some 30,000 engineers are expected to attend technical meetings and to visit 400 exhibits at engineering show at Grand Central Palace.

AGENCY MOVES

KASTOR, Farrell, Chesley & Clifford, New York, moving today (Monday) to 400 Madison Ave. New phone number Pi 1-1400.

In This Issue--

B.T presents five articles of review and outlook by leaders of advertising and broadcasting:

William B. Lewis, president of Kenyon & Eckhardt, writes on general advertising trends. In 1958, he foresees more emphasis on hard selling, more cost comparison of networks and local spots (to a great extent by TV), more mergers of small and medium agencies. Page 25.

Rodney Erickson, manager of Young & Rubicam's radio-television department, tells how television is transforming the radio-TV functions and personnel in leading agencies. Page 25.

Arthur C. Nielsen, president of A. C. Nielsen Co., makes some considered guesses about audience trends in 1953. Quantitatively, radio, of course, will virtually saturate the U. S., and TV may reach 50% saturation. Qualitatively, the TV audience will be broadened into a more representative cross-section of the population. Page 26.

William B. Ryan, president of Broadcast Advertising Bureau, thinks that recently invigorated selling at the local level ought to pay off in 1953. An increase of as much as 20% in local volume is possible. Page 26.

J. Leonard Reinsch, managing director of WBAM-TV Atlanta, WWHO-AM-TV Dayton and WIOD Miami, predicts a continuation of the growing trend toward cooperative advertising, assuring TV stations of increased local revenue. Page 27.

Political broadcasts last October saved radio networks from falling below their gross in October 1951 and gave a big boost to rising TV network billing. Democrats spent more than the Republicans in both media. Page 29.

In less than a year, TV cost-per-thousand homes has declined nearly 18%, a survey by Edward Petry & Co. discovers. Page 29.

Uhf stations in Atlantic City, N. J.; York, Pa., and South Bend, Ind., begin operations, and a fourth, in Wilkes-Barre, Pa., is due to start early this week. Page 51.

Upcoming


Jan. 9-10: South Carolina Broadcasters Assn., annual meeting. Francis Marion Hotel, Charleston.

Jan. 22-24: Canadian Broadcasting Corp. board of governors, public hearings, Room 268, House of Commons, Canada Parliament Bldg., Ottawa, Ont. (Other Upcomings on Page 38.)

Closed Circuit

(Continued From page 5)

for full-scale motion picture invasion of TV (and radio) and thereby suppress competition. And she has fired shots against newspaper-ownership as tending toward media monopoly in moulding public opinion.

FCC LAST Tuesday found itself forced to instruct its staff to clear power increase to 100 kw peak for KSTP-TV St. Paul-Minneapolis, after competitive station--WCCO-TV--had begun increased week before. Broadcast Bureau handles these power increases as routine, but held up KSTP-TV action because file showed labor union complaint over engineers' strike. FCC construed this as no basis for withholding routine approval and so instructed staff.

INDICATIONS point to dropping of suits for $100,000 each filed by Hector Chevigny and Philco Higley, president and vice president of eastern region of Radio Writers Guild, against 31 other RWG members associated with group called We the Undersigned [B.T., Nov. 17]. Suits were based on charge that We the Undersigned had accused the RWG administration of pro-Communist sympathy. Lawyers for plaintiffs are said to be amassing documents from defendants in which they disclaim any intention to impute pro-Communist tendencies to Mr. Higley or Mr. Chevigny and in which they assert belief that plaintiffs are loyal U. S. citizens.

HOPE SEEMS to spring eternal at FCC. At last Tuesday's meeting, Commission named Eugene F. Merrill as motions commissioner for month of January. No one even mentioned fact that amiable Mr. Merrill is recess appointee and that it's presumed his tenure will end with convening of Congress. His colleagues marvel at manner in which he has tackled job, giving no indication whatever that term is temporary.

DESPITE pressure to have it pick up so-called B-4 processing line (cities now having one TV station), FCC intends to stick close to A-2 line for cities and towns with no TV until it pretty well exhausts list. That should take six or eight weeks, it's thought. But it's dipping back into B-2 list here and there under flexibility allowed in its processing procedure.

TOME approaching size of Federal Budget will reach Senate and House Interstate and Foreign Commerce Committees next week, to conform with new McFarland Law requiring FCC to report on cases hanging fire more than three or six months. FCC will plead manpower and money shortages and is expected to seek supplemental appropriation to enable it to carry on even with present staff beyond June 30 fiscal year deadline.

MAYOR-Elect Roy Hofheinz of Houston Friday scotched rumors he has sold controlling interest in KTHT there for $600,000 to prominent local businessmen, but acknowledged there have been conversations with several parties. Intention to sell control of KTHT for "political reasons," attributed to another source, was neither affirmed nor denied. KTHT is assigned 5 kw on 790 kc, directional.
All It Took was a Sacred Cow...

To start the bloody Sepoy Mutiny in nineteenth century India. To the Hindu, the cow is sacred; and devout native troops refused to accept a new rifle when a rumor started that its ammunition was lubricated with tallow derived from cattle. The British insisted, and the fight was on!

There are no "Sacred Cows" at radio KOWH, no effort to give its listeners anything but what they demand — good entertainment and honest fun. Does the Omaha, Council Bluffs area appreciate it? Answer that question yourself with a peek at the below Hooper averaged for the thirteen-month period from October, 1951, to October, 1952. Confidentially, we're "untouchable!"

36.0%

Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Oct., 1952.)

Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1952.)
Miss Genevieve Schubert
Compton Advertising
650 Fifth Ave.
New Yorke City, N. Y.

Dere Gen:

Here h'it is jist about time fer sayin' hello to anudder New Yere. This sure has bin a bizy yere here at WCHS where we have 5,000 watts on 580. Yep, we cover'd thin Chi. conven'shuns direct from there. We also started stayin' on th' air 24 hours every day and we also hed the Gov. of W. Va. here at th' stashun to cut our birthday cake when we was 25 yeres old this past Fall. And we also got credet from sum big official at th' Capitol Bldg. fer broad-castin' a warnin' that got enuff volunteers to save a state forust from burnin' up. We git action instantly just liet the coffee made by Mr. Chase and Mr. Sanborn.

Yrs.,

agalyn

CBS

5,000 watts

580 KC

WCHS

Charleston, W. Va.

Represented by Bronham
IS THERE
OIL IN ARIZONA?

U. S. Oilmen Risking Millions
To Find Answer

Oil may have been discovered in Arizona by the time you read these words—or it may never be discovered there at all. But right now many oil companies, large and small, are investing millions in this state in hope of finding more oil to meet the nation's ever-growing needs.

Research tells oilmen that certain areas of the state are favorable to the finding of oil. But even using the latest scientific knowledge and equipment, the only sure way to find oil is to drill for it.

So far, the Arizona oil search has turned up nothing but a string of costly dry holes. Yet oilmen know that the search for oil always faces long odds. In promising areas where oil has never been found before, only 1 well out of 9 ever turns out to be a producer.

In spite of these odds, America's thousands of privately-managed oil companies last year found twice as much oil as the nation used up.

The risks in the oil business are high. But oilmen are willing to accept risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet, "Is There Oil Under Your Land?", write to: Oil Industry Information Committee, American Petroleum Institute, Box 41, 50 West 50th Street, New York 20, N. Y.

AMERICA'S 28th OIL-PRODUCING STATE? Maybe, maybe not. The only sure way to find out is by drilling. Derricks on this map represent the 40 wells oilmen have already drilled in Arizona. All of them turned out to be dry holes. Yet more wells are being drilled right now in the shaded areas, where chances of finding oil are believed best.

ANOTHER ARIZONA DRY HOLE? Even the geologist and the drilling contractor don't know the answer yet as they examine core sample taken from well in background. Rig is coming down to move in heavier equipment. Whether this well comes in or not, oilmen will not quit their Arizona oil search. This search wherever there is the slightest chance of finding oil is the reason U. S. oilmen find more oil each year than the nation uses up.

SCENE IN PHOENIX, ARIZ. LAND OFFICE shows how oilmen rushed to beat deadline for filing lease claims under new state law. Competition for drilling leases is keen though no oil has been found. With many oil firms bidding for drilling rights, landowners benefit by rental payments—collect royalty on every barrel if oil is found.
This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually every home is a radio home—and over half of them have two or more sets.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at far lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:
The smartest buys in all advertising are being made in radio. And they’re being made right now.
1. Two gallons of today's gasoline do the work of three gallons of 1925 gasoline. On the average, how does the price of today's regular grade gasoline compare with the price of regular grade gasoline of 1925 (excluding state and federal gasoline taxes)? Check one:
   - The same
   - 15% greater
   - 50% greater

2. In 1931 Union Oil made a total net profit of $27,295,971. Of this, $15,851,712 was plowed back into the business to meet the expanding needs of our customers. $11,444,259 was paid out in dividends to our shareowners. What did these dividend payments average per common shareowner?

3. How much investment in "tools" does it require to provide an average job at Union Oil Company?

4. In 1910, Union Oil did an annual volume of $12 million. This represented 23% of the total oil business in the West. Today we do an annual volume of over $276 million. What percentage of the total oil business in the West do we have today?

Answers:

1. The same. The reason: Under our American profit and loss system, U.S. oil companies have the incentive to compete for your business. Because of this constant incentive they spend millions of dollars every year on research and development to put out the best possible gasoline at the lowest possible price.

2. $286 per shareowner. $11,444,259 is a lot of money but it was divided among Union Oil Company's 40,093 shareowners. And our largest single shareowner has less than 1% of the stock.

3. $70,920. That's why in most industries today you have to pool the money of a lot of people under legal agreements known as corporations. Very few individuals could finance the "tools" required by heavy industry.

4. 13%. We do over 22 times our 1910 volume. But we have a smaller percentage of the total business—mainly because the oil industry is far more competitive. There are many more oil companies competing for the business today than there were in 1910.
PARTNERS THREE FOR '53

It isn't necessary to come to Toledo for market, programing or availability information—because Toledo and WSPD are expertly represented right in the heart of the nation's time buying centers—New York and Chicago.

"Speedy's partner" in New York is Tom Harker, National Sales Manager of Storer Broadcasting Company—In Chicago, Bob Wood, Storer Broadcasting Midwest Sales Manager.

And in 1953 you'll find that Tom and Bob stand ready to provide information on WSPD and WSPD-TV. They bring Toledo and Northwestern Ohio—with its tremendous facades and figures of potential buying power, high retail sales, exceptional market statistics as close as your phone. So in '53 make a habit of contacting Tom and Bob—partners in Northwestern Ohio's Sales Stations—WSPD and WSPD-TV. It will make our wish—"A Happy New Year to you" come true.

SIGHURD S. LARMON, president of Young & Rubicam, N.Y., elected a vice chairman of United States Council of International Chamber of Commerce.

JAY MORSE ELY, vice president, Symonds, MacKenzie & Co., Chicago, to Casler, Hempstead & Hanford Agency, same city, as account executive.

FUTTERMAN-GERBER Adv., Chicago, changes name to WILLIAM FUTTERMAN Adv. with resignation of SEYMOUR GERBER.

J. C. BALSON named director of media and research of McKim Adv. Ltd., Toronto. N. C. VISSE appointed research manager of same agency at Montreal.

VIRGINIA CURRAN, BBDO, N. Y., to Hicks & Greist, that city, as assistant to director of radio and television.

on all accounts

AT LEAST one successful candidate this year owes his election almost entirely to radio and television.

He is Peter Lyman, radio-TV director for Frederick E. Baker & Assoc., Seattle, who Dec. 9 was elected president of the Advertising and Sales Club of Seattle for 1953.

Joe Lyman's first job was with WBBM Chicago, and he has been with radio— as talent, producer, account executive and often all three—ever since.

Born in Seattle Sept. 7, 1908, he was educated at the U. of Washington there and at the Pullitzer School of Journalism, Columbia U., in New York.

After radio singing and acting at WBBM, he worked as a freelance writer and performer in Seattle during 1932-34.

One of his regular assignments was the role of an "Indian"—producer's label for the actors because the show used so many American aborigine characters—on Pioneer Days, sponsored by Peoples National Bank on KOMO and KOL Seattle. He must have satisfied the sponsor then, because he now serves Peoples as account executive at the Baker agency.

In 1934, Mr. Lyman began a seven-year association with the then jointly owned KOMO-KJR Seattle. Starting as continuity writer, he became successively producer and public relations director.

As war approached in 1941, he went to the Washington State Basting of Broadcasters to set up the voluntary statewide Victory Network, which linked all 42 stations in the state. In this capacity, he started two weekly programs, and provided recorded spot announcements for participating stations.

When the State Defense Council took over, in January 1942, Mr. Lyman became radio director in the press-radio bureau. Two months later, however, he abandoned the microphone to serve three and a half years with the Navy. He served on carriers from 1943 to November 1945, and emerged from the service a lieutenant commander. He is now a commander in the Naval Reserve, and commanding officer of the Public Relations Unit for the Thirteenth Naval District.

The postwar period marked the beginning of his advertising agency career, when he joined Mac Wilkins, Cole & Weber, Seattle, as radio director. He soon became an account executive with Pacific National Advertising, Seattle, and in

Mr. LYMAN

BROADCASTING  TELECASTING
1947, he went to Spokane to be sales promotion manager for The Bon Marche, a department store.

In 1948, he began his present association with the Baker agency in Seattle, as radio (now also TV) director and account executive. He handles the broadcast media for The Bon Marche, Seattle, and all advertising for Peoples National Bank, the two Oldsmobile dealers in Seattle, the Toy Shop and Mello-Cup Coffee, among other accounts.

For his various accounts, which spend more than $200,000 in radio and TV annually, Pete Lyman now handles three programs a week, plus participations. On most of the programs, he is writer, producer and voice, as well as account executive. Among the vehicles in which he participates on the air are the Toy Shop's weekly children's puppet show (Tuesday, 4:45-5 p.m.) and Oldsmobile commercial announcements on the film program, Amateur Science (Friday, 9:30-9:45 p.m.), both on KING-TV Seattle.

Versatility Demonstrated

On his own time, perhaps to prove that advertising men are never so busy they can't take on something extra, Mr. Lyman conceived and put on KING-TV a weekly participating show called Tele-Buys Inc. It proved very successful for several of the sponsors, particularly Formula #40, a brass polish made in California which sought an opening of the Pacific Northwest market [B+T, May 2, 1952].

Although Tele-Buys is now off the air, Mr. Lyman has other evidence that radio and TV advertising pays. Peoples National Bank, he reports, has about doubled its advertising appropriation since 1950, adding television. Its principal vehicle is the half-hour People's Parade (Tuesday 9 p.m. on KING-TV). It is using some spot radio.

"We've proved that radio and television can do a job for the advertiser," he says. "New business shows that Peoples is getting the greatest results with TV that the bank has had with any medium."

Another video success story comes from one of two Oldsmobile dealers, which recently entered TV to promote its loan business. Returns indicate that, per dollar invested, television is outpulling all the other media used, including newspapers, radio and car cards.

Mr. Lyman in 1937 married the former Gladys Miller. She was music librarian at KOMO.

His hobbies are fishing and photography, and he is a member of the Washington Athletic Club and the Washington Quarterbacks.

He is completing a term as first vice president of the Seattle Ad Club. He was on the board of the Spokane Ad Club.

AUTO AUDIENCE

Has Increased—Roslow

MORE listening is being done away from home. And more of this same away-from-home listening is in automobiles, according to Pulse reports showing the New York radio audience increased 20.4% by out-of-home listening in November 1952, against an out-of-home plus of only 16.2% in November 1951. This November found 53% of the away-from-home audience listening in autos, against 48% who did so in November a year ago.

The level of out-of-home listening this November was higher than in that month for any previous year since Pulse began measuring this type of listening in 1949, the research organization said, with 3.9% of the families in metropolitan New York this November reporting out-of-home listening during the average quarter-hour from 6 a.m. to midnight, compared to 3.5% a year ago. On an average day 30% listened away from home, compared to 26% last year.

Commenting on these findings, Dr. Sidney Roslow, director of Pulse, pointed out that the increased out-of-home listening represents an expanding plus for radio advertisers. "Failure of many broadcasters, advertisers and agencies to take account of this trend is undoubtedly contributing toward radio's failure to get its former share of the advertiser's dollar," he stated.

Ulers? Shattered nerves? We broadcasters have had our share of these in '52.

But now, at the turn of the year, let's remember that we got something for our pains.

For example:

* * * a stronger, revitalized NARTB and BMB;

* * * a TV code of good practice;

* * * a record of unprecedented public service programing during and before the national elections;

* * * a sales record that reflects the new surge of confidence in broadcasting as an entertainment and sales medium.

So... a toast to tomorrow!
Girls Town
EDITOR:
...In the past you've always come forward for the underdog. The young ladies of Girls Town U.S.A. are truly the underdogs, for they are the daughters of delinquent parents, parents who have never done anything for them and are themselves a burden on the taxpayers of America.

In this fine home near Whiteface, Texas, located only 15 miles away from us, they are completely rehabilitated as the boys are in Boys Town, Nebraska.

The home... started with 12 girls four years ago and is now filled to capacity with 72. Naturally, with 1,200 applicants on the waiting list, an expansion program is a necessity... I am contacting a few of my friends like yourself and asking them to take up the cudgels on behalf of this fine institution. Will you help?

Victor King
General Manager
KLVT Levelland, Tex.

EDITOR'S NOTE: Any station wishing to carry spot announcements in the fund drive for Girls Town may obtain scripts from Mr. King.

* * *

Wrong Dennis
EDITOR:
I would like to call your attention to the picture pertaining to the United Cerebral Palsy telethon on page 76 of your Dec. 18 issue. I am convinced that the gentleman identified as Dennis Day is no other than Dennis James of Old Gold cigarette fame.

This does not hinder any of my high regards I have for your fine publication.

Boyd Porter Jr.
Commercial Manager
KIOX Bay City, Tex.

EDITOR'S NOTE: Mr. Porter caught a caption writer napping.

* * *

Bang, Bang
EDITOR:
...Our business is the best in the station's history. Anyone who says radio in a TV market is tough is just lazy and doesn't know how to load his sales gun with the right ammunition. We have BROADCASTING * TELECASTING and our own point-of-sale surveys — double-barreled dynamite that keeps our business moving our way.

Walt Dennis
Commercial Manager
WILS Lansing, Mich.

Thank-You Note
EDITOR:
I consider myself very fortunate in having been able to attend the recent southeastern television conference sponsored by WBTV (TV) Charlotte...

WBTV's prospective competitors were treated royally and exposed to a lot of down-to-earth facts about TV operations by their staff and other assembled authorities... Too bad there isn't a place on some of the FCC forms for inserting this grand display of "in the public interest."

Lyle C. Motley
Chief Engineer
WBTM Danville, Va.

* * *

T Is Silent
EDITOR:
We are not at odds with our local newspaper, the Pekin Daily Times, but we are beginning to catch on as to what they think of us there.

We carry a daily program extolling the virtues of merchants in a neighboring town, Morton... Last week's listings in the Pekin Times came out with a frightening error... Note enclosure.

Bob Snow
Program Director
WSW Pekin, Ill.

EDITOR'S NOTE: The "Times" dropped the "v" from the listing of the "Morton Hour."

* * *

Wrong Party
EDITOR:
My husband, public service and special event man at KSTP and KSTP-TV, covered election results for the station and was a pretty tired boy early next a.m., but not as tired as the fellow who composed the WCCO-TV ad in the Dec. 8 BROADCASTING * TELECASTING. You see, Roger Kennedy, the first candidate to concede, was on the Republican, not Democratic, ballot. What's more, Roger is related to the new president of WCCO-TV. At KSTP we treat the boss' relatives better than that.

Mrs. Ben Leighton
St. Paul, Minn.

EDITOR'S NOTE: The advertisement listed the concession of Mr. Kennedy, "Democratic candidate for Congress," as among the events of WCCO-AM-TV coverage.

IN ALL THE W

the New York station
where listeners listen
and sponsors sell... key
station of MUTUAL
Broadcasting System
TELEVISION HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING
(Radio Highlights of 1952 on Page 20)

Jan. 7—First copies of the NARTB TV Code and Seal of Good Practice are distributed to stations.

Jan. 7—Gain of 208.7% in total TV revenue to a total of $100.9 for 1950 was reported by the FCC. Expenses for 1950 totaled $115 compared to $28.6 million in 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 15—Merger of General Teletro Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire and Rubber Co.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 14—Membership of NARTB TV Code review board is approved by the board of the association. Group to take office on March 1, when code becomes effective.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 18—Procter & Gamble purchases more than $7.5 million worth of TV network time at gross rates to become the leading video network user during 1951, according to FTC reports.

Feb. 22—Wayne Coy resigns as chairman of the FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 25—U. S. Advertisers spent $217 million on television time in 1951, according to an estimate made by BROADCASTING • TELECASTING and appearing in the first TELECASTING YEARBOOK.

Feb. 26—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC commissioner to replace Wayne Coy, as Paul A. Walker becomes chairman.

March 1—Thirty-first annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 14—FCC releases its Sixth Report and Order establishing its new TV policy. Report made 2,003 assignments to 1,291 communities. Of these 617 were vhf and 1,636 uhf. There were 242 noncommercial educational reservations.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for $1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comm. William H. Willa.

May 12—Controlling interest in KOTV (TV) Tulsa sold by George E. Cameron Jr. and John B. Hill to J. D. Whatcher Jr. for sum in excess of $2 million.

May 17—Because of the football telecast ban of NCAA, Atlantic Refining Co. decides to sponsor pro football in the future.

May 17—DuPont awards are announced. June 27—President Truman calls members of FCC to White House for conference on the educational TV problem.

July 7—McFarland Bill (S 568) amending the Communications Act of 1934 is signed by the President to become law. July 7—Republican National Convention gets top coverage from radio and television.

July 15—FCC begins granting new TV stations by releasing batch of 18, including three for Denver.

July 21—Democratic convention profits by Republican experience and improves television technique.

July 31—NBC obtains exclusive television rights to major football games which NCAA permits to telescast.

Aug. 22—TV stations and networks take in $235.7 million, according to FCC report.

Aug. 22—General Motors agrees to pay $2.5 million to televise NCAA major college football games on NBC-TV.

Sept. 19—Commissioner Robert F. Jones resigns FCC to join law firm.


Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blit.

Nov. 17—SCA releases study of first uhf station in Portland showing that coverage is much greater than had been anticipated.

Dec. 12—NBC Board Chairman Niles Trammell resigns to become one of principals in TV application for Ch 7 in Miami.

Dec. 15—Crosley Broadcasting Corp. agrees to buy WLTV (TV) Atlanta for $1.5 million. Stock of station had been held by 25 prominent Atlanta businessmen.

In all the world there isn't another station like WOR.

For years, its powerful voice has reached into 14 states—and today its programs serve the 26,000,000 listener market.

For years, such WOR-established personalities as John Gambling, Martha Deane, and the McCanns have been winning the confidence of listeners—a must factor in selling.

WOR also has new stars—stars who will be selling the New York market for years to come.

That's why WOR sells more products for more advertisers than any other station in the world.

Let us show you how WOR can sell for you.
Radio promotion in Boston paid off in more than doubled attendance at an eight-day automobile show which turned over its showmanship problems to WCOP-AM-FM that city.

This year's show, "Motorcade of '58," saw 60,000 persons visit the Mechanics Bldg., one of Boston's premier show palaces, to witness "the million-dollar spectacle of the world's fastest and most expensive American and foreign sports cars." The first annual show, held last year, drew only 17,000 spectators.

The jump in attendance came when Edward Stone, president of International Racing Enterprises, promoters of the event, placed general promotion for the show in the hands of John C. Gilmore, WCOP account executive.

Mr. Gilmore arranged for broadcasting of six hours daily of special shows direct from the Motorcade stage. The show's auto displays jumped the gun by three weeks on the release dates of most standard American cars, the station reports.

A feature attraction was the daily appearance of one of Boston's most popular locally-produced radio shows, WCOP's Hayloft Jamboree, starring Nelson Bragg, "the Merry Mayor of Milo, Maine." WCOP reports the Motorcade management already has invited the station to handle promotion for its "next and bigger" show, "Motorcade of '54."

ISIDORE (LINDY) LINDENBAUM, president of Filmcraft Productions Inc., Hollywood, was a prominent Los Angeles attorney until he got so carried away by a client's enthusiasm for television that he joined him in establishing a TV film firm.

Foreseeing the use of film in the new medium, he now believes "only the surface has been scratched." He predicts his chosen field "will eventually be many times larger than the present motion picture industry."

Filmcraft—of which F. H. Fodor, the "client" who sought legal aid in obtaining patents for a camera control system, is the executive in charge of production—has just completed filming the 110th NBC-TV You Bet Your Life program.

With this record behind him, Mr. Lindenbaum feels safe in saying "quiz, variety, situation comedy and dramatic type programs are all headed toward film. Editors can eliminate dull spots and tighten up quiz shows, in addition to eliminating any ad libs in questionable taste."

He adds that film results in a better physical presentation of a star "thanks to movie lighting as well as a constant make-up check." He also says these facts are especially important to name players—now not so young—who want to look their best before the public.

Mr. Lindenbaum's family moved to Los Angeles from his native city, Boston, when he was a baby. He was graduated from high school and entered Columbia U. as a pharmacy student. After a year of this, he entered the U. of California at L. A. and switched to law. He also studied at the U. of California at Berkeley where he received his A.B. After a brief attendance at Harvard U. he got his LL.B. degree from the Boalt Hall School of Jurisprudence at Berkeley. He hung out his shingle in Los Angeles in 1941.

Filmcraft, which started on a small scale employing two enthusiastic men and using a camera system that permitted continuous filming of programs, has expanded operations considerably. It has acquired Filmarte Theatre, the

(Continued on page 66)

strictly business

Mr. LINDENBAUM... it was enthusiasm

Santa's Back—

in his usual place, full of good cheer, with a smile on his face.

From the pages of Broadcasting, he now steps forth,

To bring you this word from the chilly north.

"I've been working all year to make this Christmas best, for broadcasters, agency people and the rest.

They've done a good job, month in and month out,

says jolly old Santa, so round and so stout.

"My pack's loaded down with gifts for each one,

And I'll deliver them all before Christmas is done,

Calling at each agency and broadcasting station,

Up, down and across the entire nation.

"When I've made my rounds for fifty-two,

I'll go back to the Pole and start work anew.

I'll wish for you a Happy New Year,

With lots of business from far and near."

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented by NBC Spot Sales

Page 16 • December 29, 1952
the most looked-at, listened-to station
in the big, prosperous Omaha market

announces the appointment of

EDWARD PETRY & CO. inc.

as national sales representatives

with offices in...

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS
wdod delivers 100 radio homes for only a PENNY!

Based on a median rate, the 91,500* daytime radio families listening to WDOD cost just a PENNY per 100 families.

That's a good buy in any market. In bustling, growing Chattanooga that means money in the cash register, too!

For 27 years, popular, powerful WDOD has persuaded millions of loyal listeners to buy the merchandise and services it has advertised. Yes, WDOD really sells its audience.

Make Chattanooga's No. 1 station your No. 1 choice in this profitable marketing area.

*latest primary coverage figures

wdod AM – 5,000 watts
FM – 44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company

HALLENGE CREAM & BUTTER Assn., L. A., will sponsor Sugar Bowl Game from New Orleans on KECA-TV that city and KGO-TV San Francisco, 11 a.m. PST, Jan. 1. Agency: Davis & Co., L. A.

MILES LABS, (Alka Seltzer), to sponsor NBC radio coverage of New Year's Eve Festivities in New York, Chicago and San Francisco with pickups from those cities at, respectively, 11:45 p.m to 12:05 p.m. EST; 12:45 p.m. to 1:05 a.m. EST; and 2:35 to 3:05 a.m. EST. Agency: Geoffrey Wade Adv., Chicago.


COLGATE-PALMOLIVE-PEET Co., renewing radio version of Mr. and Mrs. North for 13 weeks, effective Jan. 6. Show celebrates its tenth year on radio with the Dec. 30th broadcast. Agency: Sherman & Marquette, N. Y.

WESTINGHOUSE ELECTRIC Corp. to sponsor Meet Betty Furnace on CBS-TV Fri., 10:45-11 p.m., effective Jan. 2. Agency: McCann-Erickson, N. Y.

Agency Appointments


NATIONAL YEAST CORP., N. Y., names Hilton & Riggio, that city, effective Jan. 1.

McCRAY REFRIGERATOR Co., Kendallville Ind., appoints Buchen Co., Chicago. Media plans not yet set. Account executive is LEON MORGAN.

FAIRMOUNT FOODS Co., appoints Allen & Reynolds, Omaha. Firm uses radio-TV.


W. A. STILLWELL, L. A., and HALLS MOTOR Co., Highland Park (both Oldsmobile dealers), appoint George Patton Co., Beverly Hills. TV is being used.


INSTANT BEVERAGE Co., S. F. (Valsweet grape nectar), appoints Guild, Bascom & Bonfigli, that city.

SALADA TEA Co. of Canada Ltd., Toronto, names McKim Adv. Ltd., Toronto, effective Jan. 1.

LOUIS SHERRY Inc., N. Y. (candy, ice cream, preserves and catering service), appoints Hilton & Riggio, same city.

Mumbo-Jumbo
or Merchandising?

WMIL has never believed in — and never practiced—the kind of mumbo-jumbo that went by the name of "merchandising" but wasn't. We never believed that keeping an account executive happy by going through the motions, was a good substitute for building audiences. We still hold to that idea.

But, now, food advertisers on WMIL will receive, without extra charge, the active cooperation of the Krambo Stores—a chain of giant super-markets, whose annual volume exceeds $3,000,000 per store.

They will share in Krambo's own WMIL advertising, will receive stack displays in every store, will obtain space in the store's newspaper advertising, shelf displays, window streamers. This all is a no charge "plus" service.

In short, good food advertising on a good radio station will, as always, create demand. But the WMIL food merchandising plan will turn that active demand into positive active sales through the most aggressive chain of food markets in Milwaukee.

That's what we call merchandising. That's why we're doing it. Ask any Forjoe office for the details.

WMIL
means
MILWAUKEE

REPRESENTED BY FORJOE
in this room...

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

AMPEX Recordings are engineered to the highest professional standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

- **MINIMUM “DOWN TIME”**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

- **HIGHEST FIDELITY**
  Even when programs are repeatedly transmitted from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

---

**If you plan for tomorrow, buy an AMPEX today**

**AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA**

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**RADIO HIGHLIGHTS OF 1952**

As Reported in BROADCASTING • TELECASTING
YEARS of RESULTS . . . .
From RADIO and NEWS!

100 per cent distribution for Polar Bear Coffee in the Fort Smith Trade area is proof of results for the Noon News, now in its 23rd consecutive year on KFPW . . . under the same sponsorship. Left to right, celebrating the 7,000th broadcast of Polar Bear Coffee News—J. W. Davis, sales manager, Griffin Grocery Co.; James C. Leake, vice president; Dwight Sample, manager, Griffin Grocery Co., Fort Smith, and Pat Garner, veteran news chief of KFPW. Inset, John T. Griffin, president of Griffin Grocery Co., makers of Polar Bear Coffee.

One of KTUL's staunchest advertisers is Harry Clarke of Clarke's Good Clothes in Tulsa, who has sponsored "Tomorrow's News Tonight" every night at 10:00 for 15 years. Taxi poster held by Newscaster Ed Neibling, left, and Clothier Clarke heralds longevity of newscast. Plaque on wall was awarded KTUL and Clarke's in March by the BAB as second prize in the national "Radio Gets Results" contest. Clarke's has advertised continuously on KTUL since a week after the station went on the air in 1934.

- The "VOICES" that SELL MOST for MORE LOCAL MERCHANTS in TWO RICH MARKETS of the SOUTHWEST.
- "GRASS ROOTS" ACCEPTANCE plus CONSISTENT RESULTS MAKE KTUL and KFPW the BEST BUYS FOR YOUR ADVERTISING DOLLAR in TULSA and FORT SMITH, ARK.

KTUL - KFPW

Tulsa
Fort Smith

AFFILIATED WITH KOMA, OKLAHOMA CITY
Like cheese goes with apple pie

Low-cost results and W-I-T-H go together just like cheese and apple pie. And how the local merchants do know it!
W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.
Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!
W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H.
Your Forjoe mart will give you all the details.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Page 22 • December 29, 1952
WHAT'S AHEAD FOR ADVERTISING IN 1953?

By William B. Lewis
President, Kenyon & Eckhardt

TRYING to look ahead these days is a thankless and unrewarding task. We can be sure, however, that 1953 will see a continuation of the trends so evident in 1952.

First of all, it looks as though there will be more and more mergers of small and medium agencies into larger operations. Small agencies, and here I do not speak of one-man shops, cannot afford the depth in facilities which is so essential today in working with major clients. Because of that, and the narrowing profit margins of the agency business, we can look forward to more news announcements along the lines that became so popular this year.

The Squeeze

Medium agencies are squeezed with the same problems. To hold a major account in these days of tough selling, an agency must be equipped to offer advice and counsel on many different marketing levels. The medium agency, with accounts which look good to the larger agencies, is placed in a difficult competitive position. Unless the creative work of the medium agency is so powerful that other considerations are waived, and that happens too rarely in our industry, the larger agency gets the nod as a better economic gesture by the client.

Few agencies are conscious of these days of the help a strong and facility-wise agency can give his advertising and sales team. And they will need every bit of that help in the year ahead.

Agency departments will be strengthened in 1953. Copy lessons have been learned in the past few years that are certainly going to be applied in the coming 12 months. Direct and simple approaches, with the emphasis on the individual benefit given to the consumer, will replace the kind of copy which sounds smart and sophisticated in a copy department or board room.

Copy people are learning the hard facts of sales needs. And when those facts are blended with creativity and ingenuity, copy stands go up.

The day of being cute and coy is over. A cute copy line is of no value to a sales force and of even less value to a retail salesman. This doesn't eliminate humor in copy by any means. But the trick phrase will find its usefulness wanting in the hard light of 1953 sales necessities.

Primarily, we are in the business of creating and holding consumer demand. That is especially true in light of the increasing amount of self-service, one-stop, shopping outlets. So the job for creative advertising is bigger than ever. And the advertising which is not truly creative will have a hard time surviving in 1953.

So, for copy in 1953, paste up the prime function of advertising—creativity with a purpose. The purpose is to make somebody want to buy and impel them to the purchase. Don't get lost; don't get tricky, don't get trade. Get the straight message over in simple, direct, attractive fashion.

Copy and Art are sisters who must live together in our business. Gerry Link, our head art director, would certainly go along with me in the feeling that advertising art has made long strides forward in the past few years. The whole food picture, with its striking art examples of appetite appeal raised to the nth degree, is a fine case of advertising development.

If I may mention one of our campaigns, I'd like to bring up the Lincoln "modern living" story. Here is a campaign which has totally departed from what some circles call "Detroit advertising." Bold, imaginative, striking in conception, it fits the Lincoln of 1952 and the Lincoln of 1953 as few other advertising themes have done.

Dealers and factory tell us one important matter; the campaign is selling Lincolns, and that is our prime objective. So then our art for 1953 must continue its boldly imaginative strides; again, with the realisation that art must be welded to reality and that it must sell product.

Behind Art and Copy comes a dynamic concept of Media. Media buying, in many respects, is a most underrated section of agency operation. Yet, we know that creative media buying is one of the most important advertising responsibilities of agency and client operation. Many agencies have revamped traditional thinking concerning the operation of media departments. The changing pictures in TV, radio, newspaper, magazine and other media, need constant attention of top agency management. That's why 1953 will find still further upgrading of media personnel in major agencies. This will be a good thing for the people who both buy and sell media, for agencies in general and for clients.

Media Buying

Make no mistake about it—media buying must be strong and dynamic if advertising value is to be given our clients.

Back up Art, Copy and media comes Research. I may be prejudiced on this subject, but research to me is of such vital importance in today's market that it becomes hard to evaluate its contributions. Facts are the backbone of any intelligent business operation. Management cannot afford the luxury of wishful thinking, hasty guesses and one-man surveys. Management turns to research for the answers. These answers are not meant to serve as anything but guidelines for action. They do not halt, constrict, delay, lame or cripple creative action. They do, however, show us where

(Continued on page 24)
we have been, where we are now, and where we may go in the future.

Research of many forms will be more important than ever in 1953. And the client who can team a good research department will be ahead of his competitors. Used the right way, research can improve creative and sales output to new highs in 1953.

The year ahead will certainly show greater emphasis on the fast moving promotion and merchandising setups, both with agencies and advertisers. These are the departments which work in the field and have the close knowledge of selling problems which can be translated back into better advertising which contains more potent selling force. Contributions of these operations will be enormous in 1953. Their flexibility and ability to stir excitement on all levels, both trade and consumer, give merchandising and promotion a vital part to play. In this area, incidentally, lie the contributions made by an integrated publicity-public relations campaign. This work must be tied into the overall advertising effort. Used properly, it has amazing effect. Limited by misunderstanding of management and thought of as “free advertising,” it cannot fulfill its necessary role.

Management should understand the scope of an excellent publicity operation and utilize it to a far greater degree than it has done in the past.

We know that our major promo-

tions this year, built around “mod-
ern living,” did much to bring our advertising theme alive to prospects and dealers. It helped make our advertising dollar worth more. And that, these days, is a valuable plus.

Radio-TV departments represent both a threat and an opportunity to advertisers and agencies. We know from painful experience that a purely creative operation, without cost consciousness, can do to any advertiser. Yet, we cannot get into a position where costs dictate our creative thinking.

Getting Rid of LOAD

Many agencies have given up production of their own shows and depend upon networks and outside booking offices for the creation of saleable packages. This takes a load off the agency—a load which most agencies find it impossible to carry at this time. For the present, the solution is an eminently practical and fair one for the advertisers. For, even without having to produce the show, agencies must carry production departments of their own for commercials, hire business managers to cost their radio-TV operations, build Hollywood style projection rooms for film screenings, and indulge in dozens of operations which never existed in the dear, dead days of pre-TV.

Yet, from the long range standpoint, leaving the creative portion of programming to networks and outside agents is not the best for client or agency operation. When the new stations are in full bloom and we have recovered from the shock of seeing time costs piled upon time costs, the subject will come up again. And the answer in 1954—not in 1953—may not be the same as today.

I. Q. Rating

Advertising in 1953 will be more intelligent. Advertisers and agencies alike are learning more of the fascinating sciences involved in making people act. And in the process of learning more, they are leading the advertising industry into a more knowledgeable, more direct, more basic approach to our customers.

The challenge is tremendous. We can no longer sit back with shortages or the rationalizations which emerged from those shortages. What happens when there's plenty of goods to sell and people aren't prone to spend without thinking? Some of that answer will be found in 1953. Increased advertising budgets, stepped up research, solid promotion and merchandising, dramatic art, creatively selling copy and integrated management should make the next 12 months an important milestone in the history of our industry.

MR. LEWIS is a broadcasting veteran as well as a first-rank agency man. He was CBS' first vice president in charge of programs (1936-41). He broke into advertising as apprentice at J. Walter Thompson, was later copy writer at Joseph Richards and then copy chief of Badger, Browning & Hersey. He joined K&E in 1944 as vice president in charge of radio, became account supervisor on Lincoln-Mercury, was elected president in October 1951.

CINCINNATI AGENCY VEEPEE GIVES COPY HINTS FOR '53

lloyd Smithson, vice president of the Cincinnati agency, Smithson, Wyman & Withenbury, was up late one night, with only his typewriter for company. The result may be helpful to jingle composers in need of a seasonal theme.

AROUND the first of each year, some copywriters seethe with a weird creative frenzy. They pound out reams of rhymes in which they link the new year with products being advertised—achieving a form of commercial couplet which is best described as the “chronometric cliché.” To all copywriters who treasure this subtle device and who may now be digging for ideas, these few suggestions are freely offered:

Drink OLD CHLORETTE in '53—
Get stinko inoffensively!

Sleep deep, at GREENLAWN CEMETERY—
Our plot's the spot for sixty-three.

Point up your personality—
Wear BEAUTY-BRA in '53!

Enjoy a wurtless '53—
Use SERPO'S SNAKE OIL, faithfully!

Wear STILT-STYLE SHOES in '53—
And you can be as tall as she!

Drink ANCIENT AGUE in '53—
Shake off hangovers easily!

Have fun in bed in '53—
With WILCO'S OVERHEAD TV!

Drink BURP'S FINE BEER in '53—
Enjoy its two-way luxury!

Take RALUGER in '53—
It's regular spelled backwardly!

Perfume yourself with COME TO ME, And beat 'em off in '53!

For deep down, filtered ecstasy,
Light up with PUNKS in '53!

Use SCRAPO BLADES in '53—
With each pack, styptic pencil free!

These are just a phew examples of what can be done with an elementary sense of meter and no inhibitions. We could probably go on for pages, but we're already looking ahead to next year, which moves us to append this cogent couplet: Just keep in touch: we've plenty more For use in Nineteen-Fifty-Four!

. . . LLOYD SMITHSON

Page 28 • December 29, 1952

BROADCASTING • Telecasting
from sincere tie to slide rule: how television is transforming radio-tv departments of leading agencies

By Rodney Erickson
Manager, Radio-TV Dept., Young & Rubicam

THE word huckster has an unpleasant connotation. So do drummer, pitchman, peddler, vendor, and travelling salesman, but they all have one thing in common. They all move merchandise. So do advertising agencies on behalf of their clients.

The purpose of this article is to discourse on the renaissance of this new pastime in radio and television departments of advertising agencies.

For a long while advertising agencies produced their own shows in radio. In the beginning inexperienced people with little or no background in entertainment were occasionally sent to produce the big shows of the early thirties. Then came the real producers. High-priced, high-powered agency producers who created entertaining shows. When it came time for the commercials the big boys turned the show over to the writers, who had yet to make their niche in radio as important as the print writers, with a "now a word from our sponsor."

The radio and television departments of those days were largely concerned with being in show business and, secondarily, in moving merchandise or being hucksters. All this was before television. We now have a drastic change occurring in advertising agencies, talent agencies, networks, and all services pertaining to television.

Impresarios All

In the beginnings of television, it was indeed a new toy. Everybody was an impresario. The inexperienced radio people moved in easily and expertly, but made room for the highest officers of agency and sponsor who caught the spirit of pioneering quickly. Television control rooms were so crowded that there often wasn't space for the technicians to come in to repair the quivering monitors. Then the costs of television mounted and the men were separated from the boys.

The old producers of radio shows climbed back in the saddle again. The best ones, that is. The ones who claimed to have gotten an ulcer out of radio were caved away to the psychiatrists after brief excursions into TV. The high-priced radio men were joined by even higher priced Hollywood and Broadway producers who had fallen into hard times. It seemed that everyone wanted to get in on the ground floor of television.

The costs of television continued to mount.

As the cost of producing a live television show began to approach the cost of the lowest quality film show, there began an experimental, then a rapid transfer from live to film as re-run profits were reported. The transition from live to film was led by commercials where perfection was essential. A weeding out of the slow and incompetent in overstuffed departments began, and television losses due to large staffs and low billing were converted to more normal expense percentages.

Television costs continued to rise, and the tendency to experiment was replaced by the necessity for moving large quantities of merchandise to justify the high cost. So here we are. This history is behind us. What about the present character of television departments? And where do we go from here?

Primary Job

For the first time in the electronic history the agency radio-television departments are fully aware that their primary job is to use entertainment to move merchandise. The monies invested in television are so great that the personnel is rapidly assuming a characteristic somewhat foreign to its historic role. The creative television-radio department impresarios who survived can now work slide rules. The Harvard School of Business sneaks in the side door. The new television executive is now busy with more liaison work than pure creative work.

The growing importance of the liaison executive in television is manifest in the new advertising agency concept of servicing television.

(Continued on page 60)

Erickson's Specifications for the Complete Agency TV Chief

He is in his thirties or early forties.
He dresses conservatively and is well groomed.
He is social but natural.
He has a good education.
He is familiar with technical aspects and limitations of the media.
He is courteous but firm in dealing with all.
He can balance his own checkbook and the budgets he is responsible for.
He can sit down and edit a script or write it, if necessary.
He can negotiate talent contracts and has done so, many times.
He has responsibilities at home and is mature.
He has network experience, preferably as a director and producer.
He has some advertising agency experience in radio or television.
He is aware of the advertising benefits on a cost-per-thousand basis of all media.
He knows all of the important personnel of networks, talents agencies and other agencies and is on good terms with them.
He can expedite any request from the client or his agency executives.
He never loses his temper.
He is logical and reasonable at all times.
He is, therefore, expensive.
what audience trends will develop in '53?

Here are some cautious forecasts, based upon the measurable past, by the head of a company that is a leader in the research field.

By Arthur C. Nielsen
President, A. C. Nielsen Co.

THE next 12 months in the Age of Electronics should be the most challenging of all.

It's to be expected that two media whose vitality comes from a blend of engineering proficiency, show business glitter, and marketing ingenuity will always be challenging. But for everyone in radio and television, the coming year in particular looks like a period of stimulation, growth and critical decision, full of possible prizes and penalties.

This is apparent if we examine prospective audience trends for 1953 and their bearing on radio and TV marketing. Of course, it's not in the province of audience researchers to take up prophecy and soothsaying. But the broad developments of recent seasons may cautiously be used as the basis for a look at the year ahead.

**Circulation**

The base for all broadcasting activity is its potential—the number and degree of saturation of radio and TV homes. Following the current rate of growth, total U. S. radio circulation should reach 44,000,000 homes next month, and perhaps 45 million by year's end—a figure very close to total saturation of all homes. For advertisers and broadcasters, it's trite to repeat that radio will be "bigger than ever." Nevertheless, the simple fact is that it will still provide a larger potential than that of any other medium, by far.

In TV, current data suggests that next month's total will be 20 million homes, representing a national saturation of 45%. It's not fair to hazard a guess about the total for next December, since new licensees will go on the air and service will reach an unknown number of new markets. But it's conceivable that within the year there will be about 25 million homes with TV. At the moment, this figure seems phenomenal; but anyone anticipating ignoring radio must consider that it also means there are 20 million homes without TV, a rather substantial market in itself.

**Station Coverage**

Moving to the question of individual station circulation, we've assembled a giant collection of coverage facts in our NCS measurement grams. It would be impracticable, however, to attempt to take absolute 1952 circulation data and project them into broad 1953 trends. But we have assembled much information that sheds light on one of the industry's vital problems: its the effect on an AM station's coverage of TV saturation in its home county.

Broadly speaking, the average radio outlet should find that the total number of homes it reaches regularly will be adversely affected as TV ownership in its area increases. This may be particularly evident in nighttime coverage; there's no reason to expect it for daytime.

Naturally, there will be numerous exceptions, depending on other conditions. Our own data show several stations kept coverage levels high in the face of strong TV opposition. Such variations will tend to force both stations and timebuyers to examine individual cases with care.

As for TV stations, coverage can surely increase as set ownership in home markets increases. However, 1953 will be the year when several outlets who've enjoyed the luxury of one-station markets will have competing channels for the first time. While it isn't reasonable to expect that such stations will suffer losses in, say, overall weekly circulation, they may experience changes in share of total listening and in fringe area coverage.

**Audience Characteristics**

Looking at the radio audience qualitatively, there's no reason to expect that it will change in its general characteristics. By economic level, geographical distribution, market size, education, family size and age, radio families have naturally been representative of the entire population, because of radio's virtual saturation.

Not so with TV homes. Television has tended to have better-heeled, better-educated, urban, larger and younger families than the average for the country as a whole. As set ownership continues to rise, though, these differences between TV homes and radio-only will be gradually reduced. In a year or two, the disparity may virtually disappear. TV families may represent a true cross-section of the population.

In distribution by territories, 1953 will be a "spreading out" year for TV homes. Now a medium of high concentration in the Northeast and East Central states, television, with its new transmitters, will provide broader regional penetration into the now low-saturated sections and into new areas as well.

All these facts are of the greatest import to advertisers. Their need to match media selection to marketing patterns will be more critical than ever in the coming months.

**Radio Usage**

If 1953 follows the pattern of the past few years, the growth of TV can be expected to continue affecting evening radio listening levels adversely. However, any decrease in the per cent of homes using radio will be offset, to some extent, by the increase in the number of radio homes. Thus, advertisers must watch the rate of change carefully.

In the daytime, however, all signs point to the continued maintenance of listening percentages on a relatively even keel. This past year saw a rather small decrease in usage during most of the day, against 1951. And in the late morning, there was an increase. This points up the continued vitality of daytime radio. Its numerous networks and local sources will no doubt be more than content with their selling achievements in '52.

**TV Usage**

While there are no indications that the per cent of TV homes using TV will change appreciably, there should continue to be an enormous increase in TV potential in terms of numbers of homes. During the past year, for example, the average number of U. S. homes using TV between 6 and 11 p.m. exceeded the number using radio for the first time. The margin will undoubtedly increase program type preferences in daytime TV worth noting.

**Costs**

All of the data we have on audience size points, of course, to one of broadcasting's more vital criteria—costs. There are so many individual considerations in this area as so many particular circumstances of program costs, rate changes, size of facilities, discount structures, AM-TV combinations, and the rest, that it would be foolhardy to generalize about the subject at this time.

However, we can expect that many network radio advertisers will continue to enjoy relatively

(Continued on page 59)
RADIO stations are learning the local advertiser's business and in turn are educating him to theirs. The pay-off ought to come in 1953 when a 20% increase in local volume may be possible.

By William B. Ryan
President, Broadcast Advertising Bureau

THE outlook for local radio advertising in '53 can be summarized in one word—"excellent."

Radio will do more business at the local level during the coming 12 months than it has done during any year in its history. It's entirely conceivable that this period will produce a 20% increase over 1952.

1953 will be marked as the year that radio finally, after three years, discovered its true local sales potential.

But it's not to our credit that this event has been so long in arriving—because the solution has already been the obvious one of education—or rather, in this instance, lack of same.

Which Knows Less?

It's a toss-up as to which group has been the more uninformed—radio salesmen or local advertisers. We've displayed very little understanding of the factors inherent in the advertiser's business that influence his promotional decisions—while he, in most instances, has shown a total lack of knowledge relative to the use (and results) attendant to radio advertising.

He's been too frightened by the "unknown" to make an advance—and we've been too lethargic and undermanned to attempt the dual task of educating ourselves to his thinking and him to the ease with which he can use our medium.

What brought about this awakening on our part? Contributing factors vary from station to station but chief among them are increased operating costs, diminishing network billings and more aggressive competition from both within and without our medium.

In short, in order to maintain that year-after-year upward sales curve, many stations have been forced to come face-to-face with the rather obvious fact that their greatest potential resides right in their own home town.

Last year the newspapers of this country carried six to seven dollars' worth of local advertising for every dollar run up on radio station registers. It's readily evident that newspapers do not cover more territory or have more local prospects than we do. Nor are their salesmen of a better basic caliber than ours—in spite of the fact that they are more plentiful.

No—the newspapers outsold us seven times over last year because they were better equipped to do so. Better equipped from the standpoint of their knowledge of the local advertiser—and better equipped because the local advertiser knew how to use their facilities.

Granted, this was not an overnight accomplishment on their part—but can we expect it to be one on ours. But we do feel that radio's superiority as a sales producing medium will considerably shorten the amount of time necessary to attain that same position.

Business Prospects

Before getting into the specifics of how we can better equip ourselves for this task—let's first take a quick look at 1953's business prospects. Here are some of the conclusions arrived at as a result of a recent Dun & Bradstreet survey of "Business Men's Expectations for the first quarter of '53."

1. Most business men expect to sustain or to increase their dollar sales in the first quarter of '53 compared with the first quarter of 1952. Higher dollar sales are anticipated by the majority.

2. Business men generally expect to operate at a profit in the first quarter of '53. Many look for higher profits, and a substantial number expect no change compared with the first quarter of 1952.

3. Business sentiment leans increasingly toward the opinion that selling prices have stabilized largely.

4. The majority of manufacturers expect increases in new orders.

As you can see, the general outlook

(Continued on page 64)

TELEVISION stations have to help the local advertiser get results that justify his TV costs. The trick is to sell him a television schedule within his means and then make his every dollar count.

By J. Leonard Reinsch
Managing Director, WSB-TV, WHIO-TV*

LOCAL television advertising has developed into one of the most effective means of moving goods and promoting services. There is a growing consciousness on the part of national advertisers that the local man is the man who counts, with more and more money being spent cooperatively with the local distributor. The distributor is given the privilege of selecting his time periods and having something to say about his message—certainly a healthy trend and a wise utilization of the local distributor's knowledge of his market.

TV is a much more personal medium than newspapers, radio, magazines or billboards and to achieve the greatest personal appeal a commercial should be localized. Nothing beats direct selling from one neighbor to another and TV makes this possible.

Saw Potential

Local advertisers were quick to realize this potential as network television came into the Atlanta market and many of them quickly latched on to choice spot availabilities on WSB-TV. Despite continuing rate increases, local renewals are almost automatic.

The local man must be getting his money's worth, for he continues to buy. In many instances he may stay in TV to meet competition or if he happens to be the only TV user in a particular field he often is able to far outstrip his competition. In Atlanta, for example, Sawan grass seed conducted a fall campaign. Sales soared and now other seed men are already planning spring campaigns to meet this competition, and Sawan will be back.

Our selling problems in TV involve both men and money. Our staff members must know more about television than they had to know about radio. Our clients must have the necessary funds in their budget. Consequently when a salesman sells a client on the effectiveness of the medium and the value of the station, he still has a job to do in helping the client prepare his message.

The natural result has been the development of television salesmen who are combination script writers, layout men and production specialists. The price charged for television allows the salesman to spend more time with his customer. He learns more about the customer's business and the job of servicing an account becomes simpler through mutual understanding. Moreover, we believe that servicing an account is just as important as the original sale—not to keep the client sold but to keep his selling message fresh and effective.

We endeavor to provide the right vehicle for the advertisers so television will do the desired job. As long as we keep present advertisers happy, we will have a good business. This explains our emphasis on keeping our accounts satisfied.

Hit Local Hard

The advertiser should be sold on effective use of local television, supported by planning and ingenuity, and not on an imitation of the Hollywood product. TV advertising, properly planned and produced, will fit into the account's sales appeal.

At WSB-TV Atlanta, for instance, we placed Jerrell's non-fat dry milk solids on a kitchen program that features food preparation and daily discussions of diet and economical meal planning. After a few weeks James J. Selvage, general sales agent for Jerrell's, reported: "When we went in to the kitchen show we had good

* Also managing director, WSB-AM Atlanta. WHIO-AM Dayton. WIOD Miami.

(Continued on page 65)

BROADCASTING * Telecasting
TV AD DOLLARS

MAB Finds 'New' Money

Fourth in a series of such comparisons, this study repeats in essence the conclusions of the previous analyses, made at six-month intervals during the first six months of 1952, comparing the advertising expenditures of TV network advertisers in this and other media for the first six months of 1952, compared with the same period in 1951. This analysis—by Magazine Advertisers Bureau—showed that while the 171 TV network advertisers who spent $25,000 or more in this medium in the first half of 1952 spent a greater amount on advertising than in the last half of 1951, their expenditures in magazines also increased slightly, with some declines in the sums spent for time on the radio networks and space in the Sunday newspapers supplements. Using data compiled by Publishers Information Bureau, decrease on advertisers’ expenditures in these four media, MAB found:

RAPID rise of TV’s advertising revenue has not come at the expense of other media but is largely "new" money, according to an analysis of the expenditures of TV network advertisers in this and other media for the first six months of 1952, compared with the same period in 1951. This analysis—by Magazine Advertisers Bureau—showed that while the 171 TV network advertisers who spent $25,000 or more in this medium in the first half of 1952 spent a greater amount on advertising than in the last half of 1951, their expenditures in magazines also increased slightly, with some declines in the sums spent for time on the radio networks and space in the Sunday newspapers supplements. Using data compiled by Publishers Information Bureau, decrease on advertisers’ expenditures in these four media, MAB found:

THE NATIONAL ADVERTISING BUDGETS OF 171 NATIONAL TELEVISION ADVERTISERS

(25,000 OR MORE IN NETWORK TELEVISION, FIRST 6 MONTHS OF 1952)

<table>
<thead>
<tr>
<th>Medium</th>
<th>First 6 Mos. 1952</th>
<th>First 6 Mos. 1951</th>
<th>Per Cent Change 1952-51</th>
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</thead>
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<tr>
<td>Network Television</td>
<td>$75,901,625</td>
<td>$53,901,625</td>
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<tr>
<td>Network Radio</td>
<td>$4,901,625</td>
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<td>Magazines</td>
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<td>Sunday Newspaper Supp</td>
<td>$13,113,946</td>
<td>$13,113,946</td>
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<tr>
<td></td>
<td>$347,017,906</td>
<td>$224,237,163</td>
<td>+4.6</td>
</tr>
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</table>

MAB’s primary conclusion from the studies is that “from 80% to 90% of the increased costs of television advertising continues to represent additional appropriations rather than diversion of funds from other media.”

The turn-over in TV network advertisers also has been studied by MAB, which has made two analyses, comparing the final six-month periods of 1950 and 1951 and the first six-month periods of 1951 and 1952. Limiting its studies to advertisers with a catalog of music in every classification,” he observed.

He called attention to many new developments in industrial radio and electronics “which will further enlarge the commercial horizon.” He continued:

“For example, business machines, home appliances, highway communication systems, radar, electron microscopes, bottle inspection machines are some of the uses to which microwaves and electronics have been put.”

(Continued on page 48)

RESUMPTION of TV station licensing and opening of the uhf for television broadcasting were “the two most significant steps in television progress” during 1952, Brig. Gen. David Sarnoff, president and chairman of the board of RCA, said in a year-end statement being released today (Monday).

He saw the development of the television as "a tiny device which performs many of the functions of the electron tube, as opening "new opportunities for continued expansion of television, transmission of all of life," and with further development, as enabling the electronics art to "expand into many new fields of science, commerce, and industry."

Gen. Sarnoff said, "It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations, but here we are ... we are certain that progress will continue." He added:

"We must recognize, however, that progress in its sense depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope."

Reviewing TV development during the past year, Gen. Sarnoff said:

"Television greatly extended its service area and enlarged its status as one of America's major industries in 1952. Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of the year, an increase of 406,000. Today 47% of all American families have television sets, and more than 65% of the population is within range of one or more TV stations.

Citizens New Services As an indication of the anticipated rate of TV's future growth, he cited RCA Service Co.'s plans to open 34 additional service branches in 1953. He also noted that, in the international field, RCA had supplied equipment for 15 TV stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela, and Italy.

Referring to RCA's compatible system of color television and its tri-color picture tube, Gen. Sarnoff said "further progress was made during the past year."

"During 1952 RCA and NBC engineers have been field-testing color television standards evolved by the National Television System Committee, which is comprised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the FCC will be petitioned to review the subject of color television and to set standard..."
POLITICAL TIME

POLITICAL business of the radio and TV networks in October amounted to $1,565,775 in gross time charges, according to Publishers Information Bureau's compilation of advertising investments in broadcast time.

For the radio networks, the $990,117 of time sold to the various political organizations put their combined October gross $292,062 ahead of the total for October 1951, where without this political activity they would have fallen nearly $600,000 short of equalling the previous October gross.

The TV networks are consistently, in 1956, running well ahead of their 1951 billings, but the $765,658 gross income from politics helped to put October 1952 TV network billings at $5,640,818 ahead of their combined gross for October 1951.

Purchases of Democrats

The Democrats, incidentally, made much heavier use of time on the national networks for their candidates than did their opponents. In radio, the Democratic network time purchases during October totaled $543,723, to $330,568 for the GOP and $15,608 for the Socialist-Labor Party. In TV, the Democratic candidates ran up time bills of $412,385, compared to a total of $263,305 for their Republican opponents.

Procter & Gamble Co. in October held its accustomed position as the top buyer of both radio and TV network time, with gross time charges of $1,496,091 in radio and $1,416,627 in TV, only advertiser to purchase more than $1 million worth of either type of network time.

Leading Time Buyers

Top 10 advertisers in each medium (Tables I and IV) include seven who appear on both lists: General Mills, General Foods, Gillette, Lever Brothers, Colgate-Palmolive and Reynolds Tobacco. Leading time buyers in each product category is shown in Table II for network radio and Table V for network TV.

Advertiser Categories

Tables III and VI, comparing for radio and TV, respectively, the combined billings of each product

(Continued on page 77)

COST PER HOME

WHILE the number of TV homes has steadily increased, the cost of reaching the families residing in these TV homes with advertising messages has just steadily decreased, according to a study released last week by the television division of Edward Petry & Co.

Taking the 15 TV markets represented by Petry as a sample, the study reports a combined growth in TV circulation from 5,766,209 TV homes on Jan. 1, 1952, to 7,058,537 TV homes on Nov. 1, more than 35% of the national total and therefore presumably a reasonably representative sample.

This 22% increase in the size of the TV audience has been accompanied by a decline of more than one-sixth in the per family cost of TV advertising (Table 1). In January, the sponsor of an evening hour in these 13 markets found his time costs averaging $3.85 per thousand homes. By November, the figure had dropped to $2.92 per thousand, a decrease of 17.8%. Cost per thousand of a day-time hour had decreased from $1.78 to $1.45, a decrease of 18.5%.

When the unit is a one-minute spot instead of an hour program, the change is more marked. The average cost per thousand of one minute of TV time at night in the Petry markets was $0.67 in January and $0.55 in November, a drop of 17.9%. The daytime minute cost per thousand was $0.33 in January and $0.28 in November, a decrease of 15.2%.

Average Decreases

These were average decreases, the Petry report states, adding a breakdown which shows that of the 15 TV stations this firm represents two stations decreased their night-time costs per thousand between 30% and 40%; two more cut them from 20% to 30%; seven from 10% to 20%; and two 10% or less.

Daytime cost per thousand decreases of between 30% and 40% have occurred at two of the Petry stations and of between 20% and 30% at three, the report shows. For a daytime hour, six stations show daytime decreases per thousand of 10-20% and two of 10% or less. For a daytime minute, the cost per thousand of five stations has declined 11% to 20% and of three stations 10% or less.

The significance of the yardstick employed in the study—a simple comparison of TV set circulation growth and spot TV advertising rates—"varies greatly when applied to individual advertisers' problems or to individual products' sales successes," the report noted. But, Petry points out, this yardstick "does provide a frame reference to evaluate month-by-month changes in spot TV's ability to make sales at a profit."

13 Petry-represented TV markets

Total TV Homes—Average Cost Per M Available TV Homes—Jan. 1, 1952-Nov. 1, 1952

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<th>Day Cost</th>
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PETRY STUDY SHOWS DECREASE

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<td>June</td>
<td>6,292,503</td>
<td>4.41</td>
<td>4.75</td>
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(Continued on page 77)

BYERLY TO KATZ

Heads Atlanta Office Jan. 1

KEITH S. BYERLY last week was named manager of the Atlanta office of Research & Planning Inc., succeeding Fred M. Bell, who is retiring after almost 30 years with the nationwide organization. The changes become effective Jan. 1.

Mr. Byerly has been identified with advertising in the South for more than 15 years, and since 1941 has been with Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV) Charlotte, N. C. He started with WBT as Carolinas sales manager, was named general sales manager for radio in 1948 and, with the advent of TV in 1948, added TV sales managership to his responsibilities.

Before joining the WBT stations, he served as manager of the Hugh A. Deadwyler Adv. Agency, Charlotte, and prior to that was with Nashman-Rodrigo Inc., in that city. He also was in the advertising and promotion department of the Charlotte Observer, and also was an advertising saleswoman for the Carolino Co-Operator Pub. Co., Raleigh.
ANNOUNCEMENT of new studios and executive offices for KFAC Los Angeles in the Prudential Bldg., 677 Wilshire Blvd., was made last week by Calvin J. Smith, KFAC president and general manager.

The station will occupy 6,000 square feet on the ground floor of the building with entrances on both Wilshire Blvd. and the adjacent seven-acre landscaped parking area. Occupancy is slated for about March 15 when alterations, under the direction of architects Walton Beekman & Associates, are completed.

Negotiations preceding the announced move started in early spring with preliminary discussions among E. L. Cord, station's principal stockholder; Harry J. Volk, vice president in charge of western operations for the Prudential Insurance Co., and Mr. Smith.

The new studios will be RCA-equipped throughout, with Ampex model 400 recorders installed in each of the control rooms.

Mr. Smith said that to insure against minor program interruptions, duplicate installations are being made in each of the control rooms and complete facilities will be available for acetate, wire and tape.

"Every possible technical improvement is being utilized in keeping with KFAC's avowed and reiterated intention of providing the finest possible reproduction of good music," Mr. Smith said.

The new studios will be located in Los Angeles' Miracle Mile district and six blocks from the new CBS Television City. In the immediate area in Los Angeles' new advertising agency row, housing among others the J. Walter Thompson Co., BBDO, Calkins & Holden, Carlin, The Bartlett & Smith Inc., Mogge-Privett Inc. and Harrington-Richards.

NEW WDFD HOME Has AM, TV Facilities

WDFD Flint, 1 kw on 910 kc, which celebrated its 10th year on the air last May, has moved into a new radio center in downtown Flint.

For the past 22 years, WDFD has been operated from the 16th floor of the Motz Foundation Bldg. Now it is the site of three of its three floors in new house. New quarters afford 25,000 sq. ft. of floor space.

In addition to AM facilities, the radio center houses a television workshop laboratory for closed circuit television shows. A two-camera chain is being used to present service programs in cooperation with local civic organizations. TV monitors have been installed in the basement for use in connection with these programs. WDFD is an applicant for vhf Ch. 12.

DISCUSSING move of KFAC Los Angeles into Prudential Bldg., that city, are (1 to r): Edward F. Baumer, director of public relations, Prudential Insurance Co., Western Home Office, Los Angeles; Mr. Smith, and George T. Wofford Jr., Prudential vice president.

NAAN MEETINGS Scheduled During January STEPPING-UP in time allotted and subject coverage for the coming Eastern and Western regional conferences of the National Advertising Agency Network has been announced by the St. Louis national headquarters of the 32-1-year-old group.

NAAN's Western Region has set Jan. 16-18 for a meeting of agency principals and staff members to be held at Hotel Muehlebach at Kansas City, Mo. Carter Advertising Agency Inc., that city, will be host, and L. E. (Pete) White, president, White Adv. Agency, Tulsa-Oklahoma City, will be chairman. The group's Eastern Region will meet Jan. 23-25 at Washington's Hotel Statler, with Henry J. Kaufman & Assoc., that city, as host agency. General chairman will be J. M. Henderson, president, Henderson Adv. Agency, Greenville, S. C.

NAAN's seven-man steering committee will hold a quarterly meeting at Kansas City Jan. 15, immediately preceding the Western Region conference. Some 100 people are expected at each of the regional conferences, plus principals of several non-member agencies being considered for NAAN membership.

LUNCHEON honoring weekly radio series, Freedom, U. S. A., is attended by (1 to r) Nathan Alexander of Weightman Inc., agency for Seaboard Container Corp., sponsor of the show on WIP Philadelphia; Yale Mann and Fredric R. Mann, vice president and president, respectively, of Seaboard; Benedict Gimbel Jr., WIP president, and Tyrone Power, star of the Freedom show.


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<td>1</td>
<td>Jack Benny (CBS)</td>
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REP. EUGENE COX Was Fiery FCC Critic

FINAL rites were to be held yesterday (Sunday) in Camilla, Ga., for Rep. E. Eugene Cox (D-Ga.), 72, fiery legislator and consistent FCC critic whose 27-year career in the House was ended last Wednesday.

Rep. Cox had entered the Naval Medical Center, Bethesda, Md., last Nov. 30 suffering from a heart condition. He was placed on the "serious" list and failed to rally.

During his legislative career Rep. Cox had risen to a key post on the powerful House Rules Committee. His death came a day after a special House committee, of which he was chairman, had ended an inquiry into subversive infiltration of tax-exempt foundations.

A conservative and Dixiecrat, Rep. Cox in 1943 spearheaded a select committee investigation of the FCC and often had moved to have the agency dissolved.

Shortly after he started a select committee probe of FCC in 1943 the Commission charged that Rep. Cox had accepted a $2,600 fee, in the form of stock, in return for assistance in procuring a station's license. Subsequently Rep. Cox resigned as probe chairman.

Rep. Cox was born in Camilla, Ga., son of Stephen E. and Mary Willis Cox. He got his law degree at Mercer U. in 1902. He was named judge on the Superior Courts of the Albany (Ga.) Circuit. He married Roberta Patterson in 1909. She died in 1916. A daughter, Mary Bennett, survives the union. In 1918 Rep. Cox married Mrs. Grace Pitts Hill, of Cordele, Ga. They had a son, Gene.

DENNIS ELECTED

Is New WOTP Inc. V. P.

ELECTION of Lloyd Dennis, director of program service, as vice president in charge of all programming for WOTP-AM-FM-TV Washington, D. C., was announced last Tuesday by WOTP Inc.

With his new title, Mr. Dennis will continue to supervise program planning and activities for the Washington Post-CBS radio and TV properties.

Mr. Dennis has been with WOTP since June 1937 and director of program service since May 1951.

Mr. Dennis thus joins Clyde Hunt (engineering) and George Hartford (sales) as vice president of WOTP Inc. In radio for the past 14 years, he previously was with WNBC WHDZ WBZ in Boston. He went on active duty with the Navy in 1941, returning to WOTP in 1946.

WDNR SUIT

WSYR Challenges Authority

BATTLE lines were being drawn last weekend in the legal fight between WSYR and Daniel I. Newhouse, his WSYR-AM-TV Syracuse and his two newspapers in that city.

WOTP filed a $1,088-12 damage suit against the Newhouse papers charging they had "engaged in a combination and conspiracy in unreasonable restraint" of interstate commerce in an effort to put WDNR out of business [B &T, Dec. 1].

Defense attorneys last Monday challenged instituted the damage suit on grounds the action was not authorized by the plaintiff's board of directors.

U. S. District Court Judge Stephen W. Brennan set Dec. 26 (last Friday) for WNDAR attorneys to submit affidavits to controvert the defense claim that the directors have not approved the action. The court set today (Monday) for replying affidavits from the defense.

The court said there was no need to proceed with the issue of validity until the WNDAR attorney producers or fails to produce authority from the majority of the board of directors.

Harry Cohen

FUNERAL services were held Dec. 17 in Hollywood for Harry Cohen, 52, production coordinator, Paul F. Heard Inc., that city, who died of cancer Dec. 16 at Queen of Angels Hospital. Before he was with the TV film production firm, Mr. Cohen was vice president and general manager of Apex Productions. Surviving are his wife, Marguerite, and a daughter, Irene.

BROADCASTING • Telecasting
McELROY,

JOSEPH M. ALLEN, vice president in charge of public relations for Bristol-Myers Co., will join the staff of the Assn. of National Advertisers on Jan. 1, ANA President Paul B. West announced last week.

"Mr. Allen is recognized as being a leader in the development of radio and television," President West said.

Mr. West said the appointment "will be warmly welcomed by the members of ANA as well as by the many advertising representatives and media representatives who have worked closely with Mr. Allen and with the association."

Mr. Allen will work with Lowell McElroy, ANA vice president in charge of media and research.

During his tenure at Bristol-Myers, Mr. Allen has been associated closely with ANA, having served on the media relations steering committee, which he headed in 1949, and on the public relations steering committee. He also was a member of the board of governors of Broadcast Measurement Bureau, and has been a member of the board of ANA's radio council.

He joined Bristol-Myers in 1917. Starting in the sales promotion department, he served subsequently as personnel manager, assistant to the president, assistant vice president, and vice president. He became manager of advertising for all Bristol-Myers products before he became public relations vice president.

FRES APPOINTMENTS

OTIS HOLT, president of WAPI-WAM (FM) WAFM-TV Birmingham, Ala., and Robert B. Anderson, stockholder in KVWC Ver- non, Tex., were among the appoint- ments announced last week by the Board of Governors of the Federal Reserve System.

Mr. Holt was appointed by the board for a three-year term, begin- ning Jan. 1, 1954, as a member of the Federal Reserve Bank in Birmingham. Mr. Holt is associated in the Birmingham outlets with Ed Norton, himself a former Federal Re- serve Board member.

Mr. Anderson, secretary of the Navy-designate and vice president-director of KVWC, is currently a director of the Federal Reserve Bank in Dallas. He was reappoint- ed by the board and designated a deputy chairman for 1953.

"There he goes again—Stanislaus will have to be put on film."

DRAWN FOR BROADCASTING - TELECASTING BY ED HIX

RINE TO HEAD

New Storer District

WILLIAM E. RINE, managing di- rector of WWVA Wheeling, has been promoted to the post of North- ern District vice president of Storr- er Broadcasting Co., Lee B. Wailes, executive vice president of Stor- er, announced last week.

Mr. Rine's position is a newly- created one and is the result of the consolidation of the Central and Northern dis- tricts into one.

His promotion will take effect Jan. 1.

Storer properties under Mr. Rine's supervision will include WJJB-AM-TV Detroit; WSPD-AM-TV Toledo; WSAI Cincinnati, WWVA Wheeling, and WMMN Fairmont, W. Va.

Concurrently with his post of managing director of WWVA, Mr. Rine has served as Central District vice president of Storer since July 5, 1951, with supervision of WSAI and WMMN. He joined Storer—then the Fort Industry Co.—in 1932 and was assigned to WWVA. In 1943 he was appointed commercial manager of the station and in 1946, managing director.

Mr. Wailes also announced that Stanton P. Kettler, who was ap- pointed Southern District vice presi- dent in 1951, will continue in that position. The Southern District includes Storer stations WAGA-AM-TV Atlanta; WCBS Miami and KEYL (TV) San Antonio. Mr. Kettler also supervises the operations of the Florida Sun, a Miami newspaper owned by the Florida Sun Publishing Co., a wholly owned Storer subsidiary.

NBC CHICAGO

Unifies Its Radio-TV

NETWORK radio and TV staffs at NBC Chicago were united last week in line with the overall NBC merger. Edward Hitz, NBC Chi- cago network sales manager, an- nounced that Harold A. Smith, a former network advertising and promotion manager, is now Central Division advertising and promotion manager for network radio and television.

William Yonian, former network radio sales service coordinator, is assistant manager of network radio and TV advertising and promotion. Arnold Johnson has been named manager of radio and TV sales service after working as manager of network radio sales service, where he and Tom Laueur becomes his as- sistant. He was former TV network sales service manager.

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NBC SALES MEET

Herbert Sets Agenda

For Two-Day Sessions

PLANS for NBC's first national sales convention, being held today (Mon- day) and tomorrow in New York, were announced Friday by John K. Herbert, vice president in charge of radio and television network sales. All NBC network salesmen and sales executives from all NBC offices are slated to attend.

The meeting will open at 9 a.m. with a welcoming address by Mr. Herbert.

Presiding over George H. Frey, vice president and sales director for radio and television, the morning session will include addresses on the recent radio-TV reintegration of NBC by Sylvester L. Weavor Jr., vice president in charge of radio and TV, and Frank White, vice president and general manager of the radio and TV networks.

Also slated are a discussion of the Nielsen Coverage Cross section by its findings, by Hugh M. Beville Jr., director of research and planning, and Robert Elders, consultant to NBC; and a review of NBC fa- cilities and station relations-sales department cooperation by Station Relations Vice President Harry Banister, Station Relations Director Sheldon B. Hickox Jr. and Station Relations Manager Thomas E. Knodle.

Program Plans

After luncheon, program plans will be outlined by Charles C. Barry, vice president in charge of radio and TV programming; Thom- as A. McAvity, national program director; Carl Stanton and John Cleary, respectively television and radio network program managers, and Davidson Taylor, public affairs director. The role of production and facilities in network operations will be outlined by Frederic W. Wile Jr., vice president in charge of radio and TV production.

The Tuesday session will get underway at 8:30 a.m. with a review of engineering develop-
ARTHUR GODFREY couldn’t appear in the latest ranking of radio stars—he was busy with another air commitment, flying helicopters in the Naval Reserve. He regularly captures 2 or 3, sometimes 4, of Nielsen’s top 29 places.
CBS Radio again delivers 21 of radio's 29 most popular programs (even with Godfrey off flying in the Naval Reserve).*

These star attractions give CBS Radio advertisers the biggest average audiences in network radio at the lowest cost-per-thousand rate in all advertising.

*According to the latest Nielsen Radio Index summary of the biggest nighttime, weekday, and weekend audiences, Oct. 19-25.

THE CBS RADIO NETWORK
Where Your Customers Listen Most
CBS SIGNS P&G
Partly Offsets Dropped Shows

PROCTER & GAMBLE's projected cutback in evening radio was eased materially last week as the company signed a firm 52-week contract for participation in sponsor-ship of CBS Radio's three "Power Plan" series.

Although the order by no means matches P&G's outlay for the two programs it is dropping—the quarter-hour "Beulah" and "Tide Show," also on CBS Radio—it, nevertheless, represents an estimated $750,000 in billings. It was viewed as evidence of continued faith in the sales punch of evening radio.

John Karol, CBS Radio vice president in charge of sales, said, "This move by such a major advertiser is a reaffirmation of faith in a medium—a proven medium—which continues to be the best buy in national advertising. Radio gives sponsors the needed circulation for further interchange of products at a lower cost per thousand than any other media." P&G also sponsors the early-evening quarter-hour newscasts on Lowell Thomas, Monday through Friday, plus seven daytime serials on CBS Radio alone.

The "Power Plan" involves three weekly half-hour shows which are offered to three advertisers. The shows, all scheduled in the 8-8:30 p.m. segment, are "FBI in Peace and War on Wednesday, Meet Millie on Thursday, and Mr. Keen, Tracer of Lost Persons," on Friday.

The paper agency on the new contract was Blow, Co., New York.

KATYN KILLINGS

FCC, OWI Officials Scored

VERBAL spanking was administered last week to FCC and Office of War Information officials for allegedly neglecting their duties in hearings discussing the 1945 Katyn Forest massacre of 5,000 Polish Army officers and civilians during and, some say, after World War II. Select House committee investigating the atrocity. [B&T, Nov. 24].

The committee also said Voice of America failed to utilize available information on the Katyn murders.

Also singled out for censure was Elmer Davis, OWI war-time head and news broadcaster.

Committee, headed by Rep. Ray J. Madden (D-Ind.), was set up in 1951 to investigate the murders, first announced in 1943 by the Germans as a Russian atrocity. This was denied by the Soviets and blamed on the Nazis.

In July, the committee in an interim report fixed the blame on Soviet secret police. Report last week resulted from further investi-gation of apparent suppression of facts by American officials.

Included was testimony by broadcast-station owners and commen-tators which alleged OWI and FCC officials pressured foreign language stations to tone down anti-Soviet commentators on the Katyn Forest murders [B&T, Nov. 24].

PROMOTION from scout to chief, complete with Indian headdress, is given John C. Cox (a) general manager of Westinghouse Electric Supply Co., St. Louis, as he marks his 20th year with Westinghouse. Fitting headdress is Ted Huston (II), McCann-Erickson, New York, while Curt Ray, who handles the daily Westinghouse show, You Can Be Sure, on KMOX (CBS) St. Louis, observes ceremony.

'SCHROMATRON'

Tube Tested for Newsmen

NEW model of the "Chromatron," a color TV tube developed by Chromatic Television Labs., Inc., was demonstrated for newsmen in New York last week.

The tube was tested by use of a series of Kodachrome slides projected on an 18-inch television screen. The closed circuit demonstration used the CBS color television system although company officials said the tube could be used with any of the proposed systems and also for standard black-and-white transmissions.

Richard Hodgson, president of Chromatic, which is a subsidiary of Paramount Pictures Inc., said the tube's cost would be about roughly twice the amount for a black-and-white tube. He reported that similar demonstrations had been held for receiver manufacturers on the East and West Coasts (Closed Curric, Nov. 13).

The company maintains a research laboratory and facilities in Oakland, Calif., where color tubes are being produced on a pilot production basis. The idea for the tube's design was conceived by Dr. Ernest O. Lawrence, director of the radiation laboratory at the U. of California.

The first laboratory model of the tube was displayed at demonstrations last year.

SEGAL SPOofs

NARTB TV Code on Animals

WITH tongue in cheek, Paul Segal, Washington, D. C., attorney, has reminded prospective TV applicants that some things shouldn't happen to a dog—even on television—and suggested they change the script.

In a "dummy" memorandum prepared for applicants, Mr. Segal, a member of the law firm of Segal, Smith & Hennessen, spoofs a minor change incorporated in the Television Code by the NARTB TV Board at its Cat Cay, Fla., meeting [B&T, Dec. 15]. The change requires humane treatment for animals on TV.

Noting the need for a high standard of program content, Mr. Segal suggests "you call your staff together and very carefully go over the program structure contained in your present application, as well as any sample scripts you may have prepared, and make absolutely certain that this new provision . . . is fully complied with."

The code amendment provides that "the use of animals, both in the production of television programs generally, as well as in the program content, shall, at all times, be in conformity with accepted standards of humane treatment."

Bud Pollard

FUNERAL services for Bud Pollard, 56, pioneer screen actor, director and writer, and first presi-dent of the Screen Directors Guild, were held last Monday in Culver City, Calif. Mr. Pollard died Dec. 17 in Hollywood. He made his debut as an actor at the age of 15, spend-ing his other years in the industry as actor, writer, film editor and director. He was a founder and first president of SDG; a charter member of Film Editors Local 717, International Alliance of Theatrical & Stage Employees, and a member of the American Guild of Variety Artists and of the Picture Pioneers.

COTTON BOWL SOLD

Philip, Humble Oil Buy

SPONSORSHIP of NBC-AM-TV coverage of the Cotton Bowl football game in Dallas on New Year's Day will be divided among the Philco Corp., Humble Oil Co., Houston, and local advertisers in certain cities, network announced last week.

Philco will present the game on most NBC stations but Humble Oil will sponsor NBC's coverage on network stations in Texas. The network noted that on some NBC radio and TV stations, local sponsors will replace Philco.

FOURTH BID

For Miami Ch. 7 at FCC

FOURTH TV application for Miami's Ch. 7 was dropped into the hopper at the FCC last week when East Coast Television Inc., group of local businessmen, filed. Latest application competes with News-John Baker (Dec. 15), and those of Iowa real estate men Mel Foster and Harold Hoersch, and Florida appliance distributor Jack S. Weiseman (Dec. 22).

East Coast Television Inc. is composed of Charles Silvers, aluminum windows, furniture, building equipment and machinery wholesaler; Paul D. Richard, real estate and building contractor, vice president and 23.33%; E. Albert Fallot, attorney, secretary and 25.39%; William Atwell Jr., stock broker, treasurer and 23.33%.

Seeking 316 kw with antenna at 438 ft., East Coast estimated costs of approximately $400,000 and revenue at $500,000.

Most interesting of the four applications for the Miami vhf frequency, and one which, if filed is that of Biscayne Television Corp. This comprises Niles Trammell, retiring chairman of NBC (B&T, Dec. 15), 18% at further interest, Mr. Trammell handling the balance of power, was an attempt to meet the twin doubts regarding the amalgamation of two local broadcasters into one TV application.

The Commission in two instances questioned whether such a combination met the requirements of its dual regulation. This forbids a single owner from controlling more than one broadcast station in the same market.

RCA SET MODELS

Announces New Line

NEW line of 26 TV receivers was announced last week by H. G. Baker, RCA Victor Home Instruments Dept. vice president. First units have been shipped to distributors, with bulk shipments to start in early January, Baker said. Predicting RCA's set output in 1953 will compare favorably with its best past years.

RCA plans to ship 4,000 stations on the air next year will greatly extend market areas and prove a powerful stimulant to public interest in TV, Mr. Baker predicted. Prices are about the same as last year's models despite higher costs, styling advances and new electronic features. Two types comprise the line—deluxe and regular. Most of the sets have 21-inch tubes. A new 27-inch tube is included.

A 16-channel uhf-vhf tuner is an-nounced as optional on all models, interchangeable with vhf-only tuners. Prices range upwards from $199.35.
KFAC MOVES WEST!*  

Early '53 move of offices and studios of Station KFAC, The Music Station for Southern California, to Prudential Building in Los Angeles, shown above, was announced this week by President & General Manager Calvin J. Smith.

*Exactly 3.3 Miles!

Audiences are big and business is good at KFAC, the music station in Los Angeles. And sometime in March when construction is completed, under direction of famed West Coast architects Wurdeman & Becket, KFAC moves into smart new studios and offices in the Prudential Building in Prudential Square on Wilshire Boulevard's fabulous Miracle Mile.

Faith in an Idea

The slogan, "The Future Belongs To Those Who Prepare For It" is the property of the Prudential Insurance Company. But KFAC believes in it, too, for it's the story of KFAC today - from an idea that bloomed way back in the thirties. In hectic prewar days when all four network stations were pounding away with chain programs and a dozen locals yacked away all day long between run-of-the-mill records and canned news . . . KFAC raised an eyebrow, cocked an ear, cleared its throat and announced to one and all its now nationally known basic programming policy . . . it proved that it pays to be different and that there's a big exclusive audience for good music . . . and so, KFAC became the Music Station for Southern California, and it still is.

The Big Pay-Off

Today's high ratings prove the big decision in the 30's was right. Now advertisers on KFAC enjoy the lowest-cost-per-thousand listeners among all Los Angeles radio stations, network or local. This in the market in which 19 radio stations and 7 television outlets compete for listeners' time and advertisers' dollars.

Good Neighbors

KFAC's program policy has attracted such well-known advertisers as Owl Drug Stores, Metropolitan Life Insurance Company, Barker Bros., Southern California Gas Company and Southern Counties Gas Company, State Mutual Savings & Loan Assn., Union Pacific Railroad, Crawfords, Inc., Bateman, Eichler & Co., Slavick Jewelry Company and many others of like reputation. These advertisers continue to enjoy the exclusive audience which KFAC offers . . . and count their association in years . . . as many as thirteen.

28 Tons of Music

The world's finest music and leading performers and conductors move to Prudential Square with KFAC. Weighing 28 tons, KFAC's record library has more than enough music to program the station 24 hours a day, for a full year, without duplication.

Every month 49,000 listeners and customers ask at Gas Company offices for regularly issued programs for The Evening Concert now in its 12th year.

A call to Bolling Company offices in New York, Chicago, Boston and San Francisco will bring immediate response on availabilities and rates.

In Southern California you'll do better with SPOT and with SPOT in Southern California you'll get more for your money on

KFAC

The Music Station
FOR SOUTHERN CALIFORNIA
represented by THE BOLLING CO., INC.

L.
ENTRY of RCA Recorded Program Services into the television film distribution field was announced last week by James F. Davis, manager of the RCA Victor Custom Record Div.

He said RCA Recorded Program Services, which provides radio stations throughout the world with Thesaurus Transmission Library and RCA syndicated shows, has put into motion its plans to distribute a limited number of TV film libraries and syndicated programs. Organization and catalog details will be established after the first of the year, the announcement said.

Asserting the organization will continue to broaden its scope in the radio field, Mr. Davis said the move into TV film distribution was a "natural evolution for RCA Recorded Services, which has an established reputation among radio and television broadcasters as well as nation-wide facilities for distribution and service."

Mr. Davis said, "It is our intention to make available to television stations the same high caliber commercial program material and show packages as we have, year after year, for radio stations. Plans have been finalized for the biggest year in Thesaurus' history from the standpoint of big names and sponsor-selling shows . . . ."

A local television station now showing RCA shows is Asheville BID TV, which is being syndicated around the country.

Frank R. Deakins (r), Canadian RCA Victor president, presents films of first episode of Victory at Sea to Donald Manson, Canadian Broadcasting Corp. general manager. Films will be shown on CBC-TV stations: CBF Thursday Montreal and CBLT (TV) Toronto. This will be first time a TV program has run simultaneously in three countries: U.S., Canada and England, whose World War II sea victories are depicted in the 26-episode series.

Indian Completes Study
FCC Chairman Paul A. Walker last week presented a certificate of merit to K. R. Doraswamy Iyengar of the Posts & Telegraph Dept. of the Indian government, for completing a telecommunications course. The study program is sponsored by FCC under the U. S. Point IV Program. This brings to 10 the number of nationals who have completed the course thus far.

WEEU-TV TARGET
Interim Airing Set February

WEEU-TV Reading, Pa., expects to go on the air in late February with an interim operation of about 2 kw. ERP, Mike Hanna, radio and TV consultant for the Hawley Broadcasting Co., licensee, told the Reading Rotary Club on Dec. 16.

Mr. Hanna said tower construction will be complete in a few weeks and that studio facilities expansion is about to begin, including that of executive, sales, programming, traffic and engineering offices. WEEU-TV will be affiliated with NBC-TV, he said.

When its regular transmitter, "the most powerful transmitter made by the General Electric Co.," is delivered next spring, "probably in May," WEEU-TV will go on the air with 240 kw, and "our signal will reach hundreds of thousands of folk in the area," Mr. Hanna said. WEEU-TV is on uhf Ch. 33.

Mr. Hanna told the Rotarians WEEU cameras and microphones will be available to the department heads of "all public services from City Hall across the board." Facilities already have been offered to the area's educators, he said. He said WEEU-TV has pledged mutually cooperative support with city and county elvis, trade, religious, agricultural and charitable groups.

The station will exploit local artistic talent and will concentrate on local news, drawing upon facilities of the Reading Eagle and Times newspapers, with which it is affiliated, he said.

Mr. Hanna praised WEEU-TV executives and personnel, including: Hawley Quier, president; Thomas E. Martin, general manager; David J. Miller, technical operations director; Harold Shearer, assistant technical director; WEEU chief engineer; K. Richard Creitz, WEEU commercial manager; George Carroll, WEEU program director.

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COMMUNITY TV
Asheville Bid Defeated
BID for authority to construct a community TV system in Asheville, N. C., was beaten decisively when the city council turned thumbs down, following three weeks of intense opposition by broadcasters, dealers, servicemen and TV distributors.

Action was taken in North Carolina city two weeks ago. City council's vote was on third reading of an ordinance which would have permitted Community TV Systems Inc. to use local streets. It was preceded by two negative votes in prior weeks. Ordinances require three readings in Asheville.

Community TV Systems Inc. is reported to have spent $105,000 constructing tower and antenna mount tv receiver Mt., outside Asheville. It planned to spend another $200,000 in wiring in the city. Company is headed by Philadelphia Murray Bolton.

Height of controversy was reached when Harold H. Thomas, whose WISE holds CP for uhf Ch. 62, warned he might have to drop his grant to the TV system if approved. Local station WLOS and WSKY are both applicants for vhf Ch. 13.

Coup de grace to wired system's bid was given by Charles H. Cretchfield, WBTB(TV) Charlotte executive vice president, who wrote to leaders of opposition, who had not given the community TV company approval to pick up his station's signals. He said there was a question of ill effect on regular telecasting he would prohibit such pickups. Community TV System had planned to service Asheville with WBTB signals.

Key to Opposition
Key to broadcasters' opposition was their belief that a wired system would mean little if any national advertising support for local broad casts, and they were on air with TV. It was charged also that some sections of the city might be discriminated against because of the distance from community TV system's lines or because of an inability to pay. 

Community TV System planned to charge $105 installation fee, plus $35.60 per month for service. Answer by Community TV Sys tem to these charges was that "special interests" opposed its venture.

Campaign pro and con was waged via newspaper stories, newspaper advertisements and broadcasts.

Sideline on issue which stirred city is that a small community TV system is in operation in the Grove Park area of Asheville. This is run by A. Z. Bridgewater from a master antenna atop Sunset Mt. Mr. Bridgewater did not require council approval because his lines do not use city streets.
MILES BUYS NBC SLOTS
MILES LABS., Elkhart, Ind., has bought two time periods of 20 minutes and one of 40 minutes on NBC for special New Year’s Eve programming, through Geoffrey Wade Adv., Chicago. Time slots are 10:45 to 11:00 p.m., CST, 11:45 p.m. to 12:05 a.m. and 11:35 p.m. to 12:05 a.m., with the first two aired in the East and Central time zones and the third in Mountain and Pacific areas.

New Households
A GENERALLY downward trend in the formation of new households and families is indicated for the 1950-59 decade, according to the U. S. Census Bureau. Bureau gives a projection of the probable future course of family statistics. The number of households totaled 43,465,000 in March 1950, when the decennial census was taken, with 35,295,000 married couples and a total of 39,193,000 families. By 1960, the bureau estimated, the number of households will reach between 47,985,000 and 53,402,000; number of married couples between 38,386,000 and 41,286,000; number of families between 42,862,000 and 44,158,000.

Growth in number of households during the 1960s is likely to depend much less on the number of marriages than it did during the 1940s because many of the persons reaching the age of marriage during the present decade were born during the 1950s when birth rates were low, according to the bureau.

Expected numbers of family units of other types in 1950 and 1960 and a statement of methods used in arriving at the numbers are described in a report titled, "Projections of the Number of Households and Families: 1950 and 1960."

SEWING UP SALES
on Sewing Machines
There’s nothing new in the radio “mystery tune” idea; nothing new in offering prizes to listeners who name instrumental numbers played over the air. But WOC PUT SOMETHING NEW INTO THIS OLD IDEA WHEN $172.50 SPENT ON SUCH BROADCASTS PRODUCED $370.00 IN SALES FOR Home Vacuum Store.

This Davenport appliance firm uses a daily 5 minute “Mystery Tune” format, six days a week, to promote the sales of a sewing machine it carries.

The week of November 17, one-hundred-and-fifty WOC listeners won gift certificates for correctly naming masked melodies played on Home Vacuum’s broadcasts. This firm held appointments with 76 of these winners; sold 44 of these sewing machines which retail for $167.80 each.

WOC has a host of success stories proving its effectiveness as a low-cost advertising medium. Get further facts from your nearby Free & Peters office—or from WOC direct.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

C.B.S. signs Consolidated
CONSOLIDATED Cosmetics, Chicago (Lanolin-Plus), has signed effective Jan. 5 for sponsorship of simulcasts of two weekly quarter-hours of Arthur Godfrey’s morning program on CBS Radio and CBS-TV.

CBS Signs Consolidated

CHICAGO POLL
(H-A) Readers Oppose NCAA
STRONG OPPOSITION to the NCAA limited television college football program was expressed by fans in the Chicago area in the first four days of a poll by the Chicago Herald-American [BT, Dec. 22], made public last week. In a Herald-American article, sports writer James Enright reported only 3%, totaling 61 of the ballots, favored the limited TV plan espoused by NCAA. Fans supporting unlimited TV numbered 764 (45%); regional TV, 179 (10%), and for payment of a small fee, "723 (42%)."

Mr. Enright noted in his article that ballots in the first count were mailed from seven states, Illinois, Michigan, Wisconsin, Iowa, Indiana, Ohio and Missouri.

"Results of this vote are especially important at this time," Mr. Enright commented, "since the poll is being watched by educational leaders and NCAA executives. NCAA will hold its annual convention in Washington next month and the poll results will have a bearing on the television fight."

Mr. Enright urged fans to express "any ideas or opinions not covered by the ballot." He said a study of first ballots showed voters offered various suggestions, including many expressions of willingness to pay a small fee and at the same time favor for the Big Ten plan for regional telecasts of college football games.

Excerpts from Mr. Enright’s article also were circulated as a news release by DuMont TV Network, outspoken critic of the NCAA plan.
AFTRA STRIKES

Against WGN and WLS
In Chicago

FOR the first time in its 15-year Chicago history, the American Federation of Television and Radio Artists struck two stations last week. The walkout came after months of stalemate negotiations.

The stations are WGN-AM-TV, affiliated with Mutual and DuMont, and WLS, owned by the Agricultural Broadcasting Co. and affiliated part-time with ABC.

Strike was called at midnight last Monday by AFTRA executives after authorization by members, following earlier sessions with management in which representatives of both WLS and WGN Inc. broke off negotiations.

All other key stations in the city completed their agreements and were ready to sign new contracts last week. They are NBC's WMQA (AM) and WNBQ (TV), ABC's WENR (AM) and WENR-TV, and CBS-owned WBBM (AM) and CBS-affiliated WBKB (TV), owned by Balaban & Katz.

WLS declined to comment on final terms because of money, primarily, while WGN Inc. agreed to the financial demands but objected to several contract stipulations and to fringe benefits incorporated into AFTRA's petition for contract revision.

AFTRA seeks $150 weekly as a base for staff announcers. WLS is understood to have agreed to $145, but wants separate negotiation and classification because it operates on a half-day schedule and doesn't have any television affiliation.

WGN Inc. has agreed to the $150 rate, but wants to cancel clauses respecting fringe benefits such as sick pay.

A WLS spokesman said "the only important difference between us and the union arises out of the adamant insistence of AFTRA that we must sign the same identical contract which they have offered to those major radio stations in Chicago which either own or are affiliated with television stations."

He said: WLS, which is on the air only half of each day, believes it should be obvious to everyone, including the union and its members, that its problems in operating and maintaining a station, whose sole interest is radio and the future of the radio broadcasting industry, is little or nothing in common with those companies who have their major stakes involved in television. WGN says: 

"the union is willing to give recognition to this important problem of ours, we are sure that this strike will be ended promptly."

WLS maintained its regular broadcast schedule, taking the air at 5 a.m. Tuesday with supervisory personnel.

Operation Continued

WGN-AM-TV continued to operate substantially on its regular schedule, with WGN broadcasting without any serious break although WGN-TV took the air at 10:30 a.m. instead of its usual 9 a.m.

Department managers and other supervisory personnel replaced staff announcers and freelance talent, working throughout the day and night on both stations from sign-on Tuesday morning.

WGN disagrees with five points. It "under no circumstances will force our newscasters to become union members," said Frank P. Schreiber, general manager of WGN Inc. "We feel very strongly that anyone connected with news should be completely independent and unbiased to assure freedom of speech and freedom of the press."

AFTRA wants to unionize newscasters, not commentators, with newscasters more strictly defined in new contracts as announcers reading straight news copy. Commentators are classed as air men who express their own opinions or who editorialize.

A second point of disagreement was the station's rejection of a check-off system in which the company would deduct union dues from paychecks of members. The union said this is customary and was suggested by the membership to simplify collection and payment.

A "major issue" to which WGN would not agree was "granting retroactive pay on all radio contracts to Nov. 1 and on all television contracts to Dec. 1, the expiration dates." AFTRA's stand is that any contract, when renewed, is renewable to the time the earlier one expired.

The union sought to introduce unlimited severance pay, with AFTRA members getting one week's pay for every year of service and no provision for a maximum. The stations want to continue giving severance at their own discretion, the same policy it wants to continue respecting sick leave payments. The union wants a standardized system of sick leave benefits, with payment from the first week.

Frank P. Schreiber, in commenting on the AFTRA strike, said WGN Inc. has agreed to "substantial pay increases." He said:

Under the tentative agreement reached with the unions, staff announcers were to receive a basic wage of $100 for a 40-hour week, plus additional amounts to be paid for each television program in which an announcer appeared and all radio commercial programs in excess of 12 16-minute shows per week or the equivalent thereof. Frequent television performers were to receive a 10% increase in fees. The salaries of our staff announcers range from $10,000 to $60,000 per year. The increases which we agreed upon would in some cases double this income.
For Equipment above and beyond the usual standards

Continental Electronics
MANUFACTURING COMPANY

4212 S. BUCKNER BLVD.  DALLAS 10, TEXAS  PHONE EV ergreen 1137
WHEN YOU BUY WCKY
YOU BUY SELLING POWER

50,000 watts of it that covers the rich Cincinnati Trading Area, and a big bonus in outside coverage.

WHEN YOU BUY WCKY
YOU GET A BUYING AUDIENCE

(and a Big One) . . .

An audience that is loyal and responsive to the persuasive selling of our Disc Jockeys Nelson King, Marty Roberts, Rex Dale, Leo Underhill and Paul Miller
WHY DON'T YOU DO AS HUNDREDS OF NATIONAL AND LOCAL ADVERTISERS HAVE DONE?

WHY DON'T YOU LET WCKY SELL FOR YOU IN THE RICH CINCINNATI MARKET?

YOU'LL BE SURPRISED AT THE BIG SELLING JOB WCKY CAN DO FOR YOU ON A LOW BUDGET.

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND IN SELLING WATTS

FOUR HOURS A DAY  SEVEN DAYS A WEEK
Looking Toward '56

THE 1955 Presidential campaign is all-but-forgotten. The accent is now on where we do go from here.

One organization, however, is unwilling to forget the "numerous and grave" charges made against newspapers, radio, television and magazines alleging bias in the campaign coverage. That is Sigma Delta Chi, the national professional journalistic fraternity. A strong committee has been named by President Lee H. Pigman to retain whether the survey of the news coverage is feasible and can be financed. If the answer is favorable, the second step will be made to undertake the survey, to prove the truth or falsity of the allegations.

Two important editors have inveighed against such a survey, describing it as "tommyrot" and "snoping." We think the charges should not go unanswered. If the news disseminating media—or any of them—were unfair, they should know about it, and take corrective steps four years hence. As we see it, the newspapers and the newsmagazines are principally on the spot. Radio and television have no editorial pages. The allegations against them have been directed toward balance in time allotments as between the candidates or spokesmen in their behalf, and the allocation of more advantageous time to one candidate or the other.

But all media are suspect under the indictments of the political spokesmen. The survey, in our view, should be made.

We assume that the SDX committee will explore prospects of financing the survey as one of its first orders of business. The Ford Foundation the other day announced establishment of an independent organization called "The Radio and Television Research and Education Foundation" to expose elimination of restrictions on freedom of thought, inquiry and expression in the United States.

Certainly, the proposed SDX survey—if it is determined feasible—falls within the purview of this new endorsement. It could become the credo for news coverage of the 1956 Presidential campaign.

Damned If They Didn't

SOMETHING really new in network-affiliate relationships was added a fortnight ago. NBC reached an agreement with 41 organized TV-affiliates on a new compensation formula. It came after eight months of exploration and negotiation. The sides exuded happiness. Neither got exactly what it wanted.

The agreement was reached after the affiliates, through a committee, had sat down with a committee representing the network and had frankly examined their business affairs. They projected their operations into the future. And, without stirring up their customers on "dollars matters," reached an amicable compromise.

This is a departure from the hell-raising rumple sessions of other years, when affiliates would get together and solemnly resolve to do this or that, only to return home with nothing accomplished until the next hell-raising meeting.

Walter Damm, WTMJ-TV Milwaukee, who organized the affiliates, said this is the greatest thing of its kind he had seen. He should know because he has been around the business of broadcasting almost as long as television. It was a revelation to NBC President Joseph H. McConnell, who, in his three years at the network helm, hasn't found it all sweetness and light.

This brand of cooperation, wherein business men approach their problems on a business basis, could be emulated to advantage in all segments of the broadcast business.

Robert Charles Meeker

QUESTION for broadcasters with thinning hairlines and thickening waistlines: What ever became of the orchestra leader, Bobby Meeker?

You might have danced to his orchestra during the torrid twenties or the trembling thirties—especially if you were in the vicinity of the Plantation Night Club in Houston, Tex.

Mr. Meeker still hangs his hat in Houston but now is president and general manager of KCOH, 1 km daytimer on 1430 kc.

"I used to play the notes—now, I pay them," Mr. Meeker says.

From 1945 to 1948, Mr. Meeker played at the Plantation. All Houston enjoyed his dancelike rhythms, including a certain William A. Smith, banker, railroad construction boss, oil operator and philanthropist.

It so happened this Mr. Smith also owned a radio station and was in search of a manager whose music programming ideas meshed with his own. He found that man in Bobby Meeker.

Mr. Meeker began forming his music ideas at an early age. He started with piano but, in his own words, "failed because I couldn't make my left hand work." He switched to the violin and succeeded—as his 20 years of hand-leading attests.

While attending Seton High School in Chicago, he began serious playing with the Junior Symphony there. Student Meeker loved music but his parents wanted him to be a chemical engineer. So at the U. of Chicago, he majored in chemistry. Upon being graduated, however, Mr. Meeker faced the immediate prospect of making a living. A benevolent fate landed him a job on a well-paying basis.

After playing with several bands, Mr. Meeker received an emergency call from Edgar Benson, who had to have a band at Chicago's Drake Hotel. The call came on a Wednesday; the band had to be ready that Friday.

Mr. Meeker still remembers that opening. "I was so nervous that on the first number I dropped the bow," he recalls.

However, he picked up the bow and remained at the Drake for three years. Since that shaky opening, Mr. Meeker played on such stations as KWK St. Louis, WGN Chicago, KOA Denver, KDKA Pittsburgh, WLW Cincinnati, KMOX St. Louis and WBBM Chicago.

Subsequently, he certainly was no stranger to radio when Mr. Smith approached him with that offer.

Together, Messrs. Meeker and Smith have been pioneering in programing "serious" music for Houstonians. No hillbilly music is

(Continued on page 64)
"Bring me men... with empires in their purpose and new eras in their brains..."
—Sam Walter Foss

Many honors have come to Mal Hansen, WOW's alert, young Farm Service Director. His latest tops them all. It's about the highest honor attainable by a member of his profession!

Mal has been elected president of The National Association of Radio Farm Directors.

More than 200 of Mal's fellow R. F. D.s chose him as their leader. They chose him because they recognize him as a great national leader in farm radio.

The NARFD honor proves Mal commands respect of his fellow men—just as he does among the thousands of farm families who listen daily to his "Farm Service Reporter", in WOW-Land, "The Richest Part of God's Great Green World".

Mal's commercial messages command respect, too. His listeners believe him, seek his advice.

Mal personally directs every activity of WOW's Farm Service Department. WOW management backs him up with a fine staff, aggressive promotion and merchandising.

Mal's newest honor—his presidency of the NARFD—means greater prestige, greater values, for every Radio WOW advertiser.

RADIO STATION

Frank P. Fogarty
General Manager

Bill Wiseman
Sales Manager

OMAHA, NEBRASKA
590 KC * NBC * 5000 WATTS

A MEREDITH STATION * REPRESENTED BY JOHN BLAIR & CO.
Leadership is not a matter of chance . . . It is earned by charting a course that leads the way. WREC continues to set the pace in high quality programming and engineering perfection. As a result, WREC has the highest Hooper rating of any Memphis radio station. Advertisers who “know where they’re going” reach the top of the Memphis Market with regular schedules on WREC. And, the fact that the rate per thousand listeners is 10% less than in 1946 is something else you will appreciate.
POSTWAR RADIOS

RTMA Head Reports 100 Million Made

O VER 100 million radio receivers have been manufactured since World War II, more than four times the number of TV sets, according to A. D. Plamondon Jr., president of Radio-Television Mfrs. Assn.

All previous production records for television were broken in 1952, demonstrating the industry's capacity to fulfill both national defense and consumer demands, he said.

Dollar volume of set sales and military production exceeded any past year, but neither set sales nor military production alone reached previous peaks, according to Mr. Plamondon. Sales of radio-TV receivers, replacement parts, set accessories, transmission, communications and audio equipment exceeded $1.5 billion at the factory level. Deliveries of electronic equipment and components to the armed services were around $2.5 billion.

This $4 billion total exceeded the wartime peak of $3.5 billion. The peak-time record of $1.9 billion was set in 1939.

Mr. Plamondon said the production record was made possible by plant expansion since outbreak of the war in Korea and early adoption of new production techniques which greatly reduced consumption of scarce metals.

Among principal developments in 1952 was lifting of the FCC freeze on TV stations after 3½ years, he said.

"The effect of this FCC action was immediate," Mr. Plamondon said, "although only a handful of new TV stations could possibly get on the air by the end of the year. The Commission acted with remarkable alacrity in issuing construction permits to applicants for uncountested channels. As a consequence the first new vhf station began operating in Denver on July 19.

Portland Success

"The past year marked the introduction of uhf, or ultra high frequency, TV which will in time probably surpass vhf in the number of stations on the air. Uhf made a successful debut in Portland, Ore., on Sept. 20 and was found to be equal to vhf in most respects and perhaps superior in its freedom from interference. While uhf's entry into established vhf areas, perhaps where there are only one or two vhf stations, probably will be slower, its spread over new territory heretofore unoccupied by TV will be rapid."

"With the opening of these new TV markets and others of smaller size, the radio-televisi on industry entered the second stage of its phenomenal growth since World War II. It is difficult to forecast accurately how many new TV stations will go on the air in 1953, but it is not unlikely that by the end of the year the nation may have about 500 TV stations operating as compared with 108 during the TV 'freeze.'"

"Perhaps no other industry in

BROADCASTING • TELECASTING

CANADIAN OUTPUT

RTMAC Sets 375,000 Goal

Canadian manufacturers expect to produce about 375,000 television receivers in 1953, and expect sales to be more than 300,000, as more Canadian TV stations are built in the coming year. This is the unofficial forecast of the Radio-Television Mfrs. Assn. of Canada.

Sales of TV receivers in November totaled 26,451 units, a new monthly high. Value of these sets was placed at $10,932,198. This brings total TV set sales for 11 months of 1952 to 119,271, valued at $53,163,672. TV sets now are hard to obtain in Canada. Manufacturers showed an inventory at the end of November of only 4,828 sets. Total sales of TV receivers in Canada since start of production to the end of November was 197,709. Of these 115,393 are in the Toronto - Hamilton - Niagara Falls area, 48,566 are in the Windsor area (opposite Detroit), 30,882 are in Montreal, and about 3,000 are in the Vancouver area. Total sales of AM and FM receivers and phonograph combinations for the first 10 months of 1952 were 402,320 units, of which the greatest number were priced under $30.

Alfred H. Saxton, engineering executive, and Gordon Strang, construction superintendent, NBC Western Div., have been inducted into the network's 25-year Club.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

ABOUT 25% OF ALL SALES MADE IN VIRGINIA ARE TO WDBJ LISTENERS

TV Ad Dollars

(Continued from page 28)

vertisers spending more than $25,-

000 for TV network time, MAB re-

ported that there were 126 such ad-

vertisers in the final half of 1950, of whom 25 or 19.8% had dropped out of network TV by the following year, but were more than replaced by 82 new companies, making a total of 183 for the latter half of 1951.

In the first part of 1951 there were 163 advertisers spending $25,-

000 or more for TV network time. Of these, 69 or 27.6% had discontinued use of the medium by the initial six months of 1952, while 83 new companies were added, making a total of 171 users of network television in the first half of 1952.

Comparing the two analyses shows, MAB pointed out, that the drop-out rate among TV network clients rose from 19.8% (second half of 1950 to like period of 1951) to 27.6% (first half of 1951 to first half of 1952); that the number of new clients concurrently decreased from 82 (second six months of 1950 to 1951) to 83 (first half of 1951 to 1952); that the total number of network TV clients dropped from 193 in the second half of 1951 to 171 in the first half of 1952. It is noted, however, that many of the companies dropping network TV have shifted to TV spot campaigns, so their total TV expenditures may be as large as before.
techniques have been applied. Industrial television will perform important services in manufacturing plants, in aviation, transportation and navigation, in business offices, department stores, and wherever seeing, counting, sorting and controlling are essential.

"There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment."

Electronics for Defense

While latest electronics developments for defense cannot be discussed, for security reasons, Gen. Sarnoff said "it may be observed, however, that electronics is one of the most important building stones in that technology," and that "radar, robot planes, airborne television, electronically controlled missiles and other devices now are vital elements in our military plans."

Reporting on progress in research, he said that the tiny transistor, developed in work in the field of "electronics of solids," is "a master key to the continuing expansion of electronics."

"In their practical application," he continued, "transistors are of particular significance wherever electronic apparatus is used. Because they detect, amplify, oscillate, and generate electric currents, as do electron tubes, they are of vital importance in communications, radio and television. They will also prove to be highly useful in many other fields.

"Recognizing the great potentials of transistors, RCA research men and engineers are developing them for mass production and are studying the multiplicity of new applications they make possible in both military and commercial fields. Such applications appear endless. One example is the electronic computer which in some of its advanced forms now requires thousands of electron tubes. Eventual substitution of transistors will permit machines of greater versatility and utility, as well as reducing their size and the power consumed."

Gen. Sarnoff called attention to the demonstration of experimental transistor achievements which RCA presented in November as a "progress report" [B&TV, Nov. 24]. He said "transistors will supplant, not supplant, the electron tube," and that, "in fact, the market for electron tubes may increase under the impact of commercial transistors."

Gen. Sarnoff said, "The U. S. is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country. Here, private enterprise and freedom in research and invention, in engineering, production and service are the lifeblood of progress."

"These competing organizations, through their individual efforts, give the U. S. pre-eminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship."

"The finest radio-television instruments and services in the world, and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great country."

PEABODY AWARDS

Entries Deadline Set Jan. 14

ENTRIES for the George Foster Peabody Radio and Television Awards will be accepted until Jan. 14, John Dean E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, said last week. Winners for 1952 will be announced next spring at a meeting of the Radio Executives Club of New York.

Radio awards are made for public service by a regional and a local station, news reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards are made for work in education, entertainment, news and children's programs. Winners are chosen by an advisory board of 14 headed by Edward Weeks, editor of Atlantic Monthly magazine.

RCA’S UHF Development Told

RCA's 1 kw uhf transmitters, the first of which were delivered to four TV grantees the weekend of Dec. 19 [B&TV, Dec. 22], are the result of extensive development which began in 1949, shortly after the laboratory model was shipped to the RCA-NBC experimental uhf TV station in Bridgeport.

"Equipment designed for uhf television cannot be used for the uhf channels," T. A. Smith, assistant engineering services in the Research and Engineering Products Dept., explained last week.

This meant not only complete design, development and production of commercial uhf transmitters; it also meant starting from scratch on production of new types of antennas, transmission lines, filters and duplexing equipment, and other requirements for the new ultra-high frequency service. Since every new station is assigned a given frequency channel, television transmitter production assumes some of the aspects of custom engineering. Before leaving the factory, each equipment must undergo an extensive program of tuning and testing. The antenna system must be similarly tuned and tested to see that it is matched with other station equipment before shipment

How the commercial transmitter Type TTU-18 differs from the laboratory model (now used by KPTV [Cl] Portland, Ore.), was detailed as follows:

It has a completely new tube complement and uses only one output tube, new Type 6181, an air-cooled tetrode developed especially for this model by the RCA Tube Dept. in Lancaster. The new transmitter also employs a newly developed crystal oscillator unit, with a reported stability five times greater than that of the one used in the laboratory model. A new-type stacked Class B video modulator with negative feedback is also incorporated in the new model. This uses a small, newly-developed RCA 6146 beam tube.

The uhf transmitters have a new, especially designed feed system and transmission line. They also use a newly developed filterplexer. This unit is a combination of RCA side-band filter and the notch filter used on the experimental transmitter, to combine the video and audio portions of the signal output into a single transmission line.

Gates

Your ONE SOURCE Supply for

ALL Broadcasting Equipment NEEDS

T E L E C A S T I N G

BROADCASTING • TELECASTING

Page 48 • December 29, 1952

Television Center
KMTV
Omaha, Nebraska
is pleased to announce
the appointment of
EDWARD PETRY & CO., INC.
exclusive national representatives
effective January 1, 1953
TELECASTING

DECEMBER 29, 1952

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More MERCHANDISING ASSISTANCE...

...and MORE of everything else!

WICU TV
THE ERIE DISPATCH STATION
ERIE, PA.

WIKK
ERIE, PA. - 5,000 WATTS

WTOD
1000 WATTS
TOLEDO, OHIO

Channel 6
WTVN TV
COLUMBUS OHIO

WHOO
ORLANDO, FLA. 10,000 WATTS

* RADIO
* TV
* NEWSPAPER

in our 8th year

EDWARD LAMB Enterprises INC.

New York Office—Hotel Sara Lee—Home Office—500 Security Bldg., Toledo, Ohio
National Representatives
WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction
New Low Cost TV Switching Combination Announced

A new Video Switching Panel, type TC-39A shown above, has just been announced by General Electric at Electronics Park. This Panel is being acclaimed for its simplicity, compactness and low cost, the design being especially adapted to the requirements of the smaller television stations.

The unit provides Video Program Switching for 6 picture signals as well as separate selection for preview monitoring, program output and news. Additional facilities include remote control for two stabilizing amplifiers, two film projectors and two slide projectors.

When used with the new BC-15A Audio Switching Panel, simultaneous or separate audio and video switching is achieved. This audio panel includes four mixers—allowing as many as seven inputs, a master gain control, VU meter, monitor selector and monitor level control. The audio panel may also be used to extend the facilities of the more comprehensive BC-11A Studio Console.

LIMITING AMPLIFIERS USED EXTENSIVELY

Nearly 500 AM stations throughout the country are now using G-E Limiting Amplifiers. This moderately priced piece of broadcasting equipment gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise. The G-E Limiting Amplifier helps prevent aural distortion on TV receivers, helps TV stations meet competitive modulation levels.

Among the many satisfied stations now using the Limiting Amplifier is Station KGON, Oregon City, Ore. Chief engineer Ed Saxe recently wrote, "We made a very careful survey of circuitry and theory behind its operation and after selection of two BA-5-A models, found the amplifier performed even better than anticipated."

After three years of operation, Saxe found, "...the G-E Limiting Amplifier delivers—even without faithful checking—for periods as long as 9 months."

J. H. Douglas

Mr. Douglas, as representative of the Southwestern District for G.E.'s Electronics Department, is responsible for the sale of products of the G.E. Transmitter Division in Arkansas, New Mexico, Oklahoma and Texas. His head-quarters are at the Dallas offices of General Electric.

He has been with the company since graduation from Iowa State College in 1942. First in the test department, he was later named a radio electronic field engineer. A native of Emerson, Iowa, Mr. Douglas belongs to the I.R.E. and the Dallas Electric Club.

G E ELECTRIC

Page 50 • December 29, 1952
DOZEN NEW TV GRANTS

BRINGING television for the first time to Idaho and Nevada through uhf grants to Boise and Reno, FCC last week further pushed processing of uncontested new-station applications and issued a dozen construction permits—three uhf and nine vhf.

Two uhf permits went to Pittsburgh, where the sole operating outlet is WDVT (TV) on vhf Ch. 2, and another uhf permit went to Buffalo, N.Y., where WBEN-TV operates on vhf Ch. 4. Buffalo earlier was given two uhf permits, one commercial and one educational.

The Commission also approved an increase in the effective radiated power of an existing station, KSTP-TV Minneapolis on vhf Ch. 5, from 24.7 kw visual and 17.3 kw auroral to 100 kw visual and 60 kw auroral. The second power boost to the Twin Cities, the FCC Broadcast Bureau earlier granting WCCO-TV on vhf Ch. 4 an increase in ERP from 17.9 kw visual and 9.5 kw auroral to 100 kw visual and 60 kw auroral [B=2T, Dec. 22].

New station processing last week pushed Commission action down the Group A line to the city No. 148, Buffalo, city No. 181 on the Group B list, as far as the Commission went a fortnight ago in awarding a commercial uhf permit there.

Stress on Group A

Concentration of FCC attention to the Group A line, cities now not having service, was seen by Washington observers as indicating that the Commission continues to be seeking to “clean up” the uncon-tested requests in those cities as soon as possible—perhaps virtually all by the time Congress convenes and the new Republican Administration takes office.

Total number of post-haw construction permits stands at 169 with last week’s actions. Ten of the total are noncommercial, educational authorizations. Total number of TV stations authorized in the U.S. now is 277. Of this number, 122 are on the air.

The new station permits issued last week were:

Muskegon, Mich. (City priority Group A-2, No. 108) Versal Inc. (VLAV Grand Rapids), granted uhf Ch. 35, effective radiated power 270 kw visual and 140 kw auroral, antenna height above average terrain 970 ft.

Meridian, Miss. (Group A-2, No. 101) Mississippi Broadcasting Co.

(WCOC), granted uhf Ch. 30, ERP 210 kw visual and 110 kw auroral, antenna 500 ft.

Lafayette, Ind. (Group A-2, No. 125) WFAM Inc. (WFAM-FM), granted uhf Ch. 59, ERP 20 kw visual and 10 kw auroral, antenna 360 ft.

Bakersfield, Calif. (Group A-2, No. 132) Bakersfield Broadcasting Co. (KAFY), granted uhf Ch. 29, ERP 10 kw visual and 10 kw auroral, antenna 295 ft.

Boise, Idaho (Group A-2, No. 135) KIDO Inc. (KIDO), granted vhf Ch. 7, ERP 5 kw visual and 2 kw auroral, antenna 49 ft.

Watertown, N. Y. (Group A-2, No. 136) The Brockway Co. (WWNY), granted uhf Ch. 44, ERP 10 kw visual and 1 kw auroral, antenna 575 ft.

Neenah, Wis. (Appleton, Wis. Group A-2, No. 139) Neenah Menasha Broadcasting Co., granted uhf Ch. 43, ERP 15.5 kw visual and 8.3 kw auroral, antenna 290 ft.

Reno, Nev. (Group A-2, No. 140) Nevada Radio-Television Inc. (KWRM), granted vhf Ch. 5, ERP 3 kw visual and 1.5 kw auroral, antenna minus 440 ft.

Pittsburgh (Group B-4, No. 180) J. Frank Gallaher, Leonard Berry and Ronald S. Woodward, partners, granted uhf Ch. 47, ERP 230 kw visual and 120 kw auroral, antenna 480 ft. Operating frequency 58.65 Mcz.

Pittsburgh (Group B-4, No. 180) Telecasting Co. of Pittsburgh, granted uhf Ch. 16, ERP 89 kw visual and (Continued on page 58)

UHF SERVICE SPEEDS

WITHIN 48 hours following delivery of RCA’s first four uhf TV transmitters [B=2T, Dec. 22], the three cities began receiving uhf TV signals and a fourth was preparing to begin transmission today (Monday) or tomorrow.

The three cities—first to put uhf broadcasts on the air since KPTV (TV) Portland, Ore., began last September—were Atlantic City, N. J., York, Pa., and South Bend, Ind. Wilkes-Barre, Pa., was hoping to get its station on the air today or tomorrow.

On full-scale commercial operation is WFPF-TV Atlantic City, which began regular teleportcasting at 10:45 p.m. Dec. 21, following a successful test pattern broadcast at 8:12 p.m. that day.

WSVT-TV York put a test pattern on the air at 2:06 a.m. Dec. 21, and followed this with a limited number of network and commercial programs. Full commercial operation is scheduled in York Jan. 1.

Out in South Bend, WSBT-TV put on a test pattern at 11:50 p.m. Dec. 21. Regular commercial operation began at 7 p.m. Dec. 22, with two hours a night programming since then.

With the clearances by New Jersey State Police, WFPF-TV got its transmitter at 4:15 p.m. Dec. 19, according to President Fred Weber. Video test pattern went out from the station’s 468-ft. antenna at 3 p.m. Dec. 20, but the transmitter began failing later that day, Mr. Weber said. For the next 28 hours, RCA officials, including Lester Lapin, uhf transmitter design engineer, worked to get the 25-kw signal on the air and at 8:12 p.m. Dec. 21, a Ch. 46 video and aural test pattern was transmitted from the WFPF-TV antenna, Mr. Weber said. At 10:45 p.m. that day the station’s dedication began, with a Philco TV Playhouse kinescope of “The Gift” as the first commercial program, Mr. Weber reported.

Regular schedule runs 1-5 p.m., test patterns; 5 p.m. sign-off for programs from all four networks, Mr. Weber announced. Station is linked by AT&T microwave from Philadelphia. Local origination are programmed from a Telop and two 16mm film projectors. Camera chains for local live pickups are due this spring, Mr. Weber said. Charge is $150 for one-time, Class A hour program, and $20 for an announcement.

Ninety miles from the RCA factory at Camden, WSBT-TV York, Pa., received its transmitter at 7 o’clock Friday night (Dec. 19), according to Vice President Walter J. Rothensies. Mr. Rothensies said that a test pattern went out over the air at 2:06 a.m. Dec. 21, and continued for a time with slides, film and live camera shots of personnel working on the installation. A limited number of network and local commercial programs are being carried by WSBT-TV, said Mr. Rothensies, but full commercial operation has not been scheduled before Jan. 1.

The York Ch. 48 station is putting 20 kw from its 550-ft. antenna. Rate of $200 for one-hour one-time Class A program has been set, with $37.50 for announcements. Affiliation contracts have been (Continued on page 77)

TELECASTING

Open Way for Vhf in Ida., Nev.

December 29, 1952 ▪ Page 51

BROADCASTING • Telecasting

DECEMBER 29, 1952

1952
television grants and applications

Digest of Those Filed with FCC Dec. 19 Through Dec. 24

Grants Since April 14:

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<th>Commercial</th>
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Commercial television stations on the air

- Includes XELO-TV Matamoros (Mexico)-Brownsville

Pressing on a city priority status Gr. A-2 line has extended to city number 148.

- Includes 169 already granted.

NEW STATION GRANTS

Listed by States

BAKERSFIELD, Calif. - Bakersfield Best Co. (KABF). Granted uhf Ch 35 (174-180 mc); ERP 26 kw visual, 11 kw audio; antenna height above average terrain 972 ft., above ground 972 ft., 100 kw visual, 50 kw audio; estimated construction cost $253,385. First year operating cost estimated $180,000. Post office address 4001 Neomar, Bakersfield. Consulting engineer: John Faust, Bakersfield. Principals include: Robert J. Faust (51%), Tony P. DiBenedetto (30%), Morris G. Waksman (18%), and William J. McGehee (1%).

LOUISIANA - Lafayette, La. - Lafayette Radio Co. (WLFM). Granted uhf Ch 21 (148-154 mc); ERP 10 kw visual, 5 kw audio, antenna height above average terrain 200 ft., above ground 500 ft. Estimated construction cost $200,000, first year operating cost $100,000. Post office address 800 Main, Lafayette. Consulting engineers: Robert W. Hinson, New Orleans, and James P. Galloway, Houston. Principals include: Ronald Q. Cooper (50%), and Alan S. Enloe (50%).

LUKE, Ariz. - Luke Radio Co. (KLUK). Granted uhf Ch 5 (160-166 mc); ERP 5 kw visual, 2 kw audio; antenna height above average terrain 750 ft., above ground 750 ft., 50 kw visual, 25 kw audio; estimated construction cost $100,000, first year operating cost $50,000. Post office address 1103 S. Lakeside Dr., Luke. Consulting engineer: William T. Deitz, Phoenix. Principals include: Anthony P. Vita (25%), William T. Deitz (25%), and Norman K. Brown (50%).

NEW JERSEY - Long Branch, N. J. - Long Branch Best Co. (WLBV). Granted uhf Ch 7 (160-166 mc); ERP 50 kw visual, 10 kw audio, antenna height above average terrain 450 ft., above ground 450 ft., 50 kw visual, 10 kw audio; estimated construction cost $300,000, first year operating cost $150,000. Post office address 1103 S. Lakeside Dr., Luke. Consulting engineer: William T. Deitz, Phoenix. Principals include: Anthony P. Vita (25%), William T. Deitz (25%), and Norman K. Brown (50%).

NEW MEXICO - Tularosa, N. M. - Tularosa Best Co. (KTBU). Granted uhf Ch 2 (144-148 mc); ERP 5 kw visual, 2 kw audio; antenna height above average terrain 300 ft., above ground 300 ft., 5 kw visual, 2 kw audio; estimated construction cost $50,000, first year operating cost $25,000. Post office address: 700 Main, Tularosa. Consulting engineer: John Zavala, El Paso. Principals include: Frank J. Tompkins (30%), Tony DiBenedetto (30%), and Robert J. Faust (40%).

NEW YORK - Port Chester, N. Y. - Port Chester In- terestation Co. (WPCX). Granted uhf Ch 16 (160-166 mc); ERP 10 kw visual, 5 kw audio, antenna height above average terrain 100 ft., above ground 100 ft., 10 kw visual, 5 kw audio; estimated construction cost $100,000, first year operating cost $50,000. Post office address 70 Main, Port Chester. Consulting engineers: W. H. Gunther, New York, and L. G. Marrs, New York. Principals include: William H. Gunther (50%), Luther G. Marrs (50%).

THE WASHINGTON BUREAU

WATERTOWN, N. Y. - The Brockway Co. (WWNY). Granted uhf Ch 37 (174-180 mc); ERP 10 kw visual, 5 kw audio; antenna height above average terrain 300 ft., above ground 300 ft., 10 kw visual, 5 kw audio; estimated construction cost $75,000, first year operating cost $40,000. Post office address: 951 Utica Ave., Watertown. Consulting engineer: Louis J. Ross, Watertown. Principals include: Richard V. Brockway (33%), J. C. Brockway (33%), and J. L. Brockway (33%).

NEENAH, Wis. - Neenah TV Co. (WMTV). Granted uhf Ch 14 (174-180 mc); ERP 10 kw visual, 5 kw audio, antenna height above average terrain 250 ft., above ground 250 ft., 10 kw visual, 5 kw audio; estimated construction cost $125,000, first year operating cost $60,000. Post office address: 1231 W. Mason Rd., Neenah. Consulting engineer: Harry E. Warkentin, Neenah. Principals include: Richard E. Warkentin (33%), Robert W. Warkentin (33%), and Robert H. Warkentin (33%).

GROUP D GRANTS

WBZ-TV BOSTON, Mass., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 300 ft., above ground 300 ft., 100 kw visual, 50 kw audio; estimated construction cost $500,000, first year operating cost $250,000. Post office address: 115 North St., Boston. Consulting engineers: Wm. C. G. McCarty, Manchester, N. H., and E. R. Shippey, New York. Principals include: Samuel C. Brown (50%), Pierre G. Lefebvre (33%), and Andrew J. O'Brien (17%).

KSF-TV MINNEAPOLIS, Minn., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 300 ft., above ground 300 ft., 100 kw visual, 50 kw audio; estimated construction cost $500,000, first year operating cost $250,000. Post office address: 2500 N. Chicago St., Minneapolis. Consulting engineers: Wm. C. G. McCarty, Manchester, N. H., and E. R. Shippey, New York. Principals include: Samuel C. Brown (50%), Pierre G. Lefebvre (33%), and Andrew J. O'Brien (17%).

KCTV (TV) OMAHA, Neb., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 250 ft., above ground 250 ft., 100 kw visual, 50 kw audio; estimated construction cost $500,000, first year operating cost $250,000. Post office address: 1502 Farnam St., Omaha. Consulting engineer: William H. Gunther, Long Branch, N. J. Principals include: William H. Gunther (50%), George D. Marrs (25%), and Luther G. Marrs (25%).

KLRD-TV DALLAS, Texas, granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 400 ft., above ground 400 ft., 100 kw visual, 50 kw audio; estimated construction cost $500,000, first year operating cost $250,000. Post office address: 310 N. Pearl, Dallas. Consulting engineer: John Zavala, El Paso. Principals include: Frank J. Tompkins (30%), Tony DiBenedetto (30%), and Robert J. Faust (40%).

KEVL (TV) SAN ANTONIO, Tex., granted ERP 100 kw visual, 50 kw audio, antenna height above average terrain 400 ft., above ground 400 ft., 100 kw visual, 50 kw audio; estimated construction cost $500,000, first year operating cost $250,000. Post office address: 115 North St., San Antonio. Consulting engineer: John H. Kinney, Abilene. Principals include: Robert J. Faust (50%), and O. E. Kinney (50%).

NEW APPLICATIONS

DECATUR, Ala. - Tennessee Valley Better Call Co. (WFTN). Granted ERP 15 kw visual, 8 kw audio, antenna height above average terrain 118 ft., above ground 118 ft., 15 kw visual, 8 kw audio; estimated construction cost $150,000, first year operating cost $75,000. Post office address: 1104 S. Park St., Decatur. Consulting engineers: John H. McManus and Ralph A. Brown, Decatur. Provided frequency measurements are made at weekly intervals.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

KHQ-TV SPOKANE, Wash. - KHQ-TV's special temporary authorization to operate on commercial basis until March 11, except without visual service, is continued. KHQ-TV is now providing audio service only. The Commission may revoke this authorization at any time and provided frequency measurements are made at weekly intervals.

NEW APPLICATIONS

COREY, Ala. - Tennessee Valley Better Call Co. (WFTN). Granted ERP 15 kw visual, 8 kw audio, antenna height above average terrain 118 ft., above ground 118 ft., 15 kw visual, 8 kw audio; estimated construction cost $150,000, first year operating cost $75,000. Post office address: 1104 S. Park St., Decatur. Consulting engineers: John H. McManus and Ralph A. Brown, Decatur. Provided frequency measurements are made at weekly intervals.

BROADCASTING • Telecasting
MADISON, Wis. — Bartell Television Corp., uhf Ch. 33 (584-590 mc): ERP 175 kw visual; 107 kw auditory; antenna height above average terrain 434 ft., above ground 454 ft. Estimated construction cost $127,325, first year operating cost $180,000, revenue $250,000. Post address 716 North plankinton Ave., Milwaukee, Wis. Studio and transmitter, location in township of Madison, 33 miles sw from downtown area of Madison, at intersection of west belt line and Chicago & Northwestern railroad. Geographic coordinates 41° 16' N. Lat. 84° 24' W. Long. Transmitter: DuMont, antenna RCA. Legal counsel: Lee K. Benson, Milwaukee, Wis. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President Gerald A. Bartell (40 shares subscribed), 3 shares held), president of WOKY Milwaukee and WAPL Appleton, Wl. 40% of WOKY Saurauve Bay and other broadcasting interests including Gerald A. Bartell, (sales representatives for radio and television programs), Milwaukee, Wis. Vice-President Earl W. Penick (249 shares subscribed, 1 share held), owner of WMFM (FM) Madison. Secretary- Treasurer: Lee K. Benson (196 shares subscribed, 4 shares held), treasurer of WOKY and WAPL (Wichita, Kan.), attorney, and David Berenz (200 shares subscribed, 5 shares held), stockholder in WOKY and WAPL (Milwaukee, Wis.). City priority status: Gr. A-2, No. 139.

BING CROSBY VISITS KXXL-TV TOWER
Crooner Snowshoes to Inspect TV Property

HARRY L. (better known as Bing) Crosby, part owner of KXXL-TV Spokane, visited the new tower and transmitter under construction atop Mt. Spokane Dec. 18, making the last two miles of the trip up the mountain by snowmobile.

Accompanying the radio and screen crooner on an inspection of the antenna and transmitter site were Ed Craney, KXXL-TV general manager, and Mr. Crosby's youngest son, Lindsay.

ON SNOWSHOES at KXXL-TV tower-transmitter site are Mr. Crosby (r) and son, Lindsay.

RCA VICTOR PLANS Big Advertising Campaign

ADVERTISING and promotion campaign "surpassing any previous year's program" has been prepared by RCA Victor to support its 1953 line of television, radio and Victor phonograph instruments, J. M. Williams, advertising and sales promotion manager of the firm's home instruments department, said last week.

The new TV model will receive major emphasis, he said, with the firm advertising on network radio and television programs, newspapers in 129 markets and regional and trade magazines. Devoted to TV receivers will be most of the commercial time on its Friday evening RCA Victor Show and its Sunday afternoon Kukla, Fran & Ollie, both on NBC-TV. TV sales also will be strengthened on RCA Victor's Sunday evening Phil Hartman- Alice Faye Show on NBC radio.

KROD-TV ON AIR

Pioneer in El Paso Area

KROD-TV El Paso, Tex., became the first station in that area to go on the air with a regularly scheduled telecast of local personalities at 2:25 p.m. Dec. 14, according to Val Lawrence, president and general manager of the Roderick Broadcasting Corp., licensee.

The new uhf Ch. 4 TV outlet claims its antenna, 5,285 ft. above sea level, is the highest above ground in Texas. The tower and transmitter were constructed at a cost of more than $85,000, for a $25,000 road was "carved out" of solid rock to haul equipment to the site of Mt. Franklin, Mr. Lawrence said.

The road, which zig-zags for 4,100 ft. and has a grade of 15%, is an engineering feat in itself, according to Mr. Lawrence. The transmitting tower, 200 ft. high, is topped by an 85-ft. antenna.

Ed Talbott, KROD-TV director of engineering, worked with local contractors and supervised construction of the tower, with which the station expects to bring television to a potential audience of about 750,000 within the tower's 100-mile radius. It is three miles from downtown El Paso.

KROD is the key station of the Southwest Network which includes KSIL Silver City, N. M.; KAVE Carlsbad, N. M., and KOSA Odessa, Texas. Board chairman of Roderick Broadcasting Corp. is Dorrance D. Roderick.

KROD - TV is affiliated with CBS-TV and DuMont-TV Network.

Other KROD-TV executives include Bernie Bracher, television director, and Dick Watts, sales manager. KROD-TV's ERP is 53.3 kw visual and 26.1 kw audio.

Charles Bulotti Jr.

FUNERAL services were held in Glendale, Calif., December 24 for Charles Bulotti Jr., 41, director of production at KTTV (TV) Hollywood. Mr. Bulotti died Dec. 22 of complications following an accidental fall. He was formerly program director of Don Lee Network. Surviving are wife, Gersdine, and son, Charles, 8.
DuMONT FORECAST
75 More TV Outlets in '53

The New Grantees' Commencement Date Targets

Here are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Cell

City and State

Ch.

Granted

Commencement

Network

Rep.

WBAX-TV
Albany, Ga.

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1953

CBS

DuMont

KFWB(AM)

Bridgeport, Conn.

16

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1953

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KFWB-TV

Bridgeport, Conn.

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21

1953

CBS

DuMont

KFWB(AM)

Bridgeport, Conn.

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Dec.

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1953

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WITF-TV
Albany, N. Y.

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KFWB(AM)

Bridgeport, Conn.

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WITF-TV
Albany, N. Y.

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KFWB(AM)

Bridgeport, Conn.

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DuM...
The 2nd TELECASTING YEARBOOK

... the encyclopedia of television and television advertising will be...

OUT MID-FEBRUARY

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**Weekly Television Summary—December 29, 1952—Teletcasting Survey**

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**U. S. Shows Still Tops In Canadian TV Area**

AMERICAN TV stations and programs still attract the bulk of Canadian viewers in the Toronto, Hamilton, Niagara Falls area, where more than half the Canadian TV sets are located, according to the December ratings of Elliott-Haynes Ltd., Toronto. The survey, made in the first week of December, shows 77.1% of viewers looking at WBEN-TV Buffalo, and 22.9% watching CBLT (TV) Toronto. Sets-in-use index was at highest, 80.3%, since monthly TV ratings were started in September. U. S. network shows claimed top interest, with *I Love Lucy* 

(Continued on page 61)
In Atlanta

there is no question about which radio station has the audience witness:

Of the top 5 radio shows each night in Atlanta, Sunday through Saturday, WSB carries 32*. The nearest competitive station carries 6*.

Of the top 5 daytime radio shows in Atlanta, Monday-Friday, Saturday and Sunday, WSB carries 15*. The nearest competitor carries 2*. Pulse Reports for September-October reveal this strong leadership by WSB.

This dominance becomes even more impressive when viewed alongside rating comparisons of network stations in many major markets. And it is further revelation of the unique position WSB holds among radio audiences of the Southeast.

If you are concerned with how to get a fair shake for your radio dollar—buy where you get the most for that dollar.

wsb
The Voice of the South


*Ties account for 3 "extras" at night, 2 during day.
Dozen More TV Grants Made
(Continued from page 51)

59 kw aerial, antenna 520 ft. Conditi-
onal upon A. D. Faust and L. H. Israel severing their connections with WDTV (TV)

Buffalo, N. Y. (Group B-No. 181)
—Buffalo-Niagara Television Corp.,
granted uhf Ch. 59, ERP 91 kw visual and 35 kw audio, antenna 419 ft. Oper-
ating on WBNF-TV, Ch. 26. Author-
ized earlier: WTVF (TV), uhf Ch. 23 (noncommercial educational); Chau-
tas Broadcasting Corp., uhf Ch. 17.
In the action granting Versulis Radio a permit for uhf Ch. 35 at Muskegon, the Commission dis-
missed the petition of WGRD Grand Rapids which asked that the bid be set for hearing. WGRD
charged the new grantee was trying to establish a new Grand Rapids outlet via a Muskegon channel and
alleged Leonard Versulis had trafficked in a license when he sold WLV-A, now WOOD-TV Grand
Rapids [RT, Sept. 22].

Pittsburgh Grant

The grant of uhf Ch. 16 to Tele-
casting Co. of Pittsburgh included a condition that made issuance of a permit subject to A. D. Faust and L. H. Israel and their con-
nections with WDTV (TV).

The Commission also advised Agnes Jane Reeves Greer, owner of WKJF (FM) Pittsburgh, that her application for uhf Ch. 65 in that
city was being placed in the pending file to await receipt of addi-
tional information.

By unanimous opinion and order, the Commission dismissed the petition of WKBS Oyster Bay, Long Island, to “reallocate or re-
assign adequate television channels for the area of Mineola, L. I.; Nassau County, N. Y.,” action was without prejudice to the station's re-
 filing after June 2, end of the one-year waiting period for such changes.

Two FCC hearing examiners

heard further testimony in com-
parative hearings part of last week but most proceedings resume after the holidays.

Examiner Hugh B. Hutchison heard more of the Wichita vhf Ch. 3 case on Monday and Tuesday and is scheduled to resume hearing
Jan. 5. Examiner Thomas H. Donohue heard more of the Sacra-
mento vhf Ch. 10 case on Monday and Tuesday, also, recessing until today (Monday). The Duluth-Super-
ior vhf Ch. 6 hearing is to re-
sume Jan. 26 before Examiner Herbert Schaffman. No other is slated this week.

Meanwhile, three of four uhf sta-
tions receiving RCA's first factory-
built transmitters are reported on the air and the fourth plans to com-
merce shortly (see story page 51).

Last week's grantees also have submitted operation estimates and other details.

Walter E. Wagstaff, general
manager of KIDO Boise, said he hoped to have the station on the air by July 1. RCA equipment
throughout has been ordered, he said, but a transmitter building has not been started. The national representa-
tive will be Blair-TV. The station hopes to have NBC basic and other TV networks until such time as other services may be avail-
able in the market.

Donald W. Reynolds, KWRN
Reno, said it is hoped to have the station on the air within three months and that equipment would be purchased promptly. No ar-
rangements yet have been made on station representation or net-
work, he said.

Withers Gavin, president-general
manager of WOOC Mederian, re-
ported GE equipment has been or-
dered and that he hoped to have
the station on the air as soon as the installation could be made. The station, he said, will be affiliated with CBS. He plans to negotiate for national over network announcing shortly.

Hy W. Steed, general manager of WLAV Grand Rapids, on be-
half of Versulis Radio and Tele-
vision, Muskegon grantee, said service will be delayed a date because of difficulty in getting a firm date on delivery of equip-
ment. GE equipment will be used. No arrangements have been made on network or national represent-
ative. Operation is not anticipated any time soon—it may be as long as a year, Mr. Steed said.

KSO-TV-Lawton hopes to com-
come on the air in April using RCA equipment, according to Paul Goode, business manager of KSWO and manager of the TV outlet.

Telecasting Co. of Pittsburgh has no commencement date at this time, it depending upon equipment which yet must be purchased. A. (Don) Faust, assistant general manager of WDTV (TV), has informed Harry H. Israel, WDTV sales manager, has resigned those posts ef-
fective Jan. 1 to meet condition of the grant.

Meanwhile, Wirth, Neenah-Manahaha Broadcasting Co., Neenah grantee, hopes for commencement by late summer. Equipment and networks are unspecified. George W. Clark Jr. has been named national representa-
tive.

Other Reports

Reports also have been received from others planning commence-
ment soon.

WALAT-TV Mobile, Ala., has a Jan. 1 target date, according to W. O. Pape, president. RCA trans-
mittor was en route from Camden last week, with the antenna shipped from Atlanta. Headley-Reed will be TV representative as well as AM.

TV network affiliations include NBC, CBS and ABC, Mr. Pape said.

WKAB-TV Mobile expects to start telecasting Jan. 1, said R. H. Moore, commercial manager. All equipment but the antenna had been set up last week, with the antenna en route from Syracuse, N. Y. Forjoe & Co. will represent both TV and AM stations. TV network affiliations include CBS and Du-
Mont, Mr. Moore said.

Karl O. Wyler, president of KTSW-TV El Paso, Texas, said the RCA transmitter and antenna had been erected and several days of "shakedown" tests will start early this week. He said some miscellaneous units are on route. “We want to start off with a good picture,” Mr. Wyler said. “A great disservice can be done to television and the public by TV stations if they start service without proper program-
ing and a technically satisfactory signal.” He estimated KTSW-TV would start regular service late this week. The station will be an NBC-TV affiliate, but would accept liberalization from Hollingbery Co. as representative.

Following is the list of mutually-
exclusive applications which FCC
passed over last week when acting
upon the 12 new grants. Passing
over of contested bids is part of the temporary expedient procedure begun Oct. 15 to speed service to cities not now handling TV. Applications passed over:

GROUP A

Applicant
Alexandria Best Co. Inc.
Alexandria, La.
KSP-TV

Kent A. Newborn
Kenton Brewer
Lewistown Telco.
Bakersfield, Calif.
KCTF (TV)

Fayetteville Broadcast.
Fayetteville, N. C.
KBMI

Cape Fear Best Co.
Bellingham, Wash.

Owenboro Telecasters
Owenboro-in-the

Owenboro, Ky.

Owenboro Pub. Co.
Owenboro and

Radio Inc.
Ottoman, Inda.

Evangelion Brc.
Lafayette, La.

Columbia Ammncustart
Columbia, S. C.

WKBW Inc.
Aptenochaus Bsc.
Briet, Tenn. Va.

Radio Spc.
St:WOFI Inc.

PARAMOUNT TV
Enters Film Production

PARAMOUNT Television Produc-
tions Inc., a wholly-owned subsidi-
ary of Paramount Pictures Corp., has announced arrangements for en-
trance into the TV film produc-
tion field, Paul Raibourn, president of Paramount Television and vice president of Paramount Pictures, announced last week.

Mr. Raibourn said that his firm has entered into an agreement with Edward J. and Harry Lee Danziger, independent producers of feature films, who will produce a series of 39 half-hour dramatic films for television. He added that 39 scripts already have been written for the series and photography is scheduled to begin Jan. 5.

"This marks our first venture into production of films for television," Mr. Raibourn stated. "We believe that television and motion pictures are sister arts and that each has a constructive contribution to make to the other."

Mr. Raibourn has assigned Burt Balaban, director of programming and production for Paramount Television, to supervise production of the programs. An exploitation and merchandising campaign is now being prepared under the direction of John F. Howell, the company's director of sales and merchandising, according to Mr. Raibourn.

Daly to DuMont Post

ARTHUR J. DALY, account exec-
utive for Geyer Adv., New York, last week was appointed account executive in the network sales de-
partment of DuMont TV Network. Mr. Daly began his broadcasting career in 1935 as an executive pro-
ducer for NBC. He also has served as radio and television director for the William H. Weintraub Co. and Peck Adv.
$1 Million Haul

Each night last week $1 million worth of jewelry was to be delivered to WOR-TV New York's studio by armored car and picked up at the end of the station's 7 p.m. TV theater presentation of "The Enchanted Cottage," spokesman said. Jewelry was worn by dancers in ballet sequence of play, and case made available to the station by Harry Winston, Fifth Avenue jeweler.

day that all the stations for which educational TV channels are reserved in California could be constructed and operated for one year for $2 million, which he said represents a small percentage of the state's total contributions for public education.

**McCall's 'MIKES'**

Anne Holland is Top Winner

**DESIGNATION of Anne Holland as WBAI-TV Baltimor as winner in the second annual McCall's "Mikes" awards to women in radio and television and selection of seven other outstanding women in these categories of broadcasting were announced last week by McCall's magazine.

Awards were established in 1951 to honor the public service achievements of women in broadcasting and executives. Winners will receive their awards, golden microphones, in their homes towns during the one-year period of the January issue of McCall's. Formal presentation will be made at a dinner May 3 during the convention of American Women in Radio & Television in Atlanta.

Miss Holland was selected for the accomplishments of her medical series, Live and Help Live, conducted in collaboration with Baltimore physicians and the Dept. of Public Welfare.

Other classifications and winners were:

- Service to community in general: Jo Stafford, for her "Voice of America" broadcast; Mary Morgan, CKLW Detroit, for her News Digest and its radio crusade against narcotics; Alice Spindel, WJDA Memphis, for her Blinded programs to raise the standards of living for Negroes.
- Service primarily for women: Evadna Hammerlyer, KOA Denver, for her KOA Home Forum, and Phyllis Adams, for her "Problem, discussion program on far-reaching issues.
- Service primarily for youth: Madeleine Long, WCCO-TV Minneapolis, for her Video School, and Nena Hadenoch, director of radio and TV relations for the National Society for Crippled Children, Chicago.

Judges for the 1952 McCall's awards were: Irene Dunne, Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Elizabeth E. Marshall, vice president, AWR, and Otis Lee Wiese, editor and publisher, McCall's.
vision. The ideal liaison man should be a sound advertising man with background in several of the following fields:

(1) Programming and production
(2) Merchandising
(3) Research
(4) Network & Station Relations
(5) Sales
(6) Writing
(7) Business management and accounting
(8) Diplomacy

As the cost of television rises, the direct responsibility for actual production is shifting to the packaging producer or the network producer, with few exceptions, because the rising cost of television has forced more and more advertisers to reduce their television expenditures to alternate week frequency, participations, or other plans of sharing to recover the growing cost. The agency's greatest responsibility under these conditions is to recommend and deliver an affordable method of using television. The writer is designed to take advantage of merchandising, distribution and advertising factors to move merchandise at reasonable cost...and to write and produce commercials that will make full use of the media facilities so delivered.

The high cost of servicing television is also a factor. Many agencies—especially those of middle or small size—are forced to use television excessively because of the great number of producers, directors, assistants, etc., necessary to keep on staff even during months when they get no television billing. In addition, it is not uncommon for a top television producer to get as high as $100,000 a year, a salary which makes him prohibitively expensive to any agency staff.

As a result, more and more agencies began buying package shows where all production costs were included and fully commissionable. The writing and production of film and live commercials is now the agency's primary and most important function.

The Liaison Man

The television supervisor of the future is therefore bound to assume his true identity. He will vary in stature and income in accordance with the agency and its demand for liaison. He will exert influence on the shows he supervises in direct proportion to his ability, reputation, and diplomacy.

The definition of the ideal liaison man goes something like this: He is in his thirties or early forties. He dresses conservatively and is well groomed. He is social but natural. He has a good education. He has responsibilities at home and is mature. He has network experience, preferably as a director and producer. He has some advertising agency experience in radio or television. He can balance his own checkbook and the budgets he is responsible for. He can sit down and edit a script or write it, if necessary. He can negotiate talent contracts and has done so, many times. He is familiar with technical aspects and limitations of the media. He is aware of the advertising benefits on a cost per thousand basis. He knows all of the important personnel of networks, talent agencies and other agencies and is on good terms with them.

He can expedite any request from the client or his agency executives.

He never loses his temper. He is courteous but firm in dealing with all.

He is logical and reasonable at all times.

He is persuasive with talent on the client's behalf.

He is, therefore, expensive.

The Writer

Increasingly important in the advertising agency organization is the commercial writer. He or she is assuming a stature never achieved in radio but frequently attained in television. He or she has the technical ability to move merchandise at reasonable cost...and to write and produce commercials that will make full use of the media facilities so delivered.

The production of commercials is now assuming great importance, growing under the direction of the writers. New, experienced film directors are joining agency staffs to insure quality. The great barns of Hollywood with their technique of perfection are beginning to replace the convenient New York loft which "just grew" to serve a boom time in early television.

This department, too, must grow in important relative to the print production departments but always subordinate to the creators of the sequences.

It is not unlikely that as programming becomes more a matter of good judgment from the agency point of view the top writer will increasingly be the most important man in the radio-television department—or head of a separate department on a level with the director of the radio-television department. At these prices you've got to move merchandise to keep using the medium.

The Media Men

Of course, not all agencies are organized so that related media report to the radio and television department, but, nevertheless, there is always a strong relationship, particularly in the buying of participations or network packages, between the radio-television executive and the timebuyers. As television station bills are issued, the present great skill in getting good television time in monopoly areas becomes less important, and in a year or two television time-buying will be as routine as radio timebuying.

The media man must therefore assume new proportions. He should be a scientist who relies more on research to guide him in making his basic decisions. He should be an all around man who has a thorough knowledge of wide destinations of allocation of advertising dollars between print and electronic media. In effect, the media man should emerge a far more important executive in agency organization than he ever was in these changes to a few handy axioms.

First is the necessity for change. A generation has passed since the radio industry was formed. The leaders of that industry have done a remarkable job of rigorous pioneering and time are beginning to take a toll of the leaders. The energies required to keep up the enthusiasm of the new industry, even more demanding than radio, are no longer theirs. So our first axiom is: New leadership must arise in television.

Second is the agency changes which must occur. Major adjustments must be made to orient to the rising percentage of gross billing, going into television. Mergers, defining agencies which once were major agencies, the ascendance of the bright new agencies, and the continued strength of the big agencies that prepared for the new medium from around World War II. Our second axiom is: Advertising agencies, in order to survive or grow, must adjust to television to a greater degree than any other medium.

Third is the character of the personnel within the agency radio and television departments. As the costs of television become measured in millions of dollars, the change in television executives will become increasingly aware that their function is not to entertain the public but to sell the products manufactured by their clients. We are sure, each major agency executive will have the training and ability to step in and produce or direct a television show. We will use this knowledge in the selection of programs for his client. He will constantly supervise, police, and improve the quality of the programs under his supervision. His composite talents will insure his client's high circulation programs. He will be aware that high circulation shows are the vehicles that carry sales messages, but he will know that entertainment is secondary to the sell supplied by his commercial writers. The problem is to get the radio and television executive must assume the responsibility of selling the products advertised on the programs he contracts for.

And, there we hold the mirror up to nature and discover our latter day radio-television executive—for better or worse, for richer or poorer.

His problems are no fewer and he has more duties to perform and more demanding. His eternal search for security is more frenetic than ever. He remembers with nostalgic affection his halcyon days when all was well and then it all may come back, but he knows they never will as he changes the name of his department to "The Television Department." He looks at the huckster selling his product to the suburban community and wonders if he too can move merchandise...
Telesatus

(Continued from page 56)

way receiving the highest rating of 76.2. Top Canadian show continued to be variety. Reedy with a rating of 47.5, followed by NHL hockey with 45.3.

iEST & Worst Programs 'All Shows 'Lucy' at Top

iEST and worst shows thus far abulated in the annual Television Trend Poll, conducted in 11 midwestern states around Chicago, are I Love Lucy and Milton Berle. Runners-up in the class are Arthur Godfrey and Show of Shows, with Joe E. Brown, Doody and tom Duggan (local WNBQ TV) Chicago sportscaster) rank in the worst category.

Final tabulations from readers in six-state area will be announced 1 mid-January. Other current favorites, according to results already in, follows:

Mystery Theater, Captain Scarlet, the Web; kid, Rubik, Fran & Ollie, loody Doody, Super Circus; discussion & educational, Meet the Press, Quiz Kids, Voice of Fire; situation comedy, I Love Lucy, Your Miss Brooks, Ozzie & Harriet; tama, Studio One, Robert Montgomery, Fibber Magee.

M-announcer, Arthur Godfrey, Bert Parks, John Daly; male inger, Perry Como, Frank Parker, ulis La Rosa; female singer, shah Show, Marion Marlowe, Der- thy Collins; newscaster, Ulmer turner (local on WGBK TV) chicago), Clifton Utley (network nd local on WNBQ Chicago), John Cameron Swayze.

Sportscaster, Bob Elson (local n WGBK); Jack Bricklehouse (local n WGN-TV), Tom Duggan (local n WNBQ); comedian, Martin & Lewis, Sid Caesar and Imogene coca, Jackie Gleason; quiz show, That's My Line, You Bet Your Life, Strike It Rich; music, Fred Varing, Edith Parade, Voice of Fire, tone; variety, Arthur Godfrey, Show of Shows, Garry Moore.

SHAPIRO NAMED
(DUB-TV's Commercial Mgr.
IKE SHAPIRO, veteran of broadcasting and advertising in the northwest, has been appointed commercial manager of KDUB-TVubbock, Tex., it was announced at week. Mr. Shapiro, who goes a KDUB-TV from WFAA-TV Dallas, will be in charge of all loal, regional and national sales.

Mr. Shapiro has been manager of WCK Odessa, Tex., and has been associated with KTXU San Angelo, tex.

Named to Mr. Shapiro's commer-ical staff were George Collie, for- merly with XELD-TV Matamoros, tex.; Jimmie Isaacs, previously ith KRUN Balinger, Tex.; RB Ablene, Tex. and WIKK turbank, Calif., and John McMinn, formerly with West Texas Adver-sing Co., lubbock.

CANADA IN '53

'52 Business Up; TV Impact Projected

TV will make its first impact on Canadian radio early in 1953, and simultaneously new Canadian Broadcasting Corp. regulating will change Canadian station programming. This is the opinion of several broad-casting industry executives at Toronto.

Generally speaking, advertising agencies, station representatives, and transcription importers report business good in 1962 and expect it to remain about the same in early 1963. There has been a decided in-crease in radio accounts. National accounts in the past year have increased more than 25%, with 700 national accounts using Canadian radio stations at the close of 1962. Besides, many old accounts were reported spending more, according to a survey by the sales division of the Canadian Assn. of Broad-casting.

Networks will be using about the same amount of time in early 1963 as during 1962, according to CBC's commercial division. Nearly all networks show, both Canadian and American, have increased time bought, and several new Canadian shows are being investigated by advertisers.

It is expected the new draft regulations of CBC which go into effect after public hearings in January, will call for greater Canadian program content, based on the Massey Royal Commission report which recommended increased Canadian talent development.

Programming Revision Underway

Canadian stations and advertisers already have made much a start in 1952, with national advertisers buying local live shows on stations. This trend is continuing with more newcasts and commentaries used by national advertisers. It is expected new Canadian variety and musical shows will be produced at Toronto, with tape and disc versions going to stations for national advertisers. A number of advertisers in recent months bought such shows produced by All-Canada Radio Facilities and S.W. Callaham Ltd., both of Toronto. This will answer the Canadian program content difficulties for some stations in smaller markets where not much good local talent is available.

In larger markets individual stations are having no trouble selling all possible time, including Montreal, Toronto and Windsor, where TV has made inroads. Some smaller stations are finding some national business has passed them by, in part because of increased costs of radio advertising. A number of stations increased rates in 1962, but this trend is expected to drop off in 1953. Advertising budgets, however, are heavier, to take care of the rate increase and other increased costs.

Canadian telecasting which started in September at Toronto and Montreal, in itself has not dented Canadian radio, although it has stimulated TV receiver sales. This in turn has given nearby U.S. TV stations bigger audiences.

Audiences for the Montreal and Toronto stations still are small, but some advertisers are using the two CBC stations.

Other advertisers are negotiating for shows and spot announcements on the two stations. Costs are high, both for time and talent, and some changes are expected in costly Canadian AM advertising later in 1953. About half the Canadian market is in the Toronto-Montreal area, and an in-creased appropriation for Cana-dian TV is expected to be felt on network shows heard in the same area. Currently the CBC TV stations cannot handle many more sponsored shows because of staff and equipment problems as well as programming which calls for more Canadian than imported shows under CBC mandate from the govern-ment.

A solution to the stalemate on importation of U. S. TV sponsored network shows via kinescope or microwave relay is expected to be reached soon, allowing more inter-national advertisers with Canadian subsidiaries to bring U. S. net-work shows into Canada, and give

Canadian TV stations bigger audiences. Stalemate has been over the percentage to be paid U. S. networks on high rates charged by CBC's TV stations at Montreal and Toronto. The rates at these stations include production costs regardless of the program being live, film or relayed.

Biggest threat to Canadian AM stations is the loss of more audience in southern Ontario and southwestern Quebec provinces to new U.S. TV stations being built near the international border.

Canadian TV stations
TELEVISION's success in advertising grocery products in a 21-county area in south central Indiana covered by WTTV (TV) Bloomington has caused one week of the campaign to be labeled "The Bloomington Tea Party." The occasion was one showing of Brian Donlevy in Dangerous Assignment, TV film show (8:30 p.m. Wed.), after which 56 Independent Grocers' Alliance members, served by John R. Figg Wholesale Grocer Inc., Bloomington, sold 3 1/2 tons of Lipton's tea in one week—with six tons the total sale for 1961—as a result of the weekly NBC-TV Film Syndicate Sales' program.

The 56 participating grocers, located in 21 counties within a 60-mile radius of WTTV, last January selected Dangerous Assignment, for which each paid a fractional part of the cost instead of buying space in local newspapers, according to WTTV. The plan was adopted after Bob Lemon, WTTV general manager, had spent several months convincing Figg Inc. of his belief in TV as an area—instead of a metropolitan—sales medium.

The success of the IGA sales plan, which showed by Figg Inc. figures that the 56 participating grocers sold several times the amount of the one or two items advertised each week than they had sold formerly, indicates the correctness of Mr. Lemon's belief.

None of the grocers were located in Indianapolis or Bloomington, but in smaller towns in the 21-county area.

In the campaign, the grocers were furnished pictures of Brian Donlevy. Ads were run promoting the show in the Indianapolis Times and TV News. Each IGA grocer was furnished with large "TV Special" displays of the items advertised each week.

WTTV reported the program an "immediate success from the start," not only for the retailer but for the wholesaler. Figg Inc., the wholesaler, was able to add larger and better stores to its IGA list.

Besides the $8,000, 3 1/2-ton (563 cases) Lipton's tea sale, a letter to WTTV from Figg Inc. shows other figures for the 56 IGA stores as a result of the Dangerous Assignment TV show, which compare, according to the wholesale firm, with the 1961 average "20 to 60 cases per week" of each item sold. Covering 12 telecasts and 13 items, the TV-inspired sales showed:

- Hunt's fruit cocktail, 267 cases until ran out of stock (both on one telecast); Green Giant peas, 249 cases; Musselman's jelly, 183 cases; Dole or Libby pineapple juice, 356 cases; IGA salad dressing, 342 cases; Margarita margarines, 541 cases; Lipton's tea, 592 cases; Van Camp pork and beans, 573 cases; Stokely's catsup, 561 cases; Peter Pan peanut butter, 306 cases; Sno-Puff marshmallows, 309 cases; RSP cherries, 504 cases.

The letter added that "sales generally are very good on replacement stock the week after the item is advertised."

Convinced of TV's potency, Figg Inc. has completed and distributed new store promotion signs. A merchandising plan has been formulated for all the IGA food advertisers of WTTV which guarantees product displays. Herschel Hart, Figg Inc. supervisor, visits each store weekly and helps prepare displays, also sending weekly bulletins on the next week's advertising effort.

The WTTV live commercials on the show are delivered by George Langueil, one of the grocers, and are written by Susan Bartlett, WTTV continuity director. Each commercial plugs IGA and the item advertised, then tells viewers of each week's program where six of the IGA stores are located in the communities.

Success of the "tea party" or the show's other food sales lead WTTV Manager Lemon to affirm his belief that TV is an area medium. "It makes no difference a TV station is located in Podunk as long as it is on high ground and can serve a large population," he says, adding that within a 6-mile radius of WTTV there are 1 1/2 million people, an annual $ billion in retail sales and 170,000 TV sets reachable by the station. The WTTV tower is 720 ft. above average terrain, he adds.

Mr. Lemon quotes SRDS for sales figures in the 36 counties in which WTTV claims coverage a $312,025,000 annually, or $168,872,000 when excluding Indianapolis. "The advertiser who buys only the metropolitan area misses this huge potential almost entirely," he says.

"WTTV has hurdled one newspaper's last bulwarks—the most powerful advertising medium in America today."
INS Telenews has sold its daily TV news service to KOLN-TV Lincoln and WWLP (TV) Springfield, Mass., and its weekly review of the news and TV scene in Sports to KGNV-TV Amarillo.

WFPG-TV, Atlantic City's new uhf station, signed a six-month contract last week for the complete TV film library of the Ira Films Corp., New York. The transaction was worked out by Edna Latimer, station's film director, Fred Weber, WFPG-TV president, and Jackson R. Dube, director of eastern sales for Atlas.

Al Simon Productions, Hollywood, is filming 13 three-minute TV commercials for Miller Lineco Co., Kansas City, Mo. The order was placed direct.

GUILD FILMS INC., New York, has acquired TV distribution rights to 36 feature films, produced this year with video programming in mind, from A-B-TV Movies Inc. All are dramatic, adventure, mystery or suspense. Stars include Joan Rice, Valerie Hobson, Michael Viding and Sarah Churchill. The acquisition marks a new phase in Guild's expanded operations, according to president Heub Kaufman.

Production . . .

Reid Ray Television Productions, St. Paul, has completed first three half-hour films in The Sporting Chance TV films. The St. Paul office has moved to 8313 Sunset Blvd.

Random Shots . . .

Arrangements are being made by David O. Selznick whereby his motion pictures, with the exception of "Duel in the Sun," will be made available to television on a one-run basis. Plans include the possibility of introductions by Mr. Selznick or the films' current stars. Some of the features will be edited to 54 minutes with others scheduled to be telecast in two installments. The package of 25 films will be offered at a reported $1 million.

The Alexander Film Co., Colorado Springs, Col., has signed a six-month contract with KTVT (TV) Colorado Springs for time periods rated as having the fewest number of viewers.

Mr. Alexander, vice president in charge of production for the film company, said the firm wants to conduct an extensive series of quality-control tests of actual telecasts of film commercials, instead of closed-circuit viewings. The screenings, to include various tests of film types, will be chiefly for the benefit of production technicians and research men at the film company.

Richard A. Foley, Adv. Agency, Philadelphia, has begun an experimental series of live 20-second spot announcements on WCAU-TV Philadelphia. These are the first live 20-second spots to be presented in Philadelphia, according to the agency, and were prepared for Abbots Dairies Inc.

James A. Nussbaum and Frank Barrett Jr. announce the formation of Totem Film Productions, Seattle, with activity centered around television spots for local and regional accounts. Mr. Nussbaum has worked primarily in the field of commercial and illustration photography (still), while Mr. Barrett's specialization has been in motion pictures. Several of Mr. Barrett's films have won national awards in the non-theatrical field during recent years. He was previously associated with American Advertising, Seattle.

Accounts of the new firm include Heidelberg Beer, RCA television and radio products, CBS Columbia television series, public service activities such as Union Label Week and the Christmas Seal drive, and several retail stores.

"With the advent of new television stations in the region," Mr. Barrett told Broadcasting's Telecasting, "the volume trend of film production is expected to show a sharp rise. Present tendency is to use more film and less live production in the TV field."

The Seattle address of the company is 912-A Pine St.; telephone is Mutual 3422.

Film timing chart and cartoons lampooning television are being mailed with calendars this week by Academy Film Productions, Chicago. The chart includes the number of words and pacing for narrators and the corresponding film.

NCAA CRITICS

Misquote Report—NORC

NATIONAL Opinion Research Center, Chicago, last week that critic of the National Collegiate Athletic Assn.'s 1952 program and of NORC's TV survey are using the findings of the study "out of context to prove their points."

In a statement from Paul B. Sheatsley, NORC's eastern representative, the research organization declared a recent advertisement run by込 advertising man Lester Jordan. Mr. Sheatsley asserted that Mr. Jordan's statement quoting the NORC report to indicate that "colleges in TV areas showed a 3.9% rise in gate receipts in 1950 under unlimited telecasting" was "typical of the way advertising men treat survey findings."

"The TV-area colleges' gate receipts were up 3.9% over the pre-TV base years," Mr. Sheatsley acknowledged. "But where there was no competition between TV and non- TV, and gate receipts were up 17.7%. Furthermore, while gate receipts in non-TV areas climbed 7.4% over 1949, in TV areas they actually dropped back from 1949."

Mr. Sheatsley declared that a paragraph in the survey commented significantly that "the larger the differential between the two [TV and non-TV] areas is on the gate receipts rather than attendance."

This section of the study, according to Mr. Sheatsley, pointed out that colleges in TV areas "were hurt worse in the pocketbook than mere attendance figures show and the results are further confirmation of the adverse effect observed."

"Quoting critics of the NCAA plan as saying that "football is doing all right in spite of television," Mr. Sheatsley replied that if gate receipts are up 18% without television and 4% with it, it is evident that colleges "are better off without television."

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Ryan Article
(Continued from page 27)

look is good—but the specific one for individual retailers is dependent upon a number of factors. Important among these are his own advertising plans. And understanding of how the idea of radio in a store can be used is part of the radio salesman's education—but only after our salesmen have a thorough conception of just what type of medium it is they're selling.

They should never forget for a single minute that they're selling the largest, most universal, enormous, widespread advertising medium that ever came down the pike—a fact borne out by the revelation that 98.1% of all U. S. homes are radio homes. That means there are more homes with radio sets than there are homes that use white bread or packaged coffee—or have beds, electricity or indoor plumbing.

Multi-Radio Homes

Surveys, financed by B & B and conducted by leading research firms, now reveal that 96.1% of metropolitian homes have at least one radio—and it is interesting to note that radio-TV homes have more radios than homes without TV.

A new pattern has emerged for radio in the American home—when the radio set no longer exclusively found in the living room. Half of all kitchens in the U. S. now have a special radio; half the homes have a bedroom radio—radio has moved all over the house.

Already more than 10% of all American homes have four or more radios. Right now, about one-third of all homes have two radios; another third have three or more working radios, and an under-privileged third have only a single set. Yet only six years ago the home with more than one radio was quite a novelty.

Let's not overlook our "Listeners on Wheels"—at least 70.2% of all U. S. automobiles are radio equipped. 92.4% of all postwar automobiles have radios. Radio's automobile circulation alone is 27,424,600.

Local application of these facts should be the basis upon which our presentations are built. Absorbing and using these facts are but step number one . . . because they're not worth a plugged nickel if they're presented at the wrong time. And therein lies the key to the retailer's thinking because he lives (or dies) by the clock. The success of his business is predicated on good timing. He has to know what the consumer wants, when he wants it, what amounts, and at what price.

When a media salesman is aware of these factors, he's then in a position to make a "realistic" presentation at a time when the advertiser is more inclined to be in a receptive mood. Your key to his timing, then, is consumer demand . . . and that's not too difficult to ascertain because, with few variations, it remains the same year after year. The retailer's sales figures from the previous year—item by item . . . department by department . . . month by month—and the mirror that reflects that basis on which the bulk of his advertising for the coming 12 months will be planned.

Variables to Watch

This yardstick of past experience is subject to change, though, when other factors vary such as general business conditions, competition, store policies and location . . . plus media rates and circulation. When any of these material changes—retailer's advertising percentage is likely to change.

There are far too many other ramifications to the media salesman's understanding of the retailer than we can deal with here—but the awareness of the importance of timing alone can mean many extra advertising dollars.

As for improving the retailer's understanding of the use of our medium—that's a task we can, and should, embark on immediately.

Here we have to practically start from scratch—because there are few local advertisers in this country that even know the basic components of a radio station—much less have knowledge of such finer points as the elements of radio commercials.

Relatively speaking, radio is the easiest medium an advertiser can use. No headaches with art work, engravings, type selection and the thousand and one time-consuming features of black and white advertising.

Each local advertiser represents an educational job that has to be accomplished by our medium regardless of whether it's done by an individual station or a city-wide organization representing all the broadcasters.

It's time we drained some of the inks of the many radio advertisers and replaced it with a little high potency radio fluid. I'd be derelict in my duty if I failed to point out to you that the Broadcast Advertising Bureau is the industry blood bank that can help you with these transfusions.

Educators' TV

Wash. Group Meets Jan. 9

A STATEWIDE meeting of the recently formed Washington Citizens' Committee for Educational Televising (CET) Dec. 4 will be held in Seattle Jan. 9. Broadcast Telecasting was inquired last week by Ed C. Whiting, chairman.

In addition to officers already named, chairman will be announced at the January meeting for the following standing committees: Programming, technical, financial and planning, legislative, local, commercial and educational cooperation, local organization, public information.

The citizens committee, Mr. Whiting reported, represents state leaders in labor, industry, finance, the professions, agriculture and education.

Radio Highlights of '52

(Continued from page 20)

Supreme Court in his conspiracy suit against nine former

Tuesday, Oct. 30—FCC eases broadcast rules, dropping clause requiring licensees to file reports within 10 days if they refuse to give consent for program rebroadcasting.

Nov. 8—Radio and TV credited with swelling national vote by millions.

No. 14—FCC Examiner Leo Resnick recommends that FCC approve pending ABC-Unitel merger.

Nov. 28—Exclusion of radio and television news wires from group asked to accompany President-elect Eisenhower to Long Island for press and public meeting in change of plans to provide for media.

Dec. 4—Foote, Cone & Belding resigns the $5.5 million Toni Co. account. Over $300 worth of competition for position, advertising was in radio and television.

Dec. 8—NTAB TV board meets at grove Co. Fla. Island, to discuss TV code, subscription TV and other current problems.

NELSON CASE, TV announcer-mc, is author of article in forthcoming issue of Academy Magazine. Article is entitled "Can TV Commercials Be Improved?"

Our Respects To
(Continued from page 18)

ever programmed. Not that they are against hillbilly music but rather the programming of serious or popular music gives KCOH the opportunity to offer sponsors and advertisers a segment of the audience unreached by competition.

In what has been described as a "hillbilly town," the going was rough at first. But Messrs. Smith and Meeker and KCOH listeners feel that after a few years the "plugged" heads have been worth all the headaches.

At first, classical music was used to program the entire broadcast day. As the pattern formed, KCOH expanded programming to include other audience segments. "Pot shows" were added to morning and afternoon schedules.

High school disc jockeys were used as a popular Saturday afternoon feature on Houston's large Negro population, colored disc jockeys were employed.

The end result is a Meeker form of block programming that conditioned listeners to expect their favorite programs at fixed times daily.

Mr. Meeker asserts "KCOH bows to no other Houston station in the size of its daytime listening audience on many of its program blocks."

Late in 1949, the reward for KCOH's success came to Mr. Meeker. In a conversation, Mr. Meeker was asked, "Are there lots of vice presidents doing nothing in every firm. You can't be vice president because you work, so from now on you are president and general manager of KCOH. That's your Christmas present. . . . President?"

KCOH goes to bed at sunset. With television having its biggest impact on the first frigate of TV. He points to the tremendous automobile audience. The housewife, he says, cannot watch television and also do her work.

His hobbies—football, basketball and other sports such as wrestling ("which has developed into a terrific dramatic production these days")—indicate Mr. Meeker enjoys an occasional break from his "most entertaining escape," he admits it's the movies for Meeker.

As a native of Chicago where he was born Jan. 10, 1902, Mr. Meeker has been a long time shaking off the appellation, "d Yankee." But like that everyone else who has lived in the Lone Star State, the infectious Texas spirit has corralled him. Though his speech may have a trace of northern accent, he is apt to say you with, "Howdy, podnah."
distribution and a good volume of business in North Georgia. Within the past month, our volume has been multiplied by ten times. This is a most unusual record.

One of radio’s weaknesses centered around lack of familiarity with the selling products of clients. To help him carry the load, we had been planning, for the past period available, to find a customer, not appreciating that many business firms plan their advertising months ahead. For instance, some retail groups already are planning their Easter campaigns.

We didn’t know enough about the client’s selling problems when we sold radio. Now, in television, we are first studying the problems of our customers and prospects, then suggesting means by which they can sell merchandise through advertising. We study industry journals, familiarize ourselves with the practices and problems of merchandising particular products, and find it much easier to advise a sponsor on the best use of TV for selling his wares.

In a multiple-station market such as Atlanta a TV station must do a lot of local programming. At WSB-TV we try to produce local programs that will provide a good outlet for local clients—TV shows that fall within local budgets and create local interest. This is particularly true of participation shows where there is no heavy talent or production charge, but audience interest rivals full network shows.

Local Stressed
For more than four years WSB-TV has averaged 20 hours or more of local programming per week. This formula makes the station an integral part of the community and provides an attractive vehicle for sale to local clients besides balancing out the schedule.

It has been our experience that the local advertiser must first be completely sold on the possibilities of television so he will enter the medium with confidence. We try to make even the smallest prospect appreciate that TV combines the sales appeal of all other media and then delivers the resounding “plus” of product demonstration right in the home.

We feel this indoctrination is essential to the advertiser’s future success. It prepares him to follow this basic formula—buy what you can afford, buy carefully and stick with it. This avoids over-extending the TV budget, with the danger that TV will be abandoned before it has a chance to prove its merits. The account should stay on the low side rather than risk the hazards of “shooting the works.” However, we also dissuade advertisers from buying an occasional single spot announcement in the hope that it will work sales miracles.

At WHIO-TV Dayton a welcome trend toward local point-of-sale results is developing. This trend has become increasingly apparent over the last several months. Station account men are reporting less resistance to television among many classes of local retailers. These same retailers are admitting results from television time purchases, with merchants classifying these results all the way from fair to spectacular.

Let’s take a look at four main classifications in Dayton: 
1. Local jewelry sales: 2, automobile campaigns, both new and used car; 3, appliance dealers; 4, miscellaneous sponsor participation in local feature film shows.

To go into brief detail, Dayton jewelers in the past had used TV sparingly and with some reluctance. Some months ago a leading jeweler bought one 15-minute slot weekly, in cooperation with Green Watch. Results were so satisfying that the sponsor gradually increased time purchases until today he uses five quarter-hour slots weekly, with a yearly contract of $30,000.

Four Jewelers
Other jewelers soon followed suit. Each reported gratifying results. Now four leading jewelers are using regular campaigns on WHIO-TV.

Curiously, there is little similarity in program content among this group. One uses a local western band. Another employs a narrative story about famous diamonds. A third uses a half-hour studio audience participation program, and the fourth employed live spots during football games.

One point of similarity is worth noting. Each jeweler uses live-product demonstration in the studio, with an individual salesman (station announcer or freelance talent) representing the individual account. Warm, personal selling technique combined with vivid, detailed product demonstration is used in each case to produce the results. The half-hour audience show produced 23 watch sales the first time it was on the air, and 49 after the second show.

In the automotive group, Dayton dealers are employing varied program vehicles, again obtaining the same fine results. They, too, use live-product demonstrations on automobiles as a sales technique. One local dealer sold 12 used cars following a single Sunday half-hour show before the audience.

Local automotive accounts also have used spot campaigns. Several dealers have obtained excellent results by using saturation spots, with announcements bracketing the “WHIO” schedule from 7:30 a.m. until signoff.

Appliance Activity
More activity is developing in the appliance field as local dealers prepare for a period of “hard sell” campaigns. Tying-in with radio announcement schedules in many cases, these dealers are using participation programs on WHIO-TV which allow them flexible time for live product demonstration. One dealer, in particular, reports spectacular sales results.

A fourth WHIO-TV classification is made up largely of participation on feature film theatres at 4:30 p.m. daily and 11:15 p.m. Monday through Friday. The afternoon strip, though bucking the highly rated NBC Kate Smith Show, has produced excellent results for most clients. A local sewing machine dealer who depends on telephone leads reported 12 sales after the first day.

The night feature strip was an experiment in theatre programming, using the same m.c. each night. It was built as an arc de, with various merchants in the arcade presenting the movie. Opening and closing billboards are employed, in addition to live cutouts with camera demonstration. The show is currently selling such varied items as cameras and camcorders, 6 cm. automobile service, vacuum cleaners and oil furnaces. Significantly, many of the clients never before used television and almost all have renewed after experimental periods.

Local Gets Results
Our experiences in Atlanta and Dayton are typical of the effective job television can do for the local advertiser. They provide a clear answer to the charge that TV is too luxurious for the merchant or dry cleaner or used-car dealer. The local businessman who spends his advertising money wisely in television can expect to get results.

As the television industry expands into every corner of the country, it will find the local firm is the backbone of station revenue and the businessman in turn will discover a new and powerful sales weapon.

SLOAN PREDICTS
6.5 Million Sets in ’53

BEST year in history has been predicted for TV receiver sales in 1953 by F. M. Sloan, operations manager for the Westinghouse Television-Radio Div., who said he believed 6.5 to 7 million sets will be sold during the coming year. Predicting 60 million receivers and 2,000 stations in television in the next five years, Mr. Sloan last week said the industry now has the products, “know-how” and visible expanding markets “upon which to build its future.”

TV was established as “the most wanted product in the American home” by the “history-making” TV coverage of the national political conventions, campaigns and elections, he said. He said Westinghouse has no fears of heavy market penetration by TV in some areas, because 1952 research assures the electronic industry new products for years.

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SCBA MEETING
Jan. 9-10 at Charleston

SOUTH CAROLINA Broadcasters Assn. convention Jan. 9-10 at Charleston will feature a Saturday morning speaker, U.S.S. Rodman, according to SCBA President John Rivers of WCSC that city.

The Friday morning session of the convention, to be held at the Francis Marion Hotel, will include talks beginning at 11 a.m. through luncheon, with L. H. Christian of WRD, Athens, addressing the afternoon session, which begins at 2. A BAB sales clinic will follow at 3 p.m. with a question and answer period, and a 4:30 panel on rate cards will feature Martin of WMSC Columbus as moderator with panelists from four state radio stations.

Mr. Rivers will display WCSC TV equipment Friday evening.

Bill Stubblesfield, NARTB stations relations director, at 9:30 a.m. will discuss NARTB services at the Saturday morning session, which begins at 9. Joe C. Good, assistant manager of the National Cash Register Co., Columbus, S. C., will talk at 9:45 on "How Do You Sell?"

Some 80 masculine members of SCBA will take part in the sea trip, which will last from 11 a.m. to 4:30 p.m. The women will take part in luncheon, entertainment and a trip to Charleston's famous Garden. Cocktails will be served at 6 p.m. at the home of President Rivers.

SCBA's annual banquet will be held at 7:30 p.m., with Bevo Whitmore of WPBC Greenville as entertainment chairman. Main speaker will be Tony Vaccaro of the AP's Washington bureau.

SUBSCRIPTION TV
RTMA Names Committee

SPECIAL committee to study subscription television has been named by President A. D. Plamondon Jr., of Radio-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., is chairman. Creation of the committee was authorized Nov. 21 by the RTMA board.

NARTB's TV Board at its Florida meeting directed President Harold E. Fellows to name a subscription TV committee at [B*T, Dec. 15]. Chairman is Paul Raibourn of KTIA (TV) Los Angeles.


CHICAGO FM
19 Stations Join Drive

NINETEEN FM-AM broadcast stations in the Chicago area will contribute more than 5,000 spot announcements urging listeners to ask stores for FM demonstrations, according to Edward A. Wheeler, WEAW (FM) Evanston, chairman of the broadcaster-distributor FM campaign to be held in February. Special programs on FM are being arranged by the group. Virgil E. Otto, Chicago Electric Assn., is supervising the campaign for the association. C. F. Parsons, Zenith Radio Corp., is chairman of the association's standing radio-TV committee. At least 80 outdoor billboards will be used to promote the campaign. John H. Smith Jr., NARTB FM director, is coordinating the drive to stimulate FM sales and listening.

CORONATION
Willys to Pay $215,000

CBS radio and television coverage of the Coronation of Queen Elizabeth II will cost Willys-Overland, whose contract to sponsor it was announced the weekend of Dec. 9-10 (B*T, Dec. 22, Dec. 15), a total of approximately $215,000.

Time and talent costs for CBS-TV's coverage of the London ceremonies were estimated at about $135,000, while those for CBS Radio's broadcasting of the event were placed at about $80,000.

CBS-TV is understood to be planning to devote a total of about two hours to the Coronation. CBS Radio was said to be planning about three hours—one in the morning, one in the afternoon, and one during the evening. Final arrangements are being worked out by Wells Church and Sig Mickelson, news and public affairs directors for CBS Radio and CBS-TV, respectively.

Willys-Overland also sponsors the New York Philharmonic broadcasts on CBS and network candidates in sponsorship of the 90-minute Omnibus program on CBS-TV. Referring to these shows and the contract for coverage of the Coronation next June 2, Ward M. Canaday, president of the automobile company, said:

"In behalf of the new Aero Willys passenger car we are pleased to be able to combine the best in radio and television broadcasting in bringing before the public the finest in automotive design and production. Willys-Overland realizes that good taste is the essence of good salesmanship and is the basis of American appreciation and acceptance of quality merchandise."

Agency for Willys-Overland is Ewell & Thurber Assoc., New York. NBC's radio and television coverage of the Coronation next June 2, will be sponsored by General Motors (B*T, Dec. 15). Detailed plans have not been revealed.

front office

G. FORGE NICKSON, vice president and general manager, KXXX Colby, Kan., to KEEP Twin Falls, Ida., in same capacities.

PAUL V. WATSON and C. A. WALLACE to sales staff, WCOR Greensboro, N. C.

WILLIAM S. MORGAN to Avery-Knodel, Chicago, station representatives, as account executive.

HENRY THIELE to sales staff, WNOE New Orleans.

ALVIN M. BENTLEY to WKNX-AM-TV Saginaw, Mich., as vice president and director.

WARDE Q. BUTLER, announcer, WHIZ Zanesville, Ohio, transfers to sales staff.

Personal

R. J. ROCKWELL, engineering vice president, Crosley Bestg. Corp., Cincinnati, appointed to Ohio Program Commission, group studying possibility of state TV station. WILLIAM L. MORGAN, general manager of KNOR Norman, Okla., elected president of Oklahoma Kiwanis Club of 1953 and received Norman Chamber of Commerce service award for 1952... CHARLES STANDARD, network salesman at NBC Chicago, father of girl, Patricia, Dec. 9.

Strictly Business

(Continued from page 16)

former home of the Academy of Motion Picture Arts & Sciences, and is redesigning it to house the first motion picture stage constructed for video filming before an audience.

A plunge into film is economically feasible according to Mr. Lindenaum, because "actually costs are about equal, if everything else is the same. Additional cost of film comes mainly from the additions directors want, such as bigger and more lavish sets, exterior scenes, etc."

Pleased to note that eastern skepticism to filmed programming has disappeared almost completely, he feels there is a trend to decentralize agency and network authority. While final decisions heretofore have had to be made in New York, "key men of agencies and networks soon will be and now are being shifted to Hollywood, so that decisions may be made on the spot."

Having filmed the pilot programs in Life of Riley, Losanna Parsons Show, Two for the Money with Fred Allen, and Walter O'Keefe's Out of the Red series, Filmcraft is branching out into the production and distribution of its own packages. Already in production is Small World, a half-hour series beamed at regional distribution. In the pre-production stage is The Mark Twain Television Theatre, scheduled as a prestige half-hour series for network syndication.

Mr. Lindenaum married the former Regina Levy of Berkeley in 1926. They make their home in the Sunset Towers on Hollywood's Sunset Strip. For relaxation, Mr. Lindenaum enjoys gardening, reading—and watching television.
HOLIDAY SPIRIT

WREATHES STATIONS' PROGRAMS

STATIONS across the nation decked their program schedules with boughs of holly, in keeping with the advent of Yuletide.

Among stations which last week had reported their special Christmas activities were:

WEEI Boston offered a festival of music to commuters of the Boston & Maine Railroad for the 14th consecutive year. WEEI aired seasonal music at Grand Concourse of North Station from Dec. 17 through Dec. 24.

WALK-AM-FM Patchogue, Long Island, N. Y., presented several Christmas transcriptions and remotes, including a program of carols by combined choirs of all Patchogue churches.

WIP Philadelphia went all out for Christmas week festivities with programs designed for fun, music and the holiday spirit. Schedule included nationally known stars and music units.

WDTV (TV) Pittsburgh offered viewers the most elaborate Christmas programming in the station's four-year history.

WPIL-TV Philadelphia, among other offerings, presented "The Story of Silent Night" for the sixth consecutive year, midnight to 12:30 a.m. Christmas Day.


WWDC Washington broadcast the Christmas Tree lighting ceremony from the White House front lawn Dec. 24. Ceremony featured an address by President Truman.

WAGY-AM-FM Silver Spring, Md., began Christmas Day, aired a four-hour "Christmas Festival" for the fifth consecutive year. Show featured Christmas stories and songs.

WATV (TV) Newark, N. J., on Dec. 28 offered a new play entitled "Christmas Junction." Play was written by Don Luftig, WATV staff writer.

WHIM Providence, R. I., for the sixth consecutive year, serenaded downtown Christmas shoppers with a daily noontime program of holiday music.

WGY Schenectady's Dec. 19 show, "Christmas Around the World," featured boys and girls from Canada, Australia, England, France, Italy and Greece telling what Christmas is like in rural areas in their countries.

WBAL-TV Baltimore began its Christmas programming Dec. 18 with its annual program of Christmas music sung by combined glee clubs. Dec. 21, the station presented its own drama, an especially written story, entitled "The Christmas Sparrow."

WMAR-TV Baltimore, for the fifth straight year, telecast 2½ hours of Christmas services Dec. 24.

WTTW - AM - FM WTTV, Mass., presented the biggest Christmas party in the station's history Dec. 13. Two-hour show was presented in the 5,000-seat Poli Theater.

WDSU-TV New Orleans, for the fifth consecutive year, telecast Midnight Mass from the city's St. Louis Cathedral, beginning midnight, Dec. 24.

WDEF Chattanooga, Tenn., entertained more than 5,000 youngsters at the station's second annual Children's Christmas Party.

WTJV (TV) Miami, Fla., offered an original play, "Christmas in Korea." Christmas Eve Play was written by Arthur L. Gray, WTVJ national sales manager.

CTV New York, comfortably lived up its annual Christmas show and management has scheduled in the city's Empty Stocking Fund campaign by $5,000, raised through a special broadcast Dec. 12.

WELP Easley, S. C., helped underprivileged children in booking the city's "Doll House," a collection and distribution center for toys and other contributions.

WENK Union City, Tenn., for the fifth consecutive year, gave enthusiastic support to the local Junior Chamber of Commerce's "Chimes for Charity" project.

WLW and WLWT (TV) Cincinnati talent staffs said "Merry Christmas" to their audiences in a two-hour "Holiday Hellos" simulcast Dec. 21.

WJEL Springfield, Ohio, presented two special programs of Christmas music, featuring a local well-known blind organist.

KRES St. Joseph, Mo., observed Christmas Eve by carrying three separate church services that night and early Christmas morning.

KUSK, Fresno d'Olle (KUSK-TV), under the direction of Burr Tillstrom, entertained at the annual Christmas Party of the Chicago Television Council.

KING Studios, Chicago, presented a special program featuring "Singin' All the Way" for children of employees, clients and friends.

WJR Detroit, among other season programs, on Dec. 24 offered "Bud's Best Christmas Special Party."

WNAX Yankton, S. D., presented more than 700 gifts and over $100 in cash to the nearby Sioux City (Iowa) Boys and Girls Home, at its eighth annual Christmas Party.

KMOX St. Louis, for the 17th consecutive Christmas Eve, presented Midnight Mass from what was regarded to be the oldest permanent white settlement west of the Mississippi River. Services were aired from the historic Catholic Church in St. Genevieve, Mo.

KDYL Salt Lake City brought Christmas into the children's wards of several local hospitals, through an entertainment troupe, which included a Santa Claus.

KSTP San Francisco on Dec. 21 broadcast a complete performance of Bach's "Mass in B Minor."

KFSI-AM-FM Denver on Dec. 15 aired a Christmas Tree Lighting Ceremony from the City & County Building in Denver. Program featured city's leading choirs.

KROW Oakland presented a five-hour Christmas greeting to northern California Dec. 24. Program included carols, cantatas and other Yuletide music.

BIG '53 SET SALES

Johnson Sees in Old TV Cities

BIGGEST sale of TV sets will continue for some time in established markets where competition is heavy, supplemented by demand in areas opening up to middle, with both markets offering a potential of six million sets in 1953 if newly licensed stations take the air when scheduled, in the opinion of W. C. Johnson, vice president in charge of sales for the Admiral Corp., Chicago.

Mr. Johnson estimates the six million figure after analyzing results of new television stations going on the air, replacement of small screen or obsolete receivers, and the threat to family ownership of two or more sets. He believes 750,000 to 1,250,000 of the sets sold in 1953 will be marketed in new TV cities, since some 100 stations have scheduled starting dates that year.

FIC IN LATHER
Eyes Chlorophyl Ads

CHLOROPHYL — the chemical agent which has changed many a pink toothbrush to green and given gag writers new heart—has fallen under the scrutiny of the government. The Federal Trade Commission Dec. 19 directed its Bureau of Industry Cooperation to hold a conference on advertising claims made for chlorophyl and chlorophyl products.

The commission said it felt a meeting "to be in public interest at this time because (1) of the many all-inclusive advertising claims made in various newspapers and other media [including radio and TV], and (2) the conflicting statements made by the experts quoted in such advertising."

All available scientific and other data will be explored and developed by FTC with a view toward taking possible corrective action, the commission added.

Oregon's Only
50,000 WATT STATION
KEX
ABC Affiliate
in Portland

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBCA • WOWO • KXW • KDQA • WBOV
National Representatives: Free & Peters, except for WBOV-TV; for WBZ-TV, for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting

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Radio is King

King with the listeners! They've given WWDC the best ratings we ever had — against the toughest kind of radio and TV competition.

King with national spot advertisers! They've spent more on WWDC than any other radio station in the Washington area.

Yes! The king of the advertising buys is radio! And the king of the stations in Washington is WWDC! Let your John Blair man give you the whole WWDC story.

In Washington, on a value basis

WWDC is King
Represented nationally by
John Blair & Co.

December 29, 1952 • Page 67
**AMERICAN CIVIL LIBERTIES UNION**

said last week that it has urged the Senate Judiciary Subcommittee probing subversive infiltration of radio, television and the entertain-
ment industry to guarantee fair procedures for persons accused at hearings.

In a letter to Sen. Pat McCarran (D-Nev.), Judiciary Committee Chairman and subcommittee mem-
ber, ACLU expressed opinion that activities of the subcommittee in-
vestigation of the Radio Writers Guild were not in accordance with due process of law.

The letter declared that persons attacked in testimony should be per-
mitted "to submit statements to te
sify on their own behalf, to cross-


examine and confront their ac-
cusers and to present a limited number of witnesses." It noted that the ACLU did not oppose the scope of the subcommittee's inves-
tigations "so long as they are limited to subversive activities and do not infringe upon the personal and political rights of individuals."

DC's. ACLU's letter pointed out that three previous messages to Sen. McCarran had failed to elicit a statement as to the truth or falsity of a charge that part of the testi-
mony of one witness at the RWG hearings, Welbourne Kelley, had been suppressed by the subcomit-
tee.

ACLU commented, in this con-
nection, that it did not know whether testimony had been sup-
pressed but "merely wished to in-
quire" whether there was any foun-
dation for the charge.

**Paley Commission**

PRE

**President Truman last week thanked the National Security Re-


ources Board for its work in con-
nection with recommendations of-


by its Materials Policy Co-


mmunity Chairman William S. Paley. NSRB agreed with the Paley commis-


sion that a long-range program should be instituted to assure the U.S. of ade-


quate raw materials. The rec-


ommendations will be explored at a national conference on materials policy,


to be held in Washington, D. C. early next year.


**FAMILY**

WBW has been a farm station for almost a quarter century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

**WBW**

TheVoice of Kansas

in TOPEKA

**AIR-CASTERS**

**BOB STROH**, chief announcer, WOCG Greensboro, N. C., promoted to program director, BILL OWEN, announcer, WEPE High Point, N. C., returns to WOCG in same ca-


pacity. NORMAN GERO, WAYS Char-


lestown, and JOHN PARKER, WGH NewPort News, Va., added to WOCG announcing staff.

PAUL DROUBAY to keep Twin Falls, Idaho, as program director.

JERRY LEIGHTON, chief announcer and special events director, WSZ-


AM-TV Huntington, W. Va., to WBSA-


TV York, Pa., as chief announcer and production manager.

WELBEY EDWARDS, producer, m.c. of Hawaii Calls on MBS, adds duties of executive pro-

ducer at KONE (TV) Honolulu.

STU WILSON, pro-


duction manager KBIG Aven-


on, Calif., adds duties as public service director.

Mr. Edwards

WILLIAM N. ROB-


SON, Hollywood radio-


TV writer-director, appointed to executive council of Radio & Televi-


sion Directors Guild, city that, suc-

cceeding ELLIOTT LEWIS, director of CBS Radio Supervision, resigns.

MARION BELL appointed publicity director, WDKO Cleveland.

J. HENRY BOREN to KSJ-AM-TV Salt Lake City, as merchandising director, succeeding MELVIN B. WRIGHT, who has resigned [B&T, Dec. 22].

KENNETH LLOYD MAPEs to WOR-


TV New York as special re-


porter, replacing RAY TEMPLE, who has resigned.

WILLIAM HONNAM named research supervisor at ABC Chicago, replacing BOB ANDERSON, who has joined re-


search staff of Admiral Corp., same city.

DICK MILLER to production staff of Welcome Travelers, aired on NBC-AM-


TV from Chicago.

BOB MARCUS, news bureau, KNX Hollywood, shifts to editing depart-


ment, CBS that city.

**BOB RYAN**, news editor, KJR Seattle, to KING same city, as disc Jockey.

DON MORTIMER, production staff, WBAL-TV Baltimore, appointed film manager there. NICK SIM Economist added to station's production staff.

ROBERT P. ANDERSEN jr., director of television program operations, KNXT (TV) Hollywood, appointed to KCVA-TV Los Angeles as nighttime supervisor.

PAUL E. X. BROWN, announcer, sports editor, WERD Atlanta, appoint-


ed chairman of Negro Div., 1565 March of Dimes campaign.

CHRISTINE PETERSON appointed record librarian at WSBY Syracuse,


replacing BARBARA FETH


STONE, who has resigned. PHYLLY CARN returns to cast of WSBY-TV's The Jim Deline Gang, as vocalist.

HENRY SCHACHT, agriculture direc-


tor, KNBC San Francisco, has won Purina's award for best pro-


motion job done on any program under its sponsorship in Central Pa-


ifornia. He is not busy, but his services are expected to be bought on a dealer co-op basis.

The company aims to use network television, and tentatively has decided upon par-


ticipation in NBC-TV's Today Show. The broadcast schedule is not ex-


pected to take the air until late February or March.

**SEATTLE SURVEY**

Junior League Conducts

A SURVEY of locally produced television shows began this month in Seattle, under the auspices of the Junior League there, with com-


pletion scheduled for Feb. 1. Only about one fifth of the stations in the U. S. before—in the Los Angeles area two years ago, ac-


cording to Mrs. Charles M. Clark, chairman of the Junior League's radio and TV committee.

More than 70 Junior Leaguers are taking part in the survey, which will be based on the following questions:

1. What was the program attempting to put across? Was it accomplished?

2. What was the goal of the produ-


tion? The writing? The sets? The actors? The director? The camera tech-


niques?

3. Was the pace and timing of the program good or bad?

4. Was the program televised at a suitable hour?

5. Was it commer-


cially suitable and well handled?

6. Any additional criticism?

The questions are to be answered by set-owning members of the Junior League and others of the general public, after several months' observation of specific programs.

Awards are planned for those programs to be of highest standard, according to Mrs. Clark.

She asserted the opening of additional channels in the Seattle area will raise the standard of programs already produced on KING-TV Seattle.
'52 SET RECORD
For Electronics—Balderston ELECTRONICS industry made greater strides in 1952 than in "any previous 12 months," William Balderston, Philco Corp. president, said last week. He specified microwave communications, transistors and color television.

Microwave communications "stepped from the engineering stage into reality" during 1952, Mr. Balderston said, adding microwave has been used by utilities, pipe line companies and railroads, with industry sales of microwave equipment about $25 million and a backlog in orders in "the hundreds of millions."

He said limited use of transistors may be made in industrial equipment during 1953 and "certainly in 1954." He praised "tremendous strides" in 1952 by the National Television Systems Committee, a group representing makers of TV equipment, for work toward a compatible color TV system, although he said he did not believe color TV can go on the market for "some years to come."

Mr. Balderston predicted a record year for manufacturers of TV receivers, stating, "We expect at least 6,5 million will be manufactured in 1953." to compare with 6 million sets in 1952. He said Philco believes the 7 million radio sets made in 1952 will be increased to 8 million in 1953.

Philco sales in 1952 set a record of $350 million and the firm expects further sales gains in 1953, he said. He said Philco's Government and Industrial Div. operations were increased in 1952 and that Philco now has a backlog of $100 million in orders for defense equipment.

He said Philco expects national income to continue rising in 1953 and government expenditures to remain high from Congressional appropriations already made.

BAYTHEON Mfg. Co., Waltham, Mass., has declared quarterly dividends of 40 cents per share on $240 cumulative preferred stock for payment on Jan. 1 to holders of record at close of business Dec. 15.

JOHN L. McCAFFREY, president of International Harvester Co., Chicago, elected a director of AT&T, N. Y. RICHARDSON, former vice president—general manager, Capehart-Farnsworth Corp., Ft. Wayne, Ind., to Hallicrafters Corp., Chicago, as vice president and director of marketing.

W. J. GOERISCH appointed central district sales manager, Graybar Electric Co., Chicago. L. C. ESTHUS who moves to Des Moines as firm's sales manager there. Mr. Goerisch is succeeded as general power apparatus sales manager in N. Y., by B. P. VanINVEGEM.

RICHARD WIEBER appointed head of newly opened Milwaukee office of Weiner-Morton & Assoc., Madison, Wis., public relations firm.

A. D. HAMMOND, Atlanta district manager of Graybar Electric Co., N. Y. and J. W. FRAZIER, Kansas City district manager, elected to company's board of directors.

EVERETT BERNARDO appointed midwest sales representative for H.H. Buggie & Co., Toledo, electronic device and component parts manufacturer's sales will be headquartered in Chicago.

Equipment


WARD E. RICE INDUSTRIES, Cary, Ind., announces production of Spra-Kleen, electrical contact cleaner and lubricant in pressurized dispenser can. New product eliminates necesssity for removing controls and other components from radio or TV chassis because of pressure force.

Technical

JACK ALMON to WCOC Greensboro, N. C., as control operator.

AP ELECTIONS

N. Y. Assn. Names Brown

ELECTION of officers was held at annual meeting of New York State Radio Club. Broadcasters Assn., Hotel Ten Eyck, Albany, Dec. 7-8. New officers are: Thomas Brown, new director WGVU Geneva, president, and Monroe Benton, WNYC New York news director, vice president. Norris Paxson, Albany bureau chief, was re-elected secretary-treasurer.

CBS 20-Year Club

AT CBS Hollywood's annual Christmas party, 15 new members of the network's 20-Year Club were installed. New members are Edith Todeca, radio-TV personnel assistnat; Les Bowman, radio-TV director of technical operations; James Melick, executive assistant to radio-TV management; Willard Hatch, CFRN musical director; Fred Olson, radio-TV concert master and contract manager; Larry Lazarus, radio-TV budget supervisor, and radio-TV engineers Paul O'Hara, Carl Campbell, Harry Felch, Ben Harper, Leo Shepard, Herman Bruck and Henry Peterson.

WEC OUTLOOK

Gwilym Price Optimistic

AMERICAN industry's postwar forecasts and willingness to take a risk have paid off for the nation during 1952, Gwilym A. Price, president, Westinghouse Electric Corp., said last week in a year-end statement.

"The great expansion of productive capacity since 1946 made it possible during the past year to turn out an ever-increasing volume of defense equipment and at the same time maintain a high level of consumer and industrial goods production," Mr. Price declared.

The electrical industry, he continued, is at the forefront of this two-pronged productive effort. "It is aiming at new high levels of defense production, while at the same time increasing output of such consumer goods as appliances and television sets and industrial products."

Since the start of 1946, Mr. Price said, Westinghouse has invested $245 million in new plants and improved facilities. By 1955, he added, this investment will amount to some $450 million and the increase in productive capacity will be 125%.

Mr. Price said "engineering and production wise, 1952 marked a new peak in the history of Westinghouse growth and accomplishment.

Optimistically, the WEC president commented that "barring an unexpected turn of events in the international situation, industry's 1953 course should be one of continued high production. We believe the business outlook for Westinghouse is most favorable."

FARM FEDERATION

Espouses TV's Freedom

TELEVISION is "an excellent medium" for disseminating information and should be as free as other media, the American Farm Bureau Federation declared at its national convention in Seattle Dec. 11.

The federation adopted a resolution urging its board of directors to give "prompt attention to TV channel allocations with the objective of encouraging maximum use by private institutions.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask JOS. WEED & CO. 350 Madison Ave., New York P.S. We now have our 5000 Watt Transmitter in operation.
Grants authorizing new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 88.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP
WAPI Birmingham, Ala.—License for CP, which authorized increase in D power. AMENDED to change name of applicant to The Television Corp.

APPLICATION RETURNED License for CP
WJXN Jackson, Miss.—License for CP which authorized change in trans. location; installation of new trans. and change in ant. type.

TENDERED FOR FILING Modification of CP
WDLE-TV Wilmington, Del.—Mod. CP, which authorized change in facil-

ties, to change type transmitter from that specified in application.

December 22 Applications . . .

ACCEPTED FOR FILING

License for CP
WLBX Anderson, Ala.—Mod. CP which authorized new AM, for approval of new Ant., trans. and studio location.

KBIB Roswell, N. M.—Mod. CP, which authorized new AM, for approval of Ant., trans. and studio location and new Ant. for AM.

WBAB Barnwell, S. C.—Mod. CP which authorized new AM, for approval of Ant., trans. and studio location.

WRIS Roanoke, Va.—Mod. CP, which authorized new AM, for approval of Ant., trans. location. AMENDED to specify studio location.

KCCH Cheyenne, Wyo.—Mod. CP, which authorized new AM, for approval of Ant., trans. Ant., and studio location. which authorized new AM, for approval of Ant., trans. Ant., and studio location. which authorized new AM, for approval of Ant., trans. Ant., and studio location.

POWELL ELECTED Is President of TWA

DICK POWELL has been elected president of Television Writers of America, Hollywood group currently in NLRB hearing over jurisdictional dispute of video writers on network shows. He succeeded Charles Issacs, pro tem president.

Other officers elected were John Fenton Murray, vice president, and Bob White, secretary-treasurer. Named to two-year terms as board directors were Jess Oppenheimer, Charles Issacs, Ann Kazarian and Hal Goodman. One-year terms went to Seaman Jacobs, Shelby Gordon, Ben Friedman, Ben Brady, Nate Monster, Bernie Ederer, Phil Sharp and Jack Elison.

CONFIRMED


December 23 Decisions . . .

BY BROADCAST BUREAU

WOW TV, Omaha, Neb.—Granted mod. CP to change to channel to Meredith WOW Inc., KRRF, in view 16.2 kW, aux. 8,548 ft. to 20 dw. trans. on channel 47 (100 kw) aux. and change type trans. Remain Silent. WSAJ (FM) Grove City, Pa.—Granted extension of renewal for period Dec. 29 through Jan. 5, 1955, to observe Christmas Vacation. Cancel License. WBM-FM Jackson, Mich.—Grant request to cancel license and delete FM. WN1B-FM Chicago, Ill.—Granted request to cancel license and delete FM. License Granted. WPB-FM Postoria, Ohio—Granted license covering changes in FM; Ch. 241, 500 kW. WAPI Birmingham, Ala.—Granted license covering increase in D power from 1 kw to 5 kw N-30 kW-LS; DA-N 1. WEWA Emporia, Va.—Granted license for new AM; 1600 kc, 250 w un.

Modification of CP
WIVY Wausau, Wis.—Granted mod. CP for change to channel to the City of Wausau Ave.; change type trans. and make changes in ant. system; condition: WOGA Gainesville, Ga.—Granted mod. CP to change trans. condition.

Cancel License. WKTW Crystal City, Tex.—Granted request to cancel license and delete call for effective Dec. 16, 1952.

Change Type Transmitter
KSVK Richfield, Utah—Granted license covering change to type trans. KOVO Provo, Utah—Granted mod. CP to change type trans.

Extension of Completion Date
 Granted mod. CP’s for extension of completion dates, as shown:
WBRY Waterbury, Conn., to 2-15-53; KZLL Nashville, Tenn., to 2-21-53; KIYI-FM Miami Valley, Calif., to 1-1-53; KTUS Little Rock, Ark., to 1-4-53; conditions: WNAC-FM Boston, to 1-14-53; WBCS-FM Poplar Bluffs, Mo., to 1-7-53.

Graded License
KANU (FM) Lawrence, Kan.—Granted license for noncommercial educational FM; Ch. 21B; 35 kw.
WGAR-FM Cleveland, Ohio—Granted license for new FM; Ch. 286; 31 kw; and 410 ft.
WKRC-FM Cincinnati, Ohio—Granted license covering Changes in FM.

Granted CP
WQAN-FM Scranton, Pa.—Granted

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 MEASUREMENTS
Engineer on duty all night every night

WJ 5302
P. O. Box 7027
Kansas City, Mo.

DAVID B. BROWN
TELEVISION REPAIRS AND CONSTRUCTION

STATION PLANNING AND OVERALL GUIDANCE

R. M. BEEBE, INC.

For Finest Tape Recording

WSM Nashville, Tenn.

Fits Every Purpose . . . Every Purse!

One Magnecorder offers all the flex-

ibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE—LIGHTWEIGHT. Recorder in its own case—Amplifier in the other. Easy handling complete.

QUICK RACK MOUNTED. Can be assembled for studio operation of portable type.

CONSOLE OR CONSOLE-Less Operation available on consoles in all Magnecorder cabinets.

For new catalogs write Magnecord, Inc.

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Commercial Radio Monitoring Company

Over 5,000,000.00 in successful sales records that grew from $5,000.00 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931.
Phone 3629 or 4848.
411 Avalon Place, Peoria, Ill.
Help Wanted

Managerial

Commercial manager, independent, 100,000 New York City. Prefer man with salesmanship and management experience. Good opportunity. Box 345S, BROADCASTING TELECASTING.

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Full salary and fifth year by writing in care of Box 335S, BROADCASTING TELECASTING.

Salesmen

Opportunity for aggressive salesman Northeast India. Prefer man who is ready to advance in his radio career. Will look for a man who wants to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. You are the man if you are the man if you are ready to launch your career. Box 320S, BROADCASTING TELECASTING.

Wanted: Salesman for full time independent in Major Southern market. Good drawing power. Good family. Mis- sionary spirit. Contact Commercial Manager, WBGE, Atlanta, Georgia.

Announcers

Somewhere there is an announcer-copy- writer, a networkman, a man who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man who wants to work, write in care of Box 335S, BROADCASTING TELECASTING.

Good announcer with first class ticket. Permanent good pay. Good working conditions. Northeast area. Write Box 332S, BROADCASTING TELECASTING.

Wanted: Good announcer. Prefer Connecticut area. Write Box 294S, BROADCASTING TELECASTING.

Technical

First class engineer. No experience required. Virginia network station. Box 235S, BROADCASTING TELECASTING.

Wanted: 3 combination engineer-announcer, heavy on announcer. Pay is well. All correspondence held in strictest confidence. Write Box 285S, BROADCASTING TELECASTING.

Girl announcer-engineer, first ticket, to originate midnight to morning music. $85.00. Northwest independent. Box 328S, BROADCASTING TELECASTING.

Engineer by station in large Texas city. Experience unnecessary. Box 335S, BROADCASTING TELECASTING.

First phone: transmitter operator, no experience required. Will gather, write and edit news. Write Box 223S, BROADCASTING TELECASTING.

Composer-announcer engineer. Combination, but emphasis on engineer. must have background in program. Box 290S, BROADCASTING TELECASTING.

Help Wanted

Managerial

Commercial manager, independent, 100,000 New York City. Prefer man with salesmanship and management experience. Good opportunity. Box 345S, BROADCASTING TELECASTING.

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Full salary and fifth year by writing in care of Box 335S, BROADCASTING TELECASTING.

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Engineer by station in large Texas city. Experience unnecessary. Box 335S, BROADCASTING TELECASTING.
Situations Wanted—(Cont’d)

Sox dependent TELECASTING. TV veteran. 35-50 TELECASTING. Build top have solid qualifications, Radio

3635. 3132 wishes no very versatile. Draft Announcer—staff.

Chief Engineer Omer 1Z years goal. Two in

Chief Engineer construction experience. Applicant now combination Chief and

TELECASTING.

Chief Engineer, 30, to graduate in

Wishes no very versatile. Draft Announcer—staff.

Engineer announces, first class ticket, capable technical experience within 60 days, CBS affiliate. Send application and qualifications to Station KEEP, Twin Falls, Idaho.

SSD

Production—Programming, Others

Moneymaker available. Profit sharing bonus only. Built two money-makers stations. Box 3685, TELECASTING.

Want to Buy

Equipment, etc.

Wanted: Three W FM transmitter. Prefer complete unit. Quote complete price and history.

James F. Hopkins

MISCELLANEOUS

Professional and technical exhibit, 2000 CFM. Electrostatic reproductor. Western Electric Magnecorder PT 4958. Like New.

ASSOCIATE PLACEMENT SERVICE

For Sale

Equipment, etc.

Wanted to Buy

WANTED—Three FM transmitter. Prefer complete unit. Quote complete price and history.

James F. Hopkins

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WANTED—Three FM transmitter. Prefer complete unit. Quote complete price and history.

James F. Hopkins

MISCELLANEOUS

Professional and technical exhibit, 2000 CFM. Electrostatic reproductor. Western Electric Magnecorder PT 4958. Like New.
TRANSCRIPTION record is being claimed at WOLF Syracuse. According to Ham Woodle, station program director, in 1982 he and members of the WOLF staff have written, produced and recorded 3,000 commercial spot announcements for their own station as well as others throughout the U. S. What record this approaches, breaks or ties Mr. Woodle doesn't know but he feels "no other 250 w station... can lay claim to more transcribing of a varied nature than that performed at WOLF."!

MUSIC SERIES
FIRST in a new series of programs the Hartford School of Music was heard over WDEC-AM-FM Hartford on Dec. 19. This is the third year such a series, featuring school personnel and advanced students, has been aired over the station.

AGENCY PROMOTION
A COMBINATION letter-opener, ruler and letter weighing scale is being distributed by S. W. Caldwell Ltd., Toronto advertising agency, transcription and film distributing firm, to Canadian advertisers, agencies and broadcasting stations. The nine inch long plastic letter-opener has a grip on one end for holding letters, and four weigh points of quarter, half, one and two ounces for weighing letters. Scale of Canadian postal rates is also imprinted on the letter-opener.

NEW KTHF SHOW
NEW locally-produced hour-long variety show is being produced at KTHF Houston, featuring personalities of Houston theatre, radio and show business. Titled The Sunday Show, the program is staged before a live audience every Sunday night. Show is an outgrowth of an "actor's night out," series started earlier this year at a Houston theatre. Station reports that a capacity audience and demand for seats led KTHF to convert the show to radio in order to reach a larger public.

GOVERNOR'S REPORT
FLORIDA's outgoing governor, Fuller Warren, made his final "Report to the People" over WTVJ (TV) Miami, on Dec. 18 when he appeared on 'What's the Story' that evening. Gov. Warren used the time to review his four years in office. Questions were asked of the outgoing governor by Bill Baggs, columnist of the Miami Daily News, and Dr. Donald Larson, head of the government department of U. of Miami.

'FIESTA' PROMOTION
FULL-PAGE newspaper ads are being used by CKNW New Westminister, B. C., plugging a year-round contest which gives $1,060 in prizes weekly. Contest is conducted on the station's Fiesta program. Listed in the ad are names of sponsors and their products which make the contest possible.

KING COVERAGE
EXCLUSIVE radio coverage of all basketball games played this season by U. of Washington in the Seattle area has been announced by KING Seattle. The 24 games, both at home and away, are being broadcast live under the sponsorship of Tide Water Associated Oil Co., Agency for the account is Buchanan Co., S. F.

WGY BOOKLET
BOOKLET entitled Three Minutes With God, containing three-minute sermons from clergymen of all faiths, has been published by WGY Schenectady. Nearly two years ago, the station set aside three minutes in its most popular morning program for a message from a clergyman of its church, which was located within the station's listening area. Booklet is a compilation of these sermons.

FOX SPONSORS NEWS
FOX Head Brewing Co., Waukesha, Wis., has begun sponsorship of a weekly 10-minute news program over WPMF-TV Milwaukee. This is the first time the brewery has purchased a regular show in the Milwaukee area. News commentator on the show will be Paul Skiel and will be broadcast through Kluav-Pieterson-Dunlap Inc., Milwaukee.

'THAT'S TELLING'
"When radio alone can sell an item costing $1.25 at the extremely low cost of 14 to 15 cents per order, that's real selling," according to Robert H. Teter, sales manager at KYW Philadelphia. He reports that the station did this recently when Famous Brands Parfums spent $360 for announcements and pulled 2,459 pieces of mail, each containing $1.25 or more.

RADIO AND SANTA
SLOGAN reminding reader that "Radio reaches more people every day and night in the year than Santa Claus does at Christmas," was used by WOAI San Antonio on a recent program schedule cover. Station adds that "ringing the bell even louder for radio" are the 5,765,000 portable sets and 21 million auto radios in the WOAI coverage area.

SPARTAN BOARD
WORD Expands Directorate
EXPANSION of the board of directors of Spartan Radiocasting Co., licensee of WORD WDXY (FM) Spartanburg, S.C., and an applicant for Spartanburg vhf Ch. 7, has been announced.

The board now includes: Walter J. Brown, who was re-elected president, and D. S. Burnside, who was re-elected treasurer, to terms ending Dec. 31. Other members are: James A. Chapman, president of Inman & Riverdale Mills; A. D. Cudd Jr., president of National Field Inspection Co.; N. G. Fair; Charles C. Coan; Henry Gramling; Russell B. Lents, president of City Motor Car Co.; Broadus R. Littlejohn, partner in Littlejohn & Smith Distributing Co.; W. N. Lingle; Harry Daxon, Cash Stores; Thomas B. Pearce, vice president of Pearce-Young & Angel Co.; Paul Thomas, president of Mountain Chemical Co. and Miller Foster, the firm's attorney.

Competing with Spartan for Ch. 7, and which necessitates an FCC hearing, is Broadcasting Co. of the South, licensee of WSPA Spartanburg, and WIST Charleston. Mr. Brown said Spartanburg is No. 120 on the FCC's A-2 priority list because of its nearness to WIST. Spartanburg was established in 1886, and that its hearing, thus, will come after those of Greenville, Columbia and Asheville, "all of which have modern city climate." Mr. Brown said that if Spartan is granted Ch. 7, "WORD-TV will cost a half million dollars to build and will have over a million people within its good viewing area."

"The station will be owned by 71 residents of Spartanburg county who have subscribed for the stock," he said.

Concerning expansion of Spartan's board of directors, Mr. Brown said, "We are delighted that such a representative group of citizens of Spartanburg County agreed to serve on our board of directors."

KAYE-HALBERT Corp., Culver City, Calif., radio and tv set manufacturer, earned a net profit of $46,000, or 53 1/2 cents a share on 138,728 capital shares outstanding in the fiscal year ending Sept. 30. Harry Kaye, president, in his annual report said the net loss for fiscal 1951 was 76 cents a share.

Sinestir Christmas Greetings
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg. 2-341-2

CHICAGO
Ray V. Hamilton
Tribune Tower 3-2715-6

SAN FRANCISCO
Lester M. Smith
255 Montgomery St 4-5672

Broadcasting • Telecasting

Page 74 • December 29, 1952
**FCC Actions**

(Continued from page 71)

**December 24 Decisions**

**BY COMMISSION EN BANC**

**Granted CP**

Ozark Best, Corp., Ozark, Ala.—Granted CP to new AM station for 1,000 kw. 1,750 ft. w. d.; engineering condition.费率Ord. 22, 175; from 1,920 ft. to 1,350 ft. No change in facilities. Granted CP to increase power from 150 kw. to 40 kw. wrk. (Terre Haute, Ind.)

Gap Bevery Co., Big Stone Gap, Va.—Granted CP to new FM station for 144 kW. 550 ft. w. d.; engineering condition. Changed Studio Location.

KESD Edmonds, Wash.—Granted CP to increase power from 400 kw. to 500 kw. w. d.; engineering condition.

WBFD Port Lauderdale, Fla.—Granted CP to increase power from 250 kw. to 1,800 kw. w. d.; engineering condition. Granted CP to increase D power from 1 to 5 kw. (Kenmore, Wash.)

**Non-Docket Actions**

**AM GRANTS**

Ozark, Ala.—Ozark Best, Corp. Granted AM for new 39 kw. daytime. antenna 265 ft.; engineering condition. Estimated construction cost $21,000. Operating cost $1,000.

Weatherford, Tex.—Weather Forecasting, Inc. Granted for new 11 kw. daytime. antenna 210 ft.; engineering condition, subject to obtaining NEA license.

**FCC Roundup**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY THROUGH DECEMBER 24**

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>On Air</th>
<th>CPs</th>
<th>APPLs</th>
<th>Pending</th>
<th>Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>626</td>
<td>105</td>
<td>9</td>
<td>9</td>
<td>5</td>
</tr>
</tbody>
</table>

**FCC Telecasting**

**TV GRANTS**

**KROY Sacramento, Calif.**

Harmco Inc. Granted transfer of control from Hattle Harm and Clyde F Coombs to KROY Inc. for $245,000 for 10 kw. of common stock. Principals in transfer include President L. E. McCawley (52%) manager of KGO San Francisco and Vice President Adeline Reyer Smith 100%. Group's TV stations in Pacific region. Operations of new station to be based in Sacramento.

**WEAN Reno, Nev.**


**WPOM Miami, Fla.**

Chanute Television Station WPOM through sale of 2/3 interest in station held by Channine Cope to Albert L. Jones, general manager WPOM, for $50,000. Granted Dec. 24.

**KXRI Beaumont, Tex.—KXPI Best.**

Granted transfer of control to Joe B. Carter, trustee for Louise E. Pitzen, as trustee of her estate, for $85,608. Granted Dec. 24.

**VULCAN TOWER**

The Tower of Strength

Tail Towers for Supporting Television Antennae

Expanded facilities insure quick delivery

**Vulcan Tower Company**

**PLANT:**

Birmingham, Alabama

**OFFICE:**

Washington, D. C.

3738 Kanawha St., N. W.

Phone 2-8071

December 29, 1952 • Page 75
New Grantees’ Commencement Target Dates
(Continued from page 54)

<table>
<thead>
<tr>
<th>Call</th>
<th>City and State</th>
<th>Ch.</th>
<th>Granted</th>
<th>Commencement</th>
<th>Network</th>
<th>Rep.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCQG-TV Greenboro, N. C.</td>
<td>57</td>
<td>Nov. 20</td>
<td>Unknown</td>
<td>Belling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHF-TV Harrisburg, Pa.</td>
<td>53</td>
<td>Sept. 25</td>
<td>May</td>
<td>Unknown</td>
<td>Masker</td>
<td></td>
</tr>
<tr>
<td>WALT-TV Harrison, Pa.</td>
<td>50</td>
<td>Dec. 18</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WFRN-TV Henderson, Ky.</td>
<td>54</td>
<td>Nov. 30</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHYI-TV Holyoke, Mass.</td>
<td>55</td>
<td>July 11</td>
<td>Early 1953</td>
<td>Brougham</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KGMB-TV Honolulu, T. H.</td>
<td>9</td>
<td>Aug. 7</td>
<td>Dec. 10</td>
<td>CBS, ABC, NBC Free &amp; Peters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KONA (TV) Honolulu, T. H.</td>
<td>11</td>
<td>Oct. 24</td>
<td>Nov. 221</td>
<td>Dualmont</td>
<td>Forjes</td>
<td></td>
</tr>
<tr>
<td>KUHT (TV) Houston, Tex.</td>
<td>*</td>
<td>Aug. 21</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIBM-TV Jackson, Mich.</td>
<td>48</td>
<td>Nov. 20</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WJTV (TV) Jackson, Miss.</td>
<td>25</td>
<td>Sept. 7</td>
<td>January</td>
<td>CBS, ABC, NBC Dumont Nizze</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WARD-TV Johnstown, Pa.</td>
<td>56</td>
<td>Nov. 20</td>
<td>Unknown</td>
<td>Unknown</td>
<td>Weed</td>
<td></td>
</tr>
<tr>
<td>WKKI-TV Kalamazoo, Mich.</td>
<td>36</td>
<td>Nov. 24</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
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<tr>
<td>WFMV-TV Lafayette, Ind.</td>
<td>39</td>
<td>Dec. 23</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southland Telecasters, L. Charles, La.</td>
<td>55</td>
<td>Dec. 18</td>
<td>April-June</td>
<td>Adam Young</td>
<td>Taylor</td>
<td></td>
</tr>
<tr>
<td>KWGO-TV Lawton, Okla.</td>
<td>53</td>
<td>Dec. 4</td>
<td>April</td>
<td>Rep.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIMA-TV Lima, Ohio</td>
<td>50</td>
<td>Nov. 20</td>
<td>March 15</td>
<td>N. B. Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLOR-TV Lima, Ohio</td>
<td>51</td>
<td>Oct. 16</td>
<td>April 1</td>
<td>Paty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KECK-TV Lincoln, Neb.</td>
<td>50</td>
<td>Oct. 16</td>
<td>April 1</td>
<td>Paty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOLN-TV Lincoln, Neb.</td>
<td>12</td>
<td>Oct. 2</td>
<td>Feb. 1</td>
<td>West</td>
<td>Pearson</td>
<td></td>
</tr>
<tr>
<td>KTV (TV) Little Rock, Ark.</td>
<td>17</td>
<td>Sept. 18</td>
<td>April 15</td>
<td>Pearson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KETV (TV) Little Rock, Ark.</td>
<td>23</td>
<td>Oct. 30</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPIX (TV) Los Angeles</td>
<td>22</td>
<td>Dec. 10</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KUSC-TV Los Angeles</td>
<td>*28</td>
<td>Aug. 26</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKLQ-TV Louisville, Ky.</td>
<td>21</td>
<td>Nov. 24</td>
<td>Spring 1953</td>
<td>CBS, Dumont, Kaplan</td>
<td>Hong Kong</td>
<td></td>
</tr>
<tr>
<td>KSDK-TV Lubbock, Tex.</td>
<td>11</td>
<td>Oct. 19</td>
<td>Spring 1953</td>
<td>Pearson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KDBU-TV Lubbeck, Tex.</td>
<td>13</td>
<td>Oct. 9</td>
<td>Nov. 13</td>
<td>CBS, Dumont</td>
<td>Avon-Kendall</td>
<td></td>
</tr>
<tr>
<td>WLYF-TV Lynchburg, Va.</td>
<td>13</td>
<td>Nov. 12</td>
<td>Feb. 15</td>
<td>CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWOD-TV Lynchburg, Va.</td>
<td>16</td>
<td>Nov. 16</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSAC-TV Manhattan, Kan.</td>
<td>*8</td>
<td>July 24</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMAC (TV) Marion, Ohio</td>
<td>23</td>
<td>Sept. 4</td>
<td>April 1</td>
<td>Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCOC-TV Marietta, Miss.</td>
<td>20</td>
<td>Dec. 23</td>
<td>Unknown</td>
<td>CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALA-TV Mobile, Ala.</td>
<td>19</td>
<td>Nov. 26</td>
<td>Jan. 1</td>
<td>ABC, NBC, Headley-Read</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBKB-TV Mobile, Ala.</td>
<td>48</td>
<td>Aug. 7</td>
<td>Jan. 1</td>
<td>Dualmont, CBS</td>
<td>Forjes</td>
<td></td>
</tr>
<tr>
<td>KNCV-TV Monroe, La.</td>
<td>8</td>
<td>Dec. 4</td>
<td>Unknown</td>
<td>Unknown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KFAX-TV Monroe, La.</td>
<td>43</td>
<td>Dec. 10</td>
<td>April 1</td>
<td>Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCOTO-TV Montgomery, Ala.</td>
<td>24</td>
<td>Sept. 28</td>
<td>March</td>
<td>Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLBV-TV Muscle, Ind.</td>
<td>49</td>
<td>Oct. 30</td>
<td>March 8</td>
<td>Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Versity Radio &amp; Television Ind., Muskegon, Mich.</td>
<td>25</td>
<td>Dec. 23</td>
<td>Unknown</td>
<td>Taylor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNAK-TV Neenah, Wis.</td>
<td>42</td>
<td>Dec. 23</td>
<td>Late Summer</td>
<td>Clarke</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

were having our own
Inauguration
the new
Broadcasting
Telecasting
out Jan. 19

KBTB (TV) RATES
New Card Effective Jan. 15

RATE Card No. 2, effective Jan. 15, has been published by KBTB (TV) Denver, Col., owned and operated by Colorado Television Corp. Class A time runs from $105 for five minutes to $550 for one hour; Class B from $75.75 for five minutes to $392.50 for one hour; Class C from $52.50 for five to $125 for an hour.

* Educational permits.

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Political Time

(Continued from page 89)

baccos, and laundry soaps and cleaners also included in the top five categories. But these tables also show a divergence in the two media in that drugs, which rank third among radio network sponsors, fall two places below the TV network list, while automotive advertising, standing ninth among the radio network categories, ranks fifth on the TV network list.

**Table IV**

Top Ten TV Network Advertisers in October 1952

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Time Per Minute</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,416,867</td>
<td>13,375</td>
</tr>
<tr>
<td>2</td>
<td>Colgate-Palmolive Co.</td>
<td>432,000</td>
<td>6,484,990</td>
</tr>
<tr>
<td>3</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>343,740</td>
<td>3,940,276</td>
</tr>
<tr>
<td>4</td>
<td>Lever Brothers Co.</td>
<td>292,300</td>
<td>5,030,348</td>
</tr>
<tr>
<td>5</td>
<td>General Motors Corp.</td>
<td>268,720</td>
<td>3,327,493</td>
</tr>
<tr>
<td>6</td>
<td>Gillette Co.</td>
<td>261,466</td>
<td>460,146</td>
</tr>
<tr>
<td>7</td>
<td>American Tobacco Co.</td>
<td>212,822</td>
<td>1,180,867</td>
</tr>
<tr>
<td>8</td>
<td>General Foods Corp.</td>
<td>126,753</td>
<td>1,101,415</td>
</tr>
<tr>
<td>9</td>
<td>General Mills</td>
<td>109,632</td>
<td>499,800</td>
</tr>
<tr>
<td>10</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>78,322</td>
<td>401,915</td>
</tr>
</tbody>
</table>

**UHF Service Speeds**

(Continued from page 81)

signed with ABC and DuMont, and it is expected that it will join other networks as well.

Some 10,000 TV sets in the area have already been converted for uhf reception, Mr. Rohensies said. WSBT-TV received its transmittal, transmitting approval from Camden, at 8:30 a.m. Dec. 20, reported General Manager Robert H. Swintz. At 10 minutes before midnight, Dec. 21, it put a test pattern out over the air, he said. At 12:45 a.m. that night, WSBT-TV programmed a 15-minute live news and weather telecast, Mr. Swintz said. Regular transmission bag and test the night of Dec. 22, with an inaugural 7-9:30 p.m. program, Mr. Swintz said. This contained three commercial announcements.

Regulatory announcements continued thereafter, with the following schedule proposed until the end of January when the South Bend station is due to be interconnected for network services, according to Mr. Swintz: Mondays through Fridays, 1-5 p.m., test patterns; 7-9 p.m., programs; Sundays, 3-6 p.m., programs (the latter of which was scheduled to be CBS’ Omnibus yesterday, via kinescope recording).

**WSBT-TV Operation**

WSBT-TV is operating on uhf Ch. 34, putting out 20 kw from its 484-ft. antenna. One-time, Class A hour rate is $200, with announcements set at $40. It is affiliated with CBS and NBC. Of the 35,000 TV sets estimated in its market (picking up Chicago and Kalamazoo signals), some 1,200-1,800 are believed to have been converted for uhf reception.

In Wilkes-Barre, Pa., WBEW-TV received its transmitter at 8 p.m. Dec. 19, according to David M. Baltimore, general manager of the station. It planned to put a test pattern on the air tonight or Tuesday, and scheduled to commence commercial operation on Jan. 1 with a 20 kw signal from its 1,223-ft. antenna. Charge for a one-time, one-hour Class A program is set at $200, announcements set at $40. Mr. Baltimore estimated that about 20,000 TV sets in the 35,000 in the Wilkes-Barre area were already converted or would be converted for uhf reception by Jan. 1.

**LOOK Awards**

Three to ‘Show of Shows’

WINNERS of Look magazine’s third annual TV awards in 12 different categories are being announced today (Monday). For the second year, NBC-TV’s ‘ჭ Show of Shows’ was represented in three awards. The winners:

- Best comedian or comedy team—Lu-Ann Rice and Donald Linn (CBS-TV).
- Best dramatic program—Robert Mont- gomery Presents (NBC-TV).
- Best quiz or panel program—What’s My Line? (CBS-TV).
- Best sports program—Blue Ribbon Prospects (NBC-TV).
- Best m.c.—John Daly (CBS-TV).
- Best educational program—Zoo Parade (NBC-TV).

**TABLE III**

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1952 AS COMPARED TO 1951

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$1,416,867</td>
<td>$1,322,950</td>
<td>$1,238,875</td>
<td>$1,150,780</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>432,000</td>
<td>343,740</td>
<td>3,940,276</td>
<td>3,327,493</td>
</tr>
<tr>
<td>Automotive, Auto. Equip. &amp; Supplies</td>
<td>268,720</td>
<td>2,322,985</td>
<td>3,327,493</td>
<td>3,327,493</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>126,753</td>
<td>1,101,415</td>
<td>1,180,867</td>
<td>1,180,867</td>
</tr>
<tr>
<td>Food &amp; Drugs</td>
<td>109,632</td>
<td>499,800</td>
<td>499,800</td>
<td>499,800</td>
</tr>
<tr>
<td>General Mills</td>
<td>78,322</td>
<td>401,915</td>
<td>401,915</td>
<td>401,915</td>
</tr>
</tbody>
</table>

**TABLE IV**

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1952 AS COMPARED TO SAME PERIOD 1951

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>$268,720</td>
<td>$343,740</td>
<td>$3,327,493</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>Automotive, Auto. Equip. &amp; Supplies</td>
<td>126,753</td>
<td>1,101,415</td>
<td>1,180,867</td>
<td>1,180,867</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>109,632</td>
<td>499,800</td>
<td>499,800</td>
<td>499,800</td>
</tr>
<tr>
<td>Food &amp; Drugs</td>
<td>78,322</td>
<td>401,915</td>
<td>401,915</td>
<td>401,915</td>
</tr>
</tbody>
</table>

**TABLE V**

Leading TV Network Advertiser for Each Product Group

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Time Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>International Shoe Co.</td>
<td>$565,869</td>
</tr>
<tr>
<td>Automotive, Auto. Equip. &amp; Supplies</td>
<td>General Motors Corp.</td>
<td>$580,295</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Brewing Co.</td>
<td>$152,720</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Arthur Murray School of Dancing</td>
<td>$85,202</td>
</tr>
<tr>
<td>Food &amp; Drugs</td>
<td>American Home Products Corp.</td>
<td>$215,195</td>
</tr>
<tr>
<td>General Mills</td>
<td>General Foods Corp.</td>
<td>$499,000</td>
</tr>
<tr>
<td>General Mills</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,180,867</td>
</tr>
<tr>
<td>General Mills</td>
<td>Quaker Oats Co.</td>
<td>$78,240</td>
</tr>
</tbody>
</table>

**TABLE VI**

NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Time Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>$268,720</td>
</tr>
<tr>
<td>Automotive, Auto. Equip. &amp; Supplies</td>
<td>$343,740</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>Food &amp; Drugs</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,327,493</td>
</tr>
</tbody>
</table>

**“Luigi” Replaced**

**Effective Jan. 5 The Red Buttons Show Will replace Life with Luigi, sponsored by General Foods, Mon., 9:30-10 p.m. on CBS-TV. Benton & Bowles, N.Y., is the agency.**

December 29, 1952  •  Page 77
At Deadline

WQXR NETWORK TIME FOR SALE
REGIONAL hookup of 17 eastern stations will begin operations New Year's Day as WQXR Network, according to announcement made today (Monday) by Elliott M. Sanger, executive vice president of WQXR New York. Most stations of group have been rebroadcasting musical programs and hourly newscasts from WQXR for past two and half years, but this is first time they have been grouped and offered for sale as network.

Most of network's stations will carry evening programs of WQXR from 6:30 to 11:06 p.m., Monday through Saturday, and 3-11:06 p.m. Sunday, with majority also carrying WQXR's daytime programs when their own local programming does not conflict.


UTP REPORTS SALES UP; TO EXPAND OPERATION
INTRA-ORGANIZATIONAL plans were blueprinted in three-day weekend meeting by United Television Programs officials in Chicago at Ambassador East Hotel. Newly formed company, merging activities of former United Television Programs, Gross-Krasne Productions and Studio Films Inc., claims expansion of sales operation 100% since its formation the year ago.

Executives plan additional sales expansion, and worked from Friday through Sunday to "solidify" future production plans. Attending private meeting were Milton Blink, executive vice president of new company and president and co-founder of UTP—Wilson M. Tuttle, president; Gerald King, board chairman and former president and co-founder of UTP—Philip N. Krasne and Jack J. Gross, partners in Gross-Krasne since earlier this year—Ben Frye, vice president in charge of sales, and Sam A. Costello, former president and founder of Studio Films which recently purchased Snader Transcription library.

LAMB CHANGES
EDWARD LAMB radio and television properties last week announced appointments of Karl H. Ayer as national sales manager, and of Gene Myers as merchandising manager, both effective Jan. 1.

Mr. Nelson, who has been serving as manager of WOTL Toledo, will direct national and regional sales for WTVN (TV) Columbus; WICU (TV) Erie; WMAC (TV), now under construction at Massillon-Canton, and WOTD Toledo; WIKK Erie, and WHOH Orlando.

Mr. Myers formerly served as sales manager of WTAM Cleveland. He will make his headquarters in Columbus.

W.E.NIERS OF TWO BMI MUSIC SCHOLARSHIPS OF $800 EACH ANNOUNCED AS ALVIN L. EPSTEIN, HARTFORD, AND DONALD G. MARTINO, PLAINFIELD, N. J. THEY WERE SELECTED AS NATIONAL WINNERS IN YOUNG COMPOSERS CONTESTS FROM 22 STATES. WILLIAM SCHUMANN, PRESIDENT OF JULIARD SCHOOL OF MUSIC, HEADS NATIONAL JUDGING COMMITTEE, INCLUDING BROADCAST, RECORDING EDUCATORS AND ORCHESTRAL MEMBERS. CONTEST ALSO INCLUDES AWARDS FOR INSTRUMENTAL COMPOSITIONS BY SECONDARY SCHOOL AND COLLEGE STUDENTS. BMI CONTEST CONTINUED IN COOPERATION WITH 70 PROMINENT MUSICAL ORGANIZATIONS.

WINCHELL COUNTERSUIT
WALTER WINCHELL, ABC commentator and newspaper columnist, started suit for $2 million last week against New York Post, Mrs. Dorothy Schiff and James A. Weecher, Post's publisher and editor, respectively. Summons in suit served Tuesday and has been filed with New York State Supreme Court in Manhattan. It does not specify nature of suit, but lists amount Mr. Winchell seeks.

Defendants have 20 days in which to file appearance by counsel. At that time, Mr. Winchell must file his complaint.

Mr. Winchell's suit came six days after Post, Mrs. Schiff and Mr. Weecher filed complaints in two libel suits aggregating $1,525,000 against Mr. Winchell, Hearst Corp., King Features Syndicate, ABC and Gruen Watch Co. [9* T, Dec. 22]. Complaints charged that Mr. Winchell sought to create impression in his broadcasts and newspaper columns that Post and its editors are pro-Communist. Mr. Winchell is represented by Ernest Cunceo and Post by former Judge Simon H. Rifkind, both of New York.

RALSTON-PURINA EXPANDS
RALSTON-PURINA's feed division, St. Louis, will expand its sponsoring of transcribed Eddie Arnold show from limited West Coast network to 117 stations Jan. 17, through Brown Radio Productions, same city. Show will be aired Saturdays, 9 to 9:30 p.m. CT with 8 to 8:30 p.m. repeat for West Coast.

STARK CHRISTMAS
CHRISTMAS less than merry was shown Christmas morning on NBC-TV's today, with Dave Garroway introducing film clips of Chicago Skid Row residents. King Studios, Chicago, filmed "honestly and without holocum" series of faces and dialogue with people in missions and alley's along Madison St. Today presentation, in contrast with traditional carols and fantasies of holiday, showed Skid Row where "the ghosts of Christmas past and Christmas to come are far more alive and terrible than those that haunt Scrooge in Dicken's "Christmas Carol," in words of Fred Niles, King vice president in charge of televisual and motion pictures.

PEOPLE...
HENRY W. LOWE, vice president of William Esty Co., has joined Lennen & Newell as vice president.

APPOINTMENT OF WERNER MICHEL as assistant to James L. Caddigan, director of programming and production for DuMont Television Network, announced Wednesday by Mr. Caddigan. Mr. Michel was formerly associate director of radio and television for Kenyon & Eckhardt Inc., New York.

BEN F. HOVEL, former general manager WSAU Wausau, Wis., appointed to same position WHBL Sheboygan, Wis.; JACK HARVEY, on commercial staff, appointed WHBL commercial manager.

WALTER A. TIBBALS Jr., of radio and television production staff of Batten, Barton, Durstine & Osborne, New York, to agency's Hollywood office as supervisor of television and radio production, effective Jan. 2.

DICK O'DEA, assistant English record librarian at WOV New York and son of station's president, Richard O'Dea, was to compete in Orange Bowl regatta in Miami over weekend with his boat, "Miss WOW."

EDWARD BERICAN, veteran of more than 20 years in sales training and promotion in home appliance field, appointed manager of product information (sales training) for TV receiver division of Allen B. DuMont Labs.

J. SHERWOOD SMITH, chairman of board of Calkins & Holden, Carlock, McConnell & Smith, has accepted chairmanship of Public Information Committee of 1963 Red Cross fund campaign of Greater New York chapters.

VICTOR MACHIN named vice president in charge of sales and general sales manager at Shure Bros., Chicago microphone and acoustic devices manufacturer. He is former assistant general sales manager, and replaces J. A. Berman, now sales representative in southern California.

ROBERT F. HALLIGAN promoted to assistant operations manager of Hallsworth Chicago, from production-control manager.

Dr. ALLEN G. DUMONT, president of Allen B. DuMont Labs., to be guest of honor at annual dinner of Radio, Television & Appliance Div. of State of Israel bonds in New York on Jan. 22.

JOSEPH BECKMAN joins Chicago sales staff of WLW Cincinnati after working for Conde-Nast, same city.

CHARLES PHELPS, formerly account executive in NBC radio network sales department, has been appointed assistant night executive officer of NBC. He will be associated with WILLIAM BURKE MILLER, night executive officer, in supervising for management NBC's broadcast operations evenings, weekends and holidays.

DAVID M. CRANDELLE, TV director, to N. W. Ayer & Son radio-television department in New York, as supervisor of TV production.

RUTH LITTLE, copy staff of John Falchner Arndt & Co., Philadelphia, to Ayer's copy department.
Talkin'est penguin in captivity is one Willie the Koal cigarette penguin. His two favorite words—"Smoke Koals!" Willie symbolizes the excellent product that Brown and Williamson Tobacco Corporation manufactures for smokers who like a cool, clean tasting cigarette.

In Virginia WMBG, WTVR and WCOD are symbols for the best in broadcast entertainment and public service. These Havens & Martin, Inc. Stations were pioneers in serving the rich Virginia market around Richmond. They have built a loyal, responsive audience that comes only with long years of service. Try them and see just how responsive this audience can be for you!

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