"WOR-TV created the demand for our product and can take a bow for its success."

John Roosevelt
President, 4711 Ltd.

The Product
Sof-Set...a liquid hair-spray

The Advertising
WOR-TV...and only WOR-TV

The Result
The advertising produced results even before the campaign began. The sponsor sold Sof-Set to New York's two leading drug chains on strength of the contemplated WOR-TV campaign.

When the campaign started, sales and distribution increased rapidly. Within five months, the majority of its New York retailers found Sof-Set the Number One seller in its field.

The client reports: "Retailers placed orders because of demand for the product from people who'd seen it advertised on WOR-TV. Our confidence in WOR-TV has been more than justified."

Results like these explain why sponsors say:

IT'S GOOD TO BE...ON

WOR-TV
What's the 1960 picture?

Will our rockets have reached the moon?
Will the uses of atomic energy be a boon to mankind?
And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.
In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.
Half the joy of broadcasting is vision.
Much of the rest is serving.
Watch the First Stations of Virginia in 1953...
WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of NBC.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia
Havens and Martin Stations, Richmond 20, Va.
WTVR represented nationally by Blair TV
WMBG represented nationally by The Bolling Company
Here is the breakdown of mail count from 52 Oregon, Washington, and California counties:

<table>
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<th>Number</th>
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</tbody>
</table>

In the 27 days between Thanksgiving and Christmas, 4 top kid shows on KEX drew this unprecedented mail count from western Washington, Oregon and northern California—16,478 individual actions resulting from KEX Kid show appeal!

Here are the KEX Kid Shows and Stars—

- **SANTA CLAUS**
  - In the “Letters to Santa Claus” program, sponsored by Meier & Frank Company, “Santa” made special trips to KEX every day during the Christmas season to read letters from children at 4 p.m.

- **JOHNNY RAINBOW**
  - “Happy Time” starring Johnny Rainbow, a regular Monday through Friday 4:45 p.m. feature. A contest for the Schoewe Shoe Store accounted for a high mail response.

- **MERRIE VIRGINIA**
  - “The Merrie Circle”, another Monday through Friday 5 p.m. favorite, features original children’s stories in fantasy by Merrie Virginia. The Schoewe Shoe Store contest drew heavy mail response on this show.

- **UNCLE BOB**
  - “The Squirrel Cage” at 4:15 p.m. features Uncle Bob, longtime favorite KEX Kid Star. Uncle Bob receives a heavy volume of unsolicited fan mail the year around.

Youngsters prefer KEX Kid Stars and KEX advertised products! Consistent program promotion and personal appearance of stars keep these shows out in FRONT!

No other medium in Oregon can equal the tremendous KEX double impact: 50,000 watt coverage plus action-producing KEX Kid Shows. SEE FREE & PETERS NOW for availabilities.
WGAL-TV's rich Pennsylvania coverage includes these important metropolitan areas:

Harrisburg  Reading
Lebanon  York
Lancaster
MEADE RETIRING AT Y&R; WOLFF WILL SUCCEED HIM

EVERARD W. MEADE, vice president and director of Young & Rubicam's radio-TV department, is retiring effective March 15, and Nat Wolff, vice president in charge of radio-TV production, will succeed him, S. S. Larmor, agency president, disclosed in announcement for release today (Monday).

Mr. Meade, 49, of Y&R for nearly five years and member of its executive committee, is retiring from advertising field to return to his home in Charlottesville, Va., to write for television and lecture on radio and television writing and producing.

Mr. Wolff has been with agency since December 1951 and has been active in writing and producing radio and television programs and motion pictures in Hollywood.

WHITE HORSE

THAT DEEP hoarseness in Frank White's voice last week was hard-earned, but, colleagues said, well worth it in employee relations. New NBC president they reported, conferred with members of every department of network's New York headquarters on Monday and Tuesday, first two business days after his election. Colleagues also felt his technique was ingenious as well as effective. In addition to personal approach that goes with small-group meetings, he introduced get-acquainted note by arranging to have groups made up of members of different departments with whom it didn't regularly come in contact with each other.

TALENT SIGNED BY NBC

HELEN HALPIN, comedienne, and Betty Ann Grove, singer and comedienne, have been signed by NBC to long-term talent-development contract. NBC claims to be first network to sign new talent in this manner.

NCAA Refuses to End Grid Monopoly

SKELETON coverage of college football in 1953 voted by National Collegiate Athletic Assn. late Friday at annual Washington convention. NCAA adopted its TV Committee policy recommendation by vote of 172 to 13 after brief discussion (see early story page 55).

New NCAA policy follows general lines of 1952 schedule, with general limit of one-network contract, one game per Saturday and one appearance per college. Some relaxation expected, however, to meet public demand for telecasting of games having regional interest.

NCAA's action was criticized Friday evening by Harold E. Fellows, NARTB president. He voiced "deep regret" and said sole responsibility for controlled accessibility to college football on TV rests with NCAA. On behalf of TV industry he opposes any plan that limits program sources available to public.

NCAA TV Committee submitted report to convention Thursday. It expired with Friday's vote and no committee is to be named soon. This group will adopt new plan after hearings and after watching Dept. of Justice case against National Football League, which goes to trial Jan. 26.

Fr. Edmund P. Joyce, Notre Dame vice president, called NCAA's plan artificial control that isn't going to last. He argued NCAA cannot equalize attendance in stadiums or force people to attend games by legislation.

"TV is a great advertising medium," he said, "and should be used to promote football." He said 50 million can see game telecasts Saturday compared to 1½ million who actually go to stadiums. He called NCAA plan reactionary, of doubtful legality and socialistic. He said 1953 program should give more emphasis on academic achievements of colleges. Accumulation of funds for distribution among colleges would be "dangerous," he said, suggesting schools get higher endowments or profits from scientific discoveries.

Francis Murray, U. of Pennsylvania, said TV has not affected gate in that area during 11 years of football telecasting in Philadelphia. "In a sport that's going to be struggling to get on TV," he predicted.

Vote at 1952 NCAA convention for controlled TV was 163-8. Friday's action taken on motion by Robert Browne, U. of Illinois, and second by David E. Reese, commissioner of Mid-American Conference.

BUSINESS BRIEFLY

RADIO SPOT General Electric TV sets to start additional six-week radio spot announcement campaign on Feb. 2 in areas GE feels need additional promotion. Maxon Inc., New York, is agency.


KENT TEST Kent Cigarettes, through Young & Rubicam, New York, planning radio daytime minutes and participation-program schedule in Miami for 13-week test.

MINUTE POTATO General Foods' new product, Minute Potato, which had been tested in Memphis and Detroit, expected to use radio spots in Indianapolis next. Firm uses mostly women's participation shows and is expected to go into general expansion schedule if tests prove successful.

21 MARKETS General Foods, New York (Wigwam syrup), through Benton & Bowles, New York, preparing radio spot announcement drive to begin Jan. 26 in about 21 markets. One-minute E. T.'s will be used for 13 weeks or longer.

CASHMERE SPOTS Cashmere Bouquet, New York, starting radio spot campaign in most markets—with few exceptions—which it previously used for its Spots only, starting Jan. 19 to run through to Dec. 31. Agency is Sherman & Marquette, New York.

GEYER NAMED Fleetwood Products Inc., New York (Tasti-Diet), names Geyer Adv., that city, to handle its advertising effectively immediately.

for more AT DEADLINE turn page
INCORRECT MEMBERSHIP OF NINE COMMITTEES

SENATE TV voted Friday to increase membership of nine major committees and to reduce number of Committee members of four committees. Among committees which will be increased from nine to 11 is Senate Interstate & Foreign Commerce Committee which has jurisdiction over broadcasting matters.

There has been some talk that House Committee on Communication is planning to cut down size of lower House's committees from 30 to 27.

Among names of prospective new members of Senate Commerce Committee these, among others, have been mentioned during last week: Republicans Francis Case (D., S.D.), Andrew F. Schoeppe (Kan.), John M. Butler (Md.), J. Glenn Beall (Md.), and Democrats Russell B. Long (La.) and Geo. A. Smathers (Fla.).

Reports also continue to circulate that Sen. Homer E. Capehart (R.-Ind.), member of Senate Commerce's communications subcommittee and former radio-phonograph manufacturer, might give his Committee post in view of his probable chairmanship of Senate Banking & Currency Committee & desire for post with Foreign Relations Committee.

MORE GROUP D GRANTS

FCC Broadcast Bureau last week approved an additional 12 requests for pre-freeze TV stations for power boosts. Also, two STAs were granted, and there were four miscellaneous requests granted.

SPECIAL TEMPORARY AUTHORITY GRANTED

WTVI (TV) Jackson, Miss., Granted STA for commercial operation: effective Jan. 10.

WINK-TV (TV) Asheville, N.C., Granted STA for interim operation: from Beaucatcher Mtn., in Asheville, instead of site specified in CP. (Station does not expect to go on air for several months, however.)

GROUP D GRANTS

Listed by States

WNBC (TV) Washington, D.C., Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft.

WAGA-TV Atlanta, Ga., Granted ERP 100 kw visual, 50 kw aural, antenna 350 ft.

WSB-TV Atlanta, Ga., Granted ERP 100 kw visual, 50 kw aural, antenna 320 ft.

WHER-TV Rock Island, Ill., Granted ERP 100 kw visual, 50 kw aural.

WAAAM (TV) Baltimore, Md., Granted ERP 25 kw visual, 13 kw aural, antenna 330 ft.

WMAR (TV) Baltimore, Md., Granted ERP 100 kw visual, 50 kw aural, antenna 360 ft.

WGRB-TV Baltimore, Md., Granted ERP 100 kw visual, 50 kw aural, antenna 360 ft.

WNBV-TV New York, Granted ERP 42 kw visual, 31 kw aural, antenna 1,300 ft.

W2Z-TV New York, Granted ERP 110 kw visual, 55 kw aural, antenna 1,360 ft.

WNBK (TV) New York, Granted ERP 50 kw visual, 25 kw aural, antenna 1,140 ft.

W5R-TV New York, Granted ERP 316 kw visual, 165 kw aural, antenna 650 ft.

WPXJ (TV) New York, Granted ERP 100 kw visual, 50 kw aural, antenna 380 ft.

WTEN (TV) Columbus, Ohio, Granted ERP 100 kw visual, 50 kw aural, antenna 540 ft.

OTHER GRANTS

WKAB (TV) Mobile, Ala., Granted ERP 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. (with Cl. 48).

WBBK (TV) Charlotte, Ill., Granted STA to operate with transmitter, output power of 5 kw visual, 2.5 kw audio, until Apr. 4, 1953. Conditional.

KFDA (TV) Amarillo, Tex., Granted authority to move studio location to SE intersection of 6th St. & 7th Ave., and Westline, and increase ERP from 2 to 4 kw.

KCIW (TV) New York, Granted extended authority to furnish XEVL-EXL Matamoros, Mexico, with microwave recordings of TV programs until Feb. 1, 1954.

WTVI (TV) NAMES WEADE

WTVI (TV) Belleville, Ill.—St. Louis, appoints Weed & Co. as station representative. Station expects to take air in May.
WNOK-TV announces the appointment of PAUL H. RAYMER COMPANY as their national representatives.
You'll have smooth selling with the SESAC Transcribed Library. To help sign prospective sponsors you get complete sample shows on discs and big, colorful sales brochures—which you individualize by filling in your rates and call letters. The sponsor sees, hears, and buys.

And there's smooth sailing after he's signed. You get over 4,300 varied musical selections recorded by the best musicians in the business, network-quality scripts, program notes, and a catalog of bridges, moods and themes. This complete, profit-producing service costs as little as $45 a month, based on advertising rates.

For samples, discs and data, drop us a card.

SESAC TRANSCRIBED LIBRARY
475 Fifth Avenue, New York 17
YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

The double-barreled power of the Fetzer operation, can help you “bag the limit” in Western Michigan. That’s WKZO-TV in television, WKZO-WJEF in radio.

TELEVISION
WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its sharp Channel 3 picture effectively serves a 28-county area which boasts 58.1% of Michigan’s non-Detroit population...60.1% of its non-Detroit retail sales. WKZO-TV reaches more than a quarter million television homes — or more TV homes than are available in Atlanta, Kansas City or Seattle. And here’s the payoff: The October 1952 Videodex Report credits WKZO-TV with 106.1% more afternoon viewers than Station “B”—213.4% more evening viewers!

RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan’s one outstanding radio buy. Both are so far ahead of competition in their home cities that they deliver 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids. Yet they cost 20% less! Rural coverage is tremendous, too. 1949 BMB figures showed that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night, 46.7% in the daytime! And there is good reason to believe that similar increases have occurred since 1949.

It will pay you to get all the facts—write direct or ask Avery-Knode.

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.
75 Years of G-E
YOUR COMPLETE LINE OF

STUDIO

"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.

TRANSMITTER

G-E transmitter equipment in CBS-Empire State Building, New York installation.

MOBILE UNIT

G-E mobile truck used by WHUM-TV.

TRANSMISSION LINES AND ACCESSORIES
DIPLEXER
DEHYDRATOR AND ACCESSORIES
DUMMY LOAD
LIMITER DEMODULATOR PROBE
SW Control
VISUAL CIRCULAR AURAL TRANSMITTER

TRANSMITTER CONTROL DESK

RACK-MOUNTED EQUIPMENT

PORTABLE VIDEO AND AUDIO EQUIPMENT
FROM the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the world—is backed by G-E's 75 years of electrical and electronic progress. For further complete details...contact the G-E broadcasting equipment sales representative in your area, or write: General Electric Company, Section 213-12, Electronics Park, Syracuse, New York.

1928
First demonstration of television broadcasting.
First TV play..."The Queen's Messenger." G-E station WGY, Schenectady.
First "remote TV pick-up" on record. Gov. Smith's acceptance of democratic nomination for President.

1930
First transoceanic TV broadcast. Schenectady, N. Y. to Sydney, Australia.

1939
First long-distance reception of modern high definition television...in Schenectady, 129 miles and 7900 feet below line of sight from New York City.

1940
First TV network. New York City programs brought to the Schenectady-Albany-Troy area via 5-hop G-E microwave.
Color television demonstrated.

1941
Increased transmitter power to make WRGB the highest power television station in the world.

1950
First high power UHF TV transmitter. High power klystron tube.

1951
First high-gain side-fire type of helical antenna for UHF TV transmission.

1952
Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
PETER G. LEVATHES, head of TV and sales manager of Moviestone, production subsidiary of 20th Century-Fox, to Young & Rubicam, N. Y., as vice president on special assignments.

CHARLES L. HOTCHKISS, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., to Dancer-Fitzgerald-McDougall Inc., S. F., in same capacity and as account executive on Falstaff Brewing Corp. account.

DWAYNE MOORE, formerly with Lennen & Newell and McCann-Erickson, both N. Y., to Benton & Bowles, that city, as head of media research.

ARTHUR PORTER elected vice president in charge of media at Leo Burnett Co., Chicago. F. STROTHER CARY Jr., former assistant to executive vice president, elected administrative vice president.

YALE SHAFER, Neff-Bogow, N. Y., to Frank B. Sawdon Inc., N. Y., as assistant to JERRY BESS, vice president in charge of radio and television activities of Robert Hall Clothes.

MORE old-fashioned integrity and business ethics are needed in advertising today, according to William Thomas Crago, radio-television director of Los Angeles' Leonard Shane Adv. Agency. Having chalked up more than 20 years in broadcasting and advertising fields, he believes many advertisers and their agencies, in an effort to achieve a quick goal, are by-passing the very virtues that make advertising men and women proud of their profession.

Pointing to the harm done by such methods of operation, he contends that "advertising is one of the major phases of public relations, and, regardless of the media, it is intended to earn lasting friends for the sponsor. It is one of the essential elements in building good will."

Keep it honest and above reproach, is his business philosophy and one which is also maintained by the three-year-old agency with which he is now associated.

A native of Youngstown, Ohio, Mr. Crago completed his formal education in Cleveland. Having a fine baritone voice, he worked in a gas station before and after graduating from high school to pay for singing lessons.

Eugene Carr, now associated with a Canton, Ohio, newspaper, and then program director of WTAI and later WGR, both in Cleveland, took an interest in the youth. Mr. Carr coached him in microphone techniques and later gave him various announcing assignments.

Becoming radio director and copywriter for the Gordon Vichek Adv. Agency in late 1938, the 20-year-old Crago resigned about 18 months later to join Muzak's wired radio in Cleveland as announcer. Next step was WXYZ Detroit where he was announcer-writer-producer.

In early 1937 he joined NBC in Chicago as staff announcer. A transfer to WRC and WMAL, then the NBC Red and Blue Washington, D. C., stations, followed 12 months later. Besides handling news, Mr. Crago did a man-on-the-street broadcast, covered a number of special events of national importance and interviewed nearly every important person that came to town.

Besides handling NBC's first full-time TV experiment from that city in January 1939, he also announced the third inaugural broadcast of...
CRACKER BARREL PHILOSOPHER .... CRACKER JACK SALESMAN!

Joe Wesp and his mikes bring home the bacon when selling the prosperous farmers of Western New York

Down on the farm they all listen to Joe! Yes, every day, Monday through Saturday, the well-fixed farmers of Western New York’s rich farm area tune in WBEN to hear what their friend Joe Wesp has to say. For country boy Joe — born and raised on a farm himself — knows the kind of radio programming farmers like, and how to give it to them in their own language. His early morning show features livestock and produce prices, news, music and personal interviews — and best of all, bits of Joe’s own brand of homespun philosophy.

Joe keeps his point of view up to date by making frequent visits to his rural friends. His many field trips include cross country buggie jaunts, helicopter hops, and visits to county fairs to record on-the-spot interviews for broadcasting on WBEN.

Count on friendly Joe to sell YOUR product in a friendly way to one of the richest markets in rich New York State.

Ask Henry I. Chlesta, about availabilities on WBEN’s daily farm program — 5:00-6:00 A.M.

WBEN
NBC IN BUFFALO

January 12, 1953 • Page 13
PURINA Salutes the WINNING STATIONS in their BOWL GAME FARM RADIO MERCHANDISING CONTEST

WPLH Huntington, W. Va.
WKRT Cortland, N. Y.
WRHI Rock Hill, S. C.
WVOP Vidalia, Georgia
WLAC Nashville, Tenn.
WECR Fayetteville, Tenn.
WMC Memphis, Tenn.
KLRA Little Rock, Ark.
KDRS Paragould, Ark.
KWRC Pendleton, Ore.
KNBC San Francisco, Calif.
KFRE Fresno, Calif.
KDSH Boise, Idaho
KFTM Fort Morgan, Colo.
KVOO Tulsa, Okla.
KTRF Lufkin, Tex.
WKOW Madison, Wis.
WFBM Indianapolis, Ind.
WFRX West Frankfort, Ill.
KWRC Pendleton, Ore.
FRX West Frankfort, Ill.
RADIO PUT THESE "LIVE DEMONSTRATIONS" OVER WITH A BANG
The twenty-three radio stations whose pennants fly over the Purina Bowl Game stadium on the opposite page are the cream of the crop of America's farm radio merchandisers. Because they know how to make farm radio really sell at the local level, two representatives of each station received all-expense trips to New Year's Bowl Games at Purina's expense. They were accompanied by the Purina Dealers they had helped during September, October and November with local store promotions.

**ENTRIES DOUBLED IN ’52**

Competition was keen and the judges had a hard time picking the winners. There were twice as many entries as in 1951. And almost every one represented an outstanding local promotion job—a magnificent example of cooperation between station and dealer at the local level.

**IDEAS UNLIMITED**

The job was to help Purina Dealers promote two live demonstrations in their stores... the “Mike & Ike” pig-growing demonstration and the “Lay & Pay” egg-laying demonstration. Radio made these demonstrations into community projects known to every man, woman and child. There were pig scrambles, parades, dances, entertainments, fund-raising devices, contests and many more promotion ideas. They built store traffic and increased sales and prestige for the Purina Dealers. They put the radio stations in the community spotlight, too.

We thank every station, winner or loser, for the many jobs well done—for proving again that there's real power in radio. In the entries we have the proof. And as a result we say more enthusiastically than ever—“Purina believes in farm radio!”
new business

Spot • • •


EVERSHARP INTERNATIONAL Inc., Toronto (pens and pencils) has scheduled spot announcements five days weekly, on major market Canadian stations. Agency: Baker Adv. Agency Ltd., Toronto.

Network • • •

COLGATE-PALMOLIVE-Peet Co. has added eight stations on CBS Radio Network for sponsorship of Mr. & Mrs. North series, completing full network. The stations: WCBS New York; WCAO Baltimore; WEEI Boston; WGR Cleveland; WCAU Philadelphia; WISN Milwaukee; WFBK Syracuse and KNX Los Angeles. Agency: Sherman & Marquette, N. Y.

AMANA REFRIGERATION Inc., Amana, Iowa, to sponsor 4:15-4:30 p.m. EST, Thursday segment of Kate Smith Hour on NBC-TV, Mon.-Fri., 4-5 p.m. EST, starting Feb. 19. Agency: Maury, Lee & Marshall, N. Y.

TONI Co., Chicago, renews sponsorship of Mon.-Wed.-Fri., 3:15-3:50 p.m. EST segment of Tennessee Ernie, ABC, Mon.-Fri., 2:35-4 p.m. EST, effective Jan. 27. Company also renewed Crime Letter From Dan Dodge on ABC, Fri., 7-7:30 p.m. CT from Jan. 28. Agency: Leo Burnett Co., Chicago.

GENERAL PRODUCTS Corp., L. A. (Loza dietary supplement), renews Stuart Craig Show on 16 CFRN stations, Sat., 8:30-9:45 p.m. PST, for 13 weeks from Jan. 24. Firm renewed same program on 40 CFRN, Arizona and Mountain stations, Sat., 7:45-8 a.m. PST, for 13 weeks from Jan. 3. Agency: Dean Simmons Adv., L. A.

Agency Appointments • • •

DELSO CANDY Co., N. Y. (mints), appoints J. Walter Thompson Co., N. Y.

HYATT BEARINGS Div., General Motors Corp., Harrison, N. J., appoints D. P. Brother & Co., Detroit. Account executive is SHERBURYNE C. BROWN.

RADIO & TELEVISION Inc., N. Y. (Brunswick radio and TV receivers), appoints Weiss & Geller Inc., same city.

BUCHAN BAKING Co., Seattle, appoints Wallace Mackey Co., same city. Radio-TV will be used.


UNITED STATES PLYWOOD Corp. (Weldwood brand products, doors and panels), names Kenyon & Eckhardt, N. Y., effective May 1, 1953.

WRIGHT ARCH PRESERVATION SHOES FOR MEN names John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone Inc., N. Y. Account executives will be GERALD HIGGINS in Boston and VICTOR NORTH in New York.

OSHKOSH BREWING Co. names C. Wendel Muech, Chicago. HAROLD STOYER is account executive. Radio may be used.

REGAL AMBER BREWING Co., S. F. (beer), appoints Guild, Bascom & Bonfigli, that city.

Adpeople • • •

PAUL S. PATTERSON appointed advertising manager of Florida Citrus Commission, Lakeland, Fla., replacing RALPH HENRY, promoted to director of advertising and merchandising.

D. L. BUTTERFIELD, promotion department, San Francisco Chronicle, to Westinghouse Electric Corp., S. F., as member of sales promotion department.

DARRELL PERON, sales manager, Radio Television Supply Co., L. A., to Golden State Appliance Distributing Co., that city (Southern Calif. distributor for Admiral Corp.), in same capacity.

Page 16 • January 12, 1953
Take-off point for dependable programing...

There's less chance of "dead air" costing you listeners when your antennas are mounted atop Truscon towers. Truscon knows towers—has designed and engineered them to stand strong and tall under all weather conditions. You just name the height your antenna must reach; Truscon will engineer and erect the tower you need...tall or small...guyed or self-supporting...for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON a name you can build on
RCA ANNOUNCES

A new advanced film-camera for television...

This new film camera does for TV film presentations what RCA's new TK-11A studio camera is doing for "live" pick-ups. The TK-20D camera provides a remarkable advancement in picture quality and operating convenience over former types — puts "live" quality into films regardless of scene content or shading. Low picture noise level compares with the low noise level of "live" pick-ups.

Operated in conjunction with an RCA TP-9B Film Multiplexer, one TK-20D Film Camera provides show continuity with any one of the following set-ups: (1) two RCA TP-16D 16mm Film Projectors, (2) two RCA TP-6A Professional Film Projectors, (3) two RCA 35mm Film Projectors, (4) one 16mm and one 35mm Film Projector, (5) or one projector of either type and a slide projector.

With TV programming emphasis more and more on films, let us help you get the most from film—with the new TK-20D. Your RCA Broadcast Sales Representative is ready to help you plan the right film system for your station—with everything matched for best results!

Iconoscope beam current control, with indicator. A new arrangement that takes the guesswork out of day-to-day adjustments—provides a standard of comparison to help the operator adjust for optimum picture quality. The panel mounts on the housing of the film camera console, or in the remote control console.
"Live" quality all the time—regardless of scene content, shading, or other adjustments. New back-lighting system, and new automatic black-level control permits the TK-20A virtually to run itself!

"Noise-free" pictures comparable to "live" shows. New high-gain cascode preamplifier, with "noise-immune" circuits, offers 200-to-1 improvement in microphonics. No high-frequency overshoot (trailing white lines). No low-frequency trailing (smear).

Good-bye edge flare. New edge-lighting system provides substantial reduction in stray light, improves storage characteristic, stops light beam reflections on Iconoscope mosaic. Adjustable light level is provided.

No more a-c power line "glitches" (horizontal-bar interference)—because camera filaments are operated from a separate d-c source.

Faithful, high-quality pictures every day—through new beam-current control circuit. No more need to "ride" the shading.

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented By NBC Spot Sales

feature of the week

How radio—virtually single-handedly, among advertising media—built the Me Too Supermarkets in Iowa from a single store to a chain of nine, now grossing some $7 million annually, is detailed in a new presentation prepared by BAB for its members.

The eight-page booklet, released last week under the title, "The White Elephant that Radio Put in the Black," notes that Me Too started in 1937 in an old Cedar Rapids post office building which was purchased at a "White Elephant sale." The booklet continues:

"Nine cents out of every dime it spends directly for advertising its merchandise goes to radio. . . . All of its regular advertising, including the all-important Thursday effort, is by radio only. And in large part it's been that way throughout the past 14 years."

The Me Too radio formula is based on a daily "radio special!" advertised on WMT Cedar Rapids—a different leader offered each day at a money-saving price to draw store traffic for both the specials and the full line of merchandise.

The booklet reports:

"Me Too's advertising adds up to about six minutes of commercial time spread over 30 minutes of programming Monday through Friday; three minutes of commercial time in 15 minutes of programming on Saturday."

"It isn’t much time, and in view of the gross it brings in, it isn’t a very large advertising percentage (an expenditure to WMT of $14,000 annually, to realize a gross volume of upwards of $7 million—a direct advertising budget of 0.2% of 1%); but the Me Too management believes it’s enough for right now."

"It’s enough because if customer traffic were increased much more, the stores would need elastic walls. But most importantly, it’s enough because of the way those six minutes are used, and because of the merchandising theory and practice behind those six minutes."

The chain has used no daily newspapers in the past year and a half, the booklet reports.

strictly business

In these days of hard selling, the relationship of a station with its representative looms important.

Nobody knows this better than Clark N. Barnes, Hollywood manager of Headley-Reed Co., station representative firm. His advice for radio selling is the common sense approach that must be used in any selling job—"sell them [the agency or advertiser] on yourself and your integrity.

"In such a personal service business, you must know your properties, disseminate the right information, and if you don’t know the answers, find out PDQ," he says.

Mr. Barnes has been in the business five years, starting in Hollywood as manager of Burn-Smith Co. and now with Headley-Reed since June 1951.

While he cut his teeth on radio, Mr. Barnes welcomes TV and looks forward to increasing the firm’s current list of nine TV stations.

The "big future," as he puts it, is in video representation: "No one knows the limitations yet—it is like a giant slowly being awakened—but unquestionably station representatives will grow."

Mr. Barnes was born in Des Moines 38 years ago. He attended the U. of Colorado at Boulder, was a Beta Theta Pi and was graduated in 1938 a major in economics.

He spent three years in sales, mostly in the industrial field, before deciding to enter radio. He did so by enrolling in the Drake U. School of Radio in his home town.

First he concentrated on preparing himself on sports announcing (he has been a baseball participant and fan since childhood).

With two schoolmates and $100

(Continued on page 74)
And, frankly, it's not because we couldn't have!
Rather, H-R has a policy, born the day this organization was
started three years ago, that it's better to do
a REAL selling job for a limited number of stations than it
would be to do a mediocre job for many.

It's not our ambition to be the biggest rep in the field but
rather to be known as the best. And with that
aim in view, we also have the policy of hiring only the best
of men... hiring one man at a salary that might well
be paid to two of lesser ability.

These are just two of the policies which have paid handsome
dividends to our member stations. When you are
thinking of national spot, we ask you to remember
that H-R Representatives is the organization that always sends
a Man to Do a Man's Work.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
TOBETE ASKFS FCC DELAY

In ABC-UPT Proposed Merger

By EARL B. ABRAMS
WITH approval of the merger of ABC and United Paramount Theatres Inc. virtually decided last week, Sen. Charles W. Tobey (R-N. H.) stepped in and made all guesses as to the outcome of the two-year-old case inconclusive.

In a wire to FCC Chairman Paul A. Walker Wednesday, Sen. Tobey implied he wanted the FCC to hold up action on the case.

He also said he was preparing to hold a hearing on the possible need for legislation to ban the amalgamation of motion picture and TV interests as tending to monopoly.

Intervention of the chairman-to-be of the radio-powerful Senate Interstate & Foreign Commerce Committee almost ensured that the final decision on the ABC-UPT merger would not be forthcoming for at least another fortnight—and certainly not until after the inauguration of President-elect Dwight D. Eisenhower and his Republican administration.

The Commission on Tuesday discussed the Paramount case and, according to best information, a majority was in agreement that the merger should be approved. Before final action comes, however, at least three additional meetings of the FCC are indicated.

In effect, the Commission majority was prepared to accept the blanket approvals recommended by Examiner Leo Resnick in his initial decision last November [B&T, Nov. 17, 1952].

Hennock Opposition
It was understood that Comr. Frieda B. Hennock continued to oppose the merger and indicated that she would dissent. This was in line with her questioning during the day-long oral argument held Jan. 6. She is seeking staff assistance on accounting and economic aspects, it is understood.

Although Comr. Edward M. Webster did not indicate he was opposed to the merger, it was understood that he was unhappy about the legal technicalities of the transfers from the old Paramount Pictures Inc. to the new producing and theatre-owning company. This, too, he had expressed during the oral argument.

Sen. Tobey's message, by wire, was received at Chairman Walker's office Wednesday. In it he:

(1) Questioned the legality of the proposed merger.
(2) Raised questions regarding the need for legislation to prevent the combination of motion picture and TV companies on the theory that motion picture interests may dominate TV.
(3) Declared that he intended to have his committee hold hearings on the subject in two weeks.
(4) Asked Chairman Walker to distribute copies of his wire to all Commissioners so they would have time to prepare for such a hearing.
(5) Said that his committee wanted to look into the educational TV situation.

At week's end the Commission had not decided what to do about this request to postpone action on the merger. However, it was felt that the Commission would delay taking final action until after the Congressional hearings proposed by Sen. Tobey.

Sen. Tobey's interest in the ABC-UPT merger case is not new. While in Paris, as a UNESCO delegate, the New Hampshire Republican cabled Chairman Walker that he was "shocked" by the examiner's initial decision proposing the grant of the merger applications [B&T, Dec. 8, 1951].

Same attitude toward the initial decision was expressed by Sen. William Langer (R-N. D.), scheduled to assume the chairmanship of the Senate Judiciary Committee [B&T, Dec. 8, 1952].

Talked With Johnson
It was learned that Sen. Tobey talked with Sen. Edwin C. Johnson (D-Col.), outgoing chairman of the Senate Commerce Committee, and told him what he was planning to do. A check with several other holdover members of the Senate Commerce Committee showed he had not conferred with them.

During the oral argument, Sen. Tobey was in attendance during the morning hours.


Ex-Sen. Wheeler's firm represents Zenith Radio Corp., TV applicant for Chicago's Ch. 2. This is the frequency UPT's WKBB is scheduled to move to under the FCC's Sixth Report and Order. As part of the merger deal, CBS is scheduled to buy WKBB from the merged company for $6 million. Zenith is contesting WKBB's move to Ch. 2 without a hearing.

Although the prime purpose of

(Continued on page 88)

WDAF ON GRID

IN AN unprecedented move, the Justice Dept. last week called for revocation of licenses of WDAF-AM-TV Kansas City, Mo., in a civil anti-trust suit against the parent Kansas City Star Co.

The department announced the suit on the heels of a grand jury indictment charging the publishing firm with anti-trust violations. The company was accused of "monopolizing the dissemination of news and advertising" in Kansas City.

In an equally unprecedented move, The Star Co., instead of issuing a reply, bought display space in leading publications answering the suit. Roy A. Roberts, president, expressed "complete confidence" in the outcome.

Atty. Gen. James P. McGranery said the Justice Dept. would seek an injunction to enjoin "a continuation of the charged violations and to restore competitive conditions." The company publishes the Kansas City Star and owns WDAF-AM-TV.

The department said it would ask the courts to revoke the radio-TV licenses of the Star Co. under provisions of Sec. 313 of the Communications Act—a request without precedent in broadcast annals.

The indictment, returned by the Federal Grand Jury in Kansas City last Tuesday, alleged that advertisers who bought time on WDAF were given "special discounts" (combination unit rates) for advertising in the newspapers, and that advertisers not using the papers "have been denied access to the Star's television station." It charged advertisers were induced to buy time on WDAF with special discounts, from 1938 to 1937.

Named as defendants, along with The Star Co., were Mr. Roberts and Emil A. Sees, treasurer and director of The Star Co. and advertising director of the evening Star and morning Times. They were to be arraigned before U.S. District Court Judge Richard M. Duncan last Friday morning.

To Ask Bill of Particulars
Mr. Roberts said the company will file a motion for a bill of particulars "so we may know just what specific allegations we have to meet and to prepare our defense." He stated it would "meet the charges head on" and "there will be no effort to quash or delay the anti-trust indictment."

He added the firm would insist "on an early trial, confident that complete vindication will come from the court and jury."

Justice Asks Revocation

Mr. Roberts also answered the government's anti-trust charges with a scathing statement imputing political motives to the outgoing Democratic administration dating back to the Star's probe of the celebrated Kansas City vote fraud case in 1946.

Local Washington, D. C., attorneys and FCC legal experts agreed that the request for license revocation is without precedent, though such action is clearly within the purview of the Communications Act. No such action, for example, was sought in a similar anti-trust action filed against the New Orleans Times Picayune Co. (Times-Picayune and Evening States and WTPS-AM-FM).

The U.S. District Court in New Orleans upheld certain charges and dismissed others on a complaint also involving combination unit rates for advertising in newspapers under common ownership.

The U. S. Supreme Court last November agreed to review the case March 9. A decision would have a direct bearing on the Kansas City case, it is believed.

In explaining its stand in half-page ads in leading newspapers throughout the country The Star (Continued on page 88)

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ZIV CAMPAIGN
Set for Lombardo-Gruen Show

PLANS for all-out advertising, promotion and merchandising campaigns for the new Guy Lombardo-Gruen radio show and other Ziv radio programs scheduled for 1953 were outlined last week at a Frederic W. Ziv Co. radio sales convention in Cincinnati.

In welcoming the salesmen, Frederic W. Ziv, founder and president of the company, reaffirmed his faith in radio as the “advertiser’s best buy when properly and skillfully merchandised and promoted.”

Alvin E. Unger, vice president in charge of radio sales, pledged that Ziv radio will continue an aggressive campaign during the coming year. He said Ziv will offer stations, advertiser and agencies many new programs, merchandising and promotional aids to assure sponsors “more than their share of 1953 business.”

“We are going to support our radio advertisers and stations even to a greater degree than in the past,” Mr. Unger said. “And what’s more, we are going to do this all year long.”

In preparation for the campaign, Leo A. Gutman Jr., director of advertising, reported he has increased his budget and enlarged his staff.

Merchandising Plans

In announcing the campaign on behalf of the Lombardo program, Mr. Unger cited a merchandise tie-in whereby each sponsor will receive $16,000 worth of Gruen watchcases to distribute to his local audience. Additionally, Mr. Unger said, Ziv will implement a plan whereby each sponsor’s dollar spent on radio will help his point of purchase dollar, and each point of purchase dollar will help his radio dollar.

Mr. Unger said all radio stations carrying the Lombardo program will receive free announcements cut by Mr. Lombardo, which may be used as station breaks, and other aids.

F&P Elects Hoag

HAL W. HOAG, western manager of Free & Peters, now in his 16th year with the firm, has been elected a vice president of the station representative organization, it was announced Wednesday by H. Preston Peters, president. Announcement followed a dinner in New York Tuesday at which Mr. Hoag received a scroll naming him “Colonel.”

In 1951, the title was not given to any individual but to the Chicago radio office as a unit.

FREDERIC W. ZIV Co. welcomes two new salesmen into the organization during Cincinnati sales convention. L to r: Sid Freeman, Great Lakes Div., sales manager and longtime Ziv salesman; Frederic W. Ziv, Ziv president; Jack Skinner, new salesman for the Indiana area, and Russ Stone, new salesman for the Buffalo, N. Y., district.

NETWORK BUYS

L&M, Beltone, Wood, Jergens Sign

NETWORK time sales were given an added boost last week with contracts for new shows by four advertisers, two signing with ABC, one with CBS Radio and the other with Mutual.

Liggett & Myers, New York, Jan. 26 will sponsor a five-minute news show, Les Griffith and the News, five times weekly on ABC radio, 7:55-8 p.m. EST. The contract, placed for Chesterfield by Cunningham & Walsh, New York, is for 52 weeks. The newcast will embrace headline news of national and international import.

Beltone Hearing Aid Co. will sponsor Life Begins at 80, for one time only (Wednesday) 8:30-9 p.m. also on ABC. Ollan Bromer Inc., Chicago, placed the contract. The show is heard on 106 ABC radio stations.

Andrew Jergens Co., Cincinnati (Jergens Lotion and All Purpose face cream), will sponsor Time For Love, a new weekly series of dramatic programs starring Marlene Dietrich, on CBS Radio effective Jan. 15. Miss Dietrich will play the role of Leda Saint-Ange, a mysterious international chanteuse who is followed all over the world (Chesterfield cigarettes), effective by Michael Victor, a writer, who narrates each weekly story.

Agency for Jergens is Robert W. Orr & Assoc., New York.

J. R. Wood, New York (rings, diamonds and other jewelry), will sponsor a quarter-hour radio show featuring Lanny Ross, effective March 1, on Mutual. The program will be heard Sunday, 1:15-30 p.m. EST. BBDY, New York, agency for Wood, placed the contract for 52 weeks with 13-week options.

N. Y. Headquarters

NEW YORK offices of BROADCASTING & TELECASTING are moving today to 444 Madison Ave. The old address was at 458 Madison. Telephone number will remain Plaza 5-8885.

C-P-P BOARD

Ups Sims, Mute on McConnell

THE BOARD of directors of Colgate-Palmolive-Peet Co. last Thursday elected William L. Sims 2d as president of Colgate-Palmolive International, a new corporation, but took no action on the expected election of former NBC President Joseph H. McConnell as president of the parent company [BT, Jan. 5].

Failure to act on the McConnell move was construed to mean it was considered premature — and not that it had been considered and action deferred. Although C-P-P has confronted from the outset reports linking Mr. McConnell with the Colgate presidency were “premature,” reliable sources just as steadily have maintained the reports will be proved true.

Feb. 11-12 Meeting

Next C-P-P board meeting, it was reported, is set for Feb. 11-12. The board, to consider a nomination that Mr. McConnell's name either would or would not come up at that time Earlier reports, however, indicated he was expected to join Colgate about March 1.

Mr. McConnell's resignation from NBC and the election of Vice President and General Manager Frank White to succeed him both as president and as member of the NBC board of directors were announced Jan. 2. At that time, and since, NBC officials have declined to comment on Mr. McConnell's future plans except to say he left "to join a company in another industry, and his new position will be announced by that company in the near future."

E. H. Little, Colgate's present president, who is expected to become board chairman upon Mr. McConnell's assumption of office, announced action of Mr. Sims as president of the new Colgate-Palmolive International, formed to aid in coordinating Colgate's foreign operations, carried on through 26 subsidiaries, four branches and an export department.

Other Board Actions

Mr. Sims also was elected to the executive committee of C-P-P and will continue as executive vice president in charge of its foreign business. The announcement said Colgate employees will be the U. S. number about 9,900 and that Colgate's foreign sales in 1951 exceeded $122 million. Sales for 1952 have not been disclosed.

BBDO's Duffy to Talk

BEN DUFFY, president of BBDO, New York, will speak Wednesday at a luncheon of the New York Young Women's Republican Clubs, discussing "Campaign Advertising."
Baltimore School Strike

By John Osbon

Educators last week raised their voices in acclaim for commercial broadcasters who helped Baltimore weather a storm precipitated by a strike that capsized two-thirds of the city's public schools.

The Baltimore experiment in air education proved a spontaneous success as radio and television once again demonstrated their value in an emergency, beaming classes at some 80,000 pupils kept home from over 100 of the city's 175 schools.

So keen was the interest that newsmen from out-of-town magazines and newspapers converged on Baltimore to get a first-hand view of education over commercial broadcasting facilities in an unprecedented local crisis.

Interest in this experiment, in fact, exceeded that in the strike of the city's municipal workers, who forced schools to close for lack of heat. There were indications late Thursday that schools would reopen shortly.

The Baltimore Dept. of Education took a sample random survey of a few thousand pupils in half-a-dozen schools and reported that attendance at their telecasts was nearly 100%—though many pupils themselves indicated they would prefer education in the classroom rather than by television.

Dr. William Lemmel, superintendent of public instruction who rallied support for the radio-TV classes and organized the experiment, termed response of broadcasters, "most heartening."

Favorable Comments

Jack Dey, member of the Dept. of Education's radio-TV section, said there was considerable favorable comments from educational, civic and religious groups and lauded broadcasters for their cooperation. Mr. Dey worked along with Eleanor Kane, of that section, supervising some of the telecasts.

Dr. Harry C. Byrd, president of U. of Maryland, also acknowledged support of the industry. He told Broadcasting * Telecasting that stations had done a commendable job. He acknowledged that many educational institutions might find it difficult to raise funds for television stations to present programs on a regular basis.

Dr. Byrd spoke at a McCall's magazine awards dinner in Baltimore Thursday evening, but did not comment specifically on the city's school emergency. He cited TV's tremendous potentials.

Credit for proposing the TV classroom plan to the Board of Education goes to WBAL-TV, which offered its facilities immediately after the strike was called New Year's Day [At Drankin's, Jan. 5]. Suggestion that all Baltimore radio-TV outlets participate was part of the proposal.

D. L. (Tony) Provost, vice president and general manager of

OPENING classes for elementary pupils were telecast by WBAL-TV as part of its two-hour-per-day schedule. Teacher is explaining workings of a thermometer to one hundred of pupils at WBAL-TV studios. Station carried TV lessons during morning hours.

* * *

WBAL-AM-TV, noted the station's policy on community service and stated:

"Since this is the first time that television has been used to such a large extent for educational purposes, it will be interesting to watch and see how effective teaching by television can be. Certainly the commercial broadcasters have proved once again that they will do everything possible in an emergency, whether it be for education or for anything else."

Mr. Provost said he felt that this experiment "could very well decide whether or not it is advisable for educational institutions to build television stations of their own." He noted the Board of Education's sample survey indicating many pupils' preference for education in the classroom.

Some educators were not immediately prepared to evaluate the success of the TV classes. The Board of Education said before-hand there would be "defects" and the experiment would be "something less than perfect."

A Washington Evening Star staff correspondent, Jack Jonas, summed it up this way:

"It would have to be more lively to compete with space cadets and cowboy heroes—not enough Indians were biting the dust."

The strike was called New Year's Day, forcing closure of 107 of the city's 174 public schools. Some 3,300 employees, including janitors, refuse collectors, engineers, firemen and other municipal workers, were involved.

37 Hours Offered

The job of allocating classes to the different radio and TV outlets fell to the Baltimore Dept. of Education, which found itself hard pressed to fill some 37 hours of air time per week offered by cooperating commercial broadcasters.

Mr. Dey of the department's radio-TV section broke the schedule down this way: WBAL-TV and WAAM (TV), two hours per day; WMAR-TV three hours per week; WFBR, one hour per day, and other stations varying amounts of time.

Mr. Dey stressed that the department's decision to press the WBAL-TV proposal into action was based on a desire to continue "some education during the emergency period."

School authorities stressed that TV programs were not intended to "replace completely classroom instruction but would serve as a value addition to the other homework which pupils were given to do."

WBAL-TV and WIN carried programs of elementary instruction, while lessons for junior and senior high school and vocational schools were broadcast over WFBR and telecast by WAAM.

WBAL-TV's schedule was tailored for elementary school students, with science of toys, 10:10 a.m.; arithmetic, 10:30-11 a.m.; and art and language arts, 11 a.m.-12 noon—Monday through Friday.

WAAM coverage consisted of science at 12 noon, modern language (German, Spanish) at 12:15 p.m., and fundamental skills Wednesday only at 12:45 p.m. A culture session was telecast at 1:30 p.m. and aeronautics programs were put out also. The two-hour emergency schedule for secondary school students was supplemented by three regular weekly shows.

WFBR was booked for Maryland history (all grades), Tuesday and Thursday, 2-2:30 p.m. and vocational classes 11 a.m. Thursday, according to Robert Cochran, program director of the station. It carried civic courses for high school students on a Mon-Fri schedule, 3-3:30 p.m. WMAR-TV offered the department 12 hours of sustaining (and some commercial) time, between 9 a.m. to 4 p.m. Language, arithmetic and other "basics" also were telecast. Mr. Cochran described the reaction as "enthusiastic."

Commenting on WFBR's role in

(Continued on page 89)

SECONDARY school students were given courses each day over WAAM (TV). Baltimore during the strike. Before camera is Malcolm Davies, science instructor at Baltimore Polytechnic Institute.

TEACHERS of Baltimore schools gathered in studios of WFBR to conduct classes for pupils. Bill LeFevre (standing near microphone), staff announcer, briefs them before program gets underway.

January 12, 1953 * Page 25
Pomeroy's Department Store Study:

Newspaper Technique Suggested for Radio

THE BEST way to sell radio to department stores is not by the familiar, consistent, day-after-day, week-after-week, "same time, same station" pattern of radio, but in the "lots of advertising today and little or none tomorrow" formula of store advertising in newspapers.

That is not only the best way to sell stores on using radio, but it's the best way to make them regular radio advertisers, because it's the way that pays off best for them and produces sales at a lower cost than newspapers do.

Those conclusions are drawn from Department Stores Study reports of results of more than six months' use of radio advertising by a typical store (Pomeroy's) doing an annual business of $3 million in a market of 25,000 population (Pottsville, Pa.). These conclusions are confirmed by the experiences of other department stores in other localities, according to DSS.

The simple graph in the chart at right, covering the Monday-Friday segments of a one-week period of department store newspaper and radio advertising in one market, contrast the typical "peak and valley" pattern of the store's use of newspaper space with the "horizontal pattern" of radio.

The newspaper pattern coincides with the buying habits of the community and with the normal department store practice of placing its advertising accordingly. But it is easy to see, as DSS points out, that "radio has been trying to sell itself against the normal department store promotional pattern. Thus radio became most prominent in use during the stores' promotional valleys. As such, it stood out in poor selling times and became relatively inconspicuous during promotional peaks."

Radio's fixed schedules called "for commercials when store people were at their lowest point of promotional enthusiasm," DSS explains. "Psychologically, this made radio somewhat of a nuisance. More important, it brought to radio for selling a poor selection of items, poorly written commercials and a great deal of institutional activity." (With most store advertising costs allocated to the departments whose merchandise it advertised, specific item ads are favored and institutional advertising considered more or less of a waste, in department store circles, except on special occasions.)

Identification Stressed

An illustrative case history cited by DSS reports on a store whose "schedule of radio usage consisted of an across-the-board nighttime news program. In this five-minute segment there was room for store identification at the beginning and end, which the store discounted as almost without real value, and time for one full-minute merchandise item in the middle.

"The store thus thought of this program as one spot and used it for one item for five days (used is correct; the program was cancelled). The cost was approximately $100 for the week. Not one department in the store could afford to continue this advertising at this cost."

"Now compare this with what the store is doing now. The $100 buys 20 daytime participation spots. Four items on an average are promoted with these spots and all on the store's normally peak days when results are easy to get. Cost per item averages $25."

Newspaper techniques should also be followed for store advertising copy on the air, DDS said. Note the below copy in a store ad.

"Here's an interesting sidelight that radio's inability to illustrate the

(Continued on page 24.)
$8 MILLION FOR FCC

PRESIDENT TRUMAN last Friday asked the Republican-controlled Congress for $8 million to run FCC's fiscal 1954 operations. The figure is $75,000 shy of the request made a year ago, but $1,691,640 more than Congress appropriated last summer for fiscal 1953.

FCC would receive $1,667,074 for broadcast activities, a boost of $499,051. The additional money, according to Mr. Truman, would be used to handle the substantially increased workload in processing applications for new television stations. The 824 Congress last summer appropriated $300,000 additional to speed processing of TV applications. During Senate and House Appropriations Committee hearings, it was emphasized the extra funds were to pay for more examiner teams.

Before passage of this appropriation, FCC had seven examiner teams. It now has 13. It can be assumed that should this Congress grant the new increase requested and earmark it exclusively for the hiring of examiner teams, FCC could add at least another 10. An examiner team is made up of the examiner, attorney, engineer, accountant and clerical help.

The budget delivered to the new Congress was Mr. Truman's last as President. It can be expected that the GOP Congress will scrutinize the budget very carefully. The President's other budget requests were presented to Congresses in which the Democrats were in the majority (except for the 80th Congress).

Committee Chairman

Sen. Styles Bridges (R-N.H.) is slated to chair the Senate Appropriations Committee and Rep. John Tabor (R-N.Y.) is expected to head the committee in the House.

Here is the budget's breakdown of broadcast activities for fiscal years 1951, 1952, 1953 (estimated) and 1954 (also estimated):

<table>
<thead>
<tr>
<th>Year</th>
<th>1951</th>
<th>1952</th>
<th>1953 (estimated)</th>
<th>1954 (also estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>466</td>
<td>370</td>
<td>310</td>
<td>305</td>
</tr>
<tr>
<td>FM</td>
<td>72</td>
<td>135</td>
<td>199</td>
<td>205</td>
</tr>
<tr>
<td>AM</td>
<td>26</td>
<td>92</td>
<td>448</td>
<td>521</td>
</tr>
</tbody>
</table>

The other part—and the lion's share—of the more than $1 1/2 million increase requested would be used to “strengthen radio-monitoring and engraving activities including the establishment of new monitoring and direction—finding facilities,” Mr. Truman said. FCC long has been seeking more funds for its monitoring activities. But Congress never has been receptive.

Overall, Mr. Truman requested more than $4 million beyond U. S. expenditures for fiscal 1953 which ends June 30. This fact alone most likely will put Congress into an economy mood.

Here is the complete breakdown by activity of the 1953 budget of FCC followed by the 1954 request:

Common carrier, $704,590, $775,081; capital technical research, $1,111,600, $1,111,600; frequency allocation, $396,645, $488,796; field engineering and monitoring, $2,313,271, $2,843,312; standards for radio services, $585,926, $716,458; TV, $1,252,373, $1,082,1, $1,667,074, and executive, staff and service, $1,514,609.

Proposed increase in field engineering and monitoring “is primarily for the establishment of two new monitoring stations and for placing secondary monitoring stations at 43 new locations,” the Chief Executive said.

Voice Request

Voice of America would receive nearly $50 million under the budget (see more detailed story, page 48).

The Federal Trade Commission would receive $1,111,600 for fiscal 1954 for investigation and litigation in its “anti-deceptive practices.” This branch of FTC takes cases involving false and misleading advertising. The figure compares to $1,107,886 spent last year.

FCC also would get nearly $4,000 more for its “trade practices conferences,” which come under anti-deceptive practices.

Next step on Capitol Hill is for the subcommittees to be heard in both branches of Congress to hear testimony from the agencies involved. They can be expected also to hear top finance officials in the new Eisenhower Administration.

'Silver' Record Issue

CLAIMING the phrase, "Hi, Ho, Silver," and "Lone Ranger," Ranger Inc. has warned the Ranger Twins, Hollywood song and dance team, and Columbia Records, not to release a new recording by that title made by the entertainers and Okay Records, a Columbia subsidiary. Lone Ranger Inc. also demands that the entertainers refrain from publishing the song through Mobile Music Co.

BING CROSBY (c), singing star and board chairman, Bing Crosby Enterprises Inc., Beverly Hills, Calif., with Wayne R. Johnson (l), TV project engineer, and John T. Mullin, chief engineer, examines section of Minnesota Mining & Mfg. Co. magnetic tape used on new sight and sound VTR (Video Tape Recorder) being developed by the Crosby firm [B&T, Jun. 5]. Mr. Crosby holds interest also in KXXL-TV Spokane.

WMGM SALE

Lebhar to Buy for $2 Million

NEGOTIATIONS for acquisition of WMGM New York by Bertram Lebhar Jr., director of the station, in a $2 million deal with Loew's Inc., current owner, were nearing completion last week. The station (50 kw on 1050 kc) is one of the nation's leading independents.

Mr. Lebhar acknowledged that discussions are in progress and said he hoped to have a statement ready shortly. He said Loew's had given informal approval but pointed out that the board's official approval, as well as that of FCC, is needed.

To raise initial funds for capitalization of about $770,000 the new corporation would enlist the aid of advertisers through five-year contracts for time on WMGM. Mr. Lebhar said, noting that this offer would be available to advertisers not now using the station as well as to present sponsors.

Mr. Lebhar, 45, has been with WMGM since 1939, when he joined the station (then WHN) as director of sales. He became director in 1949, and the same year formed MGM Radio Attractions. Aside from WMGM, he has owned the Los Angeles radio station KTA and is a partner in an independent radio and TV sales company which was formed in 1952.

CBS-BROADCASTING FEATURES L. A. FACILITIES TOUR

CBS Inc. board of directors will hold its regular January meeting in Los Angeles today (Monday) and tomorrow, it was announced last week.

Business sessions will take place at Television City, and an inspection tour of CBS Radio, CBS-TV and Columbia Records Inc. facilities in the Los Angeles area has been arranged. Expected to attend are the following board members: William S. Paley, CBS chairman of the board; Leon Levy, personal investment; J. A. Igichart, partner, W. E. Hutton & Co.; Dorsey Richardson, vice president, Lehman Corp.; Ralph F. Collins, Ray Collins & Kaye; Frank Stanton, CBS president; Edward R. Murrow, CBS Radio and CBS-TV new analysis.


CBS-TV Sales Shifts

THEODORE F. SHAKER, account executive of CBS-TV local sales Chicago office, moves to the New York office in the same capacity Feb. 2, while Bruce Bryant, a TV sales staff member of Edward Petry Inc., joins CBS-TV Sport Sales in Chicago Jan. 19, it was announced last week. Mr. Shaker has been an account executive in the network's Chicago office since 1951 and before that was in the television sales department of The Katz Agency. Mr. Bryant had been with Petry four years and before that was with ABC radio spot sales in Chicago.

BROADCASTING * Telemarking

January 12, 1953 * Page 27
MUTUAL Broadcasters System's gross time sales during 1952 totaled $21,044,976, the network reported today. The figures included actual sales for 11 months, with December estimated.

Billings, a gain of 17% above the MBS 1951 gross time sales, covered 2,988,367 minutes handled by 86 advertisers who used an average of 407 MBS stations, 15% more than in 1951. Their business was placed through 62 advertising agencies.

C. Johnson & Son was Mutual's leading sponsor last year, spending $2,050,194 for time on this network. Sterling Drug ranked second, with MBS time purchases of $1,825,720. P. Lorillard Co. was third with $1,576,535, followed by Miles Labs., $1,325,600; American Tobacco Co., $1,304,000; and Quaker Oats Co., $1,040,000.

Needham, Louis & Brborby, agency for C. Johnson & Son, not unnaturally turned out to be top agency from the standpoint of volume of time purchases during the year. The $2,041,743 worth of MBS advertising placed through this agency included purchases for Derby Foods and State Farm Automobile Insurance Co. as well as for Johnson's Wax Products.


Advertising for drugs and toilet goods comprised the largest volume of MBS advertising of any class of client, buying $5,796,733 worth of Mutual time last year. Food and food products were second with $3,012,572; and laundry and household supplies next with $2,073,212, and tobacco products fourth with $1,550,203.

Breakdown of the 1952 billings follow:

1952 Advertiser Expenditures

- C. Johnson & Son Inc. $2,050,194
- Sterling Drug Inc. $1,576,535
- P. Lorillard Co. $1,304,000
- American Tobacco Co. $1,204,000
- Quaker Oats Co. $1,040,000
- MBS time purchases estimated.

Gross gains 17% in 52
Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar!
And how the local merchants do know it! W-I-T-H regularly carries the advertising
of twice as many of them as any station in town!

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

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

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
life began at 30...

The news writer's "30" marks the finish of his story. To Radio Station WFAA, "30" symbolizes its Thirtieth Year of leadership ... a year of great accomplishment, a vigorous advancement at a time when others cowered, fearful for the future of radio. With the successes of 1952 highlighted on these pages secure in its belt, WFAA strides forward with daring and dramatic sureness into 1953.
WFAA 30TH ANNIVERSARY RADIO FAIR
The week of June 23rd more than 30,000 friends poured through WFAA's penthouse studios — from daylight to 10 P.M. — to enjoy continuous audience shows, shake hands with their favorite WFAA personalities, view colorful, dramatic historical and merchandise exhibits, win prizes!

MURRAY COX, R.F.D.
Broadcaster, traveler, editor, promoter...leading exponent of Southwestern agriculture, now in his seventh year as Farm Director of WFAA. His 3rd annual WFAA Farm Tour last spring conducted 218 enthusiastic farmers and ranchers through the Corn Belt, into Canada, and the New England states. Recognized "one of the best friends of farmers of Texas," and for his tireless and conspicuous work in behalf of soil conservation and pasture improvement, Murray's 6:30 morning and noon daily programs are closely followed by commercial farmers and ranchers throughout the WFAA area, to the great benefit of agriculture, his sponsor and WFAA.

JOE REICHMAN
Less than a year ago this big name bandleader-showman switched horses at the height of his career to join WFAA. Reichman's genius fuses a wealth of music, incidents, personalities and showmanship into delightful, informal shows that quickly gained him a strong following and six sponsors for 24 quarter-hours a week!

REUBEN BRADFORD—"OPERA ONCE OVER LIGHTLY"
Good natured spoofer, Reuben takes the "grand" out of grand opera, and introduces the beauty of its music to the man in the street. The general appeal of Reuben's witty, unique commentaries brought his program to the attention of NBC* — and a network contract.
*Listen each Saturday 8:30 P.M. EST — your favorite NBC station.

WFAA SATURDAY NITE SHINDIG SHOW
The largest folk and country music stage show and broadcast in the Southwest was opened by WFAA at the State Fair of Texas, October 4-18, 1952. A fast paced four hours of hilarious entertainment — the Shindig's company of fifty artists, two bands, an emcee, two comics, a quartet, four top recording stars, and frequent booking of top guest stars*, are drawing an increasing paid attendance.
*Spike Jones Revue, Jan. 17

NEW TALENT
Forty radio and stage artists were added to the WFAA roster during the year, greatly broadening the station's public appeal and the variety of its programming at every taste level.

These were our laurels of 1952. They are recounted in proof of WFAA's reluctance to stand still...of its ability to ever step forward. Our plans are continual. Life began at 30 for WFAA. By began we mean these were first steps in increasing our service — that in 1953 WFAA shall be more exciting, more entertaining, more interesting to our audience...and more productive and profitable to our advertisers.
**The Kansas C. To Go**

The following statement on behalf of The Kansas City Star is made by Roy A. Roberts, president of the company, concerning the anti-trust charges brought by the government:

"The Star will look with complete confidence to courts and the jury for vindication in the charges brought by the government in both the civil suit and the indictment for alleged violation of the Sherman anti-trust act. Our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals."

* A Pioneer in Radio

"The government seeks to have The Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star will meet the charges head-on. The most precious thing a newspaper possesses is the integrity, the confidence of its readers and community. There will be no effort of any kind to quash or delay the anti-trust indictment.

"Both the indictment and the civil suit are of the shotgun variety. The allegations of both are couched in language of such vagueness as to time and otherwise that we cannot at present prepare for trial because we are not sufficiently informed of what the government is complaining of.

"Naturally, we will file appropriate motions, such as for a bill of particulars, and we will present our case so that the court will have to meet and prepare our defense accordingly. There will be no unnecessary delay on our part in bringing these actions to a final hearing."

**Ad All One Newspaper**

"The government under its anti-trust charges monopolization. It is our desire to destroy the basic structure upon which The Star's circle has been maintained for more than a half century. We publish one newspaper. We give the subscriber a one-edition, evening and Sunday edition for one price.

"That service was started in 1901 by Col. W. R. Nelson, founder of the Star. It has never been challenged as a practical or a financial proposition. It has long been recognized by the courts and other officials that the present administration retires from office.

"The Star gives its readers the greatest bargain in the country. We deliver morning, afternoon and Sunday editions, for 40 cents a week in Kansas City and all our territory. We have the lowest subscription price anywhere in the world. The morning edition covers twelve hours of news; the afternoon edition brings out additional news of the week.

"In 1908, The Star put into effect combined advertising rates for morning and afternoon on general and classified advertising. That practice has never been challenged on a 12-hour paper until now. We have been penalized with the lowest one of the million rates for not the lowest, in the entire country. If we forgot entirely, say, the morning edition, and charged the combined rate of $4,000 per page for advertising which is lower than the average advertising rate of the major newspapers in the country. Again, two weeks before the Truman administration goes out of office, this practice is challenged.

**FOREIGN FILMING**

Council's Opposition Moves

ENCOURAGED by the responses from agencies and sponsors, Hollywood APL Film Council last week voted to carry out its program to discourage "runaway" production of TV films, described as the making of pictures abroad to escape payment of higher technicians' wages in this country.

Roy M. Brewer, council chairman, said several top agencies and advertisers have assured him their plans to make TV films abroad have been cancelled. The council has coverage to its campaign, the council appointed a committee to contact all other producers, distributors, magazines and sponsors who might go abroad for their film-making.

The committee includes Adolph Thomas, chairman of its foreign film production committee; Pat Doolen, executive secretary, Screen Actors Guild, and Howard Costigan, IATSE public relations director.

Advertisers not acceding to the council's request face a fine. "We do not patronize" boycott.
ty Star Makes Reply nment Anti-Trust Suits

pose of the equipment. We bought a few linotypes, second-hand typewriters, which were then hard to get, and certain empty file cabinets and the library of the Journal. Previously we had a fire in our library at The Star and the files for several years were either damaged or destroyed. We replaced these damaged files and volumes and gave the remainder of our Journal library to the State Historical society. That's what that charge amounts to.

"Not once, but several times, The Star was given the opportunity to purchase the Journal before and after it suspended. The Star did not. When the Journal closed, we did not start to trim expenses but immediately increased them, taking on every news service that we did not then have. Indeed today The Star has at least as many, or more, news services than any other one newspaper in America. The fact that we were alone in the town was not for our making and we have constantly sought to keep in mind our responsibilities.

"The Star, against which the government took action, is one of the unique institutions in the United States in its ownership. It is not owned by any people who work for it. There are more than 250 stockholders. Every share of stock is allotted to employees as may be designated by the board of directors. When any individual dies or leaves the paper his stock is immediately bought and resold to those actively engaged in making the paper. The largest stockholder has less than 15 per cent of the total holdings. Members of the board of directors and management all came up the hard route from the bottom and now run the vanguard.

"The government complains that since the Journal folded in 1942 our subscription rates have been increased because we have an asserted monopoly.

Newspaper Expenses Up

"Of course, costs have forced every newspaper everywhere to increase its subscription price. Newsprint in 1942 cost $48 a ton. Today it is $127. The Star has never had a raise in the price of its newspaper. The Star pay has gone up from approximately 3 1/2 million dollars in 1942 to almost 7 million a year in 1952, an increase of 185 per cent. Taxes have gone up from 1942 to 1952 a total of 205 per cent. All these items have increased roughly twice as fast as the subscription price. Nothing better illustrates the ridiculousness of this charge than the testimony that the greatest factor in forcing consolidations and the involuntary discontinuance of

newspapers, which is all very regrettable, is the government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs.

"As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which our government seems to be complaining of.

"Of course, no purported charges of coercion can or will be sustained. They are contrary to the facts and policies of The Star.

On a 26-Year Period

"Until the indictment was returned, The Star had never been informed of what the anti-trust division was complaining of or seeking action on. Nearly two months ago The Star was served with a catch-all subpoena to produce books, records and documents of business transactions covering a period of more than twenty-six years. This included every conceivable record, bit of correspondence and otherwise, which any business institution might accumulate over a quarter of a century. We had been charged with nothing. The government simply walked in and subpoenaed the records.

The fact that the anti-trust division and the scope of the investigation was the only clue The Star had as to what might be involved.

"The Star said it had nothing to hide and would turn over to the government such of its records or documents as it then had available, as the agents might specify. We supplied them office space and equipment in The Star building. The agents were there for months. Not until thirty-four hours before the indictment was returned were any officials of The Star called before the grand jury and then only for a few persons who had answered to the subpoenas.

The so-called investigation was not an investigation as the public would conceive it, but an inquisition, entirely one-sided. The plaintiff's attorney given interview witnesses nor did the government agents seek to get from The Star any answers or explanations of anything about which they might have complaint. They didn't want our story.

"More than 250 witnesses were brought before the grand jury—not only local, but from all over the country. More than 1,000 subpoenas were served for records, letters and documents, anything pertaining to business transactions with The Star for a quarter of a century. Not now was any information imparted as to the nature of the government's complaint. All this took the government agents seven months. It necessarily will require ten, and the reasonable time for The Star to investigate so as to prepare its defense.

A Bother for Customers

"This inquisition proceeding has presented a serious harassment to many customers of The Star who have had to spend days going over records covering a period of more than twenty-six years. This included every conceivable record, bit of correspondence and otherwise, which any business institution might accumulate over a quarter of a century. We had been charged with nothing. The government simply walked in and subpoenaed the records. The fact that the anti-trust division and the scope of the investigation was the only clue The Star had as to what might be involved.

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"The Star had made many efforts for honest elections here. Back in the late '30s, at the hey-day of the Pendergast machine's power, The Star conducted an exhaustive campaign against ballot-box stuffing. The administration in Washington then threw the FBI with all its force behind our campaign. Indictments were brought against 279 defendants. Thirty-six were convicted by juries. Thirty-six pleaded guilty. One hundred and sixty entered pleas of nolo contendere and received fines. Twenty-seven—one thirdwere—nine cases—were the only cases that the government agents found to be true.

"It was found that there was far more fraud than even The Star's investigation had revealed. The vote thieves hadn't even gone to the trouble of stuffing the ballot boxes. They just altered the returns. The evidence was there. But in the early morning of May 27, 1947, an explosion blast ripped open the steel vault in the elderly board of office in the courthouse. The sheriff's office was on the top floor. The police department was across the street. This vault had been piled high with sacks of ballots and poll books. Gone were the ballots from thirty-two of the thirty-four precincts the county grand jury had investigated plus the tally sheets from nineteen of the precincts. Gone was the evidence.

Points to a Contrast

"The same administration, or Department of Justice, which had refused to interest itself in the case, suddenly found it was a federal offense and turned the FBI loose. But it was too late. The trail was cold; the evidence gone. We cannot help but wonder at the contrast in the conduct of the two investigations.

"Despite this indictment, there will be no relaxing in any degree of The Star's efforts against ballot-box stuffing, ghost voting and all the other fraudulent devices to defeat the processes of honest elections.

"The Star assures its readers and this community that it has conducted its business in a fair and honorable way throughout these years. It expects to continue to do so in the years to come. Its endeavor will be constantly to keep improving and getting out a better newspaper and to be ever on the job fighting for this community and this territory."
RADIO-TV TAKE

Was Campaign's Biggest

"IT may never be known what methods of campaigning had the greatest impact on the 1952 election — but if money outlays are taken as the index, broadcasting can make the best claim to the honor."

This reflection on the "high cost of campaigning" was contained in a report submitted to the 83d Congress by the Special House Campaign Expenditures Committee and published last Friday.

The committee, headed by Rep. Hale Boggs (D., La.), reported broadcasting expenses constituted the largest item for both parties, including several independent committees — both for radio and television.

The report quoted political witnesses who appeared during committee hearings last month [BT, Dec. 15, 1952] as feeling unani-
mously that the "spectacular growth of TV" the past year was a major cause of "vastly increased" costs in the last campaign. The Boggs committee also noted prospects for continued growth of television, reciting testimony by NARTB Government Relations Di-
rector Ralph Hardy. Among other things, Mr. Hardy had pointed out that costs actually were made up by a small part of overall expenses in television that also included line charges and operation outlays.

Mentions Walker's Views

The report also mentioned FCC Chairman Paul A. Walker's views on advisability of amending the Communications Act covering po-
litical libel and censorship, which the committee endorsed (AT DEAD-
LINE, Jan. 5).

The report referred to Stephen Mitchell's testimony that his Demo-
cratic National Committee spent $400,000 out of $3 million on broad-
casting in the campaign. The State Broadcasters Sparkman Forum Committee was believed to have spent between $700,000 and $800,000 on broadcast- ing.

It noted a representative of Volunteers for Ste-
venson that the volunteers spent $421,000 for network and $77,000 for spot radio-TV out of a total of $740,000 (of which $49,000 was for newspaper). Democrats' most ex-

The Senate unit still is compi-
ing data before it submits its final report. The group's present present ceilings on campaign expenditures ($3 million for each major political party) are unrealistic and that present election laws should be re-

advertised item proved an asset rather than a disadvantage. Private brand, low-price household appliance, for example, drew people to the department when advertised on the air, when the illustrations in the paper failed to attract by not jibing with the reader's preconceived idea of how the appliance should look. Once in the depart-
ment, the prospect frequently re-
jected the advertised appliance only to name a brand name article at a higher price, a step-up sale not made to the newspaper reader who did not visit the store.

In another series of DSS experi-
ments, radio was used on Sunday in markets where there were no Sunday newspapers to promote store traffic—and sales—on Mon-
day, normally a slow day for stores in those cities. Inexpensive mer-
chandise, advertised at a special one-day price reduction, failed to increase store traffic on the off days, but when high-priced items were advertised as one-day specials customers did come in.

For peak day advertising, how-
ever, radio proved as good or better than newspapers in selling clothes, dresses, brassieres, hosiery and other standard soft goods items, using 48 spots, six to each of eight items. They combined to make a "mass impact" on the listeners but when broken up costwise by items had a per-unit promotion cost well within any department's budget.

"Mass impact" for special pro-
motions can also be achieved at a minimum cost by an adaptation of the hitch-hike technique. A New England store had just been ap-
pointed Girl Scout Headquarters for its market and had put in a full shop of Girl Scout equipment.

"The first thing I want to find out is what they call a disc jockey.

Newspaper Technique in Radio Selling

(Continued from page 2b)

SDX Awards Deadline

REMINDER was issued last week that the deadline is Feb. 9 on nominations for Sigma Delta Chi national foundation's annual awards for distinguished service to journalism, totaling 13 categories of which three are for radio or TV newswriting, reporting and production [BT, Dec. 24, 1952]. Victor E. Bluedon, SDX executive director, said winners will be announced in April.

Grant Postponed

EFFECTIVE date of FCC's action of Nov. 26, 1952, granting a con-
struction permit for new station, WAMB, Columbia, S.C., was post-
poned by the Commission last week pending hearing on a charge of ex-
cessive interference which would result to an established station, WKRM Columbia, Tenn.
In building battleships...

or broadcast transmitters

ENGINEERING makes the difference

In building battleships, or manufacturing quality broadcast transmitters, engineering excellence is the initial step toward the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 30

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

For quality in broadcasting equipment, it's...
Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and still unquestionably radio dominated.

The lion's share of Southern listeners—built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. Verified by highest ratings.

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. No other station South gives advertisers such all-out support.

LET WWL, the South's Greatest Salesman, SELL THE SOUTH FOR YOU!
LIBEL BILLS

LEGAL battle on Section 315 of the Communications Act is shaping up last week reintroduced his bill (now right to censor libelous material in than the regular commercial rate for time.

In the present situation, the broadcaster is on the horns of a dilemma. He is forbidden by Section 315 to censor, but at the same time he apparently can be sued if a candidate speaking over his station libels an opponent.

During the House debate on the McFarland Bill last year, both Reps. O'Hara and Horan offered their bills as amendments. The Horan version—exempting stations from damages—was accepted. This, however, was deleted from the final conference report on the ground that no hearings had been held on the matter.

Tending also to force broadcasters into what they consider an untenable situation is the FCC's 1948 Port Huron decision. In this, the Commission stated affirmatively that broadcasters must not censor political candidates' speeches and that because of Section 315 they were immune from libel suits.

Repeated Ruling

In several subsequent decisions and policy announcements, the Commission repeated its interpretation of Section 315—that no broadcaster may refuse equal facilities to all candidates if a single candidate is given access to its microphones. This occurred in 1951 when the FCC renewed the license of WDSU New Orleans and again in answer to a complaint of a Socialist Labor Party candidate. In the latter, the Commission held that since the state refused to legally qualify the Socialist Labor candidate on the ballot, he was not a candidate under the terms of Sec. 315.

On the other hand, broadcasters know they cannot censor supporters of candidates. This was formalized by the U. S. Court of Appeals in 1949 which held that Sec. 315 applied only to actual candidates, not to spokesmen. The Horan Bill last year included "authorized" supporters as well as candidates in its revision of Sec. 315. Inclusion of supporters in the provisions of Sec. 315 was recommended by FCC Chairman Paul A. Walker (see Boggs Committee story on page 34).

Key to Rep. O'Hara's bill is the section providing that:

No obligation is imposed upon any licensee to broadcast any defamatory, obscene or other material which may subject it to any civil or criminal action in any local, State or Federal court.

This attitude, Rep. O'Hara told Broadcasting last week, is based on his belief that defamation should be prevented. The only way this can be done, Mr. O'Hara said, is by giving broadcasters the power to delete such material from candidates' speeches.

"It's not that I don't have any sympathy for the broadcasters," Mr. O'Hara said. "I know they are the innocent bystanders in this problem. Particularly since the Port Huron decision, which I consider very bad.

"But to me no one, political (Continued on page 89)

WHADDA YA MEAN, RABBITS?

These, my friend, are CHINCHILAS ... the in-the-money bunny ... the aristocrat of the rabbit world. We dug up this photo because it's a perfect illustration of the WIBW audience.

You see, we're a farm station. Always have been. As a result, WIBW is the station that Kansas farm families have always listened to most*. And when it comes to spendable income, WIBW listeners are the aristocrats in this area. Twelve consecutive years of wonderful crops and high prices have taken care of that.

CASH IN on this known buying power and known listening preference. USE WIBW!

* Kansas Radio Audiences 1940-52

O'Hara, Horan Take the Lead
**INDIANAPOLIS, IND. (WIBC)**

"CONTINUOUS SPONSORSHIP BY PETER PAUL CANDY OF THE 7:00-7:10 A.M. AP NEWS SPEAKS FOR ITSELF -- THEY ARE NOW IN THEIR SEVENTH YEAR."

RICHARD M. FAIRBANKS
PRESIDENT, GENERAL MANAGER

**CHARLOTTESVILLE, VA. (WCHV)**

"AP NEWS SERVICE IS THE BACKBONE OF OUR RADIO STRUCTURE. OUR NEWS SPONSORS, 18 DIFFERENT ONES DAILY, FEEL AP NEWS IS RADIO'S STRONGEST FEATURE AND PUBLIC SERVICE. AP NEWS SERVICE, WHILE OBVIOUSLY PROFITABLE, ENABLES US TO FULFILL ONE OF OUR MOST IMPORTANT OBLIGATIONS TO THE PEOPLE OF OUR COVERAGE AREA."

ROBERT C. WALKER
MANAGER

**WASHINGTON, D. C. (WTOP)**

"AP NEWS DOES AN OUTSTANDING SELLING JOB FOR RADIO SPONSORS. I DON'T KNOW WHAT WE'D DO WITHOUT IT."

JOHN S. HAYES
VICE-PRESIDENT, GENERAL MANAGER

**LOCKPORT, N. Y. (WUSJ)**

"AP NEWS ALWAYS ENJOYS PEAK AUDIENCES, PEAK SALES. ADJACENCIES TO AP NEWS ARE A NEAR SELLOUT. WE'VE JUST SOLD ONE AP SHOW FOUR YEARS IN ADVANCE--AP'S 1956 ELECTION RETURNS."

JACK GELZER,
STATION MANAGER
Next week (Jan. 19)
the new BROADCASTING • TELECASTING will appear,
with new styling, new features, new readability—
plus the reliable, complete news reporting learned in
more than 21 years of publication.

(Note to advertisers: For new space
specifications, wire or telephone collect.)
WOODland! AM

Sold - 384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES
1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level—in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted $400 a week for radio and TV advertising over the 24-week period. This broke down as follows:
- Daytime TV (announcements only) — first and third six-week periods
- Daytime and Nightime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. No other promotion was used.

(Copy continued in ad at right)

WOOD
GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with

WFYM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

National Representatives: Katz Agency

Grade A Milk Bowl
EDITOR:
This has been a period of real progress for the Milk Bowl, and I have a sense of real appreciation for the help and encouragement given by many folks throughout the past year. . . May I express gratitude for your good will toward this project.

As you know, the 1955 Milk Bowl had national press, radio, movie, magazine and TV (film) coverage. . . The game was broadcast over the full facilities, coast-to-coast, more than 550 stations, of the Mutual Broadcasting System, as the Game of the Week, with Al Helfer doing the play by play. . .

The 1956 Milk Bowl will be held in Lufkin, Tex., probably on Dec. 5 or 12. Radio and TV coverage continues to be welcome. Radio Station KTRE is the local station in Lufkin; this station may also be a TV one by December, providing both radio and TV broadcast possibilities.

Eugene C. Weaver
Executive Director
The National Milk Bowl
Bryan, Tex.

WQXR Network
EDITOR:
I noticed that in the issue of Dec. 29 on page 78 you failed to include WWNY-FM Watertown, N. Y., and WMSA-FM Massena, N. Y., in the article on the WQXR network.

Since an omission is a rarity in your fine magazine, I am sure that you will be willing to correct this error.

Earl R. Kelly
Station Manager
WWNY-AM-FM
Watertown, N. Y.

Low, Lower, Lowest
EDITOR:
We never like to make a statement that is not a fact. Accordingly, when we said WFPG-TV was the lowest rate in TV, we were stating the truth.

Frank Kohler of WROV-TV, contemplated operation in Roanoke, called attention to the fact that his proposed station was $140 per hour compared with ours of $150 per hour with ours of $150 per hour [Open Mike, Dec. 22] . . . However, you will note that his rate states "local rates" of $140 . . . Accordingly our $150 per hour nationally for WFPG-TV is still lowest .

Fred Weber
President
WFPG-AM Atlantic City

Global Coverage
EDITOR:
It isn't often that an independent 250 wattter can lay claim to being heard around the world but on Dec. 23 WNEB's "Waltz Back Home" program for AFRS was piped around the globe by 60 AFRS stations overseas. Constant plugging of the show, handled by our special events director John Bennett, alerted the home folks to write to their servicemen. The result was that grateful letters came in from Japan, Korea, Germany and Italy from Worcester boys who heard a word picture of the home town.

This is a type of public service that results in inestimable good will for the station. It gives the station one of the finest opportunities to serve the community in which it exists and upon which it depends for a healthy living.

The feeling of warmth you get from receiving those letters of thanks is all the reward you could ask for.

John J. Hurley
General Manager

How Big Is Texas?
EDITOR:
The Dec. 29 issue of Broadcast-
ing Telecasting carries an ad on page 10, placed by Broadcast Advertising Bureau. BAS states there are 27,424,500 automobile radios alone in these United States.

In the same issue, on page 74, in "Programs, Promotion, Premiums," I see a special story on a recent promotion of WOAI San Antonio. Here, WOAI claims there are 21 million auto radios in the WOAI coverage area.

I know Texas is big... but THAT BIG????

Bob King
WNAI Yankton, S. D.

EDITOR'S NOTE: No WOAI but a B+T staffer unnecessarily added to Texas' size. The WOAI promotion said there were 21 million auto radios throughout the U.S.?]

Availables
EDITOR:

Since we are kinda happy about our 18% increase in sales, we don't want national agencies to think we don't need more business. The 12:30 and 4:30 p.m. Scranton Times newscasts are not for sale, but all the others available are . . .

Cecil Woodland
General Manager
WQAN Scranton, Pa.
Funds for VOA

THE STATE Dept. has asked the 85th Congress for nearly $50 million to finance Voice of America operation after next July 1.

This figure was contained in the bill to the Capitol Hill last Friday (see funds story this issue).

The International Information Administration is seeking $114,515,800 for its overall information and educational activities, with $18,000,000 needed for radio broadcasting service. Another $20,200,000 is requested for "acquisition and construction of radio facilities."

An increase of $27 million-plus over the current year is asked for IIA because of "the costs of operating new radio facilities" and "other program activities to meet current psychological objectives in critical world areas." It was understood that IIA originally sought $135 million but was cut by the Budget Committee.

The $20,200,000 would be used "for completion of two facilities and for acquisition of sites and equipment for three additional facilities in a world-wide radio broadcasting network." Funds for broadcasting service cover programs transmitted from the U. S. and overseas relay stations and transmissions of radio TV programs shipped for use on local outlets.

A sum of $100,000 from overall IIA monies is to be made available to private radio- and TV-broadcasting licensees for developing programs to be beamed to Western Europe and Latin America. Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL), had suggested this provision in previous Congressional hearings.

The President's budget request served to point out the importance of IIA's role in psychological warfare and the potential of the entire U. S. foreign information program, of which the short-wave radio arm is but one major part.

Possible Revisions

Speculation is rife that the Eisenhower administration will accelerate the whole program, reorganizing IIA and perhaps giving it a greater status. There is talk of a new psychological information agency which would comprise all U. S. foreign information activities— with the pattern of the old OWI, the Psychological Strategy Board and other groups—and be divorced from the State Dept.

A Senate Foreign Relations subcommittee has been looking into overseas information functions, not alone of State but of the Defense Dept., Technical Cooperation Administrations, U. S. Information Agency and other departments. The subcommittee staff has recommended separation of VOA from the State Dept. (Sept. 21, Nov. 24, 1952).

Subcommittee members have returned from field trips to Europe, the Far East and Near East and

President's fiscal 1954 budget subcommittee will report by Jan. 31. Hearings are scheduled but no definite date has been set. Subcommittee is headed by Sen. J. William Fulbright (D-Ark.).

IIA has had its own long-range study underway, with Dr. Wilson Compton, himself just returned from a worldwide tour, prepared to report his findings to Secretary of State Dean Acheson before the latter is succeeded by John Foster Dulles.

Dr. Compton has concerned himself with inspection of field operations looking toward greater stress on U. S. information field offices (and VOA)—so-called localization of radio and other media—and a re-analysis of domestic VOA facilities. Inherent in a potential streamlining is the consolidation of certain U. S. shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming.

Latter study is based on a report prepared by Booz, Allen & Hamilton at the request of the State Dept. Its contents have not been revealed for security reasons. Consolidation of some domestic facilities fits the pattern of greater emphasis on field operations, with more veteran programs beamed directly from foreign countries where feasible—and perhaps with the aid of nationals of those countries.

Meanwhile, IIA is due to get a new chief shortly—Carl W. McCord, chief of the Washington bureau of the Philadelphia Bulletin and veteran newspaperman. He was appointed by President-elect Eisen- hower to succeed Howard Sargeant as Assistant Secretary for Public Affairs. Dr. Compton would report directly to him. His appointment is subject to Senate confirmation.

SEATTLE CAMPAIGN

$24,812 in Time Donated

RADIO contributed an estimated total of $16,800 in free air time and television, $8,012, in the Seattle November pedestrian safety campaign.

This is one highlight of the first report on Seattle's Traffic Safety Crusade, being conducted jointly by the Advertising & Sales Club of Seattle and the Seattle-King County Safety Council.

All radio stations used the spots in varying degrees.... KING broadcast 1,152 spots during the campaign, estimated as equivalent to $9,784 worth of commercial time.

As for TV, the report stated that the city's only TV outlet, KING-TV, donated time "valued at $8,012 for its 115 public service spot announcements on pedestrian safety alone."
IN REVIEW...

“This Is Charles Laughton,” 15-minute weekly program, filmed by Sherman Harris Productions, telecast on 21 stations.

**Sponsor:** Duffy-Mott Co. (Mott’s Apple Products; Sunsweet Prune Juice). **Agency:** Young & Rubicam; **Account Executive:** Frank Henderson. **Production Cost:** Approximately $2,000. **Cast:** Charles Laughton. **Producer:** Paul Gregory. **Associate Producer:** Sherman Harris. **Director:** Charles Laughton. **Research:** Albert Bruther, Charles Laughton. **Camera:** Jack MacKenzie. **Film Editor:** Bob Golden.

**THE BASIC PRINCIPLES OF TV PRODUCTION** are shcovered by Paul Gregory, producer of *This Is Charles Laughton,* in the quarter-hour film series which made its debut last week on 21 cities, two stations being used in New York.

In this program there is no rapid motion across the screen. There is no background music and scenic background props—a small table atop a large one and a couple of books. There is only a man, leaning against the table and talking or reading. But, since the man is one of the major actors of our time and since his material is carefully culled from the most readable writings of the world’s greatest writers, that is quite enough.

The basic format of the series is disarmingly simple. A theme is selected and discussed briefly by Mr. Laughton, who, once the mood is established, reads a passage or scenes passages which contrast the treatment of the theme by an ancient and a modern writer. If this re- minds you of Lit 212 college, don’t be alarmed. With Mr. Laughton doing the reading, there will be no nappers in this class. The sponsor, with exceptional consideration for both the star and his audience, has omitted the customary middle commercial so that the mood of the program is unbroken and the reading goes on without interruption.

Consistent for each program, the mood of the various program units varies widely throughout the series, now philosophical, now gay, here contemplative, there dramatic or romantic. One might expect Mr. Laughton to wring the full flavor from each type of reading, as his sponsor presses the last bit of juice from each apple, and one is not disappointed. Reading the story of David and Goliath from the Old Testament in an early program, he is alternately the confident, almost cocksure youth urging King Saul to let him face Goliath; the uncertain King, reluctant to send the boy to almost certain death and yet not knowing what else to do; the boastful and defiant giant Philistine.

Another program, lightly humorous in tone, deals with folklore and fable, contrasting the works of Asop and the Brothers Grimm with the modern fables of James Thurber. Mr. Laughton here recalls the familiar tale of Little Red Riding Hood with its “What big teeth you have, grandmother,” cli- max, that, he comments, “is enough to scare any child to death.” He follows this with Thurber’s version of the same story in which the modern Red Riding Hood sees at once that the gowned and hooded figure on the bed in no way resembles her grandmother and shoots the wolf before he can “eat you, my dear.” Mr. Thurber’s moral: “It’s not as easy to fool little girls as it used to be,” drew a contagious chuckle from Mr. Laughton.

This same program opened with some limericks and a couple of verses from that old favorite collection of “Ruthless Rhymes from Heartless Homes” — the classic “Little Willie in the best of sashes” ****** whom no one liked to poke up, and the less familiar “In the drinking well, which the plumber built her, Aunt Eliza fell. We must buy a filter.” Mr. Laughton’s rendition of these childhood classics hit precisely the right note of enjoyment of these gay trifles for what they are, with no hint of the usual apologetic adult attitude for wasting time on such childish matters.

Mr. Laughton was equally suc- cessful in attaining his delivery ex- actly in the proper key in the more sober telecast contrasting Shake- speare’s “Seven Ages of Man” with Thomas Wolfe’s prose treatment of man’s earthly span in *You Can’t Go Home Again.* This telecast proved a bit of TV sabotage, for one viewer at least, as it drove this reviewer to his bookshelf to find that passage and the rest of that evening spent reading instead of viewing.

Technically, the production is excellent throughout, with one small defect. The sensitive micro- phone, in transmitting the nuances of Mr. Laughton’s voice, also picks up with unhappy emphasis his gulping inhalations, introducing a needlessly discordant note into the otherwise flawless performance.

**CBS APPOINTMENTS**

**APPOINTMENTS OF** Kingsdon S. Tyler as manager and Harold W. Van Wagener as assistant manager of CBS’s building construction department were announced last week by Frank Paulkner, vice president in charge of operations for CBS-TV. Mr. Tyler who joined CBS in 1938, will be responsible for exploration of the new CBS-TV production center in New York. Mr. Van Wagener became associated with CBS in 1944.

**TV OPPORTUNITY**

Mc Cormick Points Up OPPORTUNITIES in television for experiment and innovation are “more spectacular” than in the “older enterprises,” said Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, and WGN-AM-TV and WGNB (FM), in a New Year address to listeners and viewers. Col. McCormick, enlarging upon the accomplishments, past and fu- ture, of the Tribune’s broadcast subsidiaries, said the company “did well” in TV in 1952, and hoped to do better. And, he added, “We’d better do better in radio.”

Speaking of progress made and records broken, he said “We have trained ourselves in new skills and taught ourselves new techniques in the very complicated field of audio- video communication.”

**BUFFALO HEARING**

Explores N. Y. Educational TV

FIRST in a series of public hearings examining the role of television as an educational medium was held last Tuesday in Buffalo under the auspices of the New York State Temporary Commission on the use of television for educational purposes. One session of the hearing will be held in New York on Wed- nesday and a final one in Albany Jan. 21.

Thirty-eight persons spoke at the Buffalo hearing in favor of a New York State Board of Regents plan to construct a state network of 10 educational TV stations. Only opposition came from Charles A. Much, secretary of the Business & Civic Asns. of the Tonawandas Inc., who conceded that educational television was desirable but urged consideration be given to the taxpayer who would bear the expense.

The Temporary State Commis- sion, set up by Gov. Thomas E. Dewey, must present its report to the legislature by Feb. 10. The Board of Regents has until June 2 to convince the FCC that it can implement plans to operate the six stations for which FCC has approved construction permits.

**WPTF NEWS BEAT**

Reports Plane Crash

WPTF Raleigh claims it scored a clean news beat on the crash of an Air Pilot C-47 in dense woodlands 15 miles outside that city Jan. 8, when Special Events Director Phil Ellis got out of bed at 4:20 a.m. to track down the story. Bill Jackson, who opens the station, noticed a brief wire report originating from the Raleigh-Durham airport that a plane had crashed in an unknown location near by Feb. 10. Mr. Ellis got out of bed. By 5 a.m. Mr. Ellis was at the airport. Then hearing a high- way patrol report giving a due to the crash he hurried to the area and joined a search party which found the wreckage at 7:30 a.m. in heavy fog and driving rain. Mr. Ellis, who was the only newsman on the scene, according to WPTF, sped back to the station, put a report on the air at 7:48, and wrapped up the story with a regular newcast at 7:55.

**RFÉ’S Lang to Talk**

ROBERT LANG, director of Radio Foreign Language, was another speaker at the luncheon session of the Chicago Federated Advertising Club Jan. 15 at the Morrison Hotel, in a talk on the work being done via RFÉ to reach people behind the Iron Curt- ain.

BILLY SILBERT has been signed as m.c. of new Late Go-Round, Saturday show on WABD (TV) New York.

**BROADCASTING • Telecasting**
GATES approved frequency and modulation monitors are quality instruments built to highest laboratory standards. Because of their universal acceptance by the industry, production line manufacturing is possible. This means a savings in cost to you.

Hundreds of these GATES FCC approved Monitors are in daily use by radio stations around the world. If you are purchasing new monitors, it will pay you to check pages 27 thru 30 of the Gates Transmitter Catalog. If your present Gates Catalog is badly worn or lost, let us send you a new one.
Imagine! Over $2,500 worth of 52 brand new Gruens for you to give away!

The Most Exciting Give-Away Deal Ever to Hit Radio!

America's No. 1 Favorite!

The Guy Lombardo Show

"The Sweetest Music This Side Of Heaven"
You get a FAR-STUDDED SHOWCASE of musical entertainment!

Featuring Guy, the Landle Trio, the Twin Trio, the Picture Show, embroiled vocalist Kenny Eckard and Don Perry, and announcer Davy Ross.

You get all the elements for a SMASHING SALES-SUCCESS!

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ads, power-packed publicity, listener's clue book. All ensure an aware and ever-increasing audience.

You get MORE SALES -- MORE PROFITS! as the No 1 advertiser in your market!

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
New York
Hollywood

NOTHING LIKE THIS EVER HAPPENED IN YOUR CITY
Educated TV-Radio

FIRST SPONTANEOUS practical demonstration of what commercial TV and radio, with their inherent advantages, can offer for education occurred last week in Baltimore.

The story is a simple one: Schools were forced to close by a city-wide maintenance strike. Most of the city’s radio and television stations quickly recognized the opportunity to serve, stepped into the breach. With the Board of Education preparing material and furnishing teachers, a regular schedule of classes was maintained.

The public reaction has been tremendous.

At the same time the New York State Temporary Commission on Educational Television is holding hearings exploring the “role of TV as a teaching medium.” From first reports they are hearing a group of well-coached witnesses, all of whom see the “great need” for noncommercial educational television. Only a scattered and unorganized few have pleaded the case for the taxpayer.

It is hard to see how proponents of educational TV can overlook the Baltimore example. If colleges and universities would set up laboratories to train personnel and plan educational programs in cooperation with commercial stations all of the advantages of teaching by television could be accomplished at relatively minor expense.

Agriculture colleges train experts in farming. Mining schools turn out our most accomplished mining engineers. Why not state-financed training in teaching by radio and television? If the taxpayer’s point is set. The cost to the taxpayer would be practically nil.

Delivered From Exile

IF THE decision of Speaker Joseph W. Martin Jr. to readmit radio and television to House committee hearings can be taken as symptomatic of the 88th Congress’ attitude toward these media, the broadcasters (and the U. S. public) can be grateful that there is a new command on Capitol Hill.

The ban which Mr. Martin revoked and which then-Speaker of the House, Sam Rayburn, summarily imposed 10 months ago was an inexcusable reactionary action. The new Speaker’s reversal of his predecessor’s ukase repatriates radio and television from intolerable exile.

It would appear from this action that in this Congress radio and television may receive more sympathetic consideration than in former years. The opportunity exists to obtain relief from several problems other than that of obtaining equal access to news-making procedures.

Chief among these are the problems created by the contradictory and restrictive laws and regulations governing political broadcasting. The Congress will reconsider at least two corrective measures that were introduced in the last session, the O’Hara bill which was reintroduced last week and the Horan bill which is scheduled for resubmission.

In our view neither of these would satisfactorily resolve the dilemmas that obtain when campaigns are in progress, but better legislation has a way of getting itself if broadcasters will assist in its preparation.

It seems promising that broadcasters can make more progress toward their goal of equality of freedom in this Congress than in others of recent times.

George Did It

THE firing and rehiring of George S. Kaufman, dyspeptic panelist on This Is Show Business, illustrates the grave need for resolution of the growing conflict between commercial aspirations and artistic responsibility in TV.

As everyone knows by now, Mr. Kaufman’s show was fired by the American Tobacco Co. sponsor of the show, after several hundred letters were reputedly prompted by his remarks on a pre-Christmas telecast. The letter writers interpreted as sacrilegious his expressed hope that it would be one show on which no one sang “Silent Night.”

Last week he was rehired by CBS-TV to appear on the program after the present sponsor’s contract runs out, a decision announced by the network after his dismissal was protested by a number of people whose complaints had led to his ouster by American Tobacco Co.

Undoubtedly, CBS-TV acted with commendable independence in restoring to grace a personality who had been stumped as controversial by an important advertiser. To exercise such independence is not easy.

Nothing is terrorized so quickly as a sponsor with a large television investment to protect. It is up to telecasters to immunize themselves against the frights that a flurry of letters can induce among their customers.

Frank White, an old pro, takes over the presidency of NBC at what is obviously a critical period. It will mean a new era of brisk competitive broadcasting.

Frank White knows the broadcasting business, having been part and parcel of it for 16 years. He came up through the accounting end. He appreciates the value of a buck. In 1949 he took over the helm of Mutual, when querulous people figured a fourth live radio network couldn’t survive. It was the only radio network to improve its position during that frenzied "TV Revolution" period.

Three years ago Joseph H. McConnell brought a fresh viewpoint to NBC as its president. He had been a successful lawyer and had served with RCA in executive capacities. That was a critical time for Mr. McConnell; he encountered a number of basic problems, notably in relation to rates and competition. Mr. McConnell, who could have remained in the top RCA organization, elected to join Colgate-Palmolive-Peet, doubtless to attract customers or radio and TV. His NBC experience will serve him well.

For many months there has been talk about network operation being unprofitable and about fundamental changes in concept, which might see networks selling their services as do press associations in the news field. Some of this talk has gone so far as to speculate upon the eventual sale by RCA of its radio, and possibly its television network. This we question.

Rather, we feel that the RCA board, acting at the behest of RCA-NBC Board Chairman David Sarnoff, made these new moves to strengthen and solidify its network services. Certainly Gen. Sarnoff, whose vision in the development of the electronic media has been all but clairvoyant, didn’t select Frank White to preside over the liquidation of the world’s first network operation.

Instead, we see the NBC’s latest move, a project to strip off the fat and the fanciful, in the realization that the network business—both radio and TV—will become more rugged in the months ahead and, admitted that they are the most powerful media extant, it takes salesmen to sell them.

Lester Edwin Waddington

I N FIVE years at Miles Labs, Lester Edwin Waddington has learned the tricks of selling very competitive items of relatively low cost and high turnover, and has added a few of his own.

Assistant advertising manager of the Elkhart, Ind., company and product supervisor on Bactine, Mr. Waddington has worked in all media for the internationally distributed line, but has specialized in broadcasting as radio and television director.

The line was started with Alka-Seltzer, and slowly grew with development of One A Day vitamins; Talcin, an anti-histaminic compound; Bactine, an antiseptic, bactericide, cleanser and deodorant, and Nervine, in both liquid and tablet form.

Radio, with its high saturation of all U. S. homes, has long been the keystone on which the advertising budget has been built. In 1951 the company reportedly spent nearly $8% million on major media. Of this sum, an estimated $64 million went to network radio, and more than a half-million dollars to network TV.

Mr. Waddington supervises programming as well as the scheduling of radio and television buys, which is a Miles pattern. That pattern calls for saturation of all possible audience segments with shows encompassing all tastes, ranging the gamut of daytime varieties, variety shows, comedies and music. Time periods for spot shows and spots also are scattered in an effort to reach a maximum audience and the consumer market.

This kind of radio, Mr. Waddington says, is necessary because of the nearly 100% distribution of Miles products. Multi-weekly mentions are required to continue to move a high-volume impulse item from the druggists’ shelves.

Alka-Seltzer, despite its universal consumer acceptance and high distribution, needs a sustained program of frequent mentions, he says. "We, of course, watch our ratings relative to audience coverage and program cost, in order to obtain the best possible homes-per-dollar ratio."

Mr. Waddington, who was named radio-TV director in 1949 after joining Miles in 1947 as assistant advertising manager, has been aided in his television tasks by an avid interest in photography, which he began as an enterprising youngster engaged in making his own pinhole cameras and enlargers. From the Elkhart headquarters of the company, he supervises all productions and commercials.

(Continued on page 85)
All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet. High quality programming appeals to the audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Hooper rating of any Memphis Radio station). The cost? 10% LESS per thousand listeners than in 1946.
RALPH QUAY, chief engineer, WDOM Cleveland, adds duties of assistant general manager.

MANNING SLATER, vice president in charge of sales, WICC Bridgeport, Conn., appointed business and sales manager. DAVE BODGE added to station's sales staff.

FORREST WALLACE, radio consultant and one time general manager, KWBC Fort Worth, to KPOL Los Angeles as general manager.

WILLIAM G. STEWART, commercial manager, KFKA Greeley, Colo., appointed station manager.

THEODORE F. SHAKER transfers from CBS TV Spot Sales staff, Chicago, to New York. BRUCE BRYANT replaces him in Chicago.

KMNO Marshall, Mo., appoints John E. Pearson Co. as station representative.

HARRY WHEELER, former commercial manager, WCOP Boston, to WLAW that city, as regional sales manager. NONA KIRBY named national sales manager at latter station and DAVID M. KIMEL, WLAW sales staff, named manager of station's Lawrence sales office.

KENNETH R. HYMAN, chief engineer, KCOR San Antonio, Tex., promoted to vice president-general manager in charge of technical department.

HENRY T. HEDE, business manager of ABC's TV services department, named administrative assistant to C. NICHOLS PRIAULX, vice president and treasurer of ABC.

WARREN M. MORTON, WOR-TV New York account executive, to similar post in ABC-TV's sales department.

GEORGE W. CLARK Inc., Chicago, appointed station representative for WRFD Worthington, Ohio.

JOE MARSHALL returns to KCBS San Francisco, as account executive, after tour of duty with U. S. Air Force.

ARTHUR GERBEL Jr., state campaign manager for Washington Gov. Arthur B. Langlie, returns to KJR Seattle, as assistant general manager.

WILLIAM S. VERNON, account executive, WABD (TV) New York, to Blair-TV Inc., same city, as account executive.

DEC SONNER, transcription librarian, KFI Los Angeles, promoted to sales service coordinator.

KENNETH MEYER appointed assistant manager, KVWO Cheyenne, Wyo.

BOB FREKER to sales staff, WJAS Pittsburgh, Pa.

JOHN E. PEARSON Co., N. Y., appointed national representative for WJNL Niagara Falls, N. Y.

JERRY HEMPHILL, disc m.c., KALI Pasadena, to KPOL Los Angeles, as account executive.

PERSONALS...

ARTHUR HULL HAYES, general manager, KCBS San Francisco, appointed radio chairman for city's March of Dimes campaign. . . . CHARLES H. CHUTCHFIELD, general manager of WBT and WBTN (TV) Charlotte, named to radio committee of Commission of Mass Communications for National Brotherhood Week, Feb. 12-22. . . . ALLAN BUTTRICK ROGERS, member of board of directors, Hildreth & Rogers Co., licensee of WLAW-AM-PM Boston, and Joyce Denes were married Jan. 3. . . .

ROBERT K. KINTNER, ABC president, has accepted chairmanship of Radio Div. of New York Heart Assn.'s campaign for 1953. . . . JAMES T. AUBREY Jr., general manager, KNXT (TV) Hollywood, father of boy, James Watson, Jan. 5. Mother is PHYLLIS THAXTER, stage-film actress.

BROOKS ELECTED
Is Named Allied Executive

ELECTION of William P. Brooks, former NBC vice president, as executive vice president and a director of Allied Public Relations Assoc. was announced last week by the president and board chairman, David B. Charnay.

Mr. Brooks will supervise the company's services at its home office, 745 Fifth Ave., New York, and in Washington, Chicago and Los Angeles, and also will direct an expansion program, the announcement said.

Allied specializes in commercial and industrial accounts. Mr. Brooks, who has been operating his own public relations firm since leaving NBC last fall, continues to serve as special consultant on public relations to NBC and other organizations.

WYATT QUITS
Leaves Forjoe for Clark

WILLIAM RALEIGH WYATT has resigned as vice president in charge of the midwest division of Forjoe & Co., station representative firm, and will join George W. Clark Inc., representative, as vice president in charge of the eastern division. Mr. Wyatt will headquarter in New York.

He was associated with Forjoe since 1947, when he joined the New York staff as a salesman. He transferred to Chicago in 1949 as manager and an officer of the company. Mr. Clark, who headquarters in Chicago, has named John Stewart manager of television sales in the New York office, where he has worked since the company was organized a year ago. George W. Clark Inc. also maintains offices in Los Angeles and San Francisco.

CBS IN MEMPHIS
Maier, Holtshouser Named

MEMPHIS office of CBS Radio and Television, Spot Sales and CBS-TV Film Sales has set up separate units for radio and TV. H. W. Maier Jr., account executive, was named manager of CBS Radio Spot Sales, and H. H. Holtshouser, manager of radio spot sales office there since 1948, was appointed manager of CBS-TV Spot Sales and Film Sales.

The change was announced last Monday by J. Kelly Smith, administrative vice president of CBS Radio, and Merle Jones, CBS-TV vice president in charge of owned stations and general services.

WILSON W. WYATT, personal campaign manager for Illinois Gov. Adlai Stevenson during his Presidential campaign, has been chosen by WLS Louisville, Ky., as Man of the Year.

Page 50 • January 12, 1953
Have You TIME For These?

There will be SPECIAL EXTRAS for both Radio and Television that will be sent to you during January.

RADIO-TELEVISION PROGRAMS COMING YOUR WAY

QUARTER-HOUR TRANSCRIPTIONS
June Allyson
Ralph Flanagan
Eddy Arnold

Kay Starr
National Symphony
Fred Waring and Pennsylvanians

PLUS
Live and transcribed announcements

16MM TV SOUND FILMS
Nina Foch
Faye Emerson
June Lockhart
Jack Carson

The Bell Sisters
Tennessee Ernie
Anne Baxter
Lloyd Nolan

and special films on the Gamma Globulin research field test and special issues of the 1953 March of Dimes Newsreel?

JOIN THE 1953 MARCH OF DIMES
JANUARY 2nd - 31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER
120 BROADWAY, NEW YORK 5, N. Y. • HOWARD J. LONDON, Director • Radio-TV and Motion Pictures
TELEPHONE BRekman 3-0500
SNADER CASE
Rosenbaum Is Arbitrator
TANGLED litigations involving Snader Telepictures Corp. and Snader Telepictures Sales Inc., have taken a new turn as former judge Samuel R. Rosenbaum, Philadelphia and New York attorney and trustee of the music performance funds, was brought in as sole arbitrator to solve the long standing differences between the directors.

All court action has been stayed and those involved in the various suits and counter-suits on file have agreed to abide by his decisions.

Hearing of testimony which started Jan. 2 in Judge Rosenbaum's Beverly Wilshire Hotel suite in Beverly Hills, was expected to last one week, with decisions to be rendered in about three weeks.

Controversy centers on sale of Snader Telepictures to Ben Faye of Studio Films Inc., which Louis D. Snader charges his partners Alexander Bisno and Samuel Markovitch negotiated without consulting him and other directors of the firm. Mr. Snader sued in Los Angeles Superior Court to halt sale of these and other film properties. He also named among defendants United Television Programs, UTP president Gerald King, and 103 limited partners in STS [R*T, Dec. 18]. Mr. Snader further asked that the partnership be dissolved.

ESLEF F. DIEBL, Muzak Inc., to WISN Milwaukee, as program director replacing JACK RAYMOND, now public service director at station.

LARRY HIGGINS, staff announcer, WMPS Memphis, Tenn., to KRCJ Hot Springs, Ark., as program director.

JIMM SEANEY, staff announcer, WDZ Decatur, III., promoted to continuity chief. TED BRAKE and LEW WOOD added to station's announcing staff.

WALTER JACOBS, production director, WLVC (TV) Columbus, adds duties of program director temporarily, succeeding EUGENE S. RAGLE, now program director of KPTV (TV) Portland, Ore.

BILL SYMES, Southern California TV sportscaster, to ABC-TV Western Div., L. A. in that capacity.

JAMES LEONARD appointed sports director for WLWC (TV) Columbus.

WILLIAM S. DALLMANN, former director of grocery trade relations, WLW Cincinnati, to WTAM and WKNK (TV) Cleveland as manager of merchandising.

ARTHUR FLYNN, sportscaster, WLAB Boston, promoted to chief announcer.

CINDY JENSEN, assistant traffic manager, KFWK Pasadena, to KPOL Los Angeles as traffic manager.

ROBERT G. PEEL to WHEN (TV) Syracuse as promotion manager and publicity director.

JACK FRAZIER appointed director of merchandising at WLW and WLWT (TV) Cincinnati.

DEAN TURNER, KOTV (TV) Tulsa, announcer, promoted to chief announcer succeeding JIM DUNN who has resigned.

NORMA JEAN NILSSON and DAWN BENDER, Hollywood radio actresses, assigned roles in M-G-M feature film, "Years Ago."


STAN LOMAX, WOR-TV New York sportscaster, named top TV boxing announcer for 1952 by The Ring, boxing magazine.

WILLIS M. SHAWVER, announcer, WCAM Tarboro, N. C, to EARD FL. Pierce, Fla., as disc jockey.

RUTH HARDING, chief nutritionist of Toronto Dept. of Health, to Cana¬

dian Broadcasting Corp., Toronto, as consultant on consumer buying.

JIM WALTON, WHAS-TV Louisville announcer, presented with award for "outstanding performance of 1952" by TV Press, city's weekly TV magazine.

ROB LEACH, announcer, WBAB Atlantic City, N. J., to KCBD Lubbock, Tex., in same capacity.

HAROLD ANDREWS, formerly with WJWI Rutland, Vt., to WGUT Bang¬

er, Me.

GLENN WHEATON and BILL BREN¬

NAN, Hollywood radio writer and director, respectively, to CBS Radio Amer¬

cue in same capacities.

ROBERT L. SABIN, named program director at WKNY Kingston, N. Y.

JIMMIE LYN to WPWA Chester, Pa., for new three-hour daily pro¬

gram, Teen-O-Rama.

PAUL MORRIS, producer, KING-TV Seattle, to KOMO same city, in same capacity.

ART NEVINS, assistant film director., WLWT (TV) Cincinnati, promoted to film director, succeeding RUSS LAN¬

DERS, who transfers to KECA-TV Hollywood, in same capacity.

ROBERT QUINLAN and ALBERTA HACKETT appointed production man¬

ager and assistant production manager, respectively, KNXT (TV) Holly¬

wood.

DAVE DOMINGUEZ, foreman of all backstage crews, CBS Hollywood, has retired.

FRANK AMY, commercial writer, to WPIX (TV) New York as sales serv¬

ices assistant, replacing GREG LIN¬

COLN, who has joined sales staff of New York office of the Crosley Corp.

ROBERT R. HIESTAND Jr., night supervisor, KTVY (TV) Hollywood, promoted to director of production.

WILLIAM ASHER, director on CBS¬

TV's "Love Lukey," to NBC-TV's Dennis Day Show as director-stage manager.

JOE KRIEGER, KOTV (TV) Tulsa, father of girl, Janice, Dec. 28.

News . . .

DICK CHAPMAN, continuity writer, KCBD Lubbock, Tex., to news staff.

KFEQ St. Joseph, Mo., in news de¬

partment.

CLARENCE CASSELL returns to KCBS San Francisco, as newscaster.

TONY PARKER, continuity chief, WDZ Decatur, Ill., promoted to local news editor.

HAL GOODWIN, news commentator, KLAC Hollywood, and MAHILYN MORRICE, secretary to PETER POT¬

TER, disc m. on KNX (TV) that city, announce their engagement.

Charles J. Batters

CHARLES JOSEPH BATTERS, 33, WRC-AM-FM and WNBW (TV) Washington announcer, died last Tuesday in Washington's Geo¬

towen U. Hospital after an illness of several months. A native of Waterbury, Conn., Mr. Batters had been with WRC since 1941, ex¬
cept for several years during World War II when he served as a special agent for the FBI. Before going to Washington he had served at WBRY Waterbury and WBFR Sy¬

crace. Survivors include his wife, Mrs. Vesta Batters.

Henry B. Lockwood

FUNERAL services for Henry B. Lockwood, 53, manager of WOR New York's recording studios for the past eight years, were held Wednesday at St. Andrews Episco¬
pal Church in Hartsdale, N. Y. Mr. Lockwood died Jan. 3 at St. Agnes Hospital, White Plains, following a long illness.

Charles R. Creamer

FUNERAL services were held in Los Angeles last Thursday for Charles R. (Dick) Creamer, 37, owner of Creamer & Co., Holly¬
wood advertising agency. He died Jan. 4 from injuries received in an automobile accident. Surviving are his wife, Margaret, and two chil¬
dren, Michael Anthony, 7, and Mary Ann, 6.

Clergyman Newsmen
A CLERGYMAN whose hobby is operating a tape re¬
corder has given the members of the First Congregational Church, East Orange, N. J., a permanent record of the broadcast account of a three- alarm fire which destroyed their 85-year-old church Dec. 28. Rev. Walter Van Houck, who recorded WNJR Newark's 6:30 p.m. newscast which fea¬
tured the story of the fire. Rev. Van Houck said that his recording would be added to the church documents, sal¬
vaged from the blaze.
WE SELL

Erie

the IDEAL TEST MARKET

and

Pennsylvania's THIRD CITY

ALL UNDER COMMON
OWNERSHIP...

Outstanding success stories have been written by advertisers who use these three great advertising media, The Erie Dispatch, TV Station WICU and Radio Station WIKK—a merchandising assistance program without equal is available to you.

Yes, WICU has all 4 networks, plus outstanding local programs.

The Erie Dispatch—133 year old aggressive daily and Sunday newspaper showing healthy lineage and circulation gains. For Home Product advertisers, Tele-Kitchen show is a terrific help. Write today for details.

WIKK has top Hooper and Pulse ratings. The outstanding “1330 Review” television program assures you of complete assistance and coverage.

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTBN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOQ—Orlando, Flu.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H & R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

(Continued on page 32)
NEW STATION GRANTS

Digest of Those Filed with FCC Jan. 2 Through Jan. 7
Grants Since April 14:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>New</th>
<th>Amended</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>100</td>
<td>12</td>
</tr>
<tr>
<td>UHF</td>
<td>51</td>
<td>136</td>
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<tr>
<td>Educational</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>681</td>
<td>326</td>
</tr>
</tbody>
</table>

One applicant did not specify channel.

Process on city priority status Grant A.2 line has extended to city number 139.
Processing on city priority status 8 has line extended to city number 163.

**CHICAGO, III.—WFLC Inc. (WFLC). Office in Whitehall, Iowa, 1120 kW visual, 50 kW aural; antenna height above average terrain 568 ft., above ground 1562 ft. Estimated construction cost $200,000, first year operating cost $50,000. Portable address: 390 W. Clark St., Chicago, III. City priority status: Grant A.2, No. 187.

**NEW ORLEANS, La.—WTBU Inc. (WTBU). License and antenna RCA. Office in New Orleans, La., 150 kW visual, 25 kW aural; antenna height above average terrain 580 ft., above ground 1562 ft. Estimated construction cost $300,000, first year operating cost $50,000. Portable address: 1717 Canal St., New Orleans, La. City priority status: Grant A.2, No. 37.

**NEW YORK, N. Y.—WABC Inc. (WABC). Office in New York, N. Y., 150 kW visual, 25 kW aural; antenna height above average terrain 528 ft., above ground 2400 ft. Estimated construction cost $350,000, first year operating cost $50,000. Portable address: 427 W. 52nd St., New York, N. Y. City priority status: Grant A.2, No. 47.

**HOUSTON, Tex.—KHOU Inc. (KHOU). Office in Houston, Tex., 150 kW visual, 25 kW aural; antenna height above average terrain 500 ft., above ground 2400 ft. Estimated construction cost $350,000, first year operating cost $50,000. Portable address: 427 W. 52nd St., New York, N. Y. City priority status: Grant A.2, No. 85.

**ATLANTIC CITY, N. J.—WJOK Inc. (WJOK). Office in Atlantic City, N. J., 75 kW visual, 15 kW aural; antenna height above average terrain 397 ft., above ground 250 ft. Estimated construction cost $150,000, first year operating cost $50,000. Portable address: 390 W. Clark St., Chicago, III. City priority status: Grant A.2, No. 187.

**HOUSTON, Tex.—KHOU Inc. (KHOU). Office in Houston, Tex., 150 kW visual, 25 kW aural; antenna height above average terrain 500 ft., above ground 2400 ft. Estimated construction cost $350,000, first year operating cost $50,000. Portable address: 427 W. 52nd St., New York, N. Y. City priority status: Grant A.2, No. 85.

**HOUSTON, Tex.—KHOU Inc. (KHOU). Office in Houston, Tex., 150 kW visual, 25 kW aural; antenna height above average terrain 500 ft., above ground 2400 ft. Estimated construction cost $350,000, first year operating cost $50,000. Portable address: 427 W. 52nd St., New York, N. Y. City priority status: Grant A.2, No. 85.

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NCAA UNBENDING

By J. FRANK BEATTY

COLLEGE football will be telecast next autumn on a controlled basis but regional desires of the TV audience will be given a better break.

Intent of National Collegiate Athletic Assn. to maintain its monopoly was apparent late Friday as the annual convention prepared to vote on recommendations of its TV Committee. The convention was held at the Mayflower Hotel, Washington, D. C., starting Thursday. It was scheduled to wind up last Saturday noon.

Interest in football telecasts dominated the sessions. Majority insistence on a one-network middle-of-the-road policy following along the lines of the 1952 program was heard in most of the discussions.

NCAA outlined a general football policy for the year as it prepared to vote Friday and several major developments marked the convention. Among these were:

- Postponement of a specific policy pending court action in the Dept. of Justice suit against pro football.
- Floor catfight over right of minority groups to oppose TV Committee's report.
- Big-money session at which delegates heard promises of fabulous riches via subscription TV.

Behind-scenes resentment over failure of NCAA to invite NARTB or Sports Committee of Radio-Television Mfrs. Assn. to represent which included "marks by TV industry representatives."

- Charge by DuMont Network that NCAA's plan is "collusive" and commits colleges to a monopoly based on "fear rather than sound judgment" (see story page 60).
- Demand by Notre Dame and U. of Pennsylvania that colleges be given the right to make their own arrangements for TV.

The report of NCAA's TV committee dealt at length on the problem of legality. Joseph L. Rauh Jr., NCAA counsel, sat at a three-day committee meeting and directed preparation of the final report. Arguing that the 1952 football plan was reasonable and didn't violate any laws, the report showed NCAA's official concern over the suit against the National Football League, to be heard June 26 by the Federal District Court in Philadelphia.

This suit will be used by the Dept. of Justice as a test case and NCAA will give "careful consideration" to the court's action. The committee recommended that "plans for 1953 be not finally formulated and adopted by the NCAA unless this decision is available" unless there is delay in court action.

"We believe that the NCAA should at all times be in full compliance with the law of the land and to this end should comply with any relevant decision of a district court unless and until it is appealed and reversed by the Supreme Court," the committee said.

A favorable decision for pro football, charged with conspiracy and antitrust violations, would be equally favorable to NCAA, it was contended. If unfavorable, NCAA's policy would depend on the judge's reasoning. A holding that any group action to limit TV is illegal would probably apply equally to NCAA, it was added. The committee claimed the pro football restitution were "more equitable than those imposed on telecasting by the 1952 NCAA plan or likely to be imposed in any future plan."

Television of some sell-out games in 1952 and removal of the 1951 "blackout" were cited.

The committee voiced pleasure at results of controlled television. "Under the NCAA limited program," it was stated, attendance losses "have been held to four points. The limiting of college football telecasts during the last two years has thus saved a probable loss of about 10% in attendance in television areas—and this figure is, if anything, a minimum statistic because of decline in real income and student enrollment."

Colleges lost about 13% more in attendance in TV areas than in non-TV areas during 1956, it was noted. Paid attendance in 1952 was about the same as in 1951, it was stated.

CONTINUED program of limited football TV was recommended to National Collegiate Athletic Assn. at Washington meeting by 10-man NCAA TV Committee. Front row (l to r): Asa S. Bushnell, Eastern Conference commissioner; Walter Byers, NCAA executive director; Robert A. Heil, Yale, committee chairman; Willis O. Hunter, Southern California; Kenneth L. (Tug) Wilson, Big Ten commissioner. Back row: Howard Grubbs, Southwest Conference commissioner; E. L. Romney, Mountain States commissioner; Reaves E. Peters, Big Seven commissioner. Not in photo, J. Shober Barr, Franklin & Marshall.

ELEVEN TV GRANTS

By LARRY CHRISTOPHER

COMPRISING the first television grants of 1953, FCC last Thursday announced authorization of construction permits for 11 new stations, including one noncommercial, educational outlet.

Among the commercial CP recipients is Rep. Richard W. Hoffman (R-Ill.). His WHFC Chicago received a grant for channel 26, the first post-thaw permit for that city.

Other new grants included the first commercial permit for Kansas, two uhf permits for Houston, the second uhf permit for Atlantic City and the third uhf authorization for Pittsburgh.

Ranging widely throughout the country priority Group A and Group B temporary processing lines, the Commission's actions swelled the total of post-thaw new station grants to 136. This includes 11 noncommercial, educational authorizations. Total authorized stations in the U. S. is now 294. Of these 126 are on the air.

New station grants of 1953 are:

- Madison, Wis. (City priority Group A-2, No. 30) — Monona Broadcasting Co. (WKOW), granted construction permit for uhf Ch. 27, effective radiated power of 87 kw visual and 47 kw aural, antenna height above average terrain 610 ft.
- Stockton, Calif. (Group A-2, No. 53) —San Joaquin Telecasters (KSTN), granted uhf Ch. 36, ERP 145 kw visual and 78 kw aural, antenna 510 ft. subject to condition that prior to issue of CP, Lester L. Cox must sever all connections with KWTU Springfield.
- Springfield, Mo. (Group A-2, No. 57) —Springfield Television Inc. (KGBS), granted vhf Ch. 3, ERP 51 kw visual and 31 kw aural, antenna 520 ft. subject to condition that prior to issue of CP, Lester L. Cox must sever all connections with KWTU Springfield.
- Cornell, N. Y. (Group B-1, No. 85) —WHCU, granted uhf Ch. 16, ERP 215 kw visual and 110 kw aural, antenna 1,220 ft.
- Ithaca, N. Y. — U. of New York State, granted noncommercial, educational vhf Ch. 7 (reserved), ERP 205 kw visual and 105 kw aural, antenna 1,270 ft. Coms. Rosel H. Hyde and George E. Sterling did not participate. Comm. E. M. Webster dissented. Grant is seventh to New York State U.

Chicago (Group B-2, No. 167) —WHFC Inc. (WFBC), granted uhf Ch. 26, ERP 220 kw visual and 110 kw aural, antenna 1,160 ft. (Continued on page 70)

Atlantic City, N. J. (Group A-2, No. 56) —Masta Enterprises, granted uhf Ch. 52, ERP 20.5 kw visual and 11 kw aural, antenna 360 ft. Authorized earlier, now operating: WPPG-TV, uhf Ch. 46.

Hutchinson, Kan. (Group A-2, No. 142) —Hutchinson TV Inc., granted uhf Ch. 12, ERP 25 kw visual and 58 kw aural, antenna 620 ft.

FCC's First in '53

Atlantic City, N. J. (Group A-2, No. 56) —Masta Enterprises, granted uhf Ch. 52, ERP 20.5 kw visual and 11 kw aural, antenna 360 ft. Authorized earlier, now operating: WPPG-TV, uhf Ch. 46.

Hutchinson, Kan. (Group A-2, No. 142) —Hutchinson TV Inc., granted uhf Ch. 12, ERP 25 kw visual and 58 kw aural, antenna 620 ft.

Ithaca, N. Y. (Group B-1, No. 85) —Cornell U. (WCHU), granted uhf Ch. 16, ERP 215 kw visual and 110 kw aural, antenna 1,220 ft.

Ithaca, N. Y. — U. of New York State, granted noncommercial, educational vhf Ch. 7 (reserved), ERP 205 kw visual and 105 kw aural, antenna 1,270 ft. Coms. Rosel H. Hyde and George E. Sterling did not participate. Comm. E. M. Webster dissented. Grant is seventh to New York State U.

Chicago (Group B-2, No. 167) —WHFC Inc. (WFBC), granted uhf Ch. 26, ERP 220 kw visual and 110 kw aural, antenna 1,160 ft. (Continued on page 70)

January 12, 1953  Page 55
television grants and applications

Digest of Those Filed with FCC Jan. 2 Through Jan. 7

Grants Since April 14:

<table>
<thead>
<tr>
<th>Type</th>
<th>City</th>
<th>GR-R-A</th>
<th>VHF</th>
<th>UHF</th>
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<td>9</td>
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<td>G-2-A</td>
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<td>136</td>
<td>187</td>
</tr>
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<td>Commercial television stations on the air</td>
<td>Culver, Washington</td>
<td>G-2-A</td>
<td>121 *</td>
<td>6</td>
<td>127 *</td>
</tr>
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* Includes XELD-TV Matamoras (Mexican-Brownsville).

Applications Filed Since April 14:

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<td>328</td>
<td>564</td>
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</tbody>
</table>

* One applicant did not specify channel.

* Includes 16 already granted.

Processing on city priority status: Gr-A-2 line has extended to city number 159.
Processing on city priority status: Gr-A-4 line has extended to city number 183.

EXISTING STATIONS CHANGES GRANTED

Group B

KPFX (TV) SAN FRANCISCO, Calif. —Application for construction permit for 94 kw visual, 33.2 kw audio, antenna height above average terrain 1,140 ft.

KRON-TV SAN FRANCISCO, Calif. —Application for construction permit for 100 kw visual, 50 kw audio, antenna height above average terrain 720 ft.

WHWC-TV NEW HAVEN, Conn. —Transmitter antenna height above average terrain 720 ft.

WHVF-TV ROCK ISLAND, Ill. —Transmitter antenna height above average terrain 1,000 ft.

Grants CP Modifications

WHPA-TV GREENFIELD, Wis.—Southern Connecticut & Long Island Television Co. (KUS) for CP construction permit (which authorized 100 kw visual, 50 kw audio, antenna height above average terrain 1,000 ft.) (for 190 kw visual, 91 kw audio).

WIKX-TV SAGINAW, Mich.—Lake Michigan Broadcasting Co. for extension of construction permit (which authorized 100 kw visual, 40 kw audio, antenna height above average terrain 310 ft.) (for 256 kw visual, 154 kw audio).

KBUR-TV TRUMBULL, Conn. —Southern Connecticut & Long Island Television Co. (KUS) for CP extension of construction permit (which authorized 1 kw visual, 0.6 kw audio, antenna height above average terrain 100 ft.) (for 3 kw visual, 1.5 kw audio).

KCEB-TV MUSKOGEE, Okla. —Southern Connecticut & Long Island Television Co. (KUS) for CP extension of construction permit (which authorized 1 kw visual, 0.6 kw audio, antenna height above average terrain 100 ft.) (for 3 kw visual, 1.5 kw audio).

KATX-TV GALVESTON, Tex. —Southern Connecticut & Long Island Television Co. (KUS) for CP extension of construction permit (which authorized 1 kw visual, 0.6 kw audio, antenna height above average terrain 100 ft.) (for 3 kw visual, 1.5 kw audio).

KCKX-TV AUSTIN, Tex. —Southern Connecticut & Long Island Television Co. (KUS) for CP extension of construction permit (which authorized 1 kw visual, 0.6 kw audio, antenna height above average terrain 100 ft.) (for 3 kw visual, 1.5 kw audio).

KVSX-TV LONG BEACH, Calif. —Southern Connecticut & Long Island Television Co. (KUS) for CP extension of construction permit (which authorized 1 kw visual, 0.6 kw audio, antenna height above average terrain 100 ft.) (for 3 kw visual, 1.5 kw audio).
COMPATIBLE TESTS

COMPATIBLE color TV—on which an all-industry technical committee has been working since 1965—may be forthcoming by the end of this week.

Full meeting of the National Television System Committee is scheduled to convene in New York tomorrow (April). At that time, final results of tests by more than a dozen panels will be submitted for acceptance by the full committee.

Although the NTSC will undoubtedly finalize the compatible color system standards which have evolved over the two years that they have been under study, a further period of field testing by all manufacturer-members is believed necessary. This will take, it is believed, another three months.

At that time—about April—NTSC will be ready to go to the FCC. It is the hope of some of the NTSC leaders that the commission will permit a full and un-partisan report, including demonstrations and papers, without rule-making considerations.

Just how the compatible system will be submitted to FCC for rule-making was still uncertain. Policy on that subject is due to be discussed by the TV Committee of RTMA at a meeting in New York early next month. Some manufacturing observers feel that NTSC should be allowed a party hearing, but should occupy a position similar to the 1941 NTSC which submitted standards for black-and-white TV.

CBS's Position

Compatible color proponents are, however, under some pressure to bring their data to a logical conclusion for FCC consideration. Two weeks ago, CBS, which won the FCC’s approval for its non-compatiable field sequential color system in 1960, urged that the color question be determined one way or the other in 1963 (BT, Jan. 5).

CBS’s position was cited by another group of representatives who said that although compatibility was desirable, it still believed that its system was “the only practical, workable and inexpensive color system.”

CBS began telecasting color shortly after the favorable FCC decision was upheld by the Supreme Court but was forced to halt when the Tri-Color Protection Authority banned the manufacture of color TV apparatus. That ban will probably be dropped this year, since most material shortages have been overcome.

Only two points remain at issue for NTSC to decide, it was learned. One is the place in the color triangle into which the familiar color standards should be narrowed. Orange or cyan. The other is whether the proposed standards should be tailored to perform automatically with every color TV set that has been produced since 1946.

During the year of testing by various manufacturers, with the assistance of half-dozen TV sta-

tions, some difficulties were discovered in the NTSC tentative specifications issued last year. These have all been overcome, it was learned.

Although NTSC’s technicians express great confidence in the color system which has been evolved, the question of apparatus is still uncertain.

One big problem, according to some TV technicians, is color pictures on black-and-white TV. Only color televisions being made are by RCA and Chromatic Television Labs. The latter, half-owned by Paramount Pictures Corp., showed its latest development last month (BT, Dec. 29, 1962).

In addition to the work various manufacturers have done for NTSC, all are working on their own in the development of apparatus—receivers, circuits, etc. This is the competitive aspect of the compatible color TV situation. All such work is labeled confidential by the various companies, which do not intend to share their secrets with the others.

LEN NASMAN (II), sales manager, WFMJ-AM-TV Youngstown, Ohio, and Dave E. Carroll, president, Coca-Cola Bottling Co. of Youngstown, sign first TV program contract for Kit Carson, half-hour film series. WFMJ-TV is slated to begin operation soon.

BIG UHF YEAR

Seen by RCA Victor’s Baker

PREDICTION of a big year for uhf in 1963 came last week from Henry G. Baker, vice president in charge of the RCA Victor home instrument department.

The forecast came as Mr. Baker announced his company’s final item in special uhf equipment—an automatic 16-channel combination vhf-uhf rotary tuner for RCA Victor TV sets.

Mr. Baker said all RCA uhf equipment now is in quantity production, including uhf transmitters and antennas, transmission line, receiving antennas, combination vhf-uhf tuner sets and uhf selectors for use with vhf-only sets.

He said all 25 new TV set models announced by RCA Victor will be available either with a vhf-only tuner or, for an extra $50, more, with the new combination vhf-uhf tuner, which is interchangeable with the vhf-only tuner in the 1963 sets and in earlier deluxe and “Super Set” models.

TELEPROMPTER

Service To Be Offered

DISTRIBUTION of Teleprompter, the prompting device used at the 1952 Presidential conventions, will be made by a service being offered through the RCA Service Co., according to an announcement by RCA Victor Div. last week.

Already begun in New York and Philadelphia, the Teleprompter service will be extended to major cities throughout the country, a spokesman said. Besides its current wide use in the video and motion picture industries, the device will be offered to speakers at conventions, sales meetings, merchant presentations and public events, according to RCA Victor. Speakers will be offered one or more Teleprompters plus a master control operator.

THE NEW GRANTEE’S COMMENCEMENT DATE"
TV Grants

(Continued from page 56)

change to antenna height above average terrain 1,960 ft. and transmit-
ning from a central part of the west side of U. S. 211 atop Poor Mt.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

WKAR-TV MOBILE, Ala.—Parley Best, Sr. Equipment. Granted special temporary author-
ization for commercial operation as of Oct. 17.

WKNB-TV YOUNGSTOWN, Ohio—WKNB Corp. Granted special temporary authorization to com-
mercial operation as of Oct. 17.

WJAC-TV JOHNSTOWN, Pa.—WJAC Corp. Granted temporary authorization to continue commercial op-
eration as of Oct. 17.

WRWE-TV ALBANY, Ga.—with the license to WREB-TV, Grant

temporary authorization to continue commercial opera-

tion as of Oct. 17. The station is located on Georgia Highway 46 west of the intersection with Highway 16.

Television station. The license was issued Feb. 1, 1956.

WJTR-TV MILKELLE, Pa.—Louis G. Gallagher, Granted special temporary authorization for commercial operation as of Oct. 17.

NEW APPLICATIONS

Listed by States

* Indicated declined (pre-throw) application re-filed.


* HATTIESBURG, Miss.—Mississippi Electronic Co., Wf Ch. 11 (186-192 mc), Submitted Oct. 17, 1956: 2 kw visual, 2 kw audio, antenna height above average terrain 1,950 ft. Location: 31° 39' 0" N. Lat., 90° 33' 20" W. Long. Transmitter and antenna RCA. Estimated construction cost $110,000. First year operating costs $75,000. City priority status: Gr. B, No. 187.


** SALT LAKE CITY, Utah—Utah—United Best Co. (KVQG), Wf Ch. 9 (186-192 mc), Submitted Oct. 17, 1956: 15 kw visual, 10 kw audio, antenna height above average terrain 3,022 ft. Location: 40° 45' 0" N. Lat., 111° 50' 0" W. Long. Transmitter and antenna RCA. Estimated construction cost $165,000, first year operating revenue $250,000, first year operating expenses $250,000. Applicant also seeks new TV station on St. George, Utah. City priority status: Gr. B, No. 203.

* TOLEDO, Ohio—Crosley Best, Corp., Wf Ch. 11 (186-192 mc), Submitted Oct. 17, 1956: 15 kw visual, 10 kw audio, antenna height above average terrain 1,000 ft. above ground 1,022 ft. Estimated construction cost $1,000,000, revenue $500,000. Applicant also seeks new TV station on Lima, Ohio. City priority status: Gr. B, No. 225.

* SALT LAKE CITY, Utah—ABC Broadcasting Co., Wf Ch. 5 (41-45 mc), Submitted Oct. 17, 1956: 5 kw visual, 2 kw audio, antenna height above average terrain 1,140 ft. Location: 41° 21' 3" N. Lat., 111° 36' 36" W. Long. Transmitter and antenna RCA. Estimated construction cost $664,888. First year operating revenue $275,000, first year operating expenses $225,000. Applicant also seeks new TV station on Idaho Falls, Idaho. City priority status: Gr. B, No. 176.

OGDEN, Utah—United Best Co. (KVQG), Wf Ch. 9 (186-192 mc), Submitted Oct. 17, 1956: 15 kw visual, 10 kw audio, antenna height above average terrain 4,931 ft. Location: 41° 16' 15" N. Lat., 111° 54' 0" W. Long. Transmitter and antenna RCA. Estimated construction cost $352,000, first year operating revenue $225,000, first year operating expenses $225,000. Applicant also seeks new TV station on Provo, Utah. City priority status: Gr. B, No. 211.

SALT LAKE CITY, Utah—TV Corp. of Utah, Wf Ch. 2 (30-34 mc), Submitted Oct. 17, 1956: 5 kw visual, 2 kw audio, antenna height above average terrain 3,420 ft. Location: 40° 47' 0" N. Lat., 111° 55' 0" W. Long. Transmitter and antenna RCA. Estimated construction cost $328,000, first year operating revenue $155,000, first year operating expenses $155,000. Applicant also seeks new TV station on St. George, Utah. City priority status: Gr. B, No. 52.

SALT LAKE CITY, Utah—Utah—United Best Co. (KUTA), Wf Ch. 2 (30-34 mc), Submitted Oct. 17, 1956: 5 kw visual, 2 kw audio, antenna height above average terrain 3,420 ft. above ground 3,415 ft. Estimated construction cost $328,000, first year operating revenue $275,000, first year operating expenses $275,000. Applicant also seeks new TV station on Salt Lake City. City priority status: Gr. B, No. 211.

* WINSFORD, Wash.—WINSFORD Broadcasting Co., Wf Ch. 6 (448 mc), Submitted Oct. 17, 1956: 2 kw visual, 2 kw audio, antenna height above average terrain 6,500 ft. Location: 47° 45' 30" N. Lat., 122° 37' 0" W. Long. Transmitter and antenna RCA. Applicant seeks new TV station on Rochester, Wash. City priority status: Gr. B, No. 195.

* WINSFORD, Wash.—WINSFORD Broadcasting Co., Wf Ch. 6 (448 mc), Submitted Oct. 17, 1956: 2 kw visual, 2 kw audio, antenna height above average terrain 6,500 ft. Location: 47° 45' 30" N. Lat., 122° 37' 0" W. Long. Transmitter and antenna RCA. Applicant seeks new TV station on Rochester, Wash. City priority status: Gr. B, No. 195.
President and Treasurer Grant R. Wrathall (96%), partner in McNary & Wrathall Consulting Engineers, Washing- ton, D.C.; Mrs. Wrathall, 25% owner of KUTV (FM) Salt Lake City, Utah; 25% owner of KGEM (AM) Idaho Falls, Idaho; and KIFI, 16.75% owner of KOPOL. 100% owner of KVVE and KVUA, San Francisco, Calif., and 25.8% owner of KULE Ephrata, Wash. City priority status. Gr. B-3, No. 211.

RICHMOND, Va. — Winston-Salem Besse Co., 52th Ch. 59-566, mel; 3:17, visual pickup, antenna height above average terrain 614', above ground 564'. Estimated construction cost $154,000, operating cost $180,000, revenue $155,596. Post office address 6851, West Fourth St, Winston-Salem, N. C. Studio location is to be determined. Transmitter location 1.6 mi. from Rich- mond City Limits on Midlothian Turnpike. Geographic coordinates 37° 30' 10" Lat., 77° 13' 30" Long. transmitter and antenna RCA. Legal council Kroger, Peck & Glenn, Winston-Salem, and lawyer Wilkerson, Winston-Salem.

Education TV More Outlets in Calif.

URGING California's legislature to adopt legislation and appropri- ate money to insure adequate state- and local educational facilities, the State Board of Education recommended that at least four additional video channels be procured.

This action, adopted Jan. 2, fol- lows a pattern set at Govern- ment's Conference on Education- al Television held at Sacramento last month [B-9, Dec. 22, 1962] and attended by more than 2,000 leaders in education, agriculture, labor and television.

The board, acting unanimously on a resolution backing the TV educational plan, authorized Roy E. Simpson, Superintendent of Public Instruction, to take steps to secure the four channels and "more if they are required." It further urged "full and complete" utilization of the present eight channels allocated by the FCC.

The resolution also suggested that because of limited time before FCC's June 2 deadline to utilize channels set aside, an extension be reobtained. At present, one non- commercial TV educational station is under construction in Los An- geles.

INP Assistant General Manager Bauer examines newscast pictures being received by facsimile.

HILL BAN EASING

FOR the first time in 10 months, TV last week. Two newspapers continues to be made by the House Armed Services Committee.

A roundup of some House com- mittee chairmen indicated that the concurrence of Speaker Joseph W. Martin, (R-Mass.) to permitting committees to make up their minds was having its effect. Last February, then Speaker Sam Rayburn (D-Tex.) moved that radio and TV cameras as well as newssheets and tape recorders from House committees be barred.

Although Speaker Martin's an- nouncement reversed Speaker Ray- burn's decision, Rep. Patrick J. Hillings (R-Calif.) submitted a resolution (H Res 21) which would authorize use of radio and TV cameras and tape recorders for itself whether the broadcast media should be permitted to cover its sessions.

Mr. Hillings resolution, in the form of an addition of a new rule to the House's regulations, reads:

"All hearings conducted by commit- tees or their subcommittees may be broadcasted by radio, TV, or tape, the proceedings may be reproduced by recording or photography if so authorized by a majority of said commit- tees or subcommittees. Such reproduction of any broadcast, TV, or radio, TV, broadcast, or reproduction shall be subject to such conditions as the committee or subcommittee by majority vote may prescribe."

Already announced as favoring radio or TV coverage, to some de- gree, are such House committees chaired as the Education and Labor Committee and the Appropriations Committee. Rep. Harold H. Velde (R-Ill.), Un-American Activities, who said he would permit some radio and TV participation with other news media.

He also expressed the belief that the broadcast of some of his com- mittee's hearings would "enhance" the Un-American Activities Com- mittee's prestige by showing the public that its hearings were conducted fairly.

Rep. Kenneth B. Keating (R- N.Y.), subcommittee investigating Justice Department, who said he thought radio and TV coverage would be proper for subjects of "general public interest." Rep. Robert W. Kean (R-N.J.), subcommittee investigating a tax scandal, who said, "I don't object to tape recordings for radio broadcasting and I have no objection to television, provided it can be done without lights. Bright lights tend to make a show of the thing and destroy the dignity of Congress."

Adverse Comment

Not enthusiastic was Rep. Samuel K. McConnell Jr. (R-Fla.), Labor Committee. He thought witnesses tended to concentrate on "mugging in front of the camera" instead of on testimony.

The Senate has always permit- ted its committees to decide for themselves whether their hear- ings should be broadcast or tele- vised. Not long ago, Sen. Joseph R. McCarthy (R-Wisc.) said he favored radio-TV coverage of the investigations subcommittee of the Government Operations Commit- tee.

In the last session of Congress, Sen. Pat McCarran (D-Nev.), then chairman of the Senate Judiciary Committee, offered a resolution (S Res 319) to bar the broadcast- ing of Senate Judiciary commit- tee hearings. It was never taken up by the Rules Committee and died with the adjournment of the 82d Congress.

"Today's" Facsimile

NBC-TV Begins Use

USE of facsimile to speed delivery of newswires for telecast to be begun this morning (Monday), with presentation by the NBC-TV program of photo wire pictures received in the studio from International News Photos via facsimile equipment developed by Hogan Laboratories.

Agreement between INP and NBC for the facsimile transmission service of still photos for Today and NBC's other TV news programs was announced Thursday by Seymour Berkson, general man- ager of INS and INP, who termed the service "a new milestone in the adaptation of modern electronic de- vices to TV showmanship, designed to add further dramatic visual im- pact to TV news presentations."

The NBC facsimile service may well be the forerunner of the adoption of facsimile systems for serving TV stations and networks on a national scale, replacing INP's present leased picture wire service, according to Charles Bauer, assis- tance of Projekt's public relations. If development and production of the necessary equipment proceeds on schedule, this service should be ready to go in about a year, he said.

Speed Factor Cited

Speed is perhaps the foremost advantage of the facsimile service, Mr. Bauer said, pointing out that a single facsimile camera delivers a positive print in about a minute. This print can be sent on a leased line to the nearest INP. National headquarters office for immediate distribution to INP's TV clients. Each station news edi- tor can make an immediate deci- sion as to whether he wants to use a particular print without wait- ing for the completion of the pre- liminary processing such as is re- quired by the standard process of sending photos by wire.

Other advantages are that the facsimile service does not require continual monitoring, that the dull surface of finished prints is ideal for telecasting without the reflections inherent in glossy prints and that facsimile permits the trans- mission of captions and other news copy along with the pictures and not as separate wire as is done currently. Mr. Bauer believes that eventually TV stations will get their full national service news as well as picture service by facsimile, with 95% of the cost of re- producing copy exactly as sent.

Mr. Berkson also reported an expansion in INP's TV news serv- ice. Effective Jan. 5, the New York TV news desk went on a 24-hour basis, with Fred Methot. With this arrangement, INP is able to provide background pictures and information on important persons and events as well as the usual news photos. Mr. Methot explained. His staff now can suggest feature stories and treatment to TV stations and develop them if desired, he said.
stated, "but colleges facing TV competition remained 16% below their 1951 levels, or 3,148 to 4,748 base, while colleges which were not exposed to television competition drew 10% larger audiences than they did in 1947-48." Full TV is extremely significant that under the continued NCAA program of limited football telecasts, colleges with TV competition were generally able to maintain the level of paid admissions, despite a 40% increase in TV set ownership, and the extension of network television of football games to many areas in the south, southwest and mountain states which were not affected by TV competition in 1951. Colleges in TV areas held their 1951 levels but failed to share in gains recorded elsewhere. TV was not a factor, it was stated.

The report quoted Nielsen data showing an average rating (of % of sets tuned to NCAA program) of 328 for the 1952 season. Top figure was 50.4 for the UCLA-USC game. Average share of - audience was 67.1% for 11 games.

Hall Review Report

NCAA's Monday afternoon roundtable was opened by Robert A. Hall, of Yale, chairman of the TV Committee. As chairman he reviewed the committee's report showing its conclusions and recommendations. It is extremely significant that under the continued NCAA program of limited football telecasts, colleges with TV competition were generally able to maintain the level of paid admissions, despite a 40% increase in TV set ownership, and the extension of network television of football games to many areas in the south, southwest and mountain states which were not affected by TV competition in 1951. Colleges in TV areas held their 1951 levels but failed to share in gains recorded elsewhere. TV was not a factor, it was stated.

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BLAIR-TV calls it a red-letter day when a TV station of the stature of WTTG adds its weight to the important roster of Blair-TV-represented outlets. As an original owned and operated station of the Du Mont Network, WTTG has for the past five years presented a popular combination of local and network shows. Its early dominance of the Washington market (America's 9th metropolitan market) has paid handsome dividends in terms of an impressively large and faithful following.

Coverage...programming...aggressive, far-sighted management have provided BLAIR-TV with a sales platform the alert advertiser will want to investigate now. For the full story, phone any BLAIR-TV office today.
During 1952, KPRC-TV extended its services to encompass telecasts from early morning to midnight ... more than 17 hours out of each 24 ... more than 6,250 hours on the air during the year.

The Houston area's tremendous and constantly growing number of set-owners experienced every possible type of television entertainment in 1952 ... plus well over 600 very important hours and well over 11,000 announcements devoted exclusively to community interests and public welfare.

Literally hundreds of religious and educational institutions, agricultural, governmental, safety and civic organizations, and other groups wholeheartedly dedicated to the betterment of community living, participated in these public service programs.

With the close cooperation of these groups and their individual workers, KPRC-TV has been able, to express, in concrete terms, its desire to serve successfully the people of Houston and the Gulf Coast area.

The owners, management and staff of KPRC-TV wish to offer their sincere appreciation to all of these participating groups, and to re-dedicate themselves to the service of the community.

RELIBGES
Houston Council of Churches
Houston Council of Church Women
National Council of Catholic Women
Catholic Youth Organization
Daughters of the Nile
Knights of Columbus
B'Nai B'rith
Maryknoll Fathers
Christian Endeavor Union
The Newman Club, University of Houston
Negro Theological Union
American Quakers
Galveston Catholic Churches
Saint James Lutheran Church
Faith Lutheran Church
First Lutheran Church
North Side Lutheran Church
First Baptist Church
Saint Luke's Methodist Church
Height's Christian Church
Christ Church Cathedral
Magnolia Park Assembly of God
Presbyterian Church of the Covenant
West University Methodist Church
Saint Paul Methodist Church
First Methodist Church
West University Baptist Church
Temple Methodist Church
Our Mother of Mercy Church
Bethel Evangelical and Reformed Church
South Park Evangelical and Reformed Church
Christ Evangelical and Reformed Church
First Evangelical and Reformed Church
Temple Beth Israel
Temple Emanuel El
Congregational Beth Yeshurun
Congregational Beth Jacob
Congregation Adath Emeth
First Baptist, Pasadena
Bethany Methodist Church
Saint Mark's Methodist Church
Parker Memorial Methodist Church
Fairbanks Methodist Church
Garden Villas Methodist Church
Oaks Christian Church
Garden Oaks Baptist Church
Trinity Episcopal Church
Saint John the Divine
Saint Francis Episcopal Church
Church of the Good Shepherd
Heights Presbyterian Church
Collins Methodist Church
Saint Matthews Methodist Church
Grace Methodist Church
Annunciation Catholic Church
Saint Vincent De Paul Catholic Church
Second Christian Church
Park Place Baptist Church
Evangelistic Temple Church
Clark Memorial Methodist Church
Shepherd Drive Methodist Church
Saint Albans Episcopal Church
Saint Stephen's Episcopal Church
Parkcrest Methodist Church
Saint Matthew's Episcopal Church
First Evangelical Church
Saint John's Episcopal Church
Unitarian Church
Holy Ghost Catholic Church
Bering Memorial Methodist Church
First Baptist Church, Austin
Our Lady of Fatima Church
Saint Michael's Episcopal Church
Episcopal Church of the Redeemer
Garden Villas Community Church
Grace Lutheran Church
‘Frontiers of Faith’
‘Life is Worth Living’ (Bishop Sheen)
Missouri Synod, Lutheran Churches
National Council of Churches
Bilby Graham Evangelistic Foundation
The Christophers
Bluebird Circle

AGRICULTURAL GROUPS
Houston Chamber of Commerce Agriculture Department—Farm & Ranch Club
University of Houston Agriculture Department
Texas A & M Cooperative Extension Service
Production Marketing Administration
Soil Conservation Service
American Brahman Breeders Association
Gulf Coast Aberdeen Angus Breeders Association
Hereford Breeders Association
Public Markets
Texas Farm Bureau Federation
Wharton County Fair
Trinity Valley Livestock Exposition
Harris County Dairy Day
Harris County Vegetable Day
Brazoria County Fair
Fort Bend County Fair
Texas State Fair
East Texas State Fair
Southwest Texas State Fair
Washington County Fair
Land Grant Colleges Association
Texas Forest Service
National Safety Council
Department of the Treasury
Texas Future Farmers of America
Nacodoches, Latexo, Livingston, Huntsville, Crosby, Lufkin, Alvin, Timpson, Joaquin, Needville, Lufkin (Redland), Sugarland, Kirbyville, Rosenberg, Pasadena, Angleton, Groveton, Hearns, Orchard, Crockett, Lexington, Giddings, Grapeland, Missouri City
Future Homemakers of America
Pearland, Rosenberg, Galena Park, Cedar Bayou, South Houston, Webster, Spring Branch, Aldine, Crosby, Tomball

Harris County 4-H Clubs
Addicks, Aldine, Alief, Baptistown, Burbank, Cedar Bayou, Channelview Juniors, County 4-H Club, Crosby, Cypress, Cypress Juniors, Fairbanks, Garden Acers, Highlands, Hockley, Tomball Seniors, Tomball Juniors, Bellaire, Webster, Humble Juniors, Humble Seniors, Katy, La Porte, Miniex, Seabrook, Almeda, Genoa, East Houston, Huhl, Klein, Galena Park, Sheldon, Spring Branch, Spring Seniors, Spring Juniors, Junior Dairy Club, Junior Rabbit Club, Junior Beef Cattle Club, Recreation Acres

Harris County Home Demonstration Clubs
Addicks-Barker, Aldine, Alief, Almeda, Bellaire, Berry, Bluebell, Burbank, Channelview, Crosby, Cypress, Kathmere Gardens, Katy, Minette, North Houston, Spring, Fairbanks, Friendly Acres, Garden Home Acres, Garden Villas, Sheldon, Sunnyland, Golden Vista, Highlands, Huhl, Houmont Park, Houston Gardens, Klein, La Porte, Mykawa, Orange Grove, Spring Branch

NATIONAL ORGANIZATIONS
Young Men's Christian Association
Young Women's Christian Association
United States Navy
March of Dimes
Cerebral Palsy Foundation
United States Air Force
C.A.R.E.
COMMUNITY ORGANIZATIONS

Bellaire Chamber of Commerce
Houston Junior Achievement Clubs
Forest Oak Civic Club
Alpha Kappa Alpha
Shamrock Charity Bowl
Harris County Emergency Corps
Harris County Fair and Rodeo
Omega Psi Phi
Beta Sigma Phi
Federation of Garden Clubs
Harris County Civil Defense
Starr Commonwealth Home for Boys
Houston Chamber of Commerce
United Fund
Houston School Board Candidates
Houston City Council Candidates
Houston Little Theatre
Alley Theatre
Civic Theatre
Amateur Boxing Show
Chi Omega Benefit
Houston Exchange Club
Children's Hospital
Pioneer Women
South Texas Beagle Club
South Texas Boxer Club
Pin Oaks Charity Horse Show
Four Arts Theatre
Houston Settlement House
Houston Little League Baseball
Houston Junior Chamber of Commerce
Harris County Bloodmobile
Sheriff's County Rodeo
Houston Odd Fellows
Street Newsboy Club
Wharton American Legion
Insurance Women’s Club
Kiwanis Club
Lions Clubs
Galveston Junior Chamber of Commerce
Variety Boys’ Club
Salesmanship Club
Elks Club
Holly Hall
Houston Contract Bridge Association
Houston Model Railroad Club
Houston School Bond Issue
Houston Garden Clubs
City of Houston Recreation Department
Houston Policemen’s Benefit Fund
Boy Scouts of America
Girl Scouts of America
Houston Optimist Club
Brownies
Campfire Girls
Houston Fat Stock Show
Barbershop Minstrels
Polo Emergency Volunteers Association
Make a Christmas Toy Campaign
Arabia Temple

EDUCATIONAL

MacGregor Elementary School
Rusk Elementary School
Memorial Elementary School
Twenty-Third Avenue Elementary School
Horn Elementary School
Montrose Elementary School
Franklin Elementary School
Bonner Elementary School
Southmayd Elementary School
Condit Elementary School
Cage Elementary School
Tarry Elementary School
Garden Oaks Elementary School
Sutton Elementary School
Roberts Elementary School
Golfcrest Elementary School
Lamar Elementary School
Ross Elementary School
Lantrip Elementary School
West University Elementary School
Roosevelt Elementary School
Lubbock Elementary School
Douglas Elementary School
Harvard Elementary School
Henderson Elementary School
Hohl Elementary School
Helms Elementary School
Love Elementary School
Oates Elementary School
Pugh Elementary School
Mark Twain Elementary School
Wilson Elementary School
Bowie Elementary School
Jackson Junior High School
Hamilton Junior High School
Johnston Junior High School
Marshall Junior High School
Lanier Junior High School
Burbank Junior High School
Deadly Junior High School
Pershing Junior High School
Hogg Junior High School
Edison Junior High School
George Washington Junior High School
Reagan High School
Lamar High School
Whitney High School
Sam Houston High School
Davis High School
Milby High School
Austin High School
Booker T. Washington High School
Yates High School
San Jacinto High School
Vocational-Technical High School
Allied Arts Association
Rice Institute
Incarnate Word Academy
Lon Morris College
Genoa School
School for Deaf Children
Texas Southern University
Wharton Junior College
Galena Park Junior High School
A & M Consolidated School
Alvin Junior High School
Sam Houston College
Spring Branch School
Child Guidance Center
University of Houston
University of Houston School of Nursing
Museum of Fine Arts
Contemporary Arts Museum
Houston Post Art Exhibit
Attic Theatre
Houston Youth Symphony
Houston Art League
Texas A & M College
Houston Public Library
Sacred Heart Dominican College
St. Agnes Academy
Parent-Teachers Association
International Education Council

SAFETY-HEALTH

Texas Department of Public Safety
Houston Police Department
Fire Prevention Week

National Fire Prevention Week
American Heritage Foundation
Oil Progress Week
Federal Social Security Administration
American Red Cross
Christmas Seal Campaign
United States Marine Corps
United States Defense Bonds
United States Immigration Service
United Nations
Organized Reserve Corps
Women's Air Force
Women's Army Corps
Veterans Insurance Program
Army Medical Corps
W.A.C. Recruiting
WAVE Recruiting
Army Nurse Corps
Hire the Handicapped Week
Army Nurse Recruiting
Civilian Nurse Recruiting
American Institute of Decorators
American Legion Baseball
Southern Junior AAU Olympics
Veterans of Foreign Wars
National Guard
United States State Department
Disabled American Veterans
Make a Toy Campaign
United States Post Office Department
American Legion
Leper Fund

HARRIS COUNTY SHERIFF'S DEPARTMENT
National Safety Council
Junior Chamber of Commerce
Houston Heart Association
Harris County Medical Association
Harris County Tuberculosis Society
Houston Negro Hospital
M. D. Anderson Hospital
Harris County Blood Donors
State Health Service
Rabies Control
Cerebral Palsy Association
U. S. Public Health Service
Harris County Cancer Society
Methodist Hospital Dietician

CHANNEL 2 • HOUSTON
N.B.C. • C.B.S. • A.B.C. • DU MONT

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.
A MERICAN Research Bureau December 1952 ratings listed 'Love Lucy' and Arthur Godfrey's 'Talent Scouts' in the No. 1 and 2 spots, respectively, and ARB Director James W. Seiler said the two shows, plus Your Show of Shows, were among ARB's top 10 every month scheduled during 1952 except for vacation periods. December ratings, compared with those in January at the beginning of 1952, follow:

JANUARY 1952

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1 Red Skelton (NBC)</td>
<td>49.5</td>
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<td>2 Talent Scouts (CBS)</td>
<td>47.2</td>
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<tr>
<td>3 Stor Theatre (NBC)</td>
<td>46.2</td>
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<tr>
<td>4 Show of Shows (NBC)</td>
<td>44.9</td>
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<tr>
<td>5 I Love Lucy (CBS)</td>
<td>44.0</td>
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<tr>
<td>6 My Friend Irma (CBS)</td>
<td>44.0</td>
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<tr>
<td>7 Blue Ribbon Boys (CBS)</td>
<td>40.1</td>
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<tr>
<td>8 Comedy Hour (NBC)</td>
<td>40.0</td>
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<tr>
<td>9 Convoy of Spooks (NBC)</td>
<td>39.7</td>
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<tr>
<td>10 Kraft TV Theatre (NBC)</td>
<td>38.0</td>
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DECEMBER 1952

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1 I Love Lucy (CBS)</td>
<td>73.0</td>
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<tr>
<td>2 Talent Scouts (CBS)</td>
<td>68.0</td>
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<tr>
<td>3 Godfrey &amp; Friends (CBS)</td>
<td>57.4</td>
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<tr>
<td>4 You Set Your Life (NBC)</td>
<td>49.5</td>
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<tr>
<td>5 Comedy Hour (NBC)</td>
<td>47.2</td>
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<tr>
<td>6 Dragnet (NBC)</td>
<td>43.5</td>
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<tr>
<td>7 What's My Line? (CBS)</td>
<td>41.6</td>
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<tr>
<td>8 Television Playhouse (CBS)</td>
<td>41.6</td>
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<tr>
<td>9 Our Miss Brooks (NBC)</td>
<td>39.6</td>
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<tr>
<td>10 Shaw of Shows (NBC)</td>
<td>38.3</td>
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'Mary' Leads

Dec. Videodex Report

TOP 10 network television programs for December listed by Videodex Reports are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of TV Cities</th>
<th>% of TV Homes</th>
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<tbody>
<tr>
<td>1 I Love Lucy (CBS)</td>
<td>42</td>
<td>59.5</td>
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<tr>
<td>2 Godfrey &amp; Friends (CBS)</td>
<td>39</td>
<td>58.0</td>
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<tr>
<td>3 Godfrey &amp; Talent Scouts (CBS)</td>
<td>38</td>
<td>46.6</td>
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<tr>
<td>4 Godfrey &amp; Friends (CBS)</td>
<td>37</td>
<td>40.3</td>
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<tr>
<td>5 Groucho Marx (NBC)</td>
<td>34</td>
<td>43.9</td>
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<tr>
<td>6 Dragnet (NBC)</td>
<td>31</td>
<td>43.9</td>
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<tr>
<td>7 Your Show of Shows (NBC)</td>
<td>27</td>
<td>35.4</td>
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<tr>
<td>8 Bullock Circus Hour (NBC)</td>
<td>24</td>
<td>37.5</td>
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<tr>
<td>9 Colgate Comedy Hour (NBC)</td>
<td>23</td>
<td>35.4</td>
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<tr>
<td>10 Red Skelton (NBC)</td>
<td>18</td>
<td>34.6</td>
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November Hooperratings:

'Lucy' Led in 31 Cities

C. E. HOOPER Inc.'s "TV-Area Hooperratings" for November found

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<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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Daytime TV Habits

Reported in L. A., S. F.

DAYTIME TV is heard in two-thirds of Los Angeles and San Francisco TV homes at least once, Monday through Friday, according to a report on "The Audience Potential of Daytime Television" made by ARB-Teleque for clients at year's end.

Based on an analysis of the American Research Bureau survey made in November in the two California cities, the report shows nearly half of the homes tune in every day for five days and only about one in ten tune in one day only.

One significant fact is that daytime audiences in both cities are

(Continued on page 66)

Weekly Television Summary — January 1, 1953—TELECASTING SURVEY

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<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<td>Anchorage</td>
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LUCY 'In Front of Rating Parade

(Report 250)
Here are the salesmen who have what it takes to move your product here in the Dayton market—where the pay check ranks up with the nation's highest, and that ever-lovin' folk music keeps it circulating.

You won't find a higher-powered sales force anywhere than our star-studded roundup of Ernie Lee, Kenny Roberts, and the Trail Hands. See National Representative George P. Hollingbery for market data, ratings and availabilities.
ali in two basic respects: (1) The number of homes tuning to daytime TV averaged about 6.9 hours viewing during the week. * * *

12 Million Viewers Saw "Birth"—ARB

TELEVISED birth of a baby last month on NBC-TV's March of Medicine was seen by nearly 12 million viewers in over 5 million homes, in 37 cities, according to American Research Bureau figures released by Director James W. Seiler.

ARB estimates some 11,582,000 viewers, with nearly 35% of sets in various areas tuned to the program. The audience breakdown was 38% men, 51% women and 10% children. Program was telecast Dec. 2 as part of the regular twice-weekly series sponsored by Smith, Kline & French Labs.

* * *

Chicago Leads L. A. In Live Origination

CHICAGO has moved into second place, ahead of Los Angeles, as origination point for live network television programs, according to Ross Reports on Television published today (Monday).

The research firm issues a monthly index of network TV program origination based on a single week's sampling. Current figures are based on advance network schedules for the week of Jan. 11-17.

New York outdistances all cities with 135 1/2 hours of live and film programming (125live) set for the sampling period. Chicago has scheduled 18 hours (17 live) and Los Angeles 19 hours (11 live).

Other city totals are: Washington, 64 hours (6 live); Philadelphia, 7 hours (4 1/2 live); Cincinnati, 5 hours (5 live); St. Louis, 3 1/2 hour (5 live), and Baltimore and Pittsburgh, 1/2 hour each, both live.

Survey of network TV programming by Ross Reports indicates that during the Jan. 11-17 index week, NBC will lead all networks in film-originated service to affiliates with 69 hours of programming (56 1/2 hours live). CBS-TV will transmit 63 hours (55 1/2 live); DuMont, 22 hours (21 live), and ABC, 28 hours (18 1/2 live).

The firm said that all approximations are based on advance schedules and do not reflect last minute programming revisions.

* * *

Golf Coverage Technique Devised at KECA-TV

DEVISED to augment TV coverage of golf tournaments is a new technique by Stuart Woodman Phelps, director with KECA-TV Los Angeles, whereby all the strategic golf plays are brought into focus in one picture. It was premiered on the telecast of the 27th annual L. A. Open Golf Tournament, Jan. 5-6. Cables in double the normal amount were laid underground to connect audio and video channels. Four cameras were utilized. Mr. Phelps directed from a special master control headquarters on the links.

Page 66 * January 12, 1953

"SHOW BUSINESS"

Kaufman Back by Demand

PLAYRIGHT George S. Kaufman, dropped from the regular panel of American Tobacco Co.'s This Is Show Business because of protests against his work made on the Dec. 21 program, will return to the show—by popular demand—when the show becomes a sustainer Jan. 24.

The number of protests against the dropping of Mr. Kaufman was reported by CBS-TV spokesmen as having greatly exceeded the number of protests (about 500) against the remark he made.

The original protests were directed against Mr. Kaufman's observation, on the pre-Christmas program, that they should "make this one program on which no one sings 'Silent Night.'" Complaints were based on interpretations of the remark as being "anti-religious" and in "bad taste.'"

Among the protests that broke with disclosure that Mr. Kaufman had been dropped was one lodged by the Rev. Dr. Truman B. Douglas, chairman of the Broadcasting and Film Commission of the National Council of Churches, who wrote CBS Board Chairman William S. Paley that Mr. Kaufman's remark was "more expressive of religious sensibilities than of any spirit of derision."

Dr. Douglass said, "The real sacrilege is the merciless repetition of 'Silent Night' and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians."

He also objected to the dropping of Mr. Kaufman on protests from a minority of the audience: "It would seem to me," he said, "that before CBS accepted these self-appointed defenders of sanctity as ultimate arbiters of good taste in the realm of religious controversy it might have been made to obtain the opinion of responsible representatives of religious bodies."

Mr. Kaufman himself had said that his "was not willingly an anti-religious remark. I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products."

American Tobacco Co.'s decision to replace the show, which alternates the 7-7:30 p.m. Sunday spot with the Jack Benny program, was reached before Mr. Kaufman made the quip that set off the furor. Effective Jan. 24, the program will be seen Saturday, 9-9:30 p.m., with Mr. Kaufman, Clifton Fadiman and Sam Levenson among the regulars.

Consolidated Sales

COMPLETION of 28 new sales in the past two weeks by Consolidated Television Sales, the home TV distribution firm, was announced today (Monday) by Peter M. Robeck, general manager.
CROSLEY TV DIV.

11-Month Report Issued

GROSS SALES for the three-station television division of Crosley Broadcasting Corp. for the 11-month fiscal period ending Oct. 31, 1952, totaled in excess of $44 million—equaling the $5 million gross of Crosley's WLW Cincinnati and $730,000 gross for WINS New York during the same period.

Financial details of the Crosley operations were disclosed in the formal report filed by FCC last week for consent to purchase WLTV(TV) Atlanta for $1.5 million from 25 prominent local citizens (Dec. 15, 1952). Concurrently, Crosley tendered to the Commission its amended new-station applications for vhf Ch. 11 at Toledo and vhf Ch. 8 at Indianapolis. The Avco Corp. subsidiary had applications pending in those cities prior to the lifting of the freeze last spring.

Crosley's present TV outlets include WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. In addition to these and its 50 kw clear channel WLW and 50-kw independent WINS, Crosley operates several international short-wave stations which are a part of the Voice of America.

Since FCC rules prohibit a single licensee from controlling more than five TV stations, Crosley would be faced with giving up the alternate bid should either of the Toledo or Indianapolis applications be approved and the WLTV transfer consummated after Commission consent.

Last 'Pre-Freeze' Station

The last of the "pre-freeze" and the 108th station to commence operation, WLTV has been on the air since Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B&T, Nov. 17, 1952].

The 25 local citizens comprising Broadcasting Inc., the WLTV licensee, had acquired the station for $255,000 from the Atlanta Journal and Constitution, licensee of WSB-TV Atlanta. Third operating Atlanta station is WAGA-TV, owned by Stoever Broadcasting Co.

WLTV, an ABC affiliate, is assigned Ch. 8.

Final negotiations for the sale were handled by James D. House, chairman of the board of Crosley and vice president of Avco, and William T. Lane, WLTV general manager, who is expected to remain in his present post.

Avco already has a business interest in the South through its appliance manufacturing plant at Nashville.

The Broadcasting Inc. stockholders who would sell their holdings to Crosley, in addition to General Manager Lane, include President Walter G. Sturdivant, owner of Montgomery Knitting Mills of Summerville, Ga., Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery.

WLTV's financial statement, dated Nov. 30, 1952, and submitted with the transfer application, reported a net loss from opera-
Tobey Asks Delay in ABC-UPT Merger
(Continued from page 8)

Sen. Tobey's proposed hearings would be the ABC-UPT merger, it was thought unlikely that the FCC Commissioners would permit themselves to be interrogated on the case. The Commission has carefully refrained from discussing pending matters with Congress. Legally, it cannot go beyond the record.

But in this case Sen. Tobey's main thrust of discussing possible legislation regarding the prohibition of motion picture and TV mergers. Consequently, it was felt that the Commissioners' ideas on the merger could be presented.

Consensus in a 1948 hearing on whether a blanket rule should be promulgated by the FCC to bar applicants with histories of anti-trust violations—which bore most heavily on motion picture interests—was that no general rule should be applied, but that each case should be taken up individually. The ABC-UPT merger-related issues concerning Paramount Pictures' anti-trust history, was the first such case following the long-debated decision.

Oral argument before all seven commissioners saw only the Broadcast Bureau attorneys oppose the examiner's initial decision in toto. Hearing Division Chief Frederick W. Ford argued that the merger tended to monopoly. He declared that both radio and TV and motion picture companies competed for audiences, and that in addition further conflicts might crop up if and when theatre-TV and subscription-TV come of age.

Ford Decrees 'Urgency'
Mr. Ford also decreed the "urgency" of a decision immediately and declared that further delays would not be adverse to ABC's future.

To the argument that ABC and UPT would continue as separate entities, Mr. Ford quoted from the 1941 FCC Report on Chain Broadcasting that "two arms of a company cannot compete..." This was in reference to the Blue and Red Networks of NBC. ABC is the successor to the Blue Network, which the FCC forced NBC to relinquish in 1945. It was sold to Mr. DuMont.

FCC attorney Max Paglin argued that the transfers of the radio-TV properties from the old Paramount Pictures to the new producing company was a voluntary action and required prior FCC approval. The applications were filed a few days before the new companies came into existence in January 1950, and the merger was tagged as involuntary transfers. Paramount contended that the 1949 Consent Decree forced it to divide itself into producing and theatre-owning companies and thus the merger, an involuntary transfer did not require prior FCC approval.

FCC attorney James Juntilla argued that Paramount controlled Allen B. DuMont Labs, by virtue of 55% ownership of DuMont stock. DuMont is actually and practically controlled by Dr. DuMont, attorney William A. Roberts emphasized in his presentation on the control issue cited various instances where the DuMont interests had acted counter to the Paramount directors' wishes. He stressed that Dr. DuMont and his associates actually run the company, that the Paramount directors—they occupy three out of the eight board memberships and represent the Class B stock wholly owned by Paramount—represent an investor's interest rather than an operating interest.

In answer to questions from FCC commissioners, Mr. Roberts acknowledged that Delaware law (DuMont is a Delaware corporation) provided for a type of negative control, but he strongly urged the Commission to look at the actual operating history of the company which, he said, was "dominated" by Dr. DuMont and his associates.

Roberts' Answer
In reply to Miss Henock, Mr. Roberts said that DuMont feared that it would not be able to compete with the AB-PT company because of its size and its purchasing power in the film, talent and story fields.

However, he acknowledged that DuMont would not feel too badly about the merger if it were permitted to expand its TV station ownership from its present three to the FCC's limit of five. He suggested, however, that the Commission include conditions in its approval of the merger. The conditions, he explained, would inhibit the new company from exercising domination by virtue of its size and its relationship to motion picture producers.

DuMont TV Network accounted for about 15% of the estimated $75 million gross of Allen B. DuMont Labs, Inc. to the new producing company. It was at this point that Miss Henock suggested that with TV's economic conditions improved since the ABC-UPT merger was completed, it would be no longer necessary to speed final Commission decision on the matter. The FCC had been urged to hasten its final decision, not only by AB-PT, which incurred the pinch of declining business early in 1952, but also by its affiliates.

Paramount Pictures attorney Paul A. Porter stressed that Paramount's interest in DuMont was that of an investor. He disclosed that Paramount's 25% holdings in DuMont were about 20-25% of Paramount's total assets. This accounted for the calibre of the Paramount directors on the DuMont board (Barney Balaban, Paul Raibourn and Edwin Weis), he told Miss Henock in answer to her interrogation.

In answer to another question from Miss Henock, Mr. Porter said that the subject of DuMont opposition to the ABC-UPT merger had never been taken up by the DuMont board. This was, he said, an indication of Dr. DuMont's control of his company.

History of Paramount Pictures' involvement in anti-trust litigation was traced by Mr. Porter. He stressed that no anti-trust actions had been brought against Paramount since the Consent Decree and the formation of the new Paramount Pictures Corp.

Answering the Broadcast Bureau's charge that the merged ABC-UPT company would restrain TV in favor of its exhibition business, UPT attorney Duke Patrick stated that such a charge was false. In the first place, the merged company would be cutting its own throat, he said. In the second place, there still would be competition from other TV networks—NBC, CBS and DuMont, he declared.

The fact that one of the companies involved in the merger was a motion picture company gave the Commission no right to discriminate against it, Mr. Patrick averred. He cited the history of...
the newspaper anti-discrimination clause in the McFarland Bill, told how the provision had been dropped during the conference on the bill because the conference stated that the Commission had no power to discriminate against any business.

In reference to the anti-trust issues, Mr. Patrick pointed out that UPT had never sued for anti-trust violations since it was organized.

Unique situation arose when Comr. Webster questioned whether the transfers were voluntary or involuntary, asked permission to interro-gate Mr. O'Brien. Witnesses are not usually questioned during oral argument before an administrative agency. Huddle of participating attorneys ensued, but UPT counsel decided not to put Mr. O'Brien on the stand.

Comr. Webster stated that he was forced to infer from the record that Paramount Pictures had a choice whether to accept the methods of complying with the Supreme Court divestiture decision and chose to make a business decision without regard to FCC regulations regarding transfers.

Mr. Patrick took personal responsibility for advising Paramount Pictures to file its applications for involuntary transfers.

Miss Hennock's questioning of Mr. Pat-terson emphasized that she held objectionable that UPT was the largest theatre chain in the U.S. (it will own 800 theatres following completion of the divestiture program), that it spends $30 million a year on film rentals, that movies compete with TV for audi-ence, that TV has affected movie attendance.

In answer to a question regarding conditions on the grant of the merger from Comr. Eugene H. Merrill, Mr. Patrick stressed that the proceeds made from the divestiture and ABC execs during the hear-ings were binding and that the approval did not have to be con-di tioned in any way.

McKenna's Plea
A spirited plea for urgency in coming to a final decision was made by ABC attorney James A. McKenna Jr. In answer to questions from Comrs. Hennock, Sterling and Bartley, he recounted the history of ABC financial plight, related the efforts it had made to gain new capital leading up to the merger agreement with UPT.

Miss Hennock kept hammering that the changed pluralistic climate in TV—with the lifting of the freeze—depreciated the need for haste in arriving at a final decision. Comrs. Sterling and Bartley were interested in whether UPT had been forced to curtail its service to affilies and whether, if the merger was approved, the network could begin marketing ABC's financial commer-Mial programs to its affiliates.

Miss Hennock expressed the fear that the whole TV industry would be taken over by motion picture interests.

Greater Love Hath ...

HEARKENING to the la-ments of Walter Compton, general manager of WTTC (TV) Washington, Allen B. DuMont Labs. outlet in the national capital, regarding the demands made on his time in demonstrating to prospective TV station owners the WTTC plant opera-tion, William E. Ware, presi-dent of KSTL St. Louis, after a recent visit to WTTC, went away with a feeling of such profound sympathy that he caused to be made up and presented to friend Compton a plaque, “in appreciation” of Mr. Compton's efforts “on behalf of Future TV Owners of America.”

VOD Finalists
12 Students Considered

NAMES of 12 high school students who will be the final six nominees in the sixth annual Voice of Democracy Contest were announced Thursday by Chairman Robert K. Richards, NATB assistant television and radio public af-fair director. A panel of national judges will pick the four national winners, to be announced early in February.

The finalists were chosen from a field of 12,000 entries submitted by 30,000 high schools competing in the broadcast script writing and voicing competition. The contest is sponsored by the National Association of Broadcasters, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The four national winners will receive $500 college scholarships and all-expense trips to Washington and Colonial Williamsburg plus radio-TV receivers donated by RTMA.

Awards will be presented Feb. 18 at the annual VOD luncheon at the Sheraton Hotel, Washington.

Judges are: Dr. Ralph Bunche,Dir-tor, Dept. of Trusteeship, United Nations, New York; Dr. John Boynton, President, Carnegie Endowment for International Peace; Charles Kuralt, a national win-ner, 1948-49 Voice of Democracy Con-test; Henry R. Luce, publisher of Life, Time and Fortune magazines; Rev. G. Bromley Oxnam, Bishop, Methodist Church; Theodore S. Repplier, presi-dent, Advertising Council; Dr. Susan B. Kiley, president, American Assn. of University Women; John O. Rees, Felter III; Anna Rosenberg, Assistant Secretary, American Federation of Radio-Television News analyst, CBS; Paul A. Walker, Publisher, with Walter, director of education, NBC.

Justice Tom C. Clark of the U.S. Supreme Court, is honorary chair-man of the contest.

Finalists are:


Baltimore School Strike
(Continued from page 85)

the education venture, John E. Sur-rick, vice president and general manager of the station, said that "radio received a challenge and a unique opportunity to make a meaningful public service in the finest sense of the word. We have met the challenge, and thus far our efforts to ease a critical situation appear to have been highly successful."

WBFR maintained a 55-minute daily schedule for teachers and cancelled "some local and network commercials to make the time available, but this is an emergency and our fullest cooperation is freely given," Mr. Surrick explained.

WWIN also placed its facilities at the disposal of the Dept. of Edu-ca-tion, with a 15-minute daily pe-riod devoted to air classes. Among other stations offering full-hearted cooperation and participating in the Board of Education's plan were WBAL, WBMD, WCAO, WCMB, WTH and WSID.

The pattern in the Baltimore experiment was set on short notice. The Board of Education evolved a schedule and TV classes and appointed about 15 teachers to give classes in either media, depending on their broadcast experience and aptitudes.

Pupils Attend Air Classes

Pupils reported to their schools each morning—but only long enough to pick up assignments and return home for air classes. They weren't required to listen or view programs, though their parents were urged to encourage them, but extra credits were held out for reports turned in. Pupils were advised beforehand what stations to dial for particular subjects.

Teachers held class in radio-TV studios, generally with a live audience of a dozen or more students and a small blackboard set up to look much like a classroom as possible. With a live audience teachers felt they were better able to impart knowl-edge.

In the opening class for ele-mentary pupils—a science program about thermometers—young-sters in the studio appeared un-aware of the existence of WBAL-TV cameras.

School and TV authorities gen-erally feel Baltimore has first claim on a school to station, a pioneer, with a low bow to WBAL-TV for its continuing interest in that field. The station is credited with submitting a full-time in-the-classroom plan three years ago. Telesets were installed in schools as a supplement and soon two hours of programming per week was under way.

One obvious advantage of such a plan, educators point out, is that it assures an appreciable audience, especially for specialized courses which involve experimental equip-ment. Another benefit, seen by some far-seeing educators, is the possible easing of the teacher shortage now facing schools.

No sir! It's all in the 1953 BROADCASTING Yearbook.

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* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

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[Address]

[City]

[State]
EMPIRE STATE
Tower Problems Discussed

PROBLEMS of installing the Empire State Bldg.'s "Communal Tele-
vision Transmitting System," as discussed at the annual meeting, were discus-
sed in the Jan. 2 issue of the AFL News-Reporter.

Aspects pointed up in the article are the tower's de-icing system and its faculty as a "king size" installation.

The de-icing or de-icing system requires 76 kw power for 200 individual heater units. System is automatically controlled by a humidistat - - thermostat device which turns on power when ice formation conditions exist. The IBEW said that the lightning rod assembly already is pitted and fused at 100 or more spots where lightning bolts have struck.

INAUGURAL BALL
Networks to Pool TV Pickup

POOLED TV pickup of the Inaugu-
ral Ball Jan. 20 was agreed to by ABC, NBC and CBS - - give a con-
certing with Inaugural Committee Chairman Joseph C. McGarraghy last week.

Although it was agreed ball ac-
tivities would not be sponsored, it was understood no objections were interposed to institutional commer-
cials preceding and following the TV coverage.

Plan is to pick up the ball at 11 p.m. for one hour, with 30 minutes from the National Guard Armory and 90 minutes from the George-
town U. gymnasium. The ball is being held in two sections. Which of the local TV stations will do the pickup had not been settled at week's end.

WOR-TV to 88 KW
WPIX (TV) Boost Impending

WOR-TV New York reported last
Wednesday it would boost effective radiated power from 22 to 88 kw "immediately" under FCC author-
ity, and expected necessary equip-
ment to be in place in the near future to raise ERP to 316 kw, also authorized by FCC. The station, on Ch. 9, said the immediate in-
crease to 88 kw made it "the most powerful UHF station in the FCC for 90-
day extension of special authority.

The high intensity light may solve the daytimemarking problem for high television towers [B\*T, Dec. 16, 1952]. It is mounted for the test on the south tower of the an-
tenna array of WFAA and WDAP trans-
eries, and others from Washington are expected to inspect the light later this month, it was indicated.
SAG STRIKE
Talks to Resume Today

SIX-WEEKS-OLD strike by the Screen Actors Guild against producers of filmed TV commercials took a bright turn last week with the announcement that SAG and the Film Producers Assn. of New York will renew negotiation sessions today (Monday).

In a joint statement released Wednesday, SAG and the New York producers declared:

"The Film Producers Assn. of New York and the Screen Actors Guild will resume the collective bargaining negotiations at New York next Monday, Jan. 12.

"The Guild and the New York producers association will engage in continuous, open-minded bargaining on all points in dispute in the hope of reaching agreement on a collective bargaining contract covering actors and announcers in television filmed commercials."

In a separate announcement, SAG said that John Dales Jr., national executive secretary of the union, had cautioned all members that the strike will continue until the dispute is settled.

Chances for a settlement were termed "extremely hopeful" by Peter Mooney of Audio Productions, president of PPA. He told Broadcasting Telecasting on Wednesday that each side would have "to give a little and take a little." Although he emphasized there were "many problems" to be resolved.

"We are entering into these negotiations with an open mind," Mr. Mooney said, "and we hold no animosity against the Guild. It's going to take a lot of hard work, but I am extremely hopeful of a settlement."

The nation-wide tieup began Dec. 1 after protracted negotiations between SAG and PPA had broken down, principally over failure to effect an agreement on extra payment to actors for TV commercials that are re-issued [B&T, Dec. 8, 1952].

A settlement between the union and New York producers would presage an end to the strike, it is reported, because 70% of filmed TV commercials are made in New York and a formula achieved there would mould the pattern elsewhere.

SAG's position on the main issue in dispute was that an actor should be repaid for his original fee ($70) every time the filmed commercial is re-issued on a network basis (defined as more than one station) and every four weeks when the film is used as a "wild spot"—one used on a network station break or in single locality.

The producers' counter-offer included the use of a commercial on a network break (as long as more than 30 stations) for the original payment and a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use.

Sales . . .

Contracts involving $1,521,000 were signed by Reub Kaufman, president of Guild Films Inc., Don Fedderson, executive vice president and general manager of KLAC-TV Hollywood, and Liberace, pianist-star of his own weekly half-hour KLAC-TV program. Under agreement 177 half-hour programs, starring Liberace, will be filmed and distributed nationally by Guild in 1953. Half of the financing, or $750,000, will be borne by the distribution firm. A producer-director is yet to be appointed, but George Liberace will continue as musical director for his brother. Each program is budgeted at $13,000, which covers all talent fees. Negotiations are in progress for distribution arrangements on other KLAC-TV programs.

Block of 119 feature films has been jointly acquired by KTTV (TV) Hollywood, and Hollywood Television Service, subsidiary of Republic Pictures. Produced after 1946, for the most part, the films will be telecast jointly by the two stations "because the block of films involved was too large for one station to absorb." The purchase was negotiated by Richard A. Moore and Donald Fedderson, general managers of KTTV (TV) and KLAC-TV, respectively, and Carl Collins and Morton Scott, president and vice president respectively, of Hollywood Television Service.

Paramount Television Productions Inc. puppet-adventure program, "The Timekeeper," has been sold to the following stations:

WCBS-TV New York, 26 weeks, telecast at 8:15 a.m., Monday through Friday; KHQ-TV Spokane, Wash., 12 weeks, also five times weekly; WGN-TV Chicago (renewal), 13 weeks; WEWS (TV) Cleveland, 13 weeks, and WHBF-TV Rock Island, Ill., 13 weeks.

Paramount's "Wrestling From Hollywood" has been sold to the following advertisers and stations:

National Brewing Co., 52 weeks, on WSLS-TV Roanoke, Va.; Falstaff Beer, 52 weeks, on KTBC-TV Austin, Tex.; KROD-TV El Paso, Tex., 26 weeks, program to be carried participating; WFAA-TV Dallas (renewal), 13 weeks; WCAU-TV Philadelphia (renewal), 13 weeks, and WWJ-TV Detroit (renewal), 13 weeks.

An agreement has been reached between New York stations, including United States, Sales, New York, and WABD (TV) New York granting the station exclusive New York third and fourth run rights to "Front Page Detective," film series featuring Edmund Lowe.

IN SYRACUSE . . .

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television listeners (Nov. 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

<table>
<thead>
<tr>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only</th>
<th>Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1467</td>
<td>986</td>
<td>3.07</td>
<td>4.52</td>
</tr>
</tbody>
</table>

The Survey Also Showed: 1-An average of 2.4 radios per TV home. 2-61 radios purchased after the homes had television. 3-Average of 4.4 hours per day of radio listening in non-TV homes. Comparative loss of radio-listening time in TV homes—only 30%. Here is PROOF that TV has NOT replaced radio in Central New York—merely provided another means of reaching this rich market.


Available . . .

Charles Melbourne, Inc., New York, will enter the television field with an open-end spot announcement library service for TV stations. The firm, one of the pioneer radio transcript firms, is in disfavor that marketing will begin Feb. 1. Among the one-minute TV spots (Continued on page 75)
CBS-TV WORKSHOP
Planned for Ministers

PLANS for an all-day TV workshop to show ministers and lay associates from the North and Middle Atlantic states how they can make maximum use of television facilities were announced last week by CBS-TV.

Sig Mickelson, CBS-TV director of news and public affairs, said the clinic—part of a week-long communications workshop being conducted under the auspices of the Broadcasting & Film Commission of the National Council of Churches of Christ in America, and one of a series scheduled under the commission's sponsorship [B*T, Dec. 29, 1952]—will demonstrate and explain what is involved in putting on a show on the air. It will be held Jan. 29 in CBS-TV's Grand Central studios in New York.

The production of CBS-TV's 'Lamp Unto My Feet' program will be shown and analyzed.

Agenda for the clinic, which is being arranged and coordinated by staff producer Bill Workman of the network's public affairs department, includes a welcome and introduction by Mr. Mickelson and a question-and-answer by the following:

Isabel Redman, producer of "Lamp Unto My Feet"; R. G. Thompson, director of technical operations; E. Carlton Winckler, director of production; James Connors, director of TV news; Michael J. Foster, director of press information; James D. Shaikh, director of TV writing; Paul Wiltig, director of new effects development; Richard Hopkins, manager of scenic design and construction; Anthony Ronesetti, manager of sound recordings; H. Grant Thesis, manager of film services operations; Gilbert DeSclafano, manager of stage lighting; and Judi Whiting, director of "Lamp Unto My Feet."

Hollywood Ad Club

DISCUSSION of "Southern California Radio During 1953" will be led by Norman Nelson, managing director of Southern California Broadcasters Assn., at the club's 2-lunchen meeting of Hollywood Ad Club, that city. Robert J. McAndrews, commercial manager of KBG (K-B-G) Amanda, president of the club, will be chairman.

RCA TO BUILD IN SPAIN

Folsom Announces Plans for $500,000 Plant

FACTORY RCA proposes to build near Madrid and part of surrounding grounds are shown in model.

PLANS to build a new factory in Spain to produce TV home receivers, phonograph records and record players were announced last Tuesday at a news conference by Frank M. Folsom, president of RCA.

The proposed plant, Mr. Folsom said, will be erected on a 322,000-square-foot site overlooking Madrid, on the main highway to Barajas Airport and the city of Barcelona. He added that it will be completed this year at a $500,000 estimated cost.

Arrangements were made in cooperation with Gabriel Soria, pres- ident and managing director of Industria Electrónica S.A., associate RCA company in Spain. Mr. Soria, who attended the news conference in New York, said Spain does not have television at the present time but noted that preparations are underway to introduce it some time in 1964.

In describing the venture, Mr. Folsom said the factory initially would concentrate on making 45-rpm records and record players. It would expand into TV, he continued, when Spanish developments in the field progressed.

Mr. Folsom said RCA in this enterprise has entered into a partnership with local business leaders. Besides Mr. Folsom and Mr. Soria, other directors of the new company are Antonio Soria, who has handled RCA product distribution in Spain for the past seven years, and Meade Brunet, a vice president of RCA and managing director of the RCA International Division. Chairman of the Board of Industria Electrónica is Demetrio Carrilier, formerly Spain's minister of Industry and Commerce.

Commenting on the new company's plans, Mr. Folsom declared: "This is a significant enterprise, because Spain opens great cultural as well as economic resources to us. We have discussed our plans with Gen. Franco, and we are gratified by his interest in this project, which will help the Spanish worker as well as the Spanish artist."

Mr. Soria, who has been studying American production methods at RCA plants in the U. S. and Canada, said the factory will "embody all of the latest techniques possible for good working conditions and efficient production." He said some Spanish workers would be sent to the U. S. for training in RCA factories.

LOBBYIST REPORT

NARTB Executives Listed

HIERARCHY of NARTB reported as lobbyists in third quarter 1952 report to Congress, among other radio-TV names listed in the Congressional Record last week.

Reporting for NARTB were Harold E. Fellows, president; Justin Miller, chairman and general counsel; Thad H. Brown, TV Department manager; Vincent T. Wasilewski and Abiah A. Church, attorneys, and Ralph W. Hardy, government relations director. Mr. Hardy reported he received $4,375.02 for the third quarter of 1952 and spent $660.59 for the nine months of last year.

Of others interested to the broadcasting industry reporting under the lobby registration law were:

Arnold, Fortas & Porter, for ARO Inc., received $5,000 for quarter, spent $439.81 for nine months of 1952.
Jack Bryson, Motion Picture Assn. of America, received $2,065.79, spent $4,345.90.
Clear Channel Broadcast Service spent $1,246.84. Also W. E. Quaal received $821.50.
Earl H. Gammons, CBS vice president, spent $549.60.
Francis M. Russell, NBC vice president, spent $821.50. Also George Y. Wheeler, NBC, spent $349.60.
Henry B. Weaver, Henry H. Glassie and Thomas M. Cooley II for Philco Corp. (receipts and expenditures not listed).
Edward K. Wheeler, for Shore Line Oil Co., spent $19,888. Also Wheeler & Wheeler, for Contract Carrier Conference, received $1,500, spent $25,700.

AD COUNCIL POSTS

Nunn, Eller Reappointed

ADVERTISING COUNCIL has re-appointed Wesley I. Nunn, advertising manager of the Standard Oil Co. (Indiana), Chicago, and Russell Z. Eller, advertising manager of Sunkist Growers Inc., Los Angeles, as volunteer coordinators of public service advertising campaigns conducted by the council.

In making the announcement last week, Howard J. Morgens, council chairman and vice president in charge of advertising for Procter & Gamble Co., Cincinnati, noted Mr. Nunn has served in that capacity since 1946 and Mr. Eller since 1945.

Young Composers

TWELVE winners were announced last week in the 1952 competition for Young Composers Radio Awards. Prizes from $100 to $1,600 were given to secondary, college and graduate students for winning manuscripts. Cari Haverlin, president of BMI and national chairman of YCA, also announced that the 1953 competition began Jan. 1.
MERRILL POSER
Commissioner’s Status Moot

LEGAL complications surround FCC Comr. Eugene H. Merrill, recess appointee, as he contemplates his governmental future.

According to White House sources, Comr. Merrill can serve until the first (1953) session of the 83d Congress concludes. Unless, that is, another Presidential nominee is sent to the Senate by President Truman (whose term ends at noon, Jan. 20) or President-elect Eisenhower.

Comr. Merrill was nominated last Oct. 6 after Congress had adjourned, to fill the unexpired term of ex-Comr. Robert F. Jones, who resigned in the late summer to enter law practice. This term runs until June 1954.

If no nomination is sent to the Senate by President Truman or his successor, Comr. Merrill is qualified to serve until the end of the first session of the 83d Congress, presumably late in 1953. If he is to be paid all that time, however, his name must be sent to the Senate within 40 days after Jan. 3, when the new Congress convenes.

Should the new Administration withdraw a Merrill nomination and send up a new name for the FCC post, Comr. Merrill’s term would end at the time a new nominee (if confirmed by the Senate) took the oath of office. If the Senate failed to act on a new nomination, Comr. Merrill would remain in office though his pay status would be in issue.

As a practical matter, the White House does not send up any nominations before the President’s State of the Union message has been read to Congress a few days after it convenes.

Should Comr. Merrill continue in office under his recess appointment, the exact time in which his term ends in 1953 would become a controversial question should Congress quit via the recess routine instead of adjourning sine die.

TV APPLICATIONS
Passed Over by FCC

THE following mutually exclusive applications for new television broadcast stations have been passed over by FCC in order to expedite the processing of uncontested TV applications:

GROUP A
Ohio Valley Bestg. Corp., Clarksburg, W. Va., Ch. 12.
Louisburg-Bestg. Corp., Clarksburg, W. Va., Ch. 12.
The Examiners of the University of Columbia, Mo., Columbia, Mo., Ch. 8.
KKMO Inc., Columbia, Mo., Ch. 8.
Rudman-Haytun Television Co., Billings, Mont., Ch. 2.
Billings Television Co., Billings, Mont., Ch. 2.
Montana Network, Billings, Mont., Ch. 2.
Albany Bestg. Co., Albany, Ga., Ch. 16.
Southeastern Bestg. System, Albany, Ga., Ch. 16.
Herald Publishing Co., Albany, Ga., Ch. 16.

BROADCASTING • Telecasting

EXAMINING newly-installed UP Telephoto Service at WOW-TV Omaha are (l to r) Bill McBride, newscaster; Ray Clark, news and special events director; Lyle DeMoss, assistant general manager, and Jack Harenberg, Central Dir. chief engineer for UP Newspictures.

MAJOR TV SHOWS
Simon Sees 75% on Film

ABOUT 75% of all major TV shows will have switched to film by the end of 1953, Al Simon, head of Al Simon Productions, predicted at a Hollywood Ad Club luncheon meeting in the Hollywood Athletic Club last Monday.

Speaking as a member of a motion picture-television panel discussion, he emphasized that programs can be produced better and cheaper on film than on a live basis.

He further predicted that with many technical personnel shifting from motion pictures to video, Hollywood will become even more important as a TV production center.

Carl Leserman, executive vice president of International Telemeter Corp., and a panel member, foresaw adoption of some form of subscription TV in two to three years. His firm plans to introduce subscription TV experimentally to the Palm Springs, Calif., area by early March.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood, moderated the luncheon meeting.

Sherrill Corwin, head of Metropolitan Theatres Corp., California chain, said he would “hate to think what would happen to movie theatres “if subscription TV comes to pass,” but added that once the FCC grants theatre TV a channel of its own “theatre TV cannot be stopped.”

John A. Vizzard, executive of the Assn. of Motion Picture Producers, asserted that TV will not put motion pictures out of business.

DIRECT MAIL ADS

DOLLAR volume of direct mail advertising during the first 11 months of 1952 reached a total of $1,070,741,139, a gain of 9.5% over the total for the same period of 1951, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. He put the November 1952 total at $130,134,574, about 4% above the figure for the same month in 1951.

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OFFICE: WASHINGTON, D. C.
3738 Kanawha St., N.W.
Phone Emerson 2-8071

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‘TODAY’ EXPANSION

NBC-TV Works on Details

NBC authorities are working on plans to extend the network’s two-hour early-morning Today television program from coast-to-coast, spokesmen reported last week. Show observes its first anniversary this month.

Answering speculation that the program might be abandoned, they also said it definitely is scheduled to continue through the year. A method being considered for getting it to the West Coast, it was said, is the tape recording technique developed and demonstrated by Bing Crosby Enterprises. Today, which started Jan. 14, 1952, and features Dave Garroway, currently is carried in 40 cities throughout the East and Midwest and as far west as Omaha. It is broadcast Monday-Friday, 7-9 a.m. EST and CST.

WNHC-TV Changeover

WNHC-TV New Haven hopes to make its changeover from Ch. 8 to Ch. 11 and boost visual power output from 18 to 316 kw, already authorized by FCC, by about mid-July, the station said last week. Do DeDominicus, general manager and secretary-treasurer, announced receipt of FCC authorization and reported plans for the change.
the stake of each, he went South. They planned to camp by tent until they found a radio station that considered them as good as they considered themselves.

They tried a station at Tulsa but they failed to impress. A second try (at KOME Tulsa), and they were put to work writing shows, selling them, running elevators, sweeping floors and announcing Tulsa football games. Salary was $22 a week.

His radio career was interrupted by the war and service in the army as a private. In 1943 he married his college sweetheart, the former Marcille Niekell. Shipped overseas soon after, he saw action with the Thunderbirds (45th Infantry Div.) at Anzio and in France. He was wounded and captured by the Germans in January 1946, spending the duration in a prison camp near Munich. He lost his right leg during the war. When he left the army he was a major.

To Mr. Barnes the advertising formula is radio and television as a combination. But he maintains that TV will never replace sister radio.

"Film is TV's salvation," he says, adding that live video will become more popular for daytime programming.

The Barnes' home is in Los Angeles' Parklawn area where his wife doubles as housewife and TV actress. He still pursues his interest in sports, baseball, football and golf in which he shoots in the 90s. A more relaxing pastime is a contract bridge.

He is a Mason, a Shriner, and a member of the Greater Los Angeles Press Club, Hollywood Ad Club and the Los Angeles Athletic Club.

EXCLUSIVE contract has been signed between WNAC-TV Boston and Walter Brown, president of Boston Garden, to telecasting rights for WNAC for all Boston Celtics basketball events held in Boston Garden or Boston Arena in the current season.

H. SCOTT KILGORE appointed director of government sales of Emerson Radio & Phonograph Co., N. Y.

JACK LEWIS, publicity department, Allied Artists Corp., Hollywood, to Cagney Productions, Burbank, as publicity coordinator on new feature film, "A Lion in the Streets."

HAROLD J. MCCORMICK appointed New York district sales manager for General Electric Co.'s receiver department.

JAMES STACEY, account executive with Audio Video Recording Co., N. Y., to Fred Waring Enterprises Inc., that city, to supervise recordings and transcriptions.

ROGER F. LONG appointed sales manager for General Electric Co.'s equipment tube sales in central region with headquarters in Chicago.

GEORGE S. KARIOTIS appointed sales manager, Southern California branch office of Sprague Electric Co., Culver City, Calif.

JOHN R. SHEARER, senior technician, WDYT (TV) Pittsburgh, to Transmitter Div., Allen B. Dumont Labs., as sales engineer.

LARRY CALDWELL, WGIL Galesburg, to WKMI Kewanee, Ill., on engineering staff.

STANDARD RATE & DATA SERVICE Inc., Evanston, Ill., announces publication of new monthly "Canadian Media Rates & Data," devoted to data on Canadian media.

SHELTON RUTTER, industrial design consultant, to Spartron Radio-Television Co., Jackson, Mich., to work on cabinet re-styling.

RADIO APPARATUS Corp., Indianapo- lis, has moved sales offices of Monitordro (line of receivers and transmitters for mobile or stationary communications systems) to 1604 W. 92d St., Chicago.

HUDSON RADIO & TELEVISION Corp., N. Y., has published new 196-page catalog of electronic equipment as reference manual for industrial, laboratory, broadcast and other users of electronic equipment.

WILLIAM A. WHEELER, syndicated transcription program service department of WMGM New York, Columbia Transcription's Los Angeles office to handle West Coast transcription and recording operations.

JERRY ROSS, director of publicity, ABC Western Div. stops Jack Tierney, independent Hollywood publicist, as signee in TIERNEY-ROSS AGENCY, radio-TV public relations and program packaging firm. Headquaters are at 11047 Aqua Vista, North Hollywood. Telephone is Sunset 3-2430.


Equipment

BERKELEY SCIENTIFIC Div., Beck- man Instruments Inc., Richmond, Calif., announces production of laboratory monitor Model 1600, general purpose unit with moving coil provision for visual and/or aural indication. Instrument may be obtained with Transformer and probe.

CALIFONE Corp., Hollywood, an- nounces production of new Model 1180 automatic portable equipped with Webster changer and "Sleepwatch" complete automatic shutoff of changer and amplifier.

ALLEN D. DUOMONT LABS. Inc., Cicero, Ill., announces production of new movable table designated Type 5025, for mounting cathode-ray oscil- llograph in tilted position.

AMPEREX ELECTRONIC Corp., an- nounces production of Type 6259, new high vacuum clipper diode designed for cooling of transistor tubes, cabinets, chassis, amplifier assemblies and variety of electronic circula.

Technical

SID KAUFMAN, audio engineer, CBS-TV New York, elected recording sec- retary of Radio and TV Broadcasters Union, Local 1212, IBEW.

WTVB POLICY

Single Rate Continued

WTVB-AM-FM Coldwater, Mich., last week announced continuance of its single rate card policy, despite its power increase. WTVB, which is a Class B station operating with 1 kw daytime, now operates with 5 kw fulltime.

Basic hourly rate is $60, with the minimum spot rate at $7.50. WTVB-AM is sold in the market with WSTR Sturgeon, Mich., on a single rate card basis. Both WSTR and WTVB are under the general management of E. Harold Mum Jr.

EMSCO Derrick & Equipment Co., Houston, Tex., has changed its corporate name to Enesco Mfg. Co.

Houston Ban

Protests Are Mounting

NARTB and the Radio-Television News Directors Assn., among other groups, were drawn into a contro- versy last week over Houston Mayor Roy Hofheinz ban on radio-TV coverage of city council proceedings.

Formal complaint was filed with both the associations and also the Texas Broadcasters and Sigma Delta Chi, professional jour- nalism fraternity, by KNZU Hous- ton. The station, along with KPRC, had sought to tape-record the council's first meeting [AT DEADLINE, Jan. 5].

Last Monday the city council began to waver on its restrictions on broadcasts, tape-recordings and telecasts of council meetings.

Mr. Hofheinz advised KNZU and KPRC the council would reconsider the ban at its next session Wednes- day. The broadcaster-mayor said he still opposed tape-recording and televising of meetings where citi- zens speak before the council.

The Houston mayor asked the two stations to submit their views on what portions of sessions should be barred. KNZU itself has held that there should be no restrictions save in instances where a citizen may request that his voice not be recorded.

Ban Is Surprise

Mayor Hofheinz and the eight- man council met in surprise of radio newsmen, imposed the news blackout Jan. 2, about an hour after they were sworn into office for a two-year term. Observers noted that Mr. Hofheinz, owner of KTHT Houston, KXSO Harlingen and other properties, achieved prominence by smuggling KTHT meetings from "committee sessions during the Republican Na- tional Convention last July.

In suggesting the ban after both KNZU and KPRC had arranged to cover it, Mr. Hof- heinz said he did not feel council- men "should be forced to become performers, either commercial or sustaining." He added that even if such privileges were granted, they should be accorded all stations. He also felt that "crackpots" would tend to appear just because of radio.

KNZU immediately protested the action and spotted it on local news- casts. News Editor Crawford polled listeners of Dateline Houston, re- porting 90% backing the station's position. He felt that Houston citizens unable to attend council meetings were entitled to hear the highlights at a more convenient hour and discounted the "crackpot" theory. Mr. Crawford noted that KNZU had broadcast portions of previous sessions.

Aside from protesting to NARTB, RTNDA, TAB and Sigma Delta Chi, the station urged listeners to state their position. Mr. Crawford also solicited the views of other Houston stations.
TV SEMINAR
Fellows, Bronk to Speak

YEARLY dinner of the third annual Regional Television Seminar at Baltimore Feb. 27-28 will feature as keynote speakers NARTB President Harold E. Fellows and Johns Hopkins U. President Detlev W. Bronk.

The annual TV seminar, originated by WAAM (TV) Baltimore for colleagues of the East and Southeast who are considering TV careers, is arranged and sponsored by American U. (Washington, D.C.), Johns Hopkins U. (Baltimore), U. of North Carolina, Temple U. (Philadelphia) and the U. S. Office of Education.

Attendance, which is limited to 110 students, is not restricted to students at the colleges represented in the seminar's steering committee, according to officials, who said registration "will be noted in the order received."

Also scheduled for the two-day meeting at WAAM and Johns Hopkins U. are a career panel, "What Can I Do in Television?" a studio demonstration and a panel discussion, "Television Programming: Live vs Film." The 1953 seminar concludes at 2 p.m. Feb. 27 and adjoins on 4 p.m. Feb. 28.

LEES' TELECAST
Termed Big Success

TOP executives of James Lees & Sons Co., Bridgeport, Pa., last week praised the company's closed circuit theatre telecast of a national sales conference Dec. 8 as an "outstanding success." Telecast was carried in 18 motion picture houses in 17 cities [B+P, Dec. 15].

Based on study of reports from each city, Lees president James L. Eastwick commented: "The Lees Carpet Tele-Session was exceptionally successful. It enabled the chief executives of our company to talk directly to thousands of our customers, stockholders and our sales organizations in every part of the country with efficiency and effectiveness."

Telecast was carried over the facilities of the Theatre Network Television (TNT). Arrangements were made by a subdivision of TNT, Theatrical Tele-Sessions, organized to present business meetings via closed circuit teletheatre television. This subdivision is headed by Victor M. Ratner, director.

JHF CONVERSIONS
Will Be Counted

ATV/TV (TV) Belleville, Ill., which plans to begin operation May 1 on Ch. 54, reported last week that it \n
made no arrangements with the Union Electric Co. of Missouri to keep an accurate count of uhf conversions in the same manner the firm has been keeping account of TV sets sales in St. Louis for the past six years.

Distributors will report movement of converters and converted receivers.

Film Report
(Continued from page 71)

available are announcements for banks, appliance dealers, used car dealers, brewerias, laundries, bakeries, retail jewelers, women's wear stores, furniture dealers and introduc- tions to special sales. There also will be weather reports. The service will be available to stations on an annual subscription basis and new releases will be furnished monthly to subscribing stations. The firm reports that the service will enable many local advertisers to order television spots and be charged only for time, as against the current practice of paying both the production and time charges.

Production...

Arrow Productions Inc., Hollywood, has started production on six half-hour programs in the second group of Ramar of the Jungle TV films. Plans are underway for three of the already completed films to be edited into a feature length motion picture for theatrical distribution, under title of "Afican Adventure," according to executive Leon Fronkess. Same procedure will be followed for the new group of films to be released theatrically as "Adventure in India."

Severign Productions, Hollywood, is completing "Hired Mother" and "Ride the River," half-hour films in the new CBS-TV series for General Electric. Starred in the former are Macdonald Carey, Laraine Day and Gig Perreau with Tim Whelan directing. The latter features Broderick Crawford and Skippy Homer with Sheldon Leonard directing. Gil Raiston and Arthur Ripley are in charge of production.

Screen Gems Inc., Hollywood, is completing "The Old Man's Bride," half-hour film to be included in NBC-TV Ford Theatre series. Victor Stofoff is directing from a script by Jerry Gruskin.

Random Shots...

Association Films, New York, offering TV stations free safety films on investments, fire, highways, exercise, driving and traffic. Inquiries may be directed to the company's TV department, 347 Madison Ave., New York 17.

Consolidated Television Sales, TV film sales and distribution firm, has moved its Philadelphia office to 512 Jefferson Blvd., 1015 Chestnut St. New telephone number: Market 7-5559. Mort Brandes is the firm's representative in Philadelphia.

Film People...


Charles E. Denney Jr. has joined the staff of Paramount Television Productions, subsidiary of Para- mount Pictures Corp., New York. Mr. Denney's first assignment will be the study of the social and economic aspects of local, as compared with national, television program- ming in the Los Angeles market under the supervision of Klaus Landsberg, general manager of KTLA (TV).

Michel Kraike, formerly with Ed- ward Small Productions, Holly- wood, has been signed by Screen Gems Inc., that city, as a producer on NBC-TV Ford Theatre film series.

Joyce Cook, story department, Revue Productions, Culver City, to Frank Wisbar Productions, Holly- wood, as story editor on NBC-TV Fireside Theatre film series.

Random Shots...

Ralph M. Baruch, WABD (TV) New York account executive in spot sales, to New York office of Consolidated Television Sales, filmed television programming sales and distribution firm, as sales repre- sentative.


Rev. James K. Friedrich, president of Cathedral Films, Burbank, and advisor on audio-visual aids to Church Divinity School of the Pa- cific, is starting a cross-country tour of 10 cities with the company's new feature length film, "I Beheld His Glory." It is to be made available to churches and religious or- ganizations and released for televis- ing only between Good Friday and Easter. Budgeted at $100,000, the motion picture was shot in both black and white and color.


THEATRE USES TV
FOUR-STAR Theatre, Los Angeles motion picture house, started a two-time half-hour program, *Academy Critic*, on KTTV (TV) Hollywood. During telecasts, Jan. 10 and Jan. 17, the theatre's current film, "The Star," was plugged by means of film clips, discussion and questions from panel selected from studio audience. Packaged by Waton-Rand Productions, the program, if successful, will be continued to stimulate theatre attendance. Agency is Emerald Agency, L. A.

NEWS SIMULCAST
FIRST news simulcast to originate in the San Antonio area will be launched this week by WOAI-AM-TV San Antonio. The 15-minute show will be seen and heard every evening at 10 p.m. with Frank Matthews as newscaster. Sponsors are Joske's of Texas, a department store, Lone Star Brewing Co. and Farm & Home Savings and Loan Assn.

PORTLAND
WPTF OFFERS AWARD
TO STIMULATE more support for the 1953 March of Dimes campaign in North Carolina, WPTF Raleigh is offering $100 to the North Carolina county which contributes most to the drive this year. All money collected will go back to the county from which it came. The $100 award will be used in the winning county's fight against polio.

THE RESIDENTS
Matthews as newscaster. Sponsors launched Agency, an Academy Awards telecast. All money collected will go to the radio station's fund for a national survey.

HARTFORD
He is the county's fight for the station's fund for a national survey.

TOKYO
FASHION PREVIEW
PREVIEW of spring fashions of leading designers are being aired on WHK Toledo, Ohio, as a monthly promotion for the Ohio Bell Telephone Co. Marketing this film are the Ohio Story series, as well as news of other WLEC shows.

WLEC BOOKMARK
BOOKMARKS are being used by WLEC Sandusky, Ohio, as a monthly promotion for the Ohio Bell Telephone Co. Distribution is made to the local Ohio Bell office, the public library and to all sponsors on WLEC in their monthly billings. Bookmarks list programs in the Ohio Story series, as well as news of other WLEC shows.

TV QUIZ GAME
TV quiz game, Shadow Stumpers, which debuted in Baltimore, Md., three years ago, makes its Washington, D.C., premiere on WWC-TV on a regular weekly basis. Disc Jockey Eddie Gallaher will preside over a panel comprising representatives of local clubs and organizations each Sunday night. Idea is for members to guess identity of objects from silhouette shadows, with valuable prizes awarded to home viewers. Brent Guns produces Stumpers, which was a regular feature of the CBS-TV Garry Moore Show for 18 months. Program is being promoted as a package with spots, ads and other material through Robert M. Gamble Jr. Advertising, local agency, and also will serve as public service vehicle for local organizations.

COMMUNITY SERVICE
FULL-page ad was run in the *House Post* on Dec. 31 by WHC-TV Houston, outlining the station's services to its community in 1952. Listed in the ad were the religious, national, educational, public interest and other services which had used time on KPRC. Copy also stated that "more than 17 hours out of each 24 ... more than 6,860 hours on the air during the year" were devoted to community service.

PAMPHLET PRECEDES DEBUT
HERALDING the debut of WKBN-TV Hartford this month is a pamphlet describing the central Connecticut and southwestern Massachusetts area the station will serve. Pamphlet claims the station will have a potential viewing population of some 2,688,842 persons in an area that has an effective buying income of $4,138,708-768.

HOME-CLASSROOM PROGRAM
WNYY-AM-FM New York and WNYE (FM), Board of Education station, last Monday carried what officials said was the first program broadcast simultaneously to pupils in classrooms and children and parents in their homes. Broadcast featured an address by New York's superintendent of schools, Dr. William Jansen, direct from the control room of the War Dept. Defense shelter area in his office in Brooklyn. Purpose of the broadcast, according to WNYC spokesman, was to "show the flexibility of communications from the superintendent's office during strikes, storms and other emergencies."

NAEB FOLK SERIES
NETWORK of National Assn. of Educational Broadcasters began a new radio series over 61 stations across the country on Jan. 4 featuring Lou Ford in *Folk Songs and Footnotes*. Show was heard last year by Boston audiences on WHCH, to be repeated out of print where Mr. Ford was program director. Show highlights little known and authentic folk music of foreign countries, along with a commentary on the origin of the folk music.

WCHN BIRTH NOTICE
NEW outlet in Norwich, N. Y., WCHN, is set to announce its debut. Card stated that "the new baby will speak its first words on Jan. 1, 1953," and urged the reader to listen in to the newest member of the Norwich family of industries.

CORONATION CONTEST
CORONATION Contest, which will send the finalist and her escort to London for that event, will get underway today at WKRC-TV Cincinnati. Contest will center around cartoons appearing in the *Cincinnati Enquirer* and will last for 16 weeks. Each week, a semi-finalist will be chosen. Contest will be conducted on a new weekly show, Coronation Court, panel quiz program involving travel, geography and the Coronation itself. A Coronation Ball will be held during the last week to determine the winner.

SURPRISE PACKAGE
SOME birthday cakes recently sent out by CKVL Verdun, to advertising agencies in Toronto and Montreal, contained a lucky disc with note to return to the station for a prize. Advertising agency executives who sent the disc back when they found it in the cake were astounded to receive a crat of size of a small chestfield sofa containing everything from beer to pills to clothing advertised on the station. Samples of everything advertised on the station, except motor cars, were included in the gift box received by agency executives.

LUNCHEN TV
NEW noontime program designed to interest youngsters home from school at lunch has been started on WPTZ (TV) Philadelphia. The show, LuncheWith Uncle Pete, features an old time silent comedy films. Mr. Broadbent comments on the films which are backed by organ music. On the basis of 1 report from city schools that some 600,000 children are at home each noon hour from 11:30 a.m.-1:30 p.m., show has been scheduled by the station from 12:15-12:45 p.m.
SAAAN meeting

Broadcasters Hosts Named

HOST chairman for radio and television broadcasters at the annual convention of the Southwestern Assn. of Advertising Agencies Feb. 12-14 in Fort Worth [B&T, Dec. 22, 1952], will be Harold Hough, director of WABP-TV that city.

Performing the same function for radio and television national representatives will be Joe Evans of Free & Peters' Fort Worth office, according to Rowland Broiles, president of Rowland Broiles Co. Adv. of Fort Worth and convention general chairman.

The media men will be guests of SAAAN members at the Feb. 14 meeting and luncheon. Speaker at the luncheon will be Dean J. E. McCarthy of the L. of Notre Dame College of Commerce.

Other speakers at the three-day convention will include Frederic Gamble, president, American Assn. of Advertising Agencies; August Nelson, staff member; Frank Japha, executive secretary, National Advertising Agency Net-

work, St. Louis, and Harley How-
cott, media director, Filateur Advert-
ing Agency, New Orleans.

SAAAN officers are: President, Paul Lago, president of Lago & Whitehead, Wichita, Kan.; vice president, Charles Crosson, presi-
dent of Charles Crosson & Co., Houston.

SONG PLUGGER

Rebuffed by WDIA

BERT FERGUSON, co-owner and general manager, WDIA Memphis, last week rebuffed attempts of a song plugger to buy his way into the station's programming.

He answered a letter signed by a Mr. Joe Davis of New York, noting Mr. Davis' sent a letter to WDIA's production director at his home ad-

dress enclosing a check for $5 which "you say is the amount you propose to pay him per week in the beginning in order to have him see" that the records "you are pro-

moting are played regularly on this station." He was brought to his attention immediately, Mr. Ferguson said, adding:

"... Words are hardly adequate to express my opinion of anyone who endeavors to promote records in such a manner and you be-

sure that as long as you have any-

thing to do with [that company's] records, none will ever be played on this station except under the pres-

sure of some extreme popularity that it would be poor programming to omit them from our schedule. Your check is being returned here-

with. . . ."

WEW St. Louis received an award Dec. 27 from St. Louis Jazz Club for station's "promotion of the fortun-

ing of traditional jazz." Station pre-

sents weekly jazz show, New Orleans Stiltage.

ADVERTIST PLAN

To Incorporate Projects

NEW MARKET research plan de-

signed to meet the needs of adver-
tsing agencies and producers has been announced by Advertist Research, Brunswick, N. J. First study will be made in the New York area next March.

To be known as Advertist Com-

bined Research, the plan will in-
corporate specific projects into one operation at reduced cost and be available to subscribers on a yearly subscription basis. Surveys will be based on personal interviews. Plans grew out of Advertist monthly studies of "The Television Audience of Today" and will be expanded to cover other market regions this year.

ASCAP INCOME UP

New High Expected '52

ASCAP will ring up a record-breaking income of more than $16 million for 1952, it has been estimated. All-time high fourth quarter revenue, expected to be well over $4 million and perhaps approach the $4.5 million mark, plays a big part in pushing ASCAP's 1952 income up some 14% over the $14 million in 1951.

Broadcasters have again con-

tributed the largest share of the ASCAP revenue, with advance estimates crediting radio station managements with payments of $9 million to $10 million and TV station operators with about $4 million for the right to use ASCAP-licensed music on the air.

"ARMY HOUR"

Returns to Broadcast Scene

THE award-winning Army Hour of World War II days will be re-

vived early next month and beamed to overseas troops through the fac-

ilities of the Armed Forces Radio Network, it has been revealed.

Through the cooperation of NBC, the Army Dept. will produce a weekly 30-minute tape-recorded program, to be distributed overseas to some 69 AFN stations. Docu-

mentary-musical format of the World War II Army Hour, which won a Peabody award for its ex-

cellence, will be retained.

Series will be supervised by the Army Dept.'s Training Information & Education branch, under Maj. Gen. Floyd Parks, with that service supplying the funds. NBC will donate technical assistance and library clips. Plans for the series were outlined by Col. Edward Kirby, radio-TV branch chief, Dept.
of Army.

While the programs will be tai-

lored as an information service for servicemen, NBC is expected to air others in the continental U. S. as it did in World War II. The tapes will be released each Sunday, to be used locally that week, and series is tabbed to run "for the du-
nation."

Returning for the revival are Eddie Dunham, NBC producer who handled the original show. He has been named consultant to Gen. Parks. Mr. Dunham has been handling production chores for the Voice of Firestone. Ed Herlihy will assume announcing duties.

Mystik Names JWT

MYSTIK Adhesive Products, Chi-

cago, for its Mystik tapes, has named J. Walter Thompson, same city, to handle its advertising effec-
tive Jan. 1. The new agency, tak-
ing over from George Hartman, also Chicago, will continue TV spot schedules in some 25 markets and a feature film on WNBQ (TV) Chicago.

New media schedules have not been set. JWT vice presi-
dent Ted Weldon is account execu-
tive.
MOBILIZATION

Fowler Reports 'Job Ahead'

A PLAN for computing full mobilization needs, including “rock-bottom” military requirements, to meet any full-scale war eventuality has been outlined by Defense Mobilizer Henry H. Fowler to President Truman.

Data on resources that would be needed to support a maximum military production program in wartime is being compiled by mobilization agencies, Mr. Fowler reportedly said. Agencies have been asked to break down non-military production into categories of defense-supporting and essential civilian uses.

Mr. Fowler gave his views and conclusions in an eighth quarterly report titled “The Job Ahead for Mobilization.” It covers production resources, manpower, wage-price controls, civil defense and other mobilization factors.

Among points made by the Defense Mobilizer were these:

- Current legs in defense electronics and other production “are no longer attributable in any large degree to bottlenecks in the flow of materials, components or machine tools.”
- Of the various types of electronic instruments now in production, 95% are of new design since Korea, constituting a “technological revolution that is still in its early stages.”
- “A development holding great promise for the future is the success of use . . . of transistors instead of vacuum tubes.”
- Further relaxation of the Controlled Materials Plan seems to be possible.
- Manganese, aluminum and steel is anticipated in 1953.
- The Conrad broadcast alert plan “is expected to be in full operation before the end of February.”
- Despite this plan to deny navigational aids to the enemy, civil defense preparedness “is still far below the level of progress achieved in military industrial mobilization.”
- Acute shortages continue among highly skilled technical help in defense and essential civilian activities.

NEW WDAF Kansas City, Mo., rate card No. 19, which goes into effect Feb. 1, reverses usual rate card format by listing first the station’s lowest rates, Class C time, and listing last its highest rates, Class A time. Thus, according to V. A. Batson, station manager, the prospective advertiser is greeted with station’s lowest instead of its highest rates. Credit for the new rate card format goes to H. Dean Fitz, managing director of WDAF-AM-TV, Mr. Batson said.

Occupational requirements of the armed forces and essential civilian activities.” Means are under study for expanding and conserving the labor force and improving use of manpower.

Government power to limit stabilization prices has been “seriously reduced” by abolition of control of installment credit. Suspension of ceilings on radio-TV receivers and other goods was described as among the “most important” curbs.

U. of Ill. Event

NEW FEATURE of the sixth annual Festival of Contemporary Arts from Feb. 27 to April 12 at the U. of Illinois will be a TV program on contemporary arts which will be produced March 10 at the university studio and screened in an adjoining theatre, according to Dean Rexford Newcomb of the university’s College of Fine and Applied Arts. TV equipment and production techniques also will be demonstrated.

ABC-CBC TV Pact

AGREEMENT between ABC and Canadian Broadcasting Corp. on importation of sponsored TV network shows was announced in Canada Dec. 31. Same arrangements were made with ABC as with NBC and CBS announced Dec. 29 [B, Jan. 5, 1953]. Unofficially this is understood to be 60% of new station time rates for CBC TV stations in Toronto and Montreal.

SET OUTPUT

FRS Reports Gain in ’52

OUTPUT of radio-TV receivers and other household appliances rose significantly last year, the Board of Governors of the Federal Reserve System reported last week.

Surveying general business and financial conditions, the board noted substantial gains, “chiefly in television output continuing at unusually high levels in December.” Christmas retail sales were reported by FRS as reaching record volume.

In a radio output report, the unadjusted index averages in November were in the order named: Small radios, automobile sets, consoles and combinations, and AM-FM con.

In TV output, consoles, table and combination sets ranked in that order.

Meanwhile, the Board of Governors announced plans for a 12-city survey of consumer finances during January and February. Interviewers will ask consumers their plans to purchase radio and television sets and other durable goods in order to pay attention will be paid planned consumer purchases “because of the central position of these industries in our national economy,” it was explained.

Cities of Baltimore, Chicago, Boston, Providence, New York, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco, St. Louis and Washington, D. C., and their suburban areas will be covered in the study.

TV & EATING

Meck Cites Firm’s Survey

NEED for crescent-shaped dining tables facing a television set and greater parental control over children’s viewing habits was outlined in Chicago past fortnight by John S. Meek, president of Scott Radio Labs, from the results of a survey his firm conducted in suburban Wheeling, Ill.

Of 300 fifth-grade youngsters interviewed, 63% said their parents let them watch television while eating, and 49% said the entire family watched video during the evening meal.

Mr. Meek said this calls for more parental guidance in program selection, and that “hasty gulping of meals before the TV set is likely to deprive the next generation of one of the greatest pleasures of family life, sprightly dinner-time conversation.”

Commenting on the fact that 7% of the youngsters said they had TV in their dining rooms, Mr. Meek said the “only reasonable alternative” to balancing plates on the knee or getting a crick in the neck is a crescent-shaped dining table which would place all diners in front of the video receiver.

JACK GREGSON, m. of Life Like a Millionaire on ABC, is now serving as host on daily transcribed John Sebastian Show, sponsored by Coca-Cola.

PRESS CRITICS

Hit Walker, Hennock Visits

NEWSPAPERS in two widely separated sections of the country have received a special lob with efforts by some FCC Commissioners to whip up enthusiasm for non-commercial, educational TV.

The Press Democrat of Santa Rosa, Calif., editorialized that the FCC’s attention to its behalf the job of trying to stampede the taxpayers of California into signing a blank check for non-commercial, educational television.

A letter to recent visits of FCC Chairman Paul A. Walker and Comr. Frieda H. Honnock, the newspaper said that they had “crossed the continent to attempt to propagate the stampede into major proportions.”

Cost Factor Cited

The editorial pointed out that the “true cost picture has neither been determined nor hinted at the public” and that it was likely that a station seeking to avoid a "waste" of programming would go far afield from basic education and become involved with “do gooder” campaigns of wide scope.

The Commissioners of the FCC,” the newspaper said, “are not hired to attempt to rush Californians, or anyone else, into a venture where costs are unknown, and whose basic function has not even been worked out, much less approved by the public.”

The Indianapolis Star has advocated closer cooperation between educational institutions and commercial stations. Pointing out that the Indiana U. had arranged with WTTV (TV) Bloomington to telecast an increased schedule of educational programming, the newspaper said:

“Hoosiers will cheer this decision . . . in conquering the problem of educational video. It will mean there will be widespread university training and presentation of educational broadcasts will be accomplished at lowest possible cost through utilizing WTTV’s equipment.”

Others Asked to Note

“Many another state university, currently planning erection of TV stations at tremendous expense to the taxpayers, would do well to cancel their plans and adopt the waiter course chosen by Indiana U.

“This is assuming, of course, that other state universities are as fortunate as I. U. in having in their cities such progressive and cooperative men as Sarkes Tarzian, president of WTTV, and others are to be recommended for his generous concord in this endeavor.”
On All Accounts
(Continued from page 12)
President Roosevelt.
His handsome appearance and
trained speaking voice brought him
to Hollywood in 1942 under a one-
year Warner Bros. movie contract.
Following a film assignment in
“Air Force” and other movies, he
took a course in commercial avia-
tion and received his pilot's license
in late 1943.
New York City was his next port
do. and Mr. Crago joined ABC as
an announcer. Assignments includ-
ed such programs as the Boston
Symphony, Washington Story and
newscasts for This Week Around
the World. He also covered the
United Nations sessions at Hunter
College for ABC.
A transfer to the network's
Hollywood headquarters occurred
in November 1947 and for the next
few years his assignments va-
ried in both radio and TV. At ABC
he met newswriter Leonard Shane, who
established an agency in 1950.
Mr. Crago joined him two years
later.
Billings Soar
Reluctant to boast about the
young agency's annual billing, Mr.
Crago said it is in seven figures,
65% of which goes to radio and
TV. He looks to a substantial in-
crease in those media during 1953.
Agency accounts include such
advertisers as Retail Clerks' Union,
Local 770 (AFL), which sponsors
a weekly half hour public service
program 770 on TV on KTTV (TV)
Hollywood with Mr. Crago as
moderator. Other major accounts
with a high budget percentage al-
looted to TV and radio are Louis
Milani Foods Inc., Cock & Bull
Beverages (including beer) and
several local advertisers.
Mr. Crago believes that all media
complement each other. It is his
firm conviction that television will
have a stimulating effect on the
competition for the advertising
dollar.
Emphasizing the importance of
radio as a medium and cautioning
that it must not be overlooked, he
says TV is a challenge to every
other medium in every major ad-
vertisers' budget.
"There is no more danger of TV
driving radio out of business than
there was 25 years ago when the
cry went up that radio would sound
the death knell of black and white.
TV just opens one more avenue of
information to the public."
He contends the smart adver-
tisers will trust to the good judg-
ment of their agencies in the selec-
tion of the right medium for the
product to be promoted.
The Cragos—she is the former
Mildred Beranek—were wed Jan.
25, 1936. With William Jr. and
Mildred, aged 12 and 10 respec-
tively, they make their home in
Burbank, Sherman Oaks. Mr.
Crago's hobbies are golf, flying and
sailing.
COMEDY PLAN
NBC-TV Marks Anniversary
FIRST anniversary of NBC-TV's
Comedy Development Plan, a sub-
division of the network's New Pro-
gram Development Dept., was
celebrated by a special quarter-hour
program titled A Chance to Show,
Sunday, Jan. 4 (8:30-9:45 p.m.
EST). New Program Development
Dept. is under the direction of
Merritt (Pete) Barnum, with Bill
Gargarin Jr. heading the Comedy
Development Plan.
Under auspices of the plan, new
comedians and entertainers who are
professionals but who have never
appeared on television are given a chance to audition on
alternating Thursday evenings be-
fore NBC-TV producers, directors
and executives. The Comedy Devel-
opment Plan offers an opportunity
for a showcase with appropriate
material.
Under Mr. Barnum's jurisdic-
tion, the New Program Develop-
ment Dept. is planning to develop
new dramatic shows, as well.
EIGHTH Annual West Coast Exhi-
biton of Advertising Art will be held
by the Ad. Directors Club of Los
Angeles, Feb. 25 through March 11.
Medals and certificates of merit will
be awarded in 12 classifications.
INTERMOUNTAIN
New Promotions Announced
GEORGE C. HATCH has been
advanced from president of Inter-
mountain Network Inc. to chair-
man of the board of directors, it
was announced after a meeting
of the board Dec. 22 at the reginales
network's Salt Lake City head-
quart- ers.
In other changes, all were
effective Jan. 1. Intermountain
Network's board elevated Lynn L.
Meyer, vice presi-
dent, to president, and named Jack
Paige, vice president, as new execu-
tive vice president.
The board added Thomas Kearns
Jr., as vice president and elected
Mr. Hatch to the position of vice
president, Wisconsin, and KEEF
Twin Falls, Id., as a new direc-
tor.
Mr. Meyer, who has been asso-
ciated with Intermountain Network
more than 10 years, previously was
in the broadcasting and advertis-
ing agency field at Minneapolis-
St. Paul.
Mr. Paige, who joined the
regional network in November
1949, previously had been asso-
ciated with MBS in executive ca-
pacities.
Intermountain, which claims to
be one of the largest regional net-
works in the country, covers 11
states in the intermountain West
and serves 61 affiliates.
The network's sales for 1952
showed an increase of 18% over
1951 and Intermountain predicts
its 1953 business outlook will
continue upward. During the past
year Intermountain opened a
Denver sales office under supervi-
sion of Kenneth Palmer, former
vice president and general manager of KVER
Albuquerque. Majority of Inter-
mountain affiliates also are affili-
ated with Mutual.
PRO FOOTBALL
Media Aids Ticket Sales
CASH SALES of 3,101 profes-
sional football season tickets—at $18.80
each—were directly attributable to
the impact of radio and television
last month when the National
Brewing Co. promoted its programs in
WMAR-TV Baltimore to promote the sale of
tickets to next year's games.
More than 600 tickets were sold
the first day that Bailey Goss on
WMAR-TV Baltimore made the an-
nouncement. The following pro-
grams, all sponsored by National
Brewing, helped the sale of tick-
et: National Review, Wrestling
with Bailey Goss, National Ama-
ture Time, and Hollywood Offbeat, all on
WMAR-TV, and The Na-
tional Sports Parade on WBAL
Baltimore.
Kenyon & Eckhardt, New York,
is the agency.
1953 KINESCOPES
This sees heavy demand
INCREASED demand will bring all-out production and steady sales of TV picture tubes during 1953, according to a prediction by L. S. Thees, general manager of RCA Victor's Tube Dept.

He said the expected manufacture of 6% million new TV receivers and a renewal demand for 3% million kinescopes will place a severe strain on the industry's tube factories and that the shortage will be "even more serious" unless the industry could find or create actual practice of curtailing production during summer months.

He said the shortage may not be felt keenly until after the second quarter of 1953, and suggested a steady, full-production load on a 12-months basis.

Mr. Thees said present trends indicate more than 70% of 1953-produced TV sets will have picture tubes larger than 19 inches in size, and said existing manufacturing facilities "are not yet geared to produce enough large tubes. This is because industry heretofore has been geared to produce smaller picture tubes, he said, citing 1950's production of eight million kinescopes.

CUMMINGS SUIT
Filed by Producer Greene
PUNITIVE damages of $100,000 and $19,200 for loss suffered were sought in a suit filed last Monday in Los Angeles Superior Court by producer Mort Greene against actor Robert Cummings. Mr. Greene, who resigned a month ago as producer on NBC-TV's My Hero film series, starring the actor and packaged by Don Sharpe, charges Mr. Cummings induced Mr. Sharpe to cancel their work agreement.

Mr. Greene last month had filed a $19,000 breach of oral contract suit against Mr. Sharpe, Mr. Cummings, Mr. Cummings' attorney and Golden Key Trust [BET, Dec. 22, 1952]. Simultaneously, Mr. Greene had filed an attachment against Mr. Sharpe, seeking payment for the remainder of an allegedly 48 weeks work contract.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineers on call every night
JACKSON 5307
P. O. Box 7637 Kansas City, Mo.

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Engineers on call every night
JACKSON 5307
P. O. Box 7637 Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1539 Wisconsin Ave., N. W.
Washington, D. C. Adams 4-2414
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO: 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 7-1319
WASHINGTON, D. C.
P. O. Box 6037
WASHINGTON 5022
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 7-2347
WASHINGTON, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERQUIST
982 NATL. PRESS BLDG., NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-2315
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 6-6477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. Republic 8-3984
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5-5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W., Republic 7-3883
WASHINGTON, D. C.

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
ADAMS 2-2261
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Telecommunications
1616 Eye St., N. W., Wash., D. C.
Executive 5-1316—Executive 5-5851
(Sight-seeing holidays, Lockwood 5-1815)
Member AFCCE

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 7-2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX 3-8073
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
APTO—3352
Member AFCCE

Vandivere, Cohen & Wearn
Consulting Engineers
613 Evans Bldg.
NA. B-2608
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
Chesnut 4977
2026 B. E. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

WELDON & CARR
Consulting Radio & Television Engineers
Washington, D. C.
1605 Constitution Ave. 4213 S. Western Ave.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 4, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GEORGE S. GODFREY
CONSULTING ELECTRONIC ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 7-4644
Washington 7, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 3-0471
2410 N., Birmingham, Ala.
Phone 4-7296
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church St., N. W. Dearth 2-1221
Washington 5, D. C.
Member AFCCE

as to applications pending before Com-
mision and that it is licensee of
WCMW Canton, Ohio, etc.

By Hearing Examiner Basil P. Cooper
Tampa Television Co., Tampa, Fla.—
Petition to amend TV application
as to amendments of 3 of application
in order to show additional business
interests of L. Maxey and H. H. Baskin
stockholders in applicant corporation.

January 7 Applications . . .
ACCEPTED FOR FILING
Install Center Tower
WCG Davenport, Iowa—CP to install
new center tower and mount TV ant.
on top. AMENDED to make changes in
DA system.
Application Amended
WHUN Huntington, Pa.—CP to spec-
ify top loading of present ant. system.
AMENDED to change from 1400 kc.
250 w-unl. to 960 kc. 500 w-d and
change type trans.
Replace Expired CP
WFMO Fairmont, N. C.—CP to re-
place expired CP which authorized
new AM on 860 kc. 1 kw-12
WWJ South Hill, Va.—CP to replace
expired CP which authorized new AM
on 1750 kc. 1 kw-d.

Renewal of License
Following stations request renewal of license:
KNBC-FM San Francisco; WDEL-
FM Wilmington, Del.; WQAM-FM Mi-
ami, Fla.; WBHM-FM Chicago; WFAM
(FM) Lafayette, Ind.; KKO-FM Des
(Continued on page 87)

January 12, 1953 • Page 81
**Help Wanted**

### Managerial

**Wanted:** Experienced, hard-working commercial manager for California medium-sized radio network. Ability to sell and direct sales staff. Experience in commercial announcing, wholesomeness, real living. Box 4985, BROADCASTING TELECASTING.

**Wanted immediately:** studio manager for city of large population. Good opportunity for right man. Box 4695, BROADCASTING TELECASTING.

**Salesmen**

Manager: **Wanted** for Midwest independent station. Must have 

ability, and ability, can earn over $10,000.00 annually. Draw against 15% commission plan plus the first $20,000.00. Expanding. Box 35 to 45. Throughly experienced with good sales record sent. Send complete details first letter. Box 4985, BROADCASTING TELECASTING.


Manager: **Wanted**-announcer-program director at 250 watt network affiliate. Emphasis on local programming. Sales. Contact Karen Williams, Director of Personnel, WSBT, Fort Wayne, Ind. Box 2975, BROADCASTING TELECASTING.

Manager: **Wanted** for local accounts. Salary plus commission. Good market. Texas ASC station. Box 4950, BROADCASTING TELECASTING.

Manager: Michigan independent with TV affiliations. Good market. Drawing account $500.00 to $600.00 monthly depending on ability. 10% commission plan, no expense traveler. Write Box 4985, BROADCASTING TELECASTING.

Manager: New station wanted experience radio time salesman who is friendly, energetic, and reliable. Excellent opportunity. Contact manager, WION, Ion, Mich. Box 4985, BROADCASTING TELECASTING.


Manager: Program director—announcer. 5,000 watt station needs experienced, highly qualified program man who is top notch in all fields. Experience and who has proven executive ability to direct others and maintain good working conditions. Complete information sent. Box 2977, BROADCASTING TELECASTING.

Manager: Staff announcer, needed by Southern network affiliate with TV plane. Must be able to handle commercials and communicate with ability. Box 4985, BROADCASTING TELECASTING.

Manager: Sportscaster and a progressive Midwestern regional office. Complete information. Box 4985, BROADCASTING TELECASTING.

Manager: **Wanted—** announcer-engineer at 250 watt East central network affiliate. Experience desirable, not essential. Box 4895, BROADCASTING TELECASTING.

Manager: **Wanted—** Engineer—announcer-engineer at 250 watt East central network affiliate. Experience desirable, not essential. Box 4985, BROADCASTING TELECASTING.

Manager: **Wanted**-program director at 250 watt network affiliate. Emphasis on sales, list building, etc. Box 4985, BROADCASTING TELECASTING.

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Manager: **Wanted**—first phone, 250 watt station with TV affiliation, remote experience desirable. Chief Engineer. WKNY, Kingston, New York.

Manager: **Wanted**—engineer with first class experience. Would consider a combo man. WKRM, Columbia, Tenn.

**Help Wanted (Cont'd)**

**Salesmen**

Manager: **Wanted**-announcer-program director at 250 watt network affiliate. Emphasis on local programming. Sales. Contact Karen Williams, Director of Personnel, WSBT, Fort Wayne, Ind. Box 2975, BROADCASTING TELECASTING.

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Manager: **Wanted**—announcer-program director at 250 watt network affiliate. Emphasis on local programming. Sales. Contact Karen Williams, Director of Personnel, WSBT, Fort Wayne, Ind. Box 2975, BROADCASTING TELECASTING.
Don't tolerate break-even operations. Will manage small station for draw percent plus profits. Established experience. Married, settled. Tests. Prefer television or radio in one of the country's fifteen major markets. Must have been successful in that market and be able to put it on the air a year and a half before day. Guaranteed the $400.00 (yearly) or it's free. Will consider Box 402S, BROADCASTING • TELECASTING.

Commercial, also sales manager, promotion — publisher in background, 25 years experience. Talented copy writer. Desires job where he can use his sales, programming and administration. If you write and work today I'll be working for you tomorrow. Box 402S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, disc jockey, sales manager, community director. Network and agency experience in television production and writing. Will sign up with present affiliations. Preferly program manager in major national network. Contact Robert D. Williams, 71 Oak Street, Lawrence Drive, Birmingham 9, Alabama.

Sneakers
salesman — experienced, aggressive, steady, reliable, strong on promotion. Sales experience with sales manager, Box 402S, BROADCASTING • TELECASTING.

Announcers


Announcer: draft exempt. General staff opening. Live, no tape, no proofs. Prefer New York, New Jersey, Pennsylvania, Maryland. audition, resume on request. Box 402S, BROADCASTING • TELECASTING.

Hillbilly DJ with national recognition wants change to power station or production and drive in large market. Now in South. Box 402S, BROADCASTING • TELECASTING.

Announcer-PD. 10 years, last 3 PD. Leading independent. 28, family. NV. Best references. 345, BROADCASTING • TELECASTING.

In your man! DJ-news, now working mail market. Veteran, 26, friendly guy. T.V. preferred. Box 402S, BROADCASTING • TELECASTING.

...can build you a tailored salesable disc show. Five years solid experience all phases advertising, special sales, national accounts, key accounts, sales management. Best references, veteran, 300 month minimum. Head Office 4-4494 Brooklyn, Box 441S, BROADCASTING • TELECASTING.

Situation Wanted—(Cont'd)

Situation Wanted—(Cont'd)

Announcer—8 years combined commercial educational experience. Veteran, Colorado-Southeast; Minnesota-Midwest; West. Box 402S, BROADCASTING • TELECASTING.

Disc Jockey — average hooper rating surpasses all others in his class. Full experience, Box 402S, BROADCASTING • TELECASTING.

Commercial disc jockey. First phone. Also news, sports, etc. Five years experience in larger markets. Box 402S, BROADCASTING • TELECASTING.

Baseball announcer. Fully experienced at radio. Full BBC, major league, all ball Auditions available. Highest recommendations. Box 4015, BROADCASTING • TELECASTING.

Together—Mr. and Mrs. team. Young, experienced, 5 years training. Prefer state, but the potential must be there. Outstanding references. Box 402S, BROADCASTING • TELECASTING.

Most versatile man in the land experienced announcer, biggest disc Jockey shows thru, since AZUX production, MC, degree in radio, married, veteran. Box 402S, BROADCASTING • TELECASTING.

Baseball announcer. Fully experienced at radio. Full BBC, major league, all ball Auditions available. Highest recommendations. Box 4015, BROADCASTING • TELECASTING.

All-round experience. Mature voice/pleasant personality. Box 402S, BROADCASTING • TELECASTING.

Newscaster, reporter, SXD-NARN member, wire service and newspaper correspondent, 12 years experience with major, nationally affiliated news service. 3 years experience with major radio network. Local experience. Box 402S, BROADCASTING • TELECASTING.

Staff announcer, Radio TV experience. DJ, 4-7 music; station operations. Experience in Radio and Television. Box 402S, BROADCASTING • TELECASTING.

Announcer, draft exempt, 25 years. 2 class Announcer, WACU. PM. Fox or WP, Fox or WP, 3 years experience. Box 402S, BROADCASTING • TELECASTING.

Morning man six years experience desiring to locate in Florida. Godfrey, writer, announcer, disc jockey. 6 years experience. Box 402S, BROADCASTING • TELECASTING.

Announcers, Experienced in radio & TV—women's programs, news, music, shows, station operations. Box 402S, BROADCASTING • TELECASTING.

Announcer: 28, desires staff position. Clear mature voice. Married, veteran, will travel. Excellent references. Last on request. Box 402S, BROADCASTING • TELECASTING.

Announcer, DJ, news, board man, Pathfinder graduate. No drinker, smoker. Box 4015, BROADCASTING • TELECASTING.

Announcer, news, board man, Pathfinder graduate, No drinker, smoker. Box 4015, BROADCASTING • TELECASTING.


Alan Phillips 311 Sneider Avenue, New York, N.Y. Box 4015, BROADCASTING • TELECASTING.


Spokesperson: Apprentice stage, report, 4 years. Professional conversant, reliable, available now. Prefer major, West. Tape, disc refusal. Alan Phillips 311 Sneider Avenue, New York, N.Y. Box 4015, BROADCASTING • TELECASTING.

Situation Wanted—(Cont'd)

Announcer thoroughly trained and capable. DJ, News, commercials and disc. All areas. Pathfinder School of Radio, 727 11th Street, H., W. Washington, D. C.

Five years experience. No glamour boy, hard worker. Go anywhere, 3416 No. 22nd Street, Phoenix, Arizona.

Technical

Engineer: first phone, experienced in control and transmission operation. TV station. Will travel. $450 minimum. Box 402S, BROADCASTING • TELECASTING.

1st class operator—year of experience. Wants position in New York TV stations. Box 402S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 1951 months AM experience. 1st phone. Box 402S, BROADCASTING • TELECASTING.

Presidential Nomination. Telephone call—desires change of residence. Five years chief engineer leading television station. Practical experience in installation operation and maintenance. Excellent recommendations. Box 402S, BROADCASTING • TELECASTING.

First class ticket with nine month experience. Some announcing. Radio and television graduate. Box 402S, BROADCASTING • TELECASTING.

Chief Engineer: Experienced with directional, also high frequency, high powered station. Can handle any size. C. F. Available. First of March. All references, letter. Box 402S, BROADCASTING • TELECASTING.

Engineer: Twelve years broad experience. Television Broadcast Communications Operations. Experienced with telephone, first telegraph, ham licenses. Excellent references. All offers considered. Box 402S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer, graduate. Broad experience in broadcasting, Box 402S, BROADCASTING • TELECASTING.

First phone—desires position. No experience. Anywhere in U. S. Leo Mickle, 2312 West 3rd, New York, N.Y.

Transmitter operator, License plus broad experience. Full experience required. Box 402S, BROADCASTING • TELECASTING.

Production-Programming, Others

Experienced local news gatherer, writer, broadcaster. Also 5 years North-East experience. Box 402S, BROADCASTING • TELECASTING.

Television

Television chief engineer. presently employed, experience GE RCA, Du Pont, electronic engineer and Abco. Complete RCA TV station. Desire position chief engineer. Top references. Box 402S, BROADCASTING • TELECASTING.

First class engineer, Graduate 66 years experience. Computer course. Detroit Training Centre, Box 402S, BROADCASTING • TELECASTING.

TV writer-idea-man-producer; executive ten years experience in AM-TV experience. Age 28, married, college graduate. Box 402S, BROADCASTING • TELECASTING.

Television executive. Five years uninterrupted experience production, writing direction. Major TV outlet. First-hand knowledge all television production operations. Special emphasis news, public service, special events. Prefer large television or network station. Prefer large market. Box 402S, BROADCASTING • TELECASTING.

Top opneth

SALESMAN—SALES MANAGER FOR RADIO TELEVISION

Outstanding contacts with key station and agency executives. Longtime experience of effective selling: Former sales manager of 50 kw station. Salesman for leading national representative. Television film selling experience.

Box 402S, BROADCASTING • TELECASTING.

Situation Wanted—(Cont'd)

Young woman with experience in news, copy, promotion and sales wants permanent position in news or sales department with progressive station. Prefer West coast, but, will accept right job anywhere. Box 402S, BROADCASTING • TELECASTING.

Do you need someone to handle your promotions? Good will and special rate. Write Box 402S, BROADCASTING • TELECASTING.

News-sports director, 10 years Associated Press experience, produced TV program, film and photo experience. Box 402S, BROADCASTING • TELECASTING.

Korea veteran, journalism graduate Harvard University. Seeking opportunity in metropolitan area. Six years professional experience. Tape on request. Box 402S, BROADCASTING • TELECASTING.

Our newcomer with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station in any phase of radio operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 402S, BROADCASTING • TELECASTING.
For Sale

Stations

Midwest, 1000 W. Indec. Control with 5% for $1,000, Box 445. BROADCASTING - TELECASTING.

Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost $4,000 each, will be sold at good discount. Make offer Box 3825, BROADCASTING - TELECASTING.

For sale and immediately deliver complete new RCA television equipment.

Including 4 devices, 2 multi camera control units, 2 picture tube equipment, dual film projection equipment with dual camera chains, complete 2400 film equipment, including dual camera chains, control equipment and a mobile truck unit with twin camera chains, all complete with 16 mm film equipment including processing unit. For detailed information apply Box 4455, BROADCASTING - TELECASTING.

RCA modulation monitor type 66-A. Less dust cover. 3 Jensen coaxial re- producers, type RD-135. One blonde, 2 walnut finished. All in good condition. All offers considered. W. C. Ward, WBUZ, 1422 Southern Avenue, Washington 19, D. C.

Collins 21-A 5 kw AM transmitter complete and in good condition available soon. $10,000.00 price. Make offer. W.SG 8, Evansville, Indiana.


16mm Houston processing machine. Model KJA. Like new. List $500. Bargain at $400. Camera Equipment Co. 1600 Broadway, New York 18, N. Y.

AMPEX tape recorders, two demonstrators. A real bargain at $150 each. 18 months to pay on your credit. Mountain Equipment Co., 906 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Equipment, etc.

Used serviceable TV cameras and equipment. Send details and asking price. Box 4465. BROADCASTING - TELECASTING.

Interested in any and all equipment for a VHF channel 7-13 television station including 2 to 8 kw transmitters, 6 to 6 bay antenna, film, camera and 2400 filament studio cameras and all other associated equipment. Box 4465, BROADCASTING - TELECASTING.

Miscellaneous

EARN $10,000 OR MORE In '53

Liberal commission paid by Top Radio ET and TV Film Producer. Exclusive territories granted to "live wires". Write Box 4955, BROADCASTING - TELECASTING.

Saltsmen

WASHINGTON, D.C.

WASHINGTON, D.C.

WASHINGTON, D.C.

WASHINGTON, D.C.
Our Respects To
(Continued from page 18)

in cooperation with Geoffrey Wade, Chicago agency.

He set up a television commercial laboratory there, where experimental sound films are produced for Metro-Goldwyn-Mayer by the Scherwin Research Corp., New York. The studio is equipped with a 16 mm camera and synchronized tape recorded sound field lighting and recording power. Technicians and creative personnel produce stop-motion, animation and small live-action films. Test results enable the firm to spot "more efficient" commercials.

In 1959, Les Waddington added product supervisor on the new Buick line to his other duties. He supervised all advertising and promotion in introducing the anti-septic to the medical profession and to consumers.

Mr. Waddington wandered into radio for the first time when attending Iowa State in Ames. His education was financed by work as a musician and between 1950 and 1957 he sold and appeared with the Six-O-Four on such stations as KFAB Lincoln, WOW Omaha and RKO Council Bluffs.

He was born Feb. 27, 1919, in Omaha. After studying music and re-engineering at Municipal U, he enrolled at Iowa State, from which he graduated in 1957 with a bachelor of science degree in mechanical engineering. He majored in aeronautics and industrial management, and earned a teaching certificate in education and psychology.

Joins Instrument Firm

His first job out of college was with the C. O. Conn instrument company in Elkhart, one of the world's largest, where he worked as an experimental acoustical engineer for four years.

His musical and engineering aptitudes led to his early promotion as a design engineer in 1941, and a chief design engineer in 1945. He remained at this job, designing the company's entire line of instruments, until 1947 when he went to Miles Labs.

Mr. Waddington's merchandising experience with Conn was transferred to Miles, where all radio and TV purchases are merchandised for each salesman, who uses it in personal promotion with drugists. The company has more than 50,000,000 dealers and 500 jobbers in the U.S., and distributes its products throughout the world.

Export advertising is handled by Robert H. Otto agency, New York.

Miles currently is networking Kurt Massey on CBS Radio and Mutual, Hilltop House on CBS radio, One Man's Family and News of the World, both on NBC radio, supplemented with national TV pot. Network TV has been dropped, although the company has used it.

Miles sponsored its first radio show, Songs of Home Sweet Home, on WLS Chicago in January 1932, adding the famed WLS National Barn Dance a year later. Since then it has used these network vehicles successfully: Lunt & Hulman Quiz Kids (AM-TV), Bob and Ray, the Alec Templeton Show, Queen for a Day, Ladies Fair and Edwin C. Hill.

Mr. Waddington keeps time free for many family, social and civic activities. His wife is the former Emma Howe. They have two youngsters, James Howe, 11, and Janet Lee, 9. He and his son have launched a long-range boat building project, starting with an eight-foot pram kit boat, and this winter will begin construction of a cabin outboard cruiser designed by Mr. Waddington. They plan to take it on expeditions along the upper Mississippi and on the Lake of the Ozarks.

The family is boat-happy, he says, because they usually spend their vacations with Mrs. Waddington's parents at Saybrook, Conn., on Long Island Sound. Both Jim and Janet are active in scout work and their father serves on the district committee of the local council.

Mr. Waddington is former president of the local Kiwanis Club, for which he directed the Elkhart Music Festival two years; co-producer and director of the Railroad Centennial in 1951, sponsored by the Chamber of Commerce, and a member of the Elkhart Concert Club and Knife and Fork Club.

Mr. Waddington is a registered professional engineer, a member of Alpha Sigma Lambda and Adelante fraternities, the American Federation of Musicians and the Assn. of National Advertisers, in which he has worked on the radio and television, motion picture, magazine and research committees.

Ralph Judge Elected

RALPH JUDGE, sales manager of H. N. Stovin & Co., Toronto station representative firm, was elected 1953 president of Radio Representatives Assn. at its annual meeting at Toronto Dec. 30. He succeeds Norm Brown, Radio Time Sales Ltd., Toronto. Other officers elected were Alex Bedard, Radio Representatives Ltd., vice-president; Bill Mitchell, All-Canada Radio Facilities Ltd., secretary; Bruce Butler, Joseph Hardy & Co., treasurer; and A. A. McDermott, Radio & Television Sales Inc., publicity director.

PHIL DAVIS (l), for Quality Appliance & TV, buys 450 spots on 10 day sat- uration drive from Bob Rohrs, acct. exec., WING Dayton, Ohio.


BROADCASTING • Telecasting
HIGHPOINTS IN '52
Jolliffe Lists Top Ten in Radio Electronics, TV

TOP 10 achievements in radio-electronics and television during 1952 as listed last week by Dr. C. B. Jolliffe, vice president and technical director of RCA, were as follows:

1. Extension of TV service through the lifting of the TV station “freeze” and the opening of uhf.

2. Progress in development and application of the transistor, the tiny electronic device which performs many of the functions of electron tubes.

3. “Successful field tests of the RCA compatible color television system and tricolor tube, embodying standards recommended by the National Television System Committee. These tests, conducted over NBC facilities, resulted in the refinement of equipment and the acquiring of valuable experience in color TV programming.”

4. Growth in sales of electronics and television for such industrial and defense uses as metal detection, radio heating, electronic metering.

5. Coming into wide use of microwave communications systems in this country and abroad.

6. Improved sound recording techniques, new phonograph record players and introduction of “EP” (extended play) 45-rpm records.

7. Emergence of theatre television, providing large-screen viewers of top sporting events and musical productions in nearly 100 locations from coast-to-coast.

8. Introduction of the portable TV camera-transmitter — the “walkie-lookie” — by RCA to facilitate coverage of sports events. Its debut was at the national political conventions in Chicago.

9. Opening of RCA’s first trans-Pacific TEX radio teleprinter service, which has been proving its worth in San Francisco and Honolulu, emphasizing “the importance of this direct two-way communications system in commerce and government.”

10. International use of TDR radio and improved radar installations for maritime and aviation uses.

RANG ADVERTISING
Debt Settlement Attempted
COUNSEL for Joseph Warner, president of Rand Adv. Agency, in New York, reported last week he is attempting to work out a settlement for some 125 creditors which have claims estimated at $35,000 against the agency.

Benjamin Cohen, New York attorney representing Mr. Warner, said the agency has gone out of business and that Mr. Warner has no personal assets. According to Mr. Cohen, most of the debts are to radio stations and representative firms for radio time bought by the agency. He reported that he had held a creditors’ meeting at his office Dec. 31, at which he had explained Mr. Warner’s financial situation and had offered his services to firms interested in a settlement. Accounts that the Rand agency handled included Stamil and the Perfume Sales Co., both New York.

Carr Appointed
THOMAS S. CARR, veteran broadcaster and public relations advisor, last week was appointed executive secretary and special assistant to Gov. Theodore McKeldin. The post pays $6,000 a year. From May 1947 to Aug. 1961, Mr. Carr served as assistant state broadcaster of Maryland.

Morton’s Promise
A PROMISE that the Voice of America will supply truth to bear away the Communist “fog of fraud and distortion” was given by VOA Director Alfred H. Morton in a New Year’s Day message to overseas listeners. Mr. Morton, TV consultant and former network executive who assumed the VOA post last fall, said the U. S. State Dept. shortwave radio arm would “continue to bring you the truth as free men see it” and extended friendly greetings on behalf of the American people.

NPA CHANGES
Electronics Div. Split
APPOINTMENT of Donald S. Parris as acting director of the Electronics Division of the National Production Authority was announced last Thursday by H. B. McCoy, NPA acting administrator.

Mr. Parris, who has been serving as deputy assistant in the division, succeeds Richards W. Cotton, who returned to Philco Corp. effective last Saturday. Mr. Cotton, who is assistant to the president of Philco, will retain his post as chairman of the Electronics Production Board.

At the same time, NPA’s Electronics Division underwent a realignment first revealed last month.

The Electronics Division last Monday was divided into two branches — Production, comprising equipment and component sections, and Program & Requirements, covering CMP (the Controlled Materials Plan) and expediting functions.

Mr. Parris, a veteran of Commerce Dept. and NPA operations and an electronics specialist, also will serve as acting chief of Program & Requirements. R. D. Parker of NPA, formerly with Western Electric, leads up Production. Section includes J. Bernard Joseph, a specialist in broadcast equipment, and Lee Golder, chief of the radio-TV section and formerly with Magnovox, has resigned.

WEISS TO ADDRESS
Chicago TV Council

CHICAGO TO PROBE
Television Program Content

TELEVISION program content is scheduled to get a going-over by the Chicago City Council, with industry representatives, educators and the public testifying at hearings to be called by a Council subcommittee on Television.

The subcommittee, organized last Thursday after a meeting of the judiciary committee, is headed by Alderman Patrick B. Patrone. He will work with six other aldermen, one of whom is John J. Hoellen, who introduced a resolution late last month which started the video investigation.

Hearings of an informal nature are expected to begin next week. Alderman Patrone said leaders of all segments of the industry from stations to companies may be called.

Alderman Hoellen, in his resolution noted a “shocking increase in teen-age crime” in Chicago in the past year, and the existence of “...connection between the showing of ... crime films [on TV] and the shocking increase” in teen-age crime.

At the council committee hearing Thursday, Police Chief Timo thy O’Connor testified that, in his opinion, there could be a very close relationship between the incidence of crime by youngsters in Chicago and the television shows aired there.

GOLD medal has been awarded to WJKR-TV Providence, R. I. for election day wrench coverage in annual 1961 TV Guide reader poll completed December.
FCC Actions

Summary: Licensing and relicensing of radio and television stations, transfers of control, and the renewal of licenses.

Non-Docket Actions

WIRA Fort Pierce, Fla.-Indian River Bstgy, Co. Granted transfer of control of its radio station to Carl P. Slane, who will sell the station for $25,500 to the licensee.

WIRE West Islip, N.Y.-Co. Granted transfer of control of its radio station to William H. Gurney, who will sell the station for $30,000 to the licensee.

Another voice communications may be added later by utilization of the five unused channels. Possibility also exists that the unused channels may be employed for commercial use.

Kudner 1952 Billings

KUDNER AGENCY Inc.'s broadcast stations amounted to 292,500 dollars in 1952, placing it in a three-way tie for 11th place among agencies in that respect, Lennan & Newell and Ted Bates Inc. also having billed at the $10 million level in television and radio.

FM Saturation

BECAUSE OF FM saturation in Washington, FCC last week proposed to remove Class B Channel 238 from Balimore and add it to Washington. Unique action would allow suburban WBZ (FM) Bradford to change its call letters to WBNM, and would permit the use of the channel in Washington to be limited to non-commercial use only.

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Co. management referred to the broadcast aspects:

The Government seeks to have the Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, and has been a part of the five radio stations in the U. S., long before there was even a station in New York for the broadcasting of music. The opportunity was open to any other applicant to go into the television field when we were first licensed. It was certainly an opportunity to develop, and the Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take the terrain. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have let the Star any preference or favors on a license if there had been anybody else ready to go into the field.

Mr. Roberts added that "our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals.

The publishing executive thus reiterated his comments of last June when the possibility of anti-trust action first was raised. At that time he said that the Star had produced all the major news products including both newspapers and television and cable programs. He also said that the Star had purchased the Talbot and the Kansas City Post and that the Star's ownership of the two papers did not interfere with the Star's business practices and that the Star had not entered into any contracts or agreements with any of the companies the Star owned.

Mr. Roberts told Broadcasting/Telecasting that this was the first time that he had been involved in such a controversy. The Star had been involved in the past in a number of controversies, but none of them had been as public as the current one. The Star was a strong supporter of the First Amendment and was always willing to defend its rights.

Libel Bills (Continued from page 38)

candidate or not, should be permitted to publish whatever libelous matter his or her mind might dictate. That’s the crux of this matter.

Personally, I don’t think the House is ready to take a vote on these bills. You can’t absolve radio or TV stations from the consequences of defamation. No court would uphold that position.

Radio or TV stations are an instrumentality, just as newspapers are. Do you know of anyone who would exempt newspapers from libel laws? If you do, you’ve obviously not been paying attention.

Reiterating that his greatest interest is in protecting innocent victims of defamation, Mr. O’Hara also suggested a situation where a penniless, irresponsible candidate might impugn the reputation of his opponent yet go scot-free because he has no assets.

Libel Bills (Continued from page 38)

WDAF Placed on Grid by Justice

(Continued from page 83)

other governmental agency in respect of any matters as to which said Com- missions or governmental agency is by law authorized to act, any li- censee shall be found guilty of the viola- tion of any rule or regulation of the court, the court, in addition to any other penalty it may adjudge, order and/or decree that the license of such licensee shall, as of the date the decree or judgment be- comes finally effective or as of such other date as the said decree shall fix, be immediately revoked.

Prior to enactment of the Mc- Farland amendment to the Com- munications Act of 1934, broadcasters were placed in so-called “double-jeopardy,” with the FCC authorized per se to revoke licenses of broadcasters previously con- victed in court of anti-trust viola- tions.

McGraney Comment

Commenting on the anti-trust action, Atty. Gen. McGraney de- manded that the FCC not interfere with the Trust Division’s series of cases to restore to businessmen the right to advertise freely in media of their own choosing. He cited the Supreme Court’s case, observing that “freedom to keep others from publishing is not guaranteed by the Constitution.”

Newell A. Clapp, Acting As- siant Attorney General of the Trust Division, stated: “Advertising plays an important role in our free enter- prise system and is essential to the success of competing newspapers and broadcasting stations. It is vital that advertising channels not be closed by private combinations.”

The indictment further alleged that the defendants “refuse and threaten to refuse to accept advertising, or discriminate as to space, location or arrangements of advertising if the advertiser is competing in a larger ad in competing media”; that the company’s rate structure for local dailies and magazines provided that the advertising field be a closed one; and that the charges were brought by the Justice Department, then resubmit his bill.

NARTB has supported his bill. NARTB has long been an advocate of the First Amendment and, in the first words of the Constitution, has said that the bill would give stations the right of free speech.

A number of bills to repeal the 20% tax on motion picture theatre adver- tisements was introduced. Among them were HR 188 by Rep. Victor Wicker- sham (D-Okl.), and HR 8 by Rep. Carroll D. Kearns (K-Pa.) recog- nizing the economic impact of the bill of HR 188 on the motion picture theatre industry.

Other bills included several calling for the dissolution of the Com- mission of the Executive Department.

RULES CHANGES

Proposed by FCC

NUmerous changes, mostly editorial and corrective, were pro- posed by FCC last week with re- spect to portions of the Commis- sion’s rules and standards for AM, FM and TV.

In the AM rule changes, Sec. 26, the sunrise-and-sunset table, would be deleted and FCC would concentrate on the individual station’s license in ac- cordance with a standardized pro- cedure proposed in Sec. 3.79.

In the FM and TV rules, the Commission would amend its rules to provide a more specific and uniform method for computing the height of an antenna system.

The proposed method is based on eight evenly-spaced radials starting with true North and would expressly specify the method for testing radiators for television signa- l in large bodies of water or foreign terri- torial.

January 12, 1953  Page 9
SPURIOUS EMISSION PROBLEM IS STUDIED

COOPERATION of radio-TV manufacturers on solving spurious emissions interference problem urged Friday by Dr. W. R. G. Baker, vice president of General Electric Co. and director of RTMA Engineering Dept., at industry-wide conference in New York. He termed problem real and serious and warned against potential government regulation if not solved.

Glen McDaniel, RTMA general counsel, said FCC has power to regulate spurious emissions. If courts rule otherwise, Commission would be given authority through legislation, he said. RTMA President A. D. Plamondon, Jr., said interference from transmitters and receivers limits additional radio-TV channels and that suppression would aid business.

Dr. Baker called meeting after FCC asked JTAC to study problem. He pledged RTMA support and announced formation of three task forces: on receivers, headed by Kenneth Chittick, RCA; on transmitters, by James Keisler, GE, and one by D. G. Philo, Philco Corp. to coordinate JTAC-IRE-FCC work.

WSTV FILES COMPLAINT

REQUEST that FCC take action to force Storer Broadcasting Co. to elect which of two pending TV applications it intends to pursue was made Friday by General Tire, applying for full time license for Ch. 9 there. Request was in form of motion for Commission to take prompt action on petition filed last July. Basis for WSTV petition is fact that Storer has four Ch. 9s (WJBK-TV Detroit, WSHP-TV Toledo, WAGA-TV Atlanta and KEYL-TV (San Antonio) and under FCC rules is limited to total of five. Therefore WSTV aver Storer should not be permitted to have two TV applications on file— for Steubenville-Wheeling market and for Miami.

KIMBALL BACK AT GT

DAN A. KIMBALL, Secretary of Navy who steps down Jan. 21, has been re-elected vice president and director of General Tire & Rubber Co., positions he gave up when he accepted post of Assistant Secretary of Navy in 1949. Mr. Kimball also was director of MBS, but whether he will return to that post will not be determined until April meeting of network. General Tire, which owns majority stock of MBS, also owns and operates Yankee and Don Lee networks, as well as National and West Coast stations and WOR-AM-FM-TV New York.

AGRONSKY HEADS GALLERY

 MARTIN AGRONSKY, ABC commentator, who steps down Jan. 21, has been re-elected vice president and chairman of executive board of National Radio-Television Galleries at meeting Friday in Washington. He succeeds Hollis Seavey, MBS. Others elected were Richard Harkness, NBC, vice president and vice chairman; Bill Costello, CBS, secretary, and Joseph F. McCaffrey, MBS, treasurer. Members of executive committee include above and Julian Goodman, NBC-TV; George J. Marler, UP Radio, and Ann Corc, Columbia.

Meeting set Feb. 7 for annual Radio Correspondents Assn. dinner, also agreed to submit change of name to Radio & Television Correspondents Assn. to membership vote.

TRUMAN NAMES MERRILL

PRESEDENT TRUMAN submitted Friday to Senate name of Comr. Eugene H. Merrill, Utah Democrat, for remaining two year term on FCC. He was nominated by D. F. Jones. (See early story page 73.) Nomination, one of two score, is considered informal since Senate not likely to confirm any of President Truman’s nominees.

Mr. Merrill was given recess appointment last October following resignation of GOP Comr. Jones.

LEBHAR HAS HOPES FOR TV

BERTRAM LEBHAR Jr., director of WMGM New York and nearing completion of negotiations for purchase of station and its FM affiliate from Loew’s Inc. for $2 million (earlier story page 27), intends to apply for TV channel immediately if deal goes through, it was learned Friday. (New York City government and WNEW New York already have filed for Ch. 53, only one available in city, and WOV and WHOM New York have announced they will file jointly.)

It also was reported that, although Mr. Lebhar is offering advertisers and others investors several plans for investment in new corporation—and reportedly is getting favorable reaction—he would retain full operating control. With WMGM (formerly WHN) for 14 years as antenna and owner and director of station, he has built it into sports specialist which, over past six years, has had gross billings exceeding $2 million per year.

ANOTHER 540

ANOTHER request for newly-opened 540 kc channel filed with FCC last week when KFBM San Diego submitted application for frequency with 5 kw fulltime, DA-1, for San Diego. Earlier in week KWK St. Louis filed for same frequency with 1 kw fulltime, KD-1, for Kansas City, Mo. (see application, page 87). KPMB, now on 550 kc with 1 kw fulltime, DA-1, expects change to 540 kc will cost $41,500; estimates annual operating cost after change as $205,000, revenue as $220,000.

KARM SALE

SALE of 50% interest in KARM Fresno, Calif., by sole-owner Hattie Harm for $60,000 to General Manager Clyde Coombs was disclosed in application filed with FCC Friday. FCC earlier granted sale of KROY Sacramento by Mrs. Harm and Mr. Coombs for $425,000 to C. L. McCarthy, manager KGO San Francisco, and associates (BP'T, Dec. 29, 1952).

GONE ARE THE CALLS . . .

LAST "TV" call letter assignment possible in W call series was made by FCC Friday to Gallaher, Berry & Woodyard, Pittsburgh uhf Ch. 47 grantee. It is WTVQ (TV). And according to Ed- win F. McVey, FCC’s call letter expect TV combinations in K call series “are going fast.” Mr McVey is assignment clerk in Application Control Section, Authorization Analysis Division, Safety & Special Radio Services Bureau.

JACK W. SMOCK, vice president, Foote, Cone & Belding, N. Y., to Los Angeles office of Young & Rubicam and vice president and manager of the office effective March 1. At that time, E. E. Smith, present L. A. manager of Y&R, returns to New York office.

A. V. B. GEOHGEN, vice president in charge of media relations of Young & Rubicam, New York, named co-chairman of plans board and will serve in that capacity with Louis N. Brockway, executive vice president of agency. In his position on board, he replaces C. L. Whittier, who retired from agency as of first of year.

APPOINTMENT of ABC sportscaster BOB FINNEGAN as assistant to JOHN T. MADIGAN, vice president and four years of term of former Co. event, Bob Baker, will be in charge of media relations of Young & Rubicam, New York, which he will serve in that capacity with Louis N. Brockway, executive vice president of agency. In his position on board, he replaces C. L. Whittier, who retired from agency as of first of year.

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NEW APPLICATIONS

Santa Monica, Calif.—KOWL Inc. (KOWL), uhf Ch. 33, filed an application for priority status of a narrowband uhf station at 205,000 kw, with antenna height above average terrain 2,950 ft., above ground 425 ft., estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. P. O. address: Pico Blvd. at the Ocean, Santa Monica. Studio location to be in Santa Monica; transmitter location at 12640 Wilson. R.C.A equipment. Sole stockholder in applicants is Howard M. Koopman, who has 100% interest in WJBK Detroit. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

Miami, Fla.—Television Corporation of Greater Miami, uhf Ch. 33, ERP 20.7 kw visual, 10.29 kw audio, antenna height above average terrain 407 ft., above ground 404 ft. Estimated construction cost $218,472, first year operating cost $235,000, revenue $260,000. P. O. address: 6205 Marco St., Miami. Construction site is at 5000 SW 17th St., Miami. Transmitter location at 5000 SW 17th St., Miami. Studio location at 5000 SW 17th St., Miami. W.J.N. equipment. Sole stockholder in applicants is Carl D. Jaffe, who has 100% interest in WJNA Miami. City priority status: Met.-B, No. 86.

LOUIS HAUSMAN NAMED

LOUIS HAUSMAN, CBS Radio administrative vice president, named to 16-man planning committee for 10th anniversary Brand Names Day conference to be held April 15 at Waldorf-Astoria, New York. He will supervise entertainment plans in cooperation with Lester Gottlieb, CBS vice president in charge of network programs.

BROADCASTING * Telecasting
the **RIGHT COMBINATION** for
maximum performance at minimum cost

NO SPLICES. As always, plastic-base Audiotape in 1200 and 2500 ft reels is guaranteed splice-free.

NO FRICTION SQUEAL. Perfected anti-friction process eliminates annoying tape squeal—prevents "tackiness" even under extreme temperature and humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide coating is especially formulated to give maximum undistorted output. Comparative tests show its marked superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10" reels of plastic-base Audiotape are guaranteed to have an output uniformity within ±1/4 db—and a reel-to-reel variation of less than ±1/2 db. And there's an actual output curve in every 5-reel package to prove it!

**PRECISION TIMING.** Improved reel design with 2¼" hub reduces timing errors by eliminating the tension and speed changes formerly encountered at the beginning and end of the winding cycle. Ratio of OD to hub diameter is the same as the standard NAB 2500 ft reel.

**CONSTANT PITCH** is another advantage of the new reel design resulting from the more uniform tape speed throughout the winding cycle.

**SLOWER ROTATIONAL SPEED,** due to larger hub diameter, minimizes vibration and avoids possible damage to tape on fast forward and rewind.

**REDUCED HEAD WEAR** can also be expected, because the maximum tape tension is materially decreased.

**audiotape** gives you all these advantages at no extra cost!

* Trade Mark

This new 1200 ft plastic reel with 2¼" diameter hub is now being supplied on all orders for 7" reels unless otherwise specified...at no increase in price. Remember— with Audiotape, there's only one quality—the finest obtainable! Audiotape is available in all standard size reels from 150 to 5,000 feet.

**AUDIO DEVICES, Inc.**
444 Madison Ave., New York 22, N.Y.
Export Dept. 13 East 40th St., New York 16, N.Y., Cables "ARLAB"
audiodiscs audiotape audiofilm audiopoints
SELECTION AND FLEXIBILITY

IS THE KEYNOTE OF THE KEYSTONE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaign is up to you. You may do all this with one order, one rate, one invoice.

KEYSTONE BROADCASTING SYSTEM, INC.
• New York: 580 Fifth Ave.
• Chicago: 111 W. Washington
• Los Angeles: 1330 Wilshire Blvd.

Markets
Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!

Audience
Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!

Time
From sign-on to sign-off, 631 KBS stations may be purchased any time of day!

Announcements or Programs
Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

Merchandising
Keystone cooperates with the advertisers in a merchandising program that gets results!

Live or Transcribed
Many advertisers use live announcements; others use transcriptions.

Number of Broadcasts
Any number of Broadcasts per station you need to do the job!